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CHRISTMAS NUMBER

December 1, 1945

25 Cents

The Billboard



Sheridan

and the Cavalcade of Fairs

CONKLIN SHOWS

"THE WORLD'S FINEST"

I. W. CONKLIN, PRESIDENT — FRANK R. CONKLIN, VICE-PRESIDENT
POST OFFICE BOX NO. 31, HAMILTON, CANADA

FIRST

As defined by Webster

first (fîrst), (ad), the ordinal of one; foremost in place, rank, dignity, time, excellence, etc.; earliest; most important; chief; adv. before all others in order, place, rank, time, etc.; sooner; n. the beginning.



Conklin SHOWS

LEADS WITH
FROL-EX-LAND and FROLIC-LAND

- 1st** First to gross more than \$300,000.00 at the Canadian National Exhibition
- 1st** First to give Charitable Auspices \$100,000.00 at one engagement
- 1st** First to have permanent 10c Gate at Still Dates
- 1st** First to have One Half Million paid admissions at one Still Date
- 1st** First to pave Midways on Exhibition Grounds
- 1st** First to be awarded Ten-Year Exhibition Contracts
- 1st** First to build permanent buildings in Amusement Areas on Exhibition Grounds
- 1st** First major Carnival to open at midnight and operate continuously for 36 hours
- 1st** Only Midway not to miss an opening date during the six years of wartime
- 1st** First to operate all office-owned rides and concessions
- 1st** First and Canada's only one hundred per cent railroad show



"Sign your name for Victory"—

BUY AND HOLD YOUR VICTORY BONDS

FIVE STILL THE LEGIT PAYOFF

Hams Get Shoes; BB Mail Service A Thesp's \$100

NEW YORK, Nov. 26.—No fellow thespians turned up at the burial (in the Actors' Fund of America plot in Kensico Cemetery, Westchester) of Conrad Cantzen, 60-year-old actor who died, apparently destitute, in St. Luke's Hospital last June. He never made a big name in legit, usually playing bit parts on the road and on Broadway. His last show was the Theater Guild's production of *The Good Earth* in 1932.

Last week it was announced by Actors' Equity mouthpiece, Paul N. Turner, that Cantzen, who has lived with the utmost frugality all his life, had left \$226,808.84 in gilt-edge, stocks, bonds and savings, and that the greater part of this money had been turned over in his will to Equity to provide shoes for needy thespians, whether they were paid-up union members or not. The bequest stated that the fund was to be known as the Conrad Cantzen Shoe Fund for the purpose of providing footwear for hams. "I leave the fund (the will stated) for people who can't buy shoes, even if they are not paid-up members of Equity. Many times I have been on my uppers and the thinner the soles of my shoes were, the less courage I had to face the manager in looking for a job." At the end of each year, income not used is to be given to the Actors' Fund of America.

For B. B.'s Mail Service

Among other bequests was \$100 to *The Billboard* for its mail forwarding service. Cantzen was a steady user of this service and is remembered at *The Billboard* as a kindly, quiet man, neatly but not nattily dressed, who liked to reminisce about his half-century in the theater, whenever he called in for his letters. He had been absent from the mail window for some months before his death.

Fellow thespians who toured with him also attested to his neat dressing, which often included a flower in his button. (See *HAMS GET SHOES*, on page 28)

Congress Told Telegram Rates Decrease Due

WASHINGTON, Nov. 26.—Telegraph rates are due for a tumble within next five to seven years, FCC is telling Congress, and the saving to the public—especially showbiz—will come when Western Union installs a new radio message relay system with multiplex transmission equipment. Estimates of actual savings, naturally, are fuzzy, but since the public pays more than \$2,000,000,000 a year to communications carriers, FCC Chairman Porter points out, a rate reduction as little as one-tenth of 1 per cent would effect a substantial saving. Even without reduced rates, Porter recently told a closed session of the House Appropriations Committee, FCC might well prevent rate increases and save the public nickels and dimes thru improved services.

Western Union, which is currently spending 13 to \$20,000,000 a year on improvement of its plant, under a proposed reorganization plan which the FCC is now studying, would eventually completely abandon all of its outside plant. That is, the wire line and poles would go and with them the expensive upkeep and contracts for railroad rights of way (to say nothing of the stock of old Joes and bromides tied to railroad travel and telegraph poles).

Growing competition from all mail and (See *WIRE RATES MAY DROP*, page 37)

ODT Rail Ban Makes Trouping Tough Sledding for Orks, Shows

WASHINGTON, Nov. 26.—Bands and showbiz entertainers making the West Coast run thru Chicago, St. Louis, Memphis and New Orleans, on to important East Coast centers, will find railroad travel in December and January tougher than at any period during the past four war years. Office of Defense Transportation officials warned today in a statement to *The Billboard*. Situation will be even more stringent than earlier disclosures indicated, it was stated.

Principal cause of congestion results from the fact that professional entertainers will have to compete for rail space with abnormally heavy civilian Christmas traffic which would customarily be carried by air. Under an ODT order Tuesday (20), earmarking 70 per cent of West Coast-East Coast airline travel for returning Pacific veterans, plus an expected record Christmas airmail load, there will be virtually no air accommodations for other than high-priority travelers.

On local valley hops west of the Mississippi and north and south bound schedules, ODT men point out, train travel will probably be tougher than

usual but will be relatively unaffected by organized troop movements.

Real Crisis Coming

The real crisis will come in next three-month period, rail traffic to important East Coast centers will probably continue thru April, it was stressed, and to a lesser degree thru June. The 70 per cent airline allocation is expected to remain for at least six months, with 800,000 troops a month expected to arrive at West Coast ports thru April and final shipments of 300,000 men a month in May and June.

East Coast rail travel should ease up after February, according to agency spokesmen, since virtually all troops from the European area will have been transported to their homes by that time.

Heavy Airline Sked

The ODT airline order, which will also result in further overloading of train loads on these routes, applies to all airlines operating east from Seattle, San Francisco, Los Angeles and San Diego. It will also affect Midwest terminals principally at Chicago, St. Louis, Memphis (See *ODT RAIL BAN TOUGH*, page 37)

Hit Balances Four Flops

Most Main Stem producers believe they can hang on despite the birds

NEW YORK, Nov. 26.—The "Rule of Five" is still Broadway's rule of thumb. This familiar theory, a pet of old-timers on the Stem, is simply this: If a producer has a hit he can afford four flops. With the wartime boom still current in legit and despite the tremendous increase in the cost of putting on a show, Broadway's producers—six out of 10 of them—believe that the Five Rule still holds.

Some of the 10, queried by *The Billboard*, gave a straight "Yes" or "No" and explained why. Others, as they discussed the question, became somewhat "iffy" in their conclusions, allowing certain breaks, certain sets of conditions for the "Rule" to remain. But most of them believe that any one of them can hang on with a hit, when four other of their productions are tagged as turkeys and slip out of sight fast.

Wildberg Pro-Rule

Among more definitely pro-Rule was John Wildberg, whose current showing is the much-discussed *Anna Lucasta*. "One out of five?" he asked. "I would have thought all a man would need would be one out of eight or nine shows. This business goes in cycles. A producer, once he knows where his next meal's coming from, can afford either an artistic or a commercial success, or (See *FIVE STILL THE LEGIT*, page 40)

Am. Legion To Use Showbiz Pitch To Attract New Vets

CHICAGO, Nov. 26.—Plenty of new outlets for bands and acts, both local and big name, will be created soon when the American Legion tees off on its program to bring the World War II vets into the organization, according to Legion execs attending the first post-war convention of the group here last week. C. M. Wilson, co-ordinator of World War II veterans' activities, told *The Billboard* that the Legion is prepping a program which will encourage the newly discharged vets to join the A.L. Basis of this "stabilization program" will be the pitch that the new members from World War II will get equal consideration in the vets' org with the men who joined way back in 1919.

Entertainment programs, Wilson said, will play an important part in bringing the vets of both wars together. He said that the plan to bring young vets into the org will be on a community, State and national basis. As spokesman for the national headquarters, he said that no definite budget had yet been set aside for such liaison work, since these figures are set up in December, but that talks with community post leaders from all over the country convinced him that the entertainment programs will be a heavy draw on the local post's budget for 1946.

Clubhouse Expansion

Present Legion post clubhouses are evaluated at around \$100,000,000, Wilson

said, and part of the program to encourage new members will be expansion of all present clubhouse facilities. Big portion of renovation and expansion expenses incurred in the clubhouse enlargement program will be for increasing the size of ballrooms in these community A.L. centers.

Talks with community Legion execs from all over the U. S. disclosed that entertainment programs for the coming year will be more lavish than usual, because the old members want to show newer Legionnaires that the clubhouse is a swell place to spend their leisure hours. Music and act programs will be on the conservative side, with the program designed to entertain both those just out of their teens and those who are starting the second half of the century. Bands will be on the commercial side, with those orks able to offer a mixed program of dance music being favored, Legion spokesmen said.

The current figures are not available, last count showed that about 25 per cent of the present 13,000 Legion posts in this country had facilities which permitted holding dances and entertainment programs. Possibility that these posts will be centers for club dates and possible one-nighters means that both agencies and independent ops will find biz perked by Legion spending for entertainment. Legion anticipates 8,000,000 members by the end of 1946.

Proper Citation

CHICAGO, Nov. 26.—If a naval order is obeyed—and it had better be or else—a certain scribe is about to be decorated with the first theatrical medal in war's history. And the decoration will cover him from stern to stern and from amidships to port and starboard. He'll look like a superstructure inspired by Superman.

The other day the Navy Department authorized the wearing of American Campaign and World War II Victory Medals and Victory Ribbons by those who have served in the Continental United States for a cumulative period of at least one year (American Ribbon) or at any station for that minimum period (Victory Ribbon).

The scribe, Leonard Traube, editor of *The Billboard* on leave to the navy as chief copy editor of the fleet hometown news center in Chicago, immediately applied for authorization to wear seven battle stars on his American Theater ribbon, trying out the self-styled logic that he has slaved in seven "major campaigns" of the news center as follows: Copy desk; rewrite desk; metropolitan desk; pictorial department; media section; reproduction and distribution.

Shot back the officer-in-charge, Lieut. Charles W. Payne, former Associated Press editor: "Endorsement 1: Returned approved, provided that in lieu of seven stars, seven replicas of as many issues of *The Billboard* dated after your first year of service be worn." Somebody's phytog is very vermillion.

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AFL in L. A. To Build Arena On Palomar Ballroom Site

LOS ANGELES, Nov. 26.—The Arena building wave here hit a new high when the American Federation of Labor revealed it will pitch its hat in the ring. Within 30 days, AFL Central Labor Council expects to start construction of a 15,000 person capacity stadium to house ice shows, fairs, circuses and the sporting events. Structure will go up on the site of the old Palomar Ballroom which burned in 1939. Location is a natural, being situated at the transportation hub at Third and Vermont.

AFL, which to a great extent here is made up of showbiz guilds, must take over the entire city block on South Vermont between Second and Third Streets going east to Juanita Street and expects to sink \$4,000,000 into its building venture. In addition to the stadium, union will also put on the same block, a limit-high office building as a center for all AFL activities here. Land belongs to Ray Lewis, owner of the old Palomar, now head of Lewis Construction Company. Lewis will help back the deal, according to W. J. Bassett, exec sec of the AFL Central Labor Council.

Without Posts

Stadium will embody best features of Madison Square Garden, Forum in Montreal, and Maple Leaf Gardens in Toronto. Plans call for no-post clear vision construction and will be built so as to allow for rapid change-overs from one type of show to the next. With an eye to circus

biz, ceiling will be higher than a Ringling big top, thereby providing plenty of room for high-wire acts. Also house will have built-in elephant ramps and full facilities for animal shows. Whole cost of the biz is expected to come from ice shows and sports events.

Blueprints include provisions for aquacade shows. Taking a shot into the future, Union will also install complete facilities for television transmission. Idea is to make it easy for telecasters to scan ice shows, etc., for air audiences.

Announcements of Union's unique venture comes on the heels of two ice rink deals here involving \$2,500,000, as reported in *The Billboard* last week. First, Henderson Brothers revealed they will soon start construction on a new \$1,500,000 Pan-American Auditorium. Second, Sonja Henle took over the Westwood Ice Gardens to stage her own blade revues and formed a \$1,000,000 corporation.

Ice Follies of 1945

(Reviewed Tuesday, November 20)

(Presented by the Shipstada & Johnson at Madison Square Garden, New York, from November 20 to December 2.)

The skates had everything but smoothness on the opening night. The production was presented as the someone up-ended the cornucopia but forgot to arrange into some form of order what cascaded out of the horn.

The presentation started with *Nocturne* which didn't come off—the suspended star in the middle of the auditorium never was dropped to tie up with the star on the ice and the center framework of lights never was used—no skedded. It proved that nothing replaces, production-wise, the fannies on ice. All the gadgets, and some of them were plenty good even if some never did light up at the right moments—didn't get the hands that the grouping of line girls in slimy blue-lighted gowns received. Shirley and Oinger, in this routine, were overzealous and came thru with routine iceery. Best part of the opener was the *Adagio*, which had plenty on the freezer.

Mandarin's Daughter and the *Coolie* was slapstick that didn't come off, despite capable icing by Rasmussen and Cameron. Like so much of the preem program, everything was there but the sock. Everything missed the yocks.

Mississippi Levee should have been good but flopped on the ice, as many of the skaters did on the opening . . . until Phyllis Legg came out on still skates for *Sunset on the Desert*. She made you forget she was stilted. Especially for the half-plants in this number were the *Desperadoes*, three skaters. Rasmussen.

(See ICE FOLLIES on page 28)

Religious Protest Of "Strange Fruit" Booms Philly B. O.

PHILADELPHIA, Nov. 24.—Lillian Smith, whose play, *Strange Fruit*, is the storm center of religious protest here, refused to make the changes in the show ordered by the Board of Theater Control. Acting on advice of council, Miss Smith said: "There are differences of opinion about the play here, for Philadelphia is made up of many groups. I don't feel unanimity, but I do feel that the view of the play deserves to enjoy freedom of expression."

Controversy was touched off by Rev. Melvin M. Farney, head of the Lord's Day Alliance, who denounced it from the pulpit as "an attack on the Evangelical Christian Church." He was supported by the Conference of Baptist Ministers of Philadelphia and vicinity.

Miss Smith said, in answer to his charge, "It attacks only the hypocrisy of the church." Business was reported brisk at the box office as a result of the controversy.

Hotels Shy Away From Building; Will Face-Lift What They Have

NEW YORK, Nov. 26.—A soap-and-water, paint-and-paper boom is on in the nation's hotels. Contrary to the last post-war era, the big chains are fighting shy of building new inns and are concentrating on doing a bang-up-face-lifting job on the old buildings, trusting that refurbishing tactics will prove a lure to customers when the war-inspired phenomenal upswing has tempered down to a more normal level. This redecorating job will apply notably to hotel rooms, where talent, new and old, will find themselves selling their wares in new and lavish settings.

The hostilities are playing cagey as far as building is concerned. Once bitten, they're twice shy after the last post-war period when a mad scramble to throw up plaster palaces in the hope that the wartime rush could be made permanent, landed many, if not most of the inns, in the hands of receivers, banks, loan companies and bond companies within a decade. Of course, there are a few isolated exceptions, most of which are in the rumor stage. One is that the Statler chain, which is well and soundly financed, is eyeing Chicago as the site of the next monster caravanserai. Elsewhere hotel men are fighting shy of even talk about building. They point to the 1919-'20 era and add the fact that today, build-

ing costs have soared 35 per cent over pre-war days. These two deterrents are sufficient, they claim, to make them keep hands off and concentrate on polishing up what they have.

Dough—real dough estimated at anywhere from \$600,000,000 to \$1,000,000,000—is being readied for the gigantic national redecorating and refurbishing job which will include everything from coffee-shop napkins to new decor in the supper club and nitery rooms. As an example, at a four-day hotel convention held here this month, more than \$500,000,000 in orders was placed. Most of the boys took the rubber hands off their pocketbooks and splurged over their budgets in an orgy of buying silverware, tableware, blankets, carpets, drapes, stoves, laundry equipment, etc. Their idea is that if they can repair the ravages of the war years it's an investment which will pay dividends with high rentals and packed in—when the hotel biz has slid back to a normal 65 per cent occupancy, from the present phenomenal 95-98 per cent which, barring a miracle, cannot last much longer. Refurbishing the niteries in these hotels is of paramount importance in making these rooms pay the talent and help upkeep as well as bringing something to the ledgers to keep them black.

D. C. Showbiz Hopper

WASHINGTON, Nov. 12.—Here are high spots in the progress of major Congressional bills of interest to the entertainment industry:

HR-4314, BY REPRESENTATIVE CELLER (D., N. Y.).—This proposes important sweeping revisions to Federal Communications Act of 1934, with sponsor's avowed aim to "protect radio from over-commercialization." It follows up FCC's decision in AVCO case by putting strict limitations on sale-prices in station transfers, based on original costs, etc. It would allow individual citizens to protest to FCC against renewal of any license. It seeks to let the public in on radio profits and gives FCC a voice in programing thru establishment of specific percentages of required time for non-profit sustaining programs. Its aim, in effect, is to end threat of big-biz monopoly in radio, and improve programing. Bill is in House Interstate and Foreign Commerce Committee, where it faces stormy future.

S-704, BY SENATOR BAILEY (D., N. C.).—This one is aimed primarily to end royalty fees on transcriptions. In effect, tho, it outlaws the whole labor royalty practice, banning payments by employers to representatives of employees groups, except for dues, "check-off" or like practices in the normal operation of a labor union. Penalty for violation: \$10,000 fine or six months imprisonment or both. Principal targets, the unnamed in bill, are boss Jimmy Petrillo, of American Federation of Musicians, and ear John L. Lewis, of American Mine Workers. Policy of bill is seen as contrary to National Labor Relations Act. Three federal agencies, including Department of Labor, have filed objections. Sub group of Senate Judiciary Committee will air arguments soon at hearing. Fate uncertain, altho some Judiciary Committee members want some kind of legislation on subject.

HR-2819, BY REPRESENTATIVE MILLER (R., NEB.).—This is something like Bailey's S-704, and its author frankly describes it as intended to curb activities of Petrillo and Lewis. It calls for end of royalty fee practice, but penalty provisions haven't been written into bill yet. Miller hasn't been pressing for action on the measure which is dormant in committee on labor.

HR-1648, BY REPRESENTATIVE DONDERO (R., MICH.).—This one is designed to cut down Petrillo's power by outlawing interference with non-commercial education broadcasts. Bill has had hearings in House Interstate and Foreign Commerce Committee where it's stymied, at least temporarily, thru division of opinion over proper form such legislation should take.

S-63, BY SENATOR VANDENBERG (R., MICH.).—This is Senate counterpart of Dondero Bill and unlike the House measure, got speedy passage in the Senate. Its progress is halted until House Interstate and Foreign Commerce Committee decides on appropriate form of legislation.

HR-2118, BY REPRESENTATIVE HOFFMAN (R., MICH.).—This one is tougher and broader than the Dondero and Vandenberg bills. Intentional or willful interference with "lawful production, transmission, dissemination or movement" of any "music, musical program or radio broadcast" would be punishable by imprisonment from half a year to five years or fine of \$100 to \$5,000 or both. Bill's in House Judiciary Committee in relatively dormant state.

S-509, BY SENATOR CAPPER (R., KAN.).—This penalizes interstate transmission by mail or otherwise, of newspapers, periodicals, films or records advertising or soliciting orders for alcoholic beverages. Advertising by radio is also prohibited into States that bar liquor ads. This is resting comfortably in Senate Interstate Commerce Committee.

HR-3718, BY REPRESENTATIVE WIGGLESWORTH (R., MASS.).—Would specifically ban use of radio to advocate overthrow of U. S. Government by force or violence. Makes "overthrow of government" doctrine ample reason for radio station to refuse time on air to commentator. This one is pigeon-holed in House Interstate and Foreign Commerce Committee, where no immediate action is in sight for it.

S-2, BY SENATOR McCARREN (D., NEV.).—This is one of the best known of the Senate Federal-Aid-for-Airports bills. Its chief effect on radio is a provision, installed by last-minute amendment, authorizing Federal Communications Commission to consult with Civilian Aeronautics Administrator on disposition of radio transmitter lands in connection with new or expanding airports. The bill passed Senate September 12 and will wind up in Joint Conference Committee.

HR-3616, BY REPRESENTATIVE LEA (D., CALIF.).—Like McCarran's original Federal-Aid-for-Airports Bill, this one seeks \$700,000,000 yearly for 10 years. As a result of changes made after lengthy public hearings, the bill contains a provision giving broadcasters an opportunity to air protests against losing transmitter lands to proposed new airports. This bill passed House. It is in Joint Conference Committee.

S-1264, BY SENATOR STEWART (D., TENN.).—This is one of the more important among a number of bills designed to improve disposal of war surplus properties—of which there are hundreds of millions of dollars' worth affecting the entertainment industry. In order to get rid of a lot of red tape in surplus property disposal, the bill would require direct reporting to the President and authorization for centering full control of operations in surplus property board, withdrawing functions now held by Department of Commerce and Reconstruction Finance Corporation. Senate Military Affairs Committee has this as well as number of other surplus property bills which may get public hearings soon.

HR-1109, BY REPRESENTATIVE HOLMES (R., MASS.).—This bill would separate Federal Communications Commission into two divisions—Division of Public Communications and Division of Private Communications. Commission would be allowed to authorize construction and operation of radio apparatus on written application only, and in cases of rejection, hearings could be called. This one's a stumper in House Interstate and Foreign Commerce Committee.

HR-4129, BY REPRESENTATIVE MANASCO (D., ALA.).—This exempts Federal Communications Commission and a few other agencies from over-all executive department reorganization. In other words, any changes proposed by President for reorganization of FCC would need special Congressional authorization. This bill passed House and is revised before passing Senate. It is now in Joint Conference Committee.

HR 1834 BY REPRESENTATIVE HOOK (D., MICH.).—This would set up "proper procedures" for congressional investigatory bodies and, in effect, would uproot present House Un-American Activities Committee which is waging witch-hunt against number of radio commentators. Hook has vowed to get floor action thru a petition to wrest his bill from House Rules Committee.

HR-4776, BY REPRESENTATIVE WOOD (D., GA.).—This is House Un-American Activities Committee's idea of "American Firsting" radio programs. Would compel commentators to announce whether comments are news or editorial, and would also require them to file public statement showing how they vote, where they were born, etc. Stations would have to establish legal agents in adjacent States for handling complaints. Bill is in House Interstate and Foreign Commerce Committee where, it's assumed, it will stay.

HR-4737, BY REPRESENTATIVE LEA (D., CALIF.).—Would crack down on American Federation of Musicians by adding three sections to Federal Communications Act making it felonious to compel "payment of tribute for broadcasting materials." Two years in jail or \$5,000 fine, or both, would be penalty. This one hits at double-crew edict as well as royalty collection practices by AFM in non-commercial educational stations. Television is covered in bill, too, in House Interstate and Foreign Commerce Committee where it may see action.

HR 4733 BY REPRESENTATIVE DONDERO (R., MICH.).—This one puts penalty teeth into Dondero's HR 1648. It's in House Interstate and Foreign Commerce Committee.

WEBS MAY HAVE RATING WAR

"Meet the Missus" Goes Six a Week

HOLLYWOOD, Nov. 26.—New time sales on Columbia's Coast-net participant, *Meet the Missus*, will up number of show's airings from five a week to six, starting December 1. Nowell Nuttall Company bought a half-hour slice of the air show to plug Stryker's Granulated Soap and will hold the 12 to 12:30 p.m. (PST) Saturday slot. Fifty-two-week contract was set via Garfield & Guild, San Francisco.

Starting January 1 Kelite Products, Inc. will take the Tuesday, 2:45 to 3 p.m., segment of the show to praise Kenu Household Cleaner. In addition to Columbia Pacific web, CBS affiliates in Yakima, Bakersfield, Salt Lake City, Cedar City, Denver and Colorado Springs will carry the Kelite portion. Little & Company, advertising agency, handled the 52-week contract.

La Guardia Set For ABC Slot, 50G Sustainer

NEW YORK, Nov. 26.—New York's Mayor (until the end of the year) Fiorello H. LaGuardia will become a regular ABC commentator following the end of his third term as chief executive of the city. LaGuardia goes into ABC's Sunday, 9:30 p.m. spot at a reported \$50,000 a year, sustaining plus commercial rates. Understood that there have been several offers by prospective sponsors but that he has turned down at least two of them because he didn't feel that their products would be becoming to him and his political slant.

To date, LaGuardia hasn't signed a contract with ABC but he is expected to put his signature on the line before the week is out. It is reported that LaGuardia had considered taking an offer from Mutual and in fact would have preferred going there but felt that his conflicts with Capt. Joseph Patterson, cousin and partner of Mutual stockholder Col. Robert McCormick, would make his personal situation on the web a difficult one.

Model House Filled With Sponsor Items, New CBS Promotion

HOLLYWOOD, Nov. 26.—Construction will start Thursday (29) on a model home to be built in the CBS forecourt as a new twist in web exploitation. The five-room house will be a post-war model by the Precision Housing Corporation and will be furnished thruout with CBS advertised products.

Plan is to have CBS name talent act as hosts three times a week, with admittance by tickets. Web expects 3,000 to 4,000 visitors a day. What should prove to be the top interest builder is the fact that the house will be up only five days and will be the first home in these parts built in the "precision" manner. Precision Housing Corporation, Trenton, N. J., claims to have a method devised of installing entire segments of the house at a shot. Altho they say it's different from the Kaiser "pre-fabricated" method.

This is expected to arouse curiosity for closer inspection. House will fit into local KNOX (CBS) show sponsored by Precision's L. A. reps, Barker Bros. Furnishing Company, understood to be footing the bill for the construction.

Pantry will be stocked with Campbell Soups, house will have G. E. products, etc., giving CBS a good chance to boost clients. Shows will also get a lift by promoting talent via the "host and hostess" gimmick. Web expects to shoot for spreads in either *Life* or *Look* as well as women's mags. Thereby getting national pulls.

Blue Pencil by WHLS Gives FCC Trouble

Libel Censorship Probed

WASHINGTON, Nov. 26.—One of radio's sorest dilemmas—application of libel laws and the Federal Communications Act to political broadcasts—is headed for a quiet but all-important study by the Federal Communications Commission. Conflict between the Communications Act provision on political broadcasts and various State court rulings on liability of radio station operators is seen here as occasioning the public hearing called by the FCC on the handling of political broadcasts by Station WHLS (Port Huron, Mich.).

Under Section 315 of the Communications Act, station ops who give time for campaign speeches to qualified political candidates are forbidden any right of censorship over their scripts. Since these scripts may contain libelous statements, this may place station ops in a serious situation, an FCC spokesman told *The Billboard*. He pointed to a recent ruling by the Nebraska Supreme Court (*Sorenson vs. Wood case*) which makes radio liable for defamatory statements going over its facilities. That decision plainly stated that, while a station did not have the right to censor statements solely because of political or partisan views, it does give it "privilege of joining and assisting in the publication of libel." Nebraska court ruling is viewed as the sole important precedent in "radio libel."

In the WHLS case, Herman and Harmon Stevens, licensees, first accepted and then canceled political broadcasts after examination of the scripts on the grounds that they were "unsuitable for broadcasting" and "contained libelous remarks."

Other Cases, Also

FCC interest in the question of station-handling of political broadcasts is mounting in view of this latest Port Huron incident, and earlier developments, notably the FCC hearing on alleged violation of the radio statute by Station WDSU at New Orleans last year and complaints by the United Automobile Workers (CIO) over initial refusal of Stations WWJ and WXYZ in Detroit to carry their scripts in behalf of Richard Frankenstein's candidacy for the Detroit mayoralty this year.

In view of the wider implication of

Spare the Blushes

NEW YORK, Nov. 26.—An amusing sidelight on the air credits provision written into the new contract between the Radio Directors' Guild and the webs came up this week when several directors queried R.D.G. officials as to whether they had to take air credits. It seems that several lads decided they did not want their names tagged to their shows.

Reason for the apparently strange request is the fact that several directors think the shows they have to do are so bad that air credits would permanently cripple their reputations.

the Port Huron case, only one of its kind yet to reach FCC. It is speculated that the commission may invite other station ops to intervene in the hearing and present views on policy problems under present requirement of the Communications Act.

Occasion of the WHLS controversy was a complaint reaching FCC alleging that the station had first sold time to Carl Muir for a series of broadcasts in support of his candidacy for re-election as Port Huron city commissioner, but later canceled the series after examination of the script of the first broadcast. Station declared scripts "unsuitable" for broadcast.

FCC has also received a complaint that the station sold time to other candidates for city office—Harold E. Davis and Nelson Tobias—and then canceled their time on the air, with the explanation that Muir had seen fit "to cause trouble for WHLS." Station was deemed therefore to have refused its facilities to any candidate for city commissioner. However, later examination of the station's program logs disclosed that Muir had, in fact, used WHLS for a political address back in March, 1945.

FCC hearing will therefore inquire into full details of the WHLS action to determine whether its refusal to give time to Muir is a violation of Section 315 of the radio act. Also at issue in the forthcoming hearing will be the question of possible violation by WHLS in forbidding any of the candidates air time.

Love Named Technical Head Of WWJ and FM, WENA

DETROIT, Nov. 26.—E. J. Love has been appointed technical director of WWJ and WENA (FM outlet).

He will direct research, construction and the engineering problems involved in the stations' operations, as well as the contemplated television outlet.

Newhouse Offers N. Y. City \$2,000,000 for WNYC

NEW YORK, Nov. 26.—Theodore Newhouse, publisher of a string of newspapers in Long Island, New Jersey, and up-State New York, has his eye on WNYC and has offered \$2,000,000 for the municipally owned, 1,000-watt. Deal, if consummated, would grant the city two hours of free time daily for its various public service and educational programs, market reports, etc., with the remainder of the station time offered for sale commercially. WNYC currently sells no time.

Offer of the \$2,000,000 was first made to the city last summer by Albert E. Dale, acting for Newhouse. Dale, who in January of this year left the National Broadcasting Company, where he held the position of director of the department of information, will probably sound out Mayor-Elect William O'Dwyer in a week or two—"as soon as election excitement simmers down."

Mayor Nixed Sale

When the offer was made last summer the five borough presidents voted for the sale, the city comptroller withheld his vote, and Mayor La Guardia voted "No."

Newhouse would want to buy the station only if major factors in the city administration were in favor of the deal. He doesn't want to step into a brawl.

Attitude of the mayor-elect at this stage is not known. O'Dwyer during the recent campaign did say that he would refrain from using the radio in the way La Guardia did, but this does not necessarily indicate O'Dwyer is in favor of the station's sale. Some of O'Dwyer's advisors are known to favor continued municipal operation.

Newhouse, if he gets the station, will build adequate studios to facilitate commercial operation. He is not interested in the city's FM facilities. Morris S. Novik, station director, remarked apropos the Newhouse offer of \$2,000,000, "I'm complimented that the station is now worth that much money. I am serving the city to try to make WNYC the best possible station." Newhouse, whose publishing properties include *The Long Island Press*, *The Long Island Star-Journal*, *The Staten Island Advance* and other papers, is the latest publisher to try to edge into the New York radio scene.

Nielsen Study May Light Fuse

Edge for CBS said to be basis of network project anti-co-incidental tabbing

NEW YORK, Nov. 26.—Competitive selling based upon listening indices hasn't ended. Latest slant, according to researchers in the radio industry, is a study being done by CBS with Nielsen figures which are said to throw a strong balance in favor of Columbia, due to the fact that there are more short programs on CBS than on NBC at night and also the variety on the Columbia web is more pronounced with NBC playing the "mood" programming formula for a fare-thee-well. (CBS "discovered" mood programming via diary studies.)

If Nielsen does give CBS an edge, said to be in many circles as high as 10 per cent, the reason is said to be based upon a "shorter, more programs and a greater variety of segs" reason. Idea is expressed in this fashion: Dialers are selective. They don't tune their programs on the split second but on an average of from five to 10 minutes before program sign-on. On Nielsen, this gives the networks with more programs, with programs with a more varied appeal an edge since the index is based upon listening time, rather than program. CBS argues (and from a commercial sponsor's point of view there's a good deal to be said for the argument) that if a program is tuned, regardless of the reason, the listener is exposed to the commercial—and that's what b. r.'s are buying.

If Air Sells, That's Okay?

"It makes no difference," points out one CBS (not to be quoted) research brass, "how an advertiser gets his audience. What's important is that ears are available for the sales pitch. If by broadcasting something for everyone (a number of programs each with a different appeal) during the course of one evening we can deliver more minutes of listening to an advertiser that's all to the good."

The reverse slant on this is that "dialers don't listen to programs that happen to be on a station prior to a seg that they're awaiting—and only a fully opened ear can really hear." Researchers point out that there's been as yet no testing on the results achieved by programs listened to on a tall-end basis. However, the sock value of "spots" is an adequate answer to this.

CBS is said to have paid thousands for special sets of listening figures for this Nielsen vs. co-incidental listening project and while the study thus far is far from conclusive, the edge given CBS is said to give the web a number of borderline towns which in NBC "most listening surveys" have gone to NBC... and gone to NBC in Hooper and CAB as well.

"Non-Mood Programming" Edge

Amazing factor in the entire CBS study is said to be the fact that the (See *NIELSEN STUDY* on page 10)

Pays To Be Ignorant Canceled by Biow

NEW YORK, Nov. 26.—It Pays to Be Ignorant, Philip Morris sponsored gag quiz show (CBS, Fridays, 9 p.m.), was this week canceled by Biow agency on the account. Program bows off after the broadcast of February 1, 1946.

Biow is still shopping for a replacement show, but to date none has been found, according to agency execs. Sponsor does not have any particular type of program in mind, but is open to all comers.

It Pays to Be Ignorant, part of the CBS Friday night parlay, has been on the borderline for several weeks, with sponsor undecided as to its fate. Show has been Hooperating around a 9.

Congress Eyes Radio Melon Again

Percentage Levy Asked

Industry viewed as natural resource handed out free to private firms

WASHINGTON, Nov. 28.—Economy-minded congressmen may renew an effort to let the federal government cash in on lush radio profits thru percentage tax on gross broadcasting receipts, it developed today. Threat is very real. The *Billboard* has learned, despite the fact that a similar attempt failed several years ago. Chief basis for argument by economy bloc is that the nation needs revenues more than ever and radio is making bigger money than ever. Economy bloc insists that step should be taken at outset of FM development. "We should have taken the step at the start of standard broadcast development," said a spokesman. "Let's not make the same mistake twice."

With FM readying for terrific expansion, Chairman Cannon questioned FCC Chairman Porter at a closed session of the House Appropriations Committee: "Why not keep them (FC channels) and let the government have the revenue instead of these private firms who are in the business to make money out of it, and incidentally relieve the American people of this constant din in our ears, people who are selling something over the air?"

"I do not like to see government in the radio business," Porter answered.

Compared to Natural Resources

Representative Cannon, who regards the franchise as "a great natural resource," continued: "If it were all in the ground, or coal or uranium, or anything of that sort, and we were to transfer it to some private company, the government would get payment for value received, but here we transfer to these companies, who have nothing but a little machinery, a very valuable right, and they suddenly become multimillionaires because the U. S. government has transferred to them gratis, a channel on the air which belongs to the American people."

Chairman Porter countered that "The broadcasting industry pays proportionately an enormous federal corporate income and excess-profits tax (and) probably as high a percentage of the normal tax as any industry in the country." He added that American advertisers last year spent on the air \$285,000,000 for time alone, and "in addition to that, there were artists' fees, music fees, and the rest of that."

"In addition," Rep. Clifton A. Woodrum (D., Va.), a member of the committee, interposed, "there would be the taxes paid by the artists, the advertising companies that run into astronomical figures."

Influence and Propaganda Power

"It is not only the free income," Cannon (Sec Congress Ganders on page 10)

Seymour, Leader, Phillips Form New Producing Firm

NEW YORK, Nov. 28.—New radio program production outfit, P. L. S. Productions, opened shop last week in New York. Org is headed up by Dan Seymour, miker-producer; Tony Leader, director of Words at War, You Make the News, and other radio acts; and Judson Phillips, scripter on Now It Can Be Told and The Whisper Men.

New additions to writing staff are H. Phillip Mills, former script editor for Mutual's special features department, and Blake Cabot, mag fictioneer who also collaborated on various Judson Phillips programs. You Make the News, P. L. S. show, is being aired on Mutual, Thursdays, 10-10:30 p.m.

1,400 Applications for Outlets Jam FCC; 5-Month Sked. Set

WASHINGTON, Nov. 28.—Despite record-breaking speed in processing radio station requests in the last several weeks, FCC is still faced with backlog of almost 1,400 applications for new AM, FM and video stations in its files plus some 200 requests for changes in existing standard stations. Many of them are controversial and slated for hearing.

Concurrently with announcement Friday (23) of an agenda for the next five months in handling of all broadcast requests, FCC took another back at backlog of applications and handed out conditional grants to 46 new FM station applicants. This represented third in series of recent FM blanket grants and brings total of FM stations authorized to 174, involving an estimated money expenditure of over \$8,500,000. In the same field, the FCC took its first plunge in the controversial FM spectrum areas and set down for hearing the 11 applications that will be heard in the course of a single hearing, under an announced policy of consolidating all requests for any one city into one bundle.

Applicants who have requested standard broadcast radio facilities involving a breakdown of radio clear channels need

not expect FCC action until after the general hearings on clear channel radio station operations, now slated to open January 16. Nineteen applications of this kind are now resting in commission files.

However, hearings on the 240 applications for new standard broadcast outlets (outside the clear channel groups) will be staggered at dates over the next four-month period, FCC said. First hearing on competing standard requests was held November 19 when five applicants for a new local channel station in the Geneva-Rochester (N. Y.) area pressed their claim in open hearing.

For the 400 AM station requests which have not been set down for hearing, FCC says it will move with as much speed as is possible in the public interest to process them. As a starter, action will be taken during the next two weeks on some 50 applications from communities which have no stations at the present time. FCC expressed confidence that a good share of the 400 untouched AM applications could be granted without hearing, but said where hearing is necessary, every effort will be made to sandwich them in over next four-month period.

Wood's Air Commentator Bill Turning Into Frankenstein

WASHINGTON, Nov. 28.—House Interstate and Foreign Commerce Committee is sitting tight but uncomfortably on Rep. John S. Wood's (D., G.) bombshell-bill to hamstring radio commentators and force their stations to set up legal agents in neighboring States for handling complaints of "injury." Protest letters against the bill are already pouring into Washington, and it looks as the Wood, chairman of the House Un-American Activities Committee, has touched off what's developing into a major explosion.

Meanwhile, some House Interstate and Foreign Commerce Committee members are groaning over the bill's odd ingredients. Here's what the bill proposes to do: (1) Compel every radio commentator to file "for public inspection" a statement of how he votes, where he was born, and what nationality he claims; (2) force radio commentators to tell the folks over the air, whether his comments are his own personal opinion or news, etc., and compel the stations to separate the programs into categories of news, opinion, or "propaganda"; (3) force radio stations to file with Federal Communications Commission a set of rules to govern "opinionated" broadcasts. (FCC spokesmen unofficially say they're completely up in the air on just what this provision means and how it would be constitutional); (4) require radio stations to maintain in every State within 500 miles a legal agent to handle actions brought by anybody claiming to have been "injured" in a broadcast.

Floor Explosion Likely

House Interstate and Foreign Commerce Committee has made no move so far to deliberate on whether hearing should be held, but indications are right now that a blow-off on the floor of Congress is likely to occur in advance of any public hearing. Several congressmen have indicated distaste for the bill which one lawmaker described as a threat to "shackle an entire industry."

Introduction of the bill has resulted in intensified preparations by congressional critics of the House Un-American Activities Committee to demand action on legislation recasting legislative investigatory procedures. Supporters of Rep. Frank E. Hook's (D., Mich.) bill, establishing new procedures, are now

more optimistic about chance of getting the petition signed by majority of House to extract Hook's bill (H.R. 1834) from the Rules Committee.

Celler Fights Wood Bill

Rep. Emanuel Celler (D., N. Y.) is among the most vigorous opponents of the new Wood bill. Some of Wood's allies are surprised that the Georgian has introduced the Adamson proposal. House Un-American Activities Committee explains that the bill is solely result of committee's examination of scripts of several radio commentators, some of whom were described by Rep. John Rankin (D., Miss.) as anti-American.

Protests which have been reaching congressmen's desks have not yet been filed with House Interstate and Foreign Commerce Committee. Among protests received by Chairman Clarence Lea (D., Calif.) of House Interstate and Foreign Commerce Committee was one from non-sectarian, anti-Nazi League, which asserted that the Wood Bill would "stifle freedom for discussion of public issues on the air." League asked instead that broadcast station owners "be required to pledge loyalty to the well-established American principle that freedom of speech shall be guaranteed."

President Philip Murray, of the Congress of Industrial Organizations, added his voice to the protests against the Wood Bill. Murray in a letter to Chairman Lea asked for time to be "heard" prior to any committee action on the bill and he voiced vigorous opposition "to any step that would require an invasion of the rights of radio commentators as citizens." "While we must recognize that their responsibility to the public must be safeguarded at all times, the CIO which has frequently been the victim of utterly unfair and biased radio interpretation," he added, "is unalterably opposed to attempts to censor or gag radio broadcasts." Earl Godwin, American Broadcasting Company commentator, declared in a nationwide broadcast last Thursday (22) that there are ways to do what the House Un-American Activities Committee Bill seeks to perform "without throttling radio."

There appeared little prospect today that House Interstate and Foreign Commerce Committee will budge the bill for some time, particularly in view of heavy press of prior business before the com-

RWG Facing Deficit, Plans '46 Budget and AAAA Confab Soon

NEW YORK, Nov. 28.—Radio Writers' Guild, at its annual meeting, considered the thorny problems of finances and membership. Guild faces a deficit of \$9,373 for 1946 and has empowered proxy Sam Moore to plan budget for national and regional offices. Writers also are making a determined effort to bring every script writer they can get their hands on into the fold. To that end, RWG has issued a credit bulletin which lists work of each writer and the type of writing they do so that agencies and stations can spot a writer more easily.

Meanwhile, both the RWG and the radio committee of the AAAA have started discussion of demands and terms for a working agreement between them. AAAA committee maintains it has no right to sign a contract with RWG, but indicates that if a working agreement is made it will "police" members. AAAA backs this up by stating that at least 90 per cent of their members will adhere to the recommended minimum basic agreement. RWG does not like "recommended" status but feels time will tell whether the AAAA committee can make the agencies abide by the terms of the agreement.

Philly Police Plead Pay Boost on Air With 5-Minute Spots

PHILADELPHIA, Nov. 24.—Fraternal Order of Police has taken to the air via WIP to get public co-operation in its petition for a \$400-a-year raise for local coppers.

This is the first time the police force has used the air for commercial reasons. Five-minute announcements are used daily and written in such a way as to give Philly citizens a better understanding of the work and living conditions of the police and their families.

A sample human-interest angle is an interview with the wife of one of the coppers who is also the daughter of a policeman who was killed in line of duty.

Pro Plug Job Nets U. C. C. Free Airing

NEW YORK, Nov. 28.—The United Church Canvass, religious fund drive outfit, has what it believes to be the answer to the ever-present problem of how to get free plugs on radio by sending out a set of professionally written spot announcements. Usual procedure of charity orgs was to contact stations and leave writing job up to them.

Last year U. C. C. got its free plugs by using statements from big names like Eddie Cantor and Charles Wilson, General Motors proxy, but dropped idea when trouble was encountered lining up enough top-flight names. New approach, centered on a number of expertly concocted spots from which station may take its pick, has paid off handsomely.

Stations in 150 key cities thruout the country are being covered by an intensive mail campaign. Prepared material hits jackpot, for G. E. Hour of Charm, Pepsodent's Bob Hope seg, Firestone show, and number of other net programs have already indicated willingness to give time to U. C. C. drive. J. Walter Thompson agency does writing chore gratis.

Public hearing could not be contemplated until next spring at earliest. However, committee's schedule is always subject to change. Incidentally, the bill is entitled: "A bill to regulate subversive and un-American propaganda."

Post-War Air a Khaki Project

Vets Will Set Pace of Shows

Holiner sees some changes —says returnees want air programs better, cleaner

NEW YORK, Nov. 26.—Take it easy. Commercial radio isn't going to pine away and die because America's returned servicemen have grown used to it before the war. Maj. Mann Holiner, former Armed Forces Radio Service program chief, presently Frank Sinatra's producer and Lennen & Mitchell v.p., this week told *The Billboard* that in his opinion the problem will be solved Q.E.D.—by the servicemen themselves.

Holiner pointed out that a lot of radio men went into service too—guys from sponsoring companies, agencies, webbs, stations—guys who bought, sold, produced, wrote and acted in American radio. These men, he feels, know what the G.I. wants. Most of them are coming back to the industry. And most of them will be able to whip together the kind of shows to which their conferees on the fighting fronts have learned to like.

Same Better, Cleaner

Actually, Holiner explained, the average serviceman wants about the same sort of thing he got before he went away. Only he wants it better and he wants it cleaner. If the writers and producers who stayed at home can't supply that quality (and he thinks most of them can), the men who became blue stars on radio service flags these past four years will do it. Not only is the average radio-ham-in-uniform conversant with G.I. needs, Holiner said, he is also a better worker than he was before the war began. AFRS, the AFN and the assorted mosquito networks have all served as program laboratories in which new techniques and new formats have been born.

"For the first time," Holiner said, "many of us were able to work entirely without restrictions. None of us are great innovators or great men, but all of us learned a good deal about the medium we use. We'll never again be able to assemble the kind of talent that was regular fare on *Command Performance*, for instance, but we will be able to use sharpened methods. And that means a lot. We have a body of radio men whose army and navy jobs stretched from public relations in Washington to operating stations in the steaming jungles of Burma. These men are better than they were before and they know what veterans want on the air.

Might Walk Out

"Stories have come back about G.I.'s walking out on bad live shows. They might conceivably walk out on bad radio shows. While I don't think the business has deteriorated since the war began, we might as well face the encouraging fact that both competition and audiences will be tougher. But it's nothing to worry about. It's a rather encouraging challenge."

Holiner also noted that the services will probably supply all the talent that many people think will be scarce. He feels that G.I.'s, who have had a taste of radio, will be returning soon to the small towns as well as the big ones and that they, added to the thousands of tyros who knock on station gates, will exert a pressure which will force a hearing.

Local Station Incubator

"We have to remember," Holiner says, "that vaudeville isn't around anymore as an incubator. The biggest source of talent we have is the local station. The stations will open up if they are convinced that they should. And the servicemen who have gotten their teeth into radio will quite possibly be the men to show them."

Radio, however, must keep one big fact in mind when it comes to talent, Holiner

Hic-er-Jacet Boys

DETROIT, Nov. 26.—A group of distinguished historians came over to visit WWJ. This group, mostly professors, and all nationally known authors of serious tomes, under the guidance of Dr. Milo M. Quaife, editor of *The American Lakes* series, went to the station late in the evening. Watchman took them for the unidentified characters in one of WWJ's most unusual programs, and flabbergasted the historians by inquiring "Are you the Alcoholics Anonymous?"

believes. That is a simple rule. You must adjust your format to fit the talent, not vice versa. He thinks that rigid molds stifle talent, and in forcing it to conform, lowers its effectiveness. "First find out what your act can do,"

he says, "and then build the show around it."

In general, Major Holiner, away from commercial radio for two years, feels that there haven't been any great changes. A few new names have come up and a few more have become bigger than they were before. But in the main, the industry is ready to meet the challenge of other media. "Radio is still plenty okay," he thinks, "but it has to hold on to three things—creativity, courage and guts. That will turn the trick."

Tincher Returns to WNAX

DES MOINES, Nov. 26.—Maj. Robert E. Tincher returns on December 1 to Station WNAX, Yankton, S. D., to take over his old job as g.m. Tincher resigned shortly after Pearl Harbor to enter the army. Don Inman, filling in for Tincher during his army service, gets a new berth as commercial manager of the station.

Dunton Made CBC Board Chairman

TORONTO, Nov. 26.—A. Davidson Dunton became the first full-time chairman of the Canadian Broadcasting Corporation's board of governors. His appointment to the newly created job is for three years at an annual salary of 15G. The former newspaper editor will interpret the board's policy and handle all public relations matters.

Dr. Augustin Frigon becomes general manager of the CBC, with a 13G annual income. He will handle all internal matters such as administration and technical operations. The CBC now comes under the Canadian government's revenue department, since the war services department was dissolved.

HE'S THE FAVORITE'S FAVORITE... and MICHIGAN'S FAVORITE HOST

The top talent of the country... America's outstanding band leaders keep in constant touch with Eddie Chase for public opinion of their latest recordings and dance numbers.

WOODY HERMAN

Most of the top-name orchestra leaders such as Woody Herman, shown here, always find time to appear with Eddie on a "Make Believe Ballroom" broadcast.

FRANKIE CARLE

Eddie Chase and Frankie Carle, eminent pianist, composer and popular band leader, discuss a new arrangement.

CHARLIE SPIVAK

Eddie also makes a number of appearances, with top-notch bands. He is shown here during a recent guest appearance with Charlie Spivak of a Detroit theatre.

SPIKE JONES

Eddie Chase and Spike Jones, leader of today's zaniest band, take-off on a gag shot backstage during the "City Slickers" Detroit visit.

HORACE HEIDT

Horace Heidt, whose recordings are oftentimes featured on "Make Believe Ballroom", joins Eddie at the radio mike to discuss new tunes.



Time Still Available For

Eddie Chase

with

MAKE BELIEVE BALLROOM!

Monday Thru Friday—2:30 to 3:30 P.M.

With the King of Radio Broadcasting on Detroit's 22 Mich. 17th St. Bldg.

or PAUL H. RAYMER COMPANY
New York Chicago Detroit
Los Angeles San Francisco

WXYZ Detroit Mich.

WCOP Earmarks 500G for Expansion

BOSTON, Nov. 26.—WCOP's expansion plans are expected to give the city and listeners something new in public services. More than a half million dollars are scheduled to be invested in new studios, offices and transmitter. WCOP will move from its present location in the Copley Plaza Hotel to a completely new set-up on the ground floor of the New England Mutual Insurance Building, one of Boston's newest and most modern structures.

WCOP will use 24,000 square feet of space, completely air-conditioned. Plans call for a spacious lobby from which visitors may watch live broadcasts, see the master control room and keep an eye on the activity in the newsroom. Construction will follow the station's avowed purpose of "public first" by making it easy for visitors to find something to see when entering the lobby.

Transmitter site in Lexington, Mass., is on an elevation 200 feet higher than the tower of New England Mutual Building, thus giving a clear channel from transmitter to studios. While WCOP can make no definite statement as to when increased power of 5,000 watts will be granted, things look good to make the step-up possible around the first of the year.

To overcome the fact that much of WCOP's air time is taken up by ABC shows, station plans to provide non-broadcast programs regularly so that visitors can see how programs are put on and become familiar with station's radio stars. WCOP hopes to get more of ABC's programs originated from Boston in one of the two large halls which the building houses. In studios alone, 150 to 300 people can be accommodated, and the two halls can seat more than 1,200 persons. Contracts are expected to be let by December, and the station hopes that studio facilities and new transmitter will be ready by spring.

In Central New England WTAG is first in creative ability, first in listener interest and first in big time programming—therefore first in sales influence.

WTAG
WORCESTER

KTOK
Oklahoma City, Okla.

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

Samples free.

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TUNE-DEX

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WE DELIVER WHAT WE ADVERTISE

The Billboard TALENT COST INDEX

Based on "FIRST FIFTEEN" HOOPERATINGS for weekday daytime and the "FIRST THREE" Saturday a.m.-era

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.

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 Maxwell House B&B NBC 70	6.0	241	American School—CBS Terry & Pirates—ABC Pete Howe—MBS	\$2,300	\$287.44	
BREAKFAST IN HOLLYWOOD Kellerz Peg K&E ABC 183	7.7	208	2d Husband—CBS Ella Maxwell—MBS Frol Waring—NBC	\$1,500	\$104.80	\$.34
PEPPER YOUNG P&G Cantay Soap P&R NBC 70	7.4	578	Sing Along—MBS Ladies Be Seated—ABC Various—MBS	\$2,850	\$358.11	
PORTIA FADES LIFE General Foods Post Raisin Bran B&B NBC 87	7.4	292	American School—CBS Dick Tracy—ABC Superman—MBS	\$2,780	\$371.62	
WIDDER BROWN Phillips Toothpaste D-F & S CBS 137	7.3	360	Feature Story—CBS Hop Harrigan—ABC Various—MBS	\$1,800	\$218.18	\$.35
BREAKFAST IN HOLLYWOOD Ivory Flakes, P&G Compton ABC 194	7.3	140	Amanda—CBS Arthur Gaeth—MBS Fred Waring—NBC	\$1,500	\$205.48	\$.34
DACKSTAGE WIFE Lysol Toothpaste D-F & S NBC 137	6.0	400	House Party—CBS Jack Berch Show—ABC Various—MBS	\$1,750	\$253.82	\$.40
LIFE CAN BE BEAUTIFUL P&G Ivory Soap Compton CBS 68	6.8	370	Various—NBC Rankings—ABC Mr. & Mrs. Reporter—MBS	\$2,500	\$307.65	
TODAY'S CHILDREN G. Mills Whisker RR NBC 127	6.7	175	Perry Mason—CBS Ethel & Albert—ABC Jane Cowie—MBS	\$2,500	\$373.13	\$.66
HELEN TRENT Kelyna-Blaol D-F & S CBS 142	6.0	824	Settle Ork—NBC Farm & Home—ABC H. Maxwell—MBS	\$1,800	\$208.60	\$.43
RIGHT TO HAPPINESS Ivory Soap Compton NBC 133	6.0	371	Various—MBS Sing Along—CBS Ladies Be Seated—Blue	\$2,250	\$340.01	\$.57
SYELLA DALLAS Phillips MIX of Mac-noodles D-F & S NBC 137	6.5	385	House Party—CBS True News—ABC Johnson Family—MBS	\$1,750	\$209.23	\$.42
OUR GAL SUNDAY Anacin D-F & S NBC 141	6.5	460	Farm & Home—ABC Service Bands—MBS Music Room—NBC	\$1,750	\$209.23	\$.44
MA PERKINS P&G, Oxide D-F & S CBS 72	6.4	148	Various—NBC Constance Bennett—ABC Lopez Luncheon—MBS	\$1,300	\$203.12	
KATE SMITH Ivan Flakes Y&R CBS 67	6.4	340	Glamour Manor—ABC Words & Music—NBC Wm. Lang News—MBS	\$5,000	\$781.25	
THEATER OF TODAY Amstron Quaker Rings D., R., D. & O. CBS 145	7.8	127	Piano Playhouse—ABC News Summary—ABC Houses of Mystery—MBS News—NBC Consumer Time—NBC	\$2,500	\$320.51	\$.42
STARS OVER HOLLYWOOD Dover's Earl-Rich Sorenson CBS 59	7.4	350	Home & Garden—ABC Red Cross Reporter—MBS Atlantic Spotlight—NBC	\$4,000	\$540.54	
GRAND CENTRAL Phillips Sic-B CBS 12	7.0	377	Nat. Farm & Home Hr.—NBC —NBC Sat. Sr. Swing—ABC Lopez Luncheon—MBS	\$3,000	\$420.57	\$.57

*Since these shows employ a network of less than 100 stations, it is not possible to project their Hooperating and listener-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. **Insufficient data.

Average daytime audience rating is 4.4 as against 4.3 last report, 4.6 a year ago. Average sets-in-use are 10.4 as against 17.1 last report, 15.5 a year ago. Average available audience of 72.4 as against 70.8 last report, 70.6 a year ago. Sponsored network hours number 89 as against 86 1/2 last report, 70 a year ago.

D-F & S—Dancer-Flanagan & 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. P&R—Podar & Ryan. KR—Knox Reeves. Mc-E.—McGann-Erickson.

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Radio Freedom Gets Pro and Con at ACLU Panel Discussion

NEW YORK, Nov. 26.—Panel discussions on the theme, "What's Ahead for American Liberties?" were held at the Hotel Biltmore here November 24, under the auspices of the American Civil Liberties Union with one of its most important sessions devoted to the future of radio's freedom of speech. Chairmanship by Morris Novick, WNYC New York's municipal station director, the following speakers participated in the radio forum: A. D. Willard Jr., of NAB; Arthur Garfield Hays, counsel for the ACLU; Clifford Durr, member of the FCC; Louis Frank, member of CIO's PAC; Dr. Paul F. Lazarsfeld, director of the Office of Radio Research, Columbia University, and Milton Stewart, of the Committee on Freedom of the Press and Radio.

Commissioner Durr stated that the FCC has no need for any further authority via legislation by Congress, but that the broadcasters must learn what to carry as well as what to suppress. Durr also believes that libel and slander should be removed as responsibilities of management and should instead become the responsibility of the individual commentator. In that way, Durr thinks the newscasters would be subject to fewer pressures from management.

A. D. Willard Jr., NAB rep at confab, announced that NAB has no plans for new legislation on radio, but that he feels that authority over business and programs should be taken away from FCC. Arthur Garfield Hays, famed civil rights lawyer, said that he believes that government should keep its hands off question of freedom of radio and let the public and the industry itself bring pressure against broadcasters who are not doing an adequate public service job.

Dr. Lazarsfeld thought that less time should be devoted to the question of how to improve inadequate features of broadcasting, and more time should be given to discovering how good things can be put into programs. Milton Stewart, free speech committee, agreed with Lazarsfeld, and further thinks that there should be a Congressional investigation to determine who are the policy makers in radio. He wants investigation to get at powers behind radio industry, dispensing with formality of subpoenaing firm's books.

Louis Frank, of the PAC, disagreed with Commissioner Durr, believing that there must be much more legislation in radio to protect minorities and other groups which are not getting a fair shake.

CBC Reorganization To Feed Pick-Me-Up To Web Programming

OTTAWA, Nov. 26.—Canadian Broadcasting Corporation has launched reorganization program which includes setting up of a broadcast regulations division and personnel shifts to hypno programming on chain. New regulations branch, under supervision of J. R. Radford, formerly station relations chief, will ride herd on all CBC stations, handle political broadcasting arrangements and clear all food and drug shows as to advertising claims.

Precipitated by influx of returning vets to CBS, personnel shifts go wide and deep. Harry J. Boyle, formerly in charge of farm broadcasts, has been upped to newly created slot of program director for the trans-Canada net and Station CBL, Toronto. H. G. Walker, CBC Net g. m., now takes on program direction job for CJBC, Toronto, Kingpin station of web. Both Walker and Boyle work under Charles Jennings, new general supervisor of programs.

Leo Mishkin Leaves CBS Flack Dept.

NEW YORK, Nov. 26.—Leo Mishkin, CBS flack, leaves the web December 3 to take over as radio editor of Cue mag. Mishkin, who has been with CBS for two years, is also movie critic for The Morning Telegraph.

Mishkin has been motion picture and publisher flack as well as radio publicist. Among his other duties at Columbia was exploitation of Norman Corwin.

KTUL Tying Plugs To Jumbo's Tail

TULSA, Okla., Nov. 26.—KTUL, local CBS outlet, recently put over an opportunistic promotion stunt when, co-operating with Polack Bros. Shrine Circus, it ran a tie-in with Columbia's "Biggest Show In Town" theme. Buying a block of 500 seats, KTUL ran a "Name-the-CBS-Star" contest and gave away Annie Onkies to the prize winners.

Standard set of caricatures sent out by CBS promotion were reproduced in local newspapers and contestants asked to

identify the stars. Forty five spot plugs whipped up public interest, KTUL receiving more than 700 entries in first mail. After all entries were in, station handed out two tickets to each of the first 250 correct replies.

Printed tag, designating wearer as contest winner, was mailed to each winner, admitting person to special KTUL section at the circus. Big banner with KTUL slogan, "Biggest Show In Town," painted on it, hung over section throughout circus run. To insure complete coverage, KTUL also bought ad rights on 80,000 giveaway tickets that went to Tulsa's schools and institutions.

As last touch in efficient flack job, KTUL had its woman reporter, Margaret Smith, climb into clown's get-up and "get into the act."

G. M. Uses Live Radio Spots to Battle Strike

NEW YORK, Nov. 26.—Radio indirectly entered the strike situation between General Motors and the United Automobile Workers (CIO) last week when G.M. began airing anti-strike live spot announcements over WAAT, Newark, N. J. The spots were read by the outlet's announcer following a disclaimer to the effect that the opinions expressed were not that of the station but a paid advertisement.

Pitch of the spots was that the country needed production but was getting more strikes. Vet angle was worked into the spiel by pointing out that returning servicemen wanted goods they'd been without for a long time, but that strikes were preventing them from getting 'em. According to the station, local office of UAW was contacted before the spots went on and was offered privilege of buying equal amount of time but nixed the offer, saying it was not interested.

Chi AFRA Preps Talent Booklet for Ex-G.I. Members

CHICAGO, Nov. 24.—Chi AFRA chapter, long noted for its hard plugging in regard to its members, came forth this week with another idea which gives radio boys who have served in the armed forces plenty of breaks when rehabilitation time comes. AFRA is preparing a booklet on the loose-leaf form, Ray Jones, local exec-sec said, which will contain biographies of each member as he returns from service.

Booklets will be distributed to agencies, producers, webs and anybody else connected with radio. Each vet is allowed one full page to describe himself, his experiences, etc., complete with pic. In this way producers and ad men will have before them at all times the available talent, whether it be announcing, singing or acting, and as spots open, will either contact talent directly or go thru AFRA.

Each time a vet returns a new page concerning him will be sent out to the hiring boys, who are asked to—and undoubtedly will—include it in their available talent booklet. As the members get jobs or become unavailable, notices will be sent out to eliminate his page from the available list.

60G Service Fund

Jones said this wasn't the only thing AFRA was doing for its vets by a long shot. The local now has about \$60,000 in its service fund, which it is passing out to the boys who need spandrels to get started on, and each vet can get as high as \$500. The chapter, which is believed to be the only one in the nation looking after its vets to such an extent, raised the fund from programs like American's Meet Your Navy, which was composed entirely of navy boys who couldn't be paid by sponsors—so arrangements were worked out with web and sponsors to pay AFRA \$500 per week, while an additional \$500 went to Navy Relief.

Jones revealed that the local chapter now has about 110 discharged vets, while 150 others are still in the service.

"Many of the boys are going back to their old jobs," he declared, "but for those whose jobs blew up while they were in service, or for those who didn't have a steady job, the money, in addition to their mustering-out pay, comes in mighty handy."

WSEX Seeks To Oust IBEW Pickets in Strike

SALEM, Mass., Nov. 24.—North Shore Broadcasting Company, operating WSEX, has filed a bill in equity in Superior Court against the International Brotherhood of Electrical Workers seeking an injunction against picketing of its plant (see *The Billboard*, November 24).

A strike which went into effect last week has caused the studio in Salem and the transmitter in Marblehead to be picketed.

Too Short for a Head.

ELDRIDGE PACKHAM, ex-NBC producer, replaces Henry Hayward as director of the NBC Chesterfield Supper Club. Hayward leaves show December 10.

Frank Browne, who recently exited from ABC Black Department, was badly hurt last week in auto accident. Bob Cooke, late of mosquito net where he served as p. r. officer, has taken over Browne's duties.

"Quiz Kids" ABC show, takes the road to the White House, December 2, when the kids wrestle intellectually with four senators, as yet unchosen. President Truman has also invited the kids to give a command performance.

J. Nelson Stuart, former g. m. of gas mask division, Johnson & Johnson, appointed chief of Needham, Louis & Broby Agency in Chi.

Phil Dolker, who produces Ted Malone show for McCain-Erickson, back in New York after a short junket to Kansas City, Mo.

Write a hit single like "Chiquita Banana," which was used with terrific results on United Fruit program, and then watch out! Garth Montgomery quit B.B.D.&O. a few weeks ago to write commercials for Geyer, Cornell & Newell. He was Mr. Words. Now Len MacKenzie (Mr. Music) takes his copywriting talents over to Compton.

Paul Donnegar, ex-research and advertising man at WOR, took over as research topper at mag "Seventeen" this week.

Sherm Dryer, finished with University of Chi's Praxby prize-winner "Human Adventure," blew into New York to put out his shingle as an independent producer. First show he does is new MBS series, "Exploring the Unknown," starting December 2. Revere Copper & Brass sponsors program.

Stanley Anderson, radio ed of The Cleveland Press, in New York for a couple of weeks.

Howard Kelley, who used to produce Fred Allen's show before he went into the army, is back in civvies and already at his old job of throwing together picklepuss's program.

Storrs Haynes out of army and back at Compton.

WINS, New York, entered the collary sweepstakes this week with a new seg "Branch With Buns." Seg goes on air at usual "branch" time, 11:30-12, with first broadcast November 26. Jack (Heinie) Bundy, of WTML, backed by WINS's "Million-Airs" band, emcees, and Jay Martin, baritone, does the vocalizing.

M/Sgt. Bill Berns, radio correspondent attached to MacArthur's staff, returned to WNEW.

Lieut. Comdr. Seymour Selgel returned to old slot as director of programs at WNYC, New York indie. Commander

Selgel got the nod for program director from Mayor La Guardia in 1934. Last duty in navy was supply and accounting officer at Bermuda naval base.

Red Barber trying to interest sponsors in live show of big league spring training games in Florida.

Winthrop Bud Sherman, out of U. S. Army Signal Corps where he was a captain, was added to WOL miking staff. Before army, Sherman was with KMOX, St. Louis, CBS outlet.

Frank Kingdon, Associated news commentator, gets Page One award from Newspaper Guild of New York at Page One Ball to be held in Madison Square Garden, December 8. His "Fighting Liberalism" won citation.

General Aniline & Film, top-ranking chemical outfit, has named Doherty, Clifford & Shenfield, New York agency, to do part of its advertising and marketing.

Raymond, Edward Johnson, formerly "Your Host" on "Inner Sanctum" show, got his exit papers from the army. Actor plans a short lounge in civilian slacks before plunging into radio acting whirl.

Jordan Marsh Company, Boston department store, just signed year-long part with WOOP, calling for 12 quarter-hour newscasts a week. Contract starts December 10. Jordan will sponsor the 8-8:15 morning news and the 11-11:15 evening news, Monday thru Saturday. Content of seg will be similar to "Voice of Washington," sponsored by GE on Cowles's Washington station, WOL. Badger & Browning handles Jordan account.

WNEW's Newspaper Game program dramatizes story of Heywood Brown, Newspaper Guild founder, on its November 28 show, 9-9:15.

Ken Ovenden returning to announcing staff of WEEI, Boston CBS o-and-a.

WSM, Nashville station, got four gifts from Mr. Whiskers recently. Jack Stapp, program director, returned to old slot after 22 months with OWI in New York and London. Albert Gibson, promotion manager, is back after 34 months in army, serving with 80th Infantry Division, G-2 Section, Headquarters Second Army, and AFPS in New York, San Francisco and Los Angeles. Tom Stewart, director of WSM, finished assignment with American Red Cross, and now takes up old duties. Finally, Jud Collins, WSM miker, who was credited with 1,000 hours of flying time as a pilot in training command of AAF, is miking again.

Lieut. Frank Blair, in AAF on "milk run" between Alameda, Calif., and Manila, returned to WOL where he was miker and production manager for seven years before army service. Now he'll handle special assignments.

Don Douglas, radio thesp and headliner in Gang Busters, Hunting and Fighting, American School of the Air and many others, inked pact for miking job on WOR's Double or Nothing seg.

UAW's Six FM Outlets To Stress Programing, Not Making Dough

DETROIT, Nov. 26.—Projected six FM stations, for which the United Automobile Workers (CIO) has made application, will go heavily on programing, a check of union plans at headquarters here indicates. This will be a direct reflection of the fact that the union is not interested in making a profit out of the operation of the stations, and will turn any surplus over costs back into the production side. This factor in itself, if the UAW stations get the right type of personnel, could give standard FM plenty strong competition.

If the stations prove genuinely profitable, in comparison with future FM standards, they are likely to pile up a good surplus, which a strictly commercially operated station would have to turn largely into dividends, but which the UAW stations could put back into the production kitty as an essential part of their basic objective, of building program appeal to get audience. Further, judged from past UAW performance in roadshows, war plant shows, motion pictures, the press as well as radio, the big union has a faculty of going out to get the right personnel to do the job required in either publicity or show busi-

ness, even if there is a bit of preliminary stumbling.

Ads Strictly Pot-Boiler

Official statement of the union spokesman is that the UAW is "not interested in operating stations as a means of making money, but desires only to sell enough advertising to permit of full-time operation with high-quality community and union programs." It was learned here that there will be no attempt to compete on rates but only on program appeal. In other words, the union stations will sell their time on a rate card comparable to that of other equivalent-powered FM stations in the same area. Paradoxically, if the stations do a good job of building audience appeal by plowing back their earnings into programing, they will become all the more attractive to commercial advertisers, and the temptation to sell additional time will be all the greater.

Ownership of each station will be vested in a separate corporation, with all stock originally subscribed by the international UAW, to be resold to local unions and to various civic groups as well, in some degree spreading the own-

ership outside the union itself. No stock will be sold to individuals, although each regional director of the UAW will hold a share, which will actually be vested in his office rather than in the individual.

Two Options Taken

Present status of the plans, UAW headquarters indicated, is contingent upon the formation of the six corporations, and selection of antenna sites. Options have been taken already for a 250-watter at Flint, Mich., and a 10,000-watter at Cleveland, but definite sites have not been picked for Detroit, Los Angeles, Chicago, and Newark, N. J., all 10,000-watters, except Newark, which will be 250 watts. Rumors have accredited various locations in Detroit, including the MacCabees Building, where the former antenna is still located, and where the UAW has some of its own international offices.

Detailed selection of personnel has not been discussed within the union, but it is felt that the situation will solve itself as far as the technical side is concerned, by reason of scheduling.

Antenna Sites Being Set

All antenna sites are expected to be set within three months, and FCC approval is expected shortly thereafter. Meanwhile, check with manufacturers indicates to the union that it will take nearly a year to get the equipment for the stations available and in operating condition. By that time, it is figured, there will be enough technically-trained radio men released from the armed forces to step in and take care of that side of the UAW's needs.

For the executive and production side, the idea is to use experienced radio men. This is likely to mean going into the market and seeking those experienced on existing commercial stations, altho, here again, the returning veterans are likely to furnish a large proportion of the personnel. The UAW leadership is not under any illusion that it can automatically just develop the number of qualified radio people needed from within its own ranks, altho with a membership of close to a million, or roughly nearly 2 per cent of the working population of the country, this source is not being overlooked either. In the main, UAW expects to go outside its own organization, however.

Typical of the active planning now being done is the radio workshop class being conducted for two hours a week at Wayne University, owned by the city of Detroit, as part of the university's labor education series. Course is being sponsored by the UAW. Instructor is Jean Hollochek, sound man at WWJ. Idea is to develop such talent as may be found within the union along the lines of production, acting and writing of programs.

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MOST
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Made from your own photos or negatives in any size. No order too small—cost as little as 5¢. Now doing work for BOB, DANNY, KAYE, EDDIE ROCHESTER, JACK BENNY, KAY KYSER, JOAN EDWARDS, etc.
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5x7 .75
10x10 \$1.13
10x14 \$1.60
POSTCARDS 2c

Rates Top Sked Of Next Guild-Web, Ad Confab

NEW YORK, Nov. 26.—New York Chapter of the Radio Directors' Guild is currently conducting an intensive organizing campaign among ad agency and free-lance directors in preparation for a future meeting with web and agency reps to determine standard commercial rates. In the past three meetings of the Guild over 50 new members, most of them from agencies, have signed up.

RDG's next negotiation session with agencies and webs is designed to clear up the present confused situation regarding commercial rates. At the present time, fees for sponsored shows vary from program to program and from director to director. The contract which the Guild recently signed with the nets left commercial fees at their present levels pending a future decision.

Co-Operation Pays

Meanwhile, RDG feels that it will be in a stronger position to get better pay for web staffers if agency guys are in the picture. By the same token, ad men could do better for themselves by adding their strength to the rest of the Guild.

No date has yet been set for the commercial fee meeting and, in fact, the agencies have not determined who shall represent them. Trade feels that the most logical choice for an agency rep would be the committee on radio production of the American Association of Advertising Agencies. This committee, recently established by the A.A.'s as an entity separate from other radio committees, has jurisdiction over contracts with the actors and musicians. Dealings with the directors would seem to most people in radio to be the next most logical step.

Chi Forms a Local Of Radio Directors & Producers' Guild

CHICAGO, Nov. 26.—Local chapter of the Radio Directors and Producers' Guild—as yet in the prelin stage—was organized Sunday night (25) when group met at Continental Hotel. Burr Lee, local producer-director, who seems to be the sparkplug behind the organization, said local chapter later on would probably become affiliated with New York and Hollywood—both of which are now organized. National chapter is affiliated with A.F.A. Chi chapter is expected to have about 80 members.

This was the third meeting for the group, the first two being merely the "talking" variety, at which only plans were laid to definitely organize.

See Station Welcome

Lee is of the opinion that the webs and Indies here will welcome a producers' guild with a working contract, as show production has been recognizedly carried on on a haphazard basis when no contract was provided.

"We intend to organize so as to conduct our business on a dignified basis," Lee declared, "and we don't anticipate the slightest trouble from the networks or anybody else. In fact, we're sure the webs will welcome any organization with which they will have exact terms of business clearly defined. Heretofore, this hasn't been the case."

He intimated that the question of more wages would probably come up for discussion at the meeting.

He said that he was somewhat disappointed by recent talk of "poor old Chicago" in relation to radio passing out here, and that one of the main purposes of the organization was to combat this so-called trend.

"It's folly to say that we haven't the facilities or the talent to put on first-class shows here—just as good as any originating elsewhere," Lee asserted, "and while one of the main purposes of our organization is to protect the smaller fellows, it is also a main purpose to prove that Chicago need not be a ghost city when it comes to radio."

He said the "New York complex" and the "Hollywood complex," which a great many actors and producers had assumed, weren't necessarily true indices of the radio industry. Lee asserted that "good radio" could emanate west of the Hudson or east of Sunset Boulevard.

Nielsen Study May Set Rate-War Fuse

(Continued from page 5)

edge that's given them in Nielsen comes to them because of the non-mood programming. On Mondays when Lux Theater runs into the Screen Guild seg on Columbia, there's no Nielsen edge for CBS; in fact, researchers say during this period there's an edge that goes to NBC instead of Columbia.

Entire hush-hush study (everyone will deny that there's any such study being made) may never see the light of day unless the edge to Columbia is sizable enough not to start a battle royal. There are plenty of researchers who don't want to open up a contest on audience measurement figures which would ultimately give ammunition to competitive media. The danger of a battle which would prove that radio receiving sets are turned on while nobody's listening would do broadcasting no good.

Generally it's been admitted that Nielsen, Hooper and CAB are "reasonable facsimiles" of the radio audience in the evening. During the morning and afternoon, however, there's plenty in Nielsen indices that have been and are being questioned by Hooper and all co-incident audience measurement men. NBC's "most listening" surveys have been appeals to emotions—to the fact that NBC has the top programs and therefore in the listening mind is the top network from the point of audience—a fact that may or may not be true as indicated in previous Billboard research studies. However, any error in the research method operates equally for all stations, except where the type of programming differs or the length and appeal of segs vary.

Nets Renew

Nielsen's surveys have the plus that they cover non-telephone homes as well as telephone homes, a coverage given only thus far by diary survey method as developed by CBS and now being adopted and expanded by Hooper. During the last year there have been rumors that several of the networks were going to drop their subscriptions to Nielsen, but the Chi org (Nielsen's headquarters are in the Windy City), has been not only able to hold its subscribers but has been able to up the subscription costs considerably (thru more services to the webs).

If CBS's Nielsen vs. co-incident studies give a margin to CBS (and many of those involved on the project are certain that it will) expect Columbia to go Nielsen all the way.

Georgia Radio Institute Aim Of Broadcasters, Educators

ATHENS, Ga., Nov. 25.—A committee to lay plans for a Georgia Radio Institute under tandem auspices of the Georgia Association of Broadcasters and the Henry W. Grady School of Journalism, University of Georgia, has been set up by a group of Southern broadcasters. Wilton E. Cobb, g. m. of WMAZ, Macon, advised holding sessions in April, 1946, and patterning institute after press confab run by Grady School and Georgia Press Association.

Members of the committee already named are John M. Outler, of WSB, Atlanta; Jack Williams, of WAYX, Waycross, and Wilton Cobb. Forum plan will include sessions for students and teachers of radio, active in the State. University of Georgia already supports the Peabody Committee, which annually issues the James Foster Peabody awards in radio.

KSTP Uses Reward Gimmick

MINNEAPOLIS, Nov. 26.—KSTP, the NBC outlet here, feels so strongly about the importance of local news that the station's news editor, John Verstrete, has come up with an idea which makes every KSTP employee an embryo reporter. Gimmick is this: Newsroom pays off in cash for every tip turned in by KSTP personnel with exception of newsroom staff, if tip is put on the air. Verstrete said this policy has resulted in numerous exclusive stories, as well as on the spot breaks such as accidents, fires, etc. On several occasions, says Verstrete, the amateur reporters have come thru with stories in plenty of time to beat the local newspapers. In addition to this, station has trained legmen to cover Minneapolis, St. Paul and surrounding areas, as well as telephone checking thruout entire KSTP local territory.

Poll Shows Students Want Radio News in College Newspaper

CHICAGO, Nov. 24.—A poll of Northwestern University students by The N. W. Daily showed that students are definitely in favor of radio news in collegiate papers. Poll was conducted at instigation of El Henry, ABC Middle West flack chief, who has long held as one of his pet beliefs that college students were being neglected when it came to web flackery.

Lots Marsh, editor of The Northwestern Daily, agreed to conduct a poll of student opinion regarding radio in the campus paper as a sort of test poll for universities all over the country. Results showed that Joe and Jill College feel the need for knowing what gives with radio every day in the week instead of just putting the frat or sorority set on and letting it blast indiscriminately. Of the students polled, 45 said they would like to see a column of radio news in their daily and 17 were "opposed," but gave as their only reason, "Lack of time to listen to the radio, anyway."

Proposed column would be conducted from impartial viewpoint and would include a listing of outstanding radio programs with perhaps an explanation of the more popular ones. Not only students, but faculty gave approval to the idea. Professors said such a column would help their students in studying for current events tests, and "keep them more generally informed on world problems."

Daytime Air Spiels Latest Gimmick for Det. Latin Quarter

DETROIT, Nov. 24.—Exceptionally close co-operation between a night club and radio was started here this week with a series of luncheons in the Latin Quarter, staged by Elythe Fern Melrose, "the Lady of Charm," who has a daily show over WXYZ.

New tie-up will be used exclusively by Latin Quarter during daytime in accord with the present policy, under the new management, which is promoting the special function and banquet department under the management of Ray Pearson, recent flacker.

Miss Melrose will follow the theme "Be a New Eve by New Year's Eve," speaking on one particular phase of charm each week. First luncheon-lecture is devoted to "Personality—How to Have and Use It." Other charm topics will be "Beauty," "Make-Up," "Figure Control," "The Charm Man Prafer." Final lecture will be devoted to "You" and how to make the most of one's individual and native charm.

Audience participation will be invited during each luncheon after a brief question period, and women representatives of the press will judge which lady or ladies most convincingly enacted the "do's" and "don'ts" pointed out during the lecture. Gifts will be given away as door prizes after each luncheon-lecture session.

C. G. Burke Named Operations Chief Of WJR, Detroit

DETROIT, Nov. 26.—Charles G. Burke, for the last two years sales manager of WJR, has been named director of operations of the station.

Franklin C. Mitchell, formerly head of the program department, has been made assistant director of operations.

Zuckerman Heads AFRS Shortwave

HOLLYWOOD, Nov. 26.—Lieut. John V. Zuckerman was named head of short-wave operations for AFRS, replacing Carter J. Hermann who was discharged from service. Zuckerman will be in charge of AFRS 24-hour broadcasting operations via its 20 short-wave transmitters. He will get a helping hand from ex-CBS staffer Grace Clark.

Congress Ganders Air Melon Again; % Levy Is Asked

(Continued from page 6)

non continued, "but the tremendous influence and propaganda power to be exerted on the American people. That vast power should be in the hands of the people rather than in the hands of somebody who wants to exploit the people. If you are going to dispose of this great natural resource why not put the franchise on the market and sell to the highest bidder, and let the government take the millions? Why make them a present to those who want to control the people thru propaganda and the government get nothing in return?"

"Furthermore," Cannon said, "these private systems come in and litter the air with continual advertising, commercials, plug-uggies as some of the newspapers call them. You cannot turn on your radio at any time but what they are telling you about somebody's beer or pills."

"We have undertaken at the commission to remind broadcasters of their responsibilities in that connection," Porter replied. "My personal view is that it is a difficult job for the government to do, even if this commission had the power. It is a matter for industry thru self-regulation, to undertake to clean its own house in that respect. These excesses that you referred to, I think, cause a great deal of public dissatisfaction with our broadcasting system, and many in the industry are conscious of it and are attempting to take steps to do something about it. But the competitive pressures are such that it is pretty difficult to get that type of voluntary action."

CHICAGO, Nov. 26.—Tom Rooney, former sales promotion manager of KMOX, St. Louis, who recently was discharged from the merchant marine as a lieutenant, last week was appointed sales promotion manager of WBBM, local CBS 9 and a station. Before joining KMOX, Rooney was with Ruthrauff and Ryan in St. Louis. At WBBM he replaces Jonathan Snow, who left a few months ago to enter the real estate business in Detroit.

WHAT'S YOUR ACT?

Are you a musician, magician or mimic? Do you sing, dance or juggle?

Whatever your act, the WOR Entertainment Bureau probably has a job for you, either to make recordings or personal appearances.

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Trade Bit Happier With FCC Plan

N. Y. Gains 3 Channels

New allocations still not sufficient for Stern and several other cities

WASHINGTON, Nov. 26.—Federal Communications Commission is getting generally favorable responses from the broadcast industry on the commission's new television rationing plan issued last Wednesday (21), giving New York, Chicago and Los Angeles each seven video channels and making possible 400 other outlets in communities throught the nation. However, despite the fact that New York is among the chief gainers in the latest blueprint, with three more channels than originally proposed, the video situation in the nation's biggest metropolis stays tight. In fact, competition is expected to be keener in New York than in any other city, since two video stations are operating commercially in New York (CBS, NBC, and DuMont will be back on the air in January), while four others have construction permits for experimental operation and 14 applicants are in a race for commercial outlets.

General attitude of most critics of FCC's latest blueprint is that it is not good enough for New York and several other cities, altho admittedly a sharp improvement over the old one. However, FCC is resting on the new rationing plan, with no major revisions in sight until something is done about an upstairs move generally for video. FCC's latest plan, as forecast in *The Billboard*, is almost 100 per cent in line with proposals of the Television Broadcasters' Association and makes available 50 more metropolitan stations than did the commission's earlier blueprint.

28 Hours a Week

Of cheer to video broadcasters is FCC's decision that television stay on the air only 28 hours weekly and no less than two hours a day. Earlier FCC proposal of six hours' daily operation was one of the principal targets of attack by network and independent spokesmen at video hearings. Argument was that expense of video programming under earlier plan would have been out of reach for most broadcasters. Also greeted with enthusiasm in the video industry is FCC's statement that it would not require com-

TBA, N. J. Ed Group, To Sponsor Confab

ATLANTIC CITY, Nov. 25.—Television Broadcasters' Association, Inc., in cooperation with the New Jersey Education Association and its subsidiary, the New Jersey Visual Education Association, numbering over 12,000 members, will sponsor a symposium on Education by Television at the first post-war convention of both educational groups in this city December 1 at Convention Hall. Prominent leaders in education and television will participate in the program, which will highlight a demonstration by high school students of television techniques, as well as motion pictures depicting television possibilities in education.

Scheduled speakers on the program include Prof. Edward C. Cole, head of the department of dramatic arts at Yale; Prof. Kenneth G. Bartlett of Syracuse University; G. Emerson Markham, program manager of television station WRGB, and Edward Stasheff, of the All-City Workshop in Radio and Television. The symposium is the first in which education members of TBA will actively participate.

Editorial

On a Note of Sanity

FOR better or for worse, the FCC has allocated a number of metropolitan television channels. Last week's rulings (see story elsewhere in this section) may remain in effect, for several years, or they may be changed in 12 months. In view of the tenor of the commission's statement, any executive who climbs on top of his steel, concrete and chrome tower and flaps his wings will look rather silly. He'll look silly whether he crows a paean of victory or a wall of defeat. That goes for the general as well as the civilians.

The time has come to talk of just one thing—programming. It's not very good today. It must get better. No

matter whether television lands in the higher or lower frequencies, it will get nowhere without good program service.

To sell sets you must create a demand. Demand comes when there are programs. When there are programs, good ones, the public will buy. And when the public buys in sufficient quantities, advertisers will sponsor programs. That's the story.

The Billboard has said all this before. *The Billboard* will say it again. And it will continue to harp on it until there is something to look at. It's going to cost money to build shows. But not much more than the High Frequency-Low Frequency slack campaigns.

REVIEWS

Balaban & Katz

Reviewed Tuesday (20), 7:30 to 8:15 p.m. Style—Sports, art discussion. Sustaining on WBKB, Chicago.

There was nothing grandiose on WBKB tonight, nothing pretentious that would make an audience sit back and gasp, "God, what a wonderful thing this television is." But what was presented was done in a masterly manner that showed plan and care and also an indication of what television can do in two fields: Art education and sports discussion and interpretation.

The part of the program which proved television has it all over radio in the field of sports programs of a commentary nature was the informative explanation by Joe Wilson of what went on during last week's game between the Chicago Cardinals and the Cleveland Rams. This portion of the show opened with a clever move-in shot of Wilson seated in a simulated sports box. The camera moved in on him and got a shot of his back while he was doing an imaginary description of the Cardinals-Rams game. While this was going on a second camera was picking up titles for the show, and the images from the two cameras were blended to make it appear as if the moving titles were between Wilson and the camera on him. After No. 1 camera had moved up on Wilson, it was pointed up and out into what was meant to be the sky above the opposite side of the stadium from which Wilson was working. Then came a fade, and the next shot was of Wilson standing before a table

(See BALABAN & KATZ on page 21)

Werrenrath Is Back At WBKB; Cormack Added as Art Chief

CHICAGO, Nov. 26.—WBKB, local Balaban & Katz video outlet, last week further strengthened the team it intends to pit against future competition here by bringing in two men with top talent and background in tele and allied fields. Raenadl Werrenrath, former NBC video producer who was brought to Chi by Bill Eddy, WBKB head, when latter left NBC to take over for B&K before the war, rejoined WBKB in an executive production position. During the war Werrenrath was in the navy assigned to a carrier as a lieutenant. At WBKB before the war he handled programing and production.

Other additions to the WBKB staff is Robert Cormack who was brought in to be art director. Cormack is a former Walt Disney associate who also has his own commercial art studio in Denver. During the war he handled visual aid educational work at the navy radar school here that Eddy headed.

Aunt Jenny

Reviewed Tuesday (20), 8:15-8:30 p.m. Style—Drama. Sponsored by Lever Bros. for Spry (Ruthraff & Ryan) over WCBW-CBS, New York.

The late Tom Treanor once wrote a book about war correspondents. One *Damn Thing After Another*. Treanor's title could well be used as a theme song for television. Take the case of CBS, for example. The last show that Lever Bros. put on Columbia's WCBW, *Big Sister*, was a technical mess. But it was well written and well produced.

This week's effort, *Aunt Jenny* (after the radio show of the same name) was quite the reverse. Columbia's director, Tony Miner, and the whole floor crew really laid themselves out for Lever Bros., setting, shooting, shading and switching with considerable élan. All told, Ruthraff & Ryan, Lever Bros.' agency, should be delighted with the co-operation they received. But the script and the acting were matters of a different hue.

Joe Arnel Cross wrote a script which, to put it mildly, was dull, torpid, never went anywhere and, in fact, never got started. Eve Spencer (*Aunt Jenny*) recited her commercials in a style made famous by the guy who used to do the Tizzy Lish character on the old Al Pearce show. Mary Orr was supposed to play a cynical, hard-bitten hash slinger, but she gounded and looked more like a gushing adolescent straight out of the cast of *Kiss and Tell*. Lyde Bettger, as Johnnie, a soldier, was so smilingly heroic that it fair turned the stomach.

The plot (plot is used for want of a better word) dealt with three civilians in a lunch wagon who sit and complain about the rotten Thanksgiving they will have. A soldier sits quietly until all the gripes have been aired and then points out that he is going to spend Thanksgiving on a bus but that he's happy because he's going home. It would be hardly fair to say that this dish of sloppy sentimentality, as shopworn as the food in a lunch wagon, was a play. It wasn't even an impressive episode. It would take a brave man to venture a guess concerning the likes and dislikes of soap-opera audiences. But it is safe to wager that they want a modicum of suspense and some semblance of plot in their fare.

Aside from Miss Spencer's inane reading, the commercials themselves could bear sprucing up. Plug number one dealt with the myriad advantages of using Spry to roast a turkey. It was nonsense to use an uncooked bird at the beginning, but somewhere along the line a nice hot, brown-crispy turk should have been trotted in to show how it will look after treatment in a hot oven. It takes considerable effort to write this down.

(See AUNT JENNY on page 21)

IATSE and ACA Near Battle Over WPTZ Jurisdiction

PHILADELPHIA, Nov. 24.—Jurisdictional battle is brewing between the International Alliance of Theatrical Stage Employees (AFL) and the American Communications Association (CIO) over the staff at WPTZ, Philco television station. With four local radio stations plotting to set up tele stations here, the union coming out on top at the Philco plant will be in a position to grab off the local tele plum.

At this stage the ACA, which holds closed-shop agreements at virtually all the local radio stations, including the part-time outlets, is busy lining up the WPTZ employees. Originally starting out with the radio engineers, the ACA's broadcast local here has taken in announcers, sales staff and even office workers. As such, the ACA counts on the tele station as being within its province. Moreover, the ACA points out that the tele staffers will get better protection in their fold since all the regular Philco employees, manufacturing radio, phonograph and television receiving sets and other electrical appliances, are members of the CIO's Electrical and Radio Workers' Union.

CIO Has Closed Shop

Complicating the IA's entrance in the unionizing picture here is the fact that the entire Philco plant has a closed-shop agreement with the CIO workers' union. And if the IA gets into the grounds, it will create a labor relations problem. Local officials of the IA have placed the WPTZ problem in the laps of the national office, asking the national office to send down a union organizer. While decision as to jurisdiction will rest entirely with the national office, local leaders point out that the IA has already set precedent in the tele field in organizing the DuMont studios from top to bottom.

Another complicating factor is the position of the motion picture operators employed by WPTZ. Even if the national IA would let the ACA, because of its strong radio position or other circumstances, organize WPTZ, the local AFL union chiefs state that the CIO can't touch the motion picture operators under any circumstances. Regardless of the outcome, local IA claims complete jurisdiction over the motion picture operators. With the ACA organizer already at work, and the IA putting in its claim for the motion picture operators with the prospect that the national office will send down an organizer to try and line up the entire tele staff, it's a hot potato for the Philco heads, who remain on the sidelines as observers and refuse to comment.

12 Cities, With Too Many Applicants, To Hold FCC Hearings

WASHINGTON, Nov. 24.—Federal Communications Commission will move swiftly to hold hearings on television applications in a dozen metropolitan areas for which there are more contestants than channels to go around. More than 80 applications have been filed in New York, Boston, Baltimore, Los Angeles, Detroit, Philadelphia, Providence, Washington, Lancaster, Pa. and Pittsburgh. Dates for hearings, FCC said, will be scheduled as soon as television rules are codified in legal lingo for incorporation in the FCC rule book. Commission will proceed from there to give attention to remaining 62 applications for television operation in cities where there is still room for video expansion on low frequencies.

Altho FCC's new operating rules will become effective immediately on publication of formal regulations (within week, according to FCC spokesmen), FCC will consider appeals from the six

For Review of "Petticoat Fever" on Video Turn to Page 40

Membership Curbs Asked By 802

1-Year Rule May Be Sought

Job pic had as musicians flock here—Rosenberg to go before AFM ex board

NEW YORK, Nov. 26.—With musicians throughout the country regarding New York as a Shangri-La and flocking here in ever-increasing numbers, and with the general employment picture aggravated by returning servicemen, Jack Rosenberg, proxy of Local 802, will appear before the executive board of the AFM to ask aid in curbing the influx of new members. Stating that something must be done to put a clamp on the thousands of musicians seeking transfers to 802, Rosenberg will appear before the board shortly after the turn of the year.

Claiming that membership in the local would jump from the current figure of 25,000 to perhaps 35,000 within a year if curbs are not instituted, the New York local proxy feels the employment situation here cannot absorb such an increase. There are more than enough men in the local now to handle jobs in all showbiz fields, he pointed out. "Musicians are flocking to the city; they are being ransacked and robbed, and are sleeping in relays. We have a problem and believe the federation will see our point," he added.

4,000 Still to Return

Returning servicemen highlight the picture. Close to 6,000 have served in the armed forces and, of these, nearly 4,000 are still to return—each bringing a job problem. Local 802, which pays every serviceman's dues for two quarters, believes restrictive curbs on transfers to New York would ease the way for ex-servicemen, as well as generally strengthening the economic picture for musicians here.

Musicians' transfers to New York are now regulated by a six-month rule. This regulation, which Rosenberg regards as not sufficiently restrictive, provides for a six-month "sweating out" period. For the first three months, the musician can play club dates, and during the last three months he can take a steady job. At the end of the six months, he must either join 802 or withdraw his transfer application. On rare occasions, a musician can get a waiver on the three-month time limit if he is desperately needed for a specific job.

Rosenberg is mulling the possibility of a "one-year rule," similar to that of Local 47, Los Angeles, where restrictive measures were necessary owing to the influx of out-of-town musicians seeking work in film studios. Another 802 exec added, "We are trying to curb new applications for membership. The line at the examination room is becoming longer; new kids are always coming up, and ex-soldiers, some of them not even professional musicians, are constantly in our hair. Returning soldiers sometimes number 120, and new applications, 35 daily. If it keeps up it will be dog eat dog." Local 802, the largest unit of the AFM, expanded to its present membership figure of 25,000 within 10 years. When the Blue Ticket took over in 1935, between 14,000 and 15,000 members were on the rolls.

L. A. Rule Passed in '20's

LOS ANGELES, Nov. 26.—Local 47's "one-year rule" restricting new musicians and transfer musicians from working in film studio orchestras was put into effect in the late 1920's—when sound ptx came into existence. Ruling was passed to protect local tootlers and to curb the influx of out-of-town musicians seeking jobs in film industry. A transfer musician here cannot participate in competitive work or be engaged in steady music employment for three months—as is the case in all locals—but the restriction on work in film studios is extended to one year. Local 27's membership is over 10,500.

Disk Ad-Policy Raising Aches At RCA-Victor

NEW YORK, Nov. 26.—On top of its band-surgery headaches, RCA-Victor was kept busy last week trying to placate some of its distributors. Disturbance, which has been brewing in some form or another since disk biz was born, centered around the "up-ladder" arrangements of manufacture—RCA-Victor, Bruno—distributor in this instance, and dealers, whereby the cost of advertising is shared equally by all three parties.

For example, the dealer, perhaps Liberty Music, makes the original payment for the ad. Distributor—Bruno—refunds some of the dough expended and is in turn compensated with a percentage of its outlay by Victor.

Gripe has to do with the claims of both dealer and distrib that ad (and the copy is usually a "do as we say or else") request from Victor, gives top benefit to the manufacturer who should therefore bear the heavy side of the ad cost.

Lena Horne To Head For S. A. in Spring

HOLLYWOOD, Nov. 26.—When Lena Horne completes her work in MGM's *As the Clouds Roll By*, the life story of Jerome Kern, it's understood she will make the South American tour skedded previously but dropped. It is a well-known fact that South American niteries have been clamoring for Miss Horne to make the tour for a long time but commitments and theater and club appearances here prevented her from going. Another factor is the transportation set-up which has eased some.

Carl Craemer, at MCA, who has handled Tito Gular's frequent South American nitery and theater excursions, is looking into a south of the border journey for Lena. However, her MGM work will probably keep her in the U. S. A. for at least several months and at the best she won't leave for S. A. until late spring.

Pubs Pick Up Neat 700G From Lyric Sales Now That Song Mag Racket Is Busted

Bootlegging Extinct Now—3 Pubs Dominate Field

NEW YORK, Nov. 26.—Publishers' royalties, accruing from use of Tin Pan Alley lyrics in song magazines, now total more than \$700,000 yearly, according to sound trade estimates. Not so many years ago, pubs' revenue from this source amounted to practically nothing; the present tidy sum being attained as a result of two developments—clean-up of the illegal traffic in bootleg song sheets by Music Publishers' Protective Association and the rise in popularity of lyric mags.

Bootleg sale of songsheets, according to Walter Douglas, MPPA chief, is now almost as extinct as the Dodo. The traffic was a cancer on the music industry for 20 years, but the pubs' trade org in 1939 started to battle racketeers in the business and wound up on top after a three or four-year fight.

MPPA drive entailed nationwide investigation sparked by Arthur Hoffman. Dealers were warned—and, if illegal sales persisted—hit with infringement suits. Settlement was usually made with the proviso that distributor's name be revealed. Distributors' names were then turned over to the FBI.

Swagger Uses Signature To Get Plugs By

ABC Still Watching Deal

NEW YORK, Nov. 24.—With Swagger Trio swung into line on some of its suspiciously heavy sheet-plugging, new gripe against signature-tune tactics of the Val Ohlman Trio is now being looked into by "Bud" Barry, program director for ABC Network.

Barry claims that he has been watching the Swagger program closely and still imposes a rule that no pubbed originals get played more than twice in one week. Says that to date regulation has been observed but that if any tactics involving signatures have come up he'll look into them too and take necessary steps.

Signature Tune Juggling

Yap about Swagger's maneuverings with sig tunes was brought up by some pubs who have been gandering at *Guess I'll Get the Papers* tune which has popped up on the sheet lately, mainly due to Swagger airing. These pubs claim that selling agent for Cambridge Music, which owns the ditty, figured in the Swagger twister right from the start, which is why pubs are taking a burn at alleged juggling of sig slots by Ohlman to get around the Blue's supervision. Facts offered are that in September, Swagger signature was a tune called *Alone With My Dreams*. A couple of weeks later *After All This Time* crept into the program as the daily tail-ender and now lately *Guess I'll Get the Papers* has hit the sig niche.

Firm Claimed Legit?

Street talk that Blue was actually reselling its time to the Swagger bunch was denied by Barry, who says Swagger product and manufacturer have been carefully investigated and that while advertising expenditures may be rather high for a new enterprise, the debut of (*See Swagger & Signature on page 15*)

Ballroom Ops Will Learn How Not To Bounce Customers

DES MOINES, Nov. 26.—Personality in the ballrooms—of when not to toss out an unruly customer—will be among the subjects to be discussed at the first post-war convention of the Midwestern Ballroom Operators' Association scheduled for Des Moines, December 17-18.

Theme of the convention will be "Betterment of the Ballroom Business," according to Carl Fox, St. Paul, proxy of the organization. The program, which includes a schedule of talks by leading operators, indicates that the operators plan to delve deeply into operational activity, with talks skedded on promotions, concessions, personality and accounting. The personality talk will be handled by Alice McMahon, of the Indiana Roof, Indianapolis. Her subject will be *Personality for the Public*. She is one of the few women ballroom operators in the country.

The Midwestern group is composed of operators from the Rockies to some of the Eastern States and all together makes up a large share of the band buyers for one-nighters. This will be the first large gathering of the association for several years, and as a result the officers are stepping out in making the meeting a success. A dinner and entertainment is planned for the opening night, with the convention sessions December 18 to be held at Fort Des Moines Hotel. The meeting will be open to all ballroom operators whether member of the MBOA or not.

Small Diskeries Lax in Paying Pubs Royalties

NEW YORK, Nov. 26.—The music industry execs are hesitant to discuss the matter, pubs are still experiencing difficulty in collecting royalty payments from some of the smaller record companies. Problem is more than ordinarily annoying to copyright proprietors, inasmuch as the compulsory licensing clause of the Copyright Act of 1909 makes mandatory the granting of a contract to any record company once a tune has been previously recorded. This clause has proven a boon to shoestring wax companies who need no business references or other evidences of financial stability in their dealings with publishers.

As one publisher explained: "Once the record company sends us a notification, we cannot withhold permission to wax the tune—even tho we know we can expect trouble in getting statements and royalty payments." This publisher, owner of one of the top standard catalogs, pointed out that he had as yet received no checks from 14 of the smaller record companies, each of whom had recorded and released from one to five of the pub's tunes prior to last July. Pub says that not all the 14 disk outfits can as yet be called "bad accounts," altho the contracts call for quarterly statements and payments.

One record executive of the newer disk firms, admitting colleagues in the business were sending royalty checks only after much delay and pressure, expressed concern over the possibility that the entire wax industry might receive a black eye. Friction between publishers and disk companies over royalty payments, always existed—but prior to the rise of the smaller wax outfits the problem was limited. It's now a bookkeeping headache—and as long as the compulsory licensing clause retains its current wording and interpretation there's no immediate hopes for relief.

"T" Men on Trail of Tard Ork Leaders Give Bru Off to Worn Tax Sta

No More Time Limit—Now It's Pay or Face

NEW YORK, Nov. 26.—In what might mean complete disaster for some orks, a whale-gulp of lost coin for others, and a head full of gray hair for all, was seen in a statement last week by a spokesman for the United States Treasury Department that Uncle Sam is about fed up with ork leaders who have been two and three years tardy in paying back income taxes.

"It is no longer a question of time limit," the Treasury officials said, pointing out that "most of the delinquents, who making seeds of money, have been content to go along one, two and even three years paying only small penalties for their tardiness, instead of making a serious effort to clear their tax deficits with the government. The Treasury Department has lost patience and has decided to go direct to the tax-shyers instead of waiting as it has been doing the past few years."

May Seize Dough

Skedded to begin with all trumpets blowing almost immediately after the next tax returns have been evaluated, the "snap-the-whip-into-line" campaign at its best will give the delinquent some time to get up coin after a "respectable" amount is paid, but at its worst will call for the immediate attachment at the box office of all dough due him.

Plan, according to "T" men, will operate along strictly legal lines in three steps.

Step No. 1 will begin when this year's tax returns of "behinders" are received. If it is judged that the "ower" has made a sincere effort to straighten himself out with the government—he has gotten up a sizable chunk of back-coin—a reprieve will be granted and a standard notification of his remaining obligation will be forwarded to him with stipulations that he dig up the rest within a certain period.

File Notice Is Next

If on the other hand—and it was the opinion of the Treasury man that these would be the majority—he tried to get away with old excuses, Step No. 2 would immediately go into motion. This would involve a "filling of notice" to and against the debtor and would act as a "judgment," which could be used in lieu of a summons and would provide the legality of Step No. 3—actual attachment of funds.

This final step, according to the "T" men, would then permit a U. S. marshal or a collector of internal revenue to go to the box office of any theater, location or one-nighter spot where the delinquent was performing and attach the percentage of the "take" due him.

Trade, the appreciating Uncle Sam's move and realizing that some of the boys

have been getting away nevertheless sees in the ac "hurt" inflicted upon the music biz as a whole. Tr coin back-log coming to ury is such that many of fts will go broke trying t many backer-uppers will fore getting involved w the "miserles" with Wa trade looks for an increa talk by the bookers b will consent to a spot to be pounced upon.

Live-Wire V Promoters With Ho

HOLLYWOOD, Nov bookers and band lea Slavsky brothers, Joe operate in and arou cisco-Oakland, Calif. a new trend in oi with their live-wire ings. The Slavskys Pacific Coast Amuser with A. V. Bandford are reported to hav takes for names lik Shaw and Spike Jo name of the Ray 1 15 to 30 per cent campaigns. Unlike frequently take a s to go along with a supplies top name the Slavskys do a on every band they off.

Where it has been of using just major for show cards, the window of any note the one-nighter is time and newspaper much more extens. Whether it's a name complete exploitation

Besides promoting in California towns H land, Eureka, Santa R San Jose, all within n of San Francisco, the S die concert and legit to venture is promoting jazz at the Philhar several towns for MC about 25 promotions have been going stro years. Only other re the area is Bill Sweet room in Oakland, a outside promoting. Williams, bowed out his dealings have 1 over by C. L. Conte

Benny Krueger Ork & Name Leader for Cugy on Vallee Seg

HOLLYWOOD, Nov. 26.—With Xavier Cugat's exit from Rudy Vallee's NBC commercial to take over another bank-rolled aifer, Vallee plans on using a regular studio ork batoned by Benny Krueger plus occasional guest name leaders such as Artie Shaw, Harry James, Benny Goodman, etc. Krueger, a band name in the '20s, has been associated with Vallee in radio off and on for over four years. The new music policy on Vallee's series takes effect when Cugy pulls out late in December.

Charlie Barnet in Pic

HOLLYWOOD, Nov. 26.—Charlie Barnet and his ork have been signed to do a couple of band-featured spots and accompany a singer yet to be selected for Universal's *Idea Girl* which will be produced by Will Cowan. Barnet, currently spotted at Casino Gardens, Santa Monica, Calif., starts working on the Universal lot in about 10 days. MCA closed the pic deal.

Zeke Cle Disk Lal

HOLLYWOOD, ents, featured o Opry broadcast 1 his coming to th ago, has started calla his diskery he has issued on own singing, alth be releasing sid singles and group with distribution t major waxeries. A with other platter fil is all set to record a of folk music names own work.

Clements has a deal ord Pressing Company in expects to handle distrib Aside from organizing Lit Clements has been doing picture work, appearing i *Two-Fisted Stranger*. He is of the hit Western song, *S Water*.

On the Stand

Jimmy Dorsey

at the Capitol Theater, New York, December 23, 1945)
 Mgr., Dick Gabbo; Agency, Amusement Corporation)

Saying Jimmy Dorsey's orchestra rated "mediocre" at this was the spectacular drum-so-young stick boy, Karl unexpectedly fine piece of by fern Des Parker. Other-d maestro might have score sheet.

Jimmy still throws out "fingerbustin" number and to play on the public. It's no doubt that the mechanical intricacies, the music, but Finger gets the play every-Eastern theater. One thing why Dorsey won't be to work a new digit-o the business. The a great sax virtuoso can't stay green with-ration to keep 'em

d out well on a show- of Lopez tune but up the pace before with the exception Kiffe who plopped l with a touch that ears. Kid was super-

ter be skipped over 'ery coy, very sweet well phrased and loked with Come To As Well Be Spring 'ale vocals by Dick sweet of tone and a couple of things singing. Ho not the tricks of stage ee but he ruffles obviously. Voice ful thing but you he audience. 'de and the Thief. 'ed Carlos Ramirez Stanley (see review). Joe Carlton.

Herman

on Terrace Room, (c. Syracuse)

terrace Room this sea- from big bands, go-combos, with Lenny at dance attraction. ocal generalissimo, is ll band as against the combines in past sea- ng gold with Herman. p job and is currently l week after previous aking the first return y outfit, other than play the room.

or lads make for as gregation as one can d these days. Leader, eps things humming ; about all the time, 'arbling and keeping hruout. Other men i base; Alan Shurr, traps, and Charles smooth a pianist no brass, outfit: Library is full-urs, thru rumbas the same smooth. ime medleys are iversity numbers esure, with all veltly numbers. sty of recording und has become nong the new and here, it is pe of room, big ,man is one to r.

erman stay has sees keeping the nights, with even up. Herman is a far as Mr. and Mrs. med. B. S. Bennett.

Cole Trio

at the Copacabana Bar, New York, December 22, 1945)

lly not a band, the King way out of the ordinary re as to get a few choice And choice are the words which owes its all to the of Nat (King) Cole, do a

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gratifying job—they prove that music can be modern, can be commercial, can be art and can be without reproach from any side of the alley. That purr-out expression and wide-mouthed, candied lyricism by the King, the perfect complementing by guitar and bass—they're almost unholy in their togetherness—make it hard to say enough that is good.
Joe Carlton.

Ed Vinson

(Reviewed at Charley Glenn's Rhumboogie, Chicago)

Eddie (Mr. Cleanhead) Vinson has fronted this 16-piece ork for just six weeks, but already it's shaping up as a contender for top honors among Negro crews. When the ork leaves this spot early in December several big vaude p. a.'s are waiting. Band is getting big promotion from Mercury Records, which already has two disks by the crew on the market.

Vinson, who gained plenty of recognition while with Cootie Williams, is picking up where he left off when he went into service. His original-styled blues shouting and poignant alto-sax are great sales items, especially with race audiences and, with time, should catch on with white audiences. Due to his anxiousness over the new band he didn't do his usually uproarious capers in front of the band, but more experience as a fronter should put him into that solid showmanship groove he achieved while with Williams.

Vinson has built the band's book on a solid basis, bringing in Dave Appel, ofay arranger, to handle the sweet standards and pops in the book. Usually Negro crews work with over-arranged sweet tunes, which lose the punch because it's tough for the average listener to pick out the tune. Vinson's sweeter ditties are strictly on the commercial side, with melody foremost in all the scorings. Band has the usual line of hot standards and original specialties, with Vinson's alto standing out on solos. Band hits its best groove on the blues, where it stands to rival such names as Basie and McShann. Vinson is currently looking for a chairp.
Johnny Stoppel.

Western Tunes Get Beating in West-- In KALL Pop Poll

SALT LAKE CITY, Nov. 26.—The lone cowband will have to chase his Little Dogies over El Rancho Grande to his Home On the Range without the aid of KALL (Mutual), Salt Lake City, which went on the air September 30. As part of its inaugural, the station, under Jack Goodman, formerly of WNYC program staff, staged a letter contest with prizes in excess of \$1,000.

The tallying of letters developed, to the amazement of the sponsors, that in the heart of the West, the range songs went a scant 5 per cent in popularity and were superseded by hot bands with 32 per cent, and such longhairs as the Chicago Theater of the Air and Operatic Revue, with a 22 per cent musical tally. The current pops, a little on the schmalz side, received a neat 40 per cent of the total. KALL has cut its daily sustaining programs of Western folk programs from 4 to 2 daily—in the belief that the cow waddies have no radios.

SWAGGER & SIGNATURE

(Continued from page 12)
 the shaving-lotion firm was still considered legit.

Deal virtually figures to pay back costs at any rate with BMI's, admitted \$48-per-plug payoff, and some pubs say that signature dippy is still another gimmick for Swagger to up its plug quota way above 150 per year which is minimum for BMI payoff. Point to fact that with sig. plug rated in—guaranteeing seven plugs per week for given sig tune—Blue's rule about two times a week for Ohlman originals still leaves trio room to bang out close to 25 shots a week for its own pubbed stuff. This might hold true even with current orders from Barry that so many top-20 tunes must be used to balance the show.

Meanwhile, Barry says Swagger contract which runs for 13 weeks from starting date in September will be carefully re-checked before renewal. All the ramifications stemming from use of music on the program will play a major part in pact consideration, he asserted.

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531	ORQUILLOSA—Guaracha P. Flores and his Orchestra Vocal Polito Gallindez TRAIGO DE TODO—Guaracha P. Flores and his Orchestra Vocal Polito Gallindez
533	LA REINA—Rumba ORITO OLALE—Samba Nora Morales and his Copa- cabana Orchestra
534	AMPARAME—Guaracha Orchestra Polito Gallindez CADA UNO PA SU LAO— Bolero-Son Polito Gallindez
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No Plums Now For Tyros as Ork Fronters

Percenterers Are Czars

CHICAGO, Nov. 24.—If G.I. bandsmen or youngsters now in bands with ambition to hit the top as fronters, think they can get there as many did years ago by being good musicians and showmen, they'd better take a few tips from Leonard Keller, ex-front man who has renounced the baton for the pen. Keller disbanded during the war even tho he was playing big spots. For seven years, the "King of the Strings"—as he was billed—entertained at the Bismarck Hotel, one of Chi's best, and at other well-known night spots.

Currently, the ex-fronter is busy with a psychological murder-mystery play, and talk is that he already has the necessary backing for the preeminent probably in Chi. He claims that: Most guys, especially the younger ones or the G.I.'s don't realize the transition that has taken place in music in the last 10 years. Ten years ago a guy could get a bunch of good musicians together, buy or write a decent library, and if he were fairly lucky, he could hit the top, or at least get a good regional name. It takes a hell of a lot more than that today," i. e., mammoth booking agencies deciding who hits where, he added.

Keller said the mammoth booking agencies are the primary factor now in building the name bands, because they and they alone possess contacts for essentials like nationwide publicity, recording deals, radio time and moom pix contracts—all of which are absolutely necessary for a band striving for a name.

"It doesn't make much difference about what a guy has on the ball," Keller continued, "because most of the ideas of band building come from the agencies, who swing fancy deals in partnerships, cuts, investments, etc., and build up anybody they please."

Takes 50¢ Otherwise

Unless the prospective big namer has the right kind of deal with agency big-wigs, and is amenable to all deals, he had better start accumulating at least 50¢s so they will begin to notice him, Keller maintains. He claims it takes at least that amount to build an aggregation which commands even semi-attention from the guys who count.

First he needs a good personal manager. You can count the top-notch personal managers on two hands. Then, at least 18 men for the big time since none of the agencies will look at a hotel band with 12. In addition the band needs 100 arrangements at about 50¢s.

Even then chances are still slim for the band to hit the big time, Keller says, because of agencies' guys who have little personal interest in the band, since they're on straight salary from the agency and usually overworked anyway. Salaries for all but execs run from \$75 to \$150 per week, Keller says, and no matter what the bands they handle do, it's still the same comparative chicken feed for them. Consequently, advises Keller, they aren't too interested in building up an unknown band for nix. Idea is to get the big boys interested if possible.

3-In-1

Keller finds three courses open to aspirants and all three are able to get the agency big-wigs behind them. How to do this he doesn't say, except that it's almost as much social problem as a business one. About the best newcomer hopefuls can hope for outside of this longshot is to get a good society hotel name band where they can make a decent living, anyway.

Since it costs at least \$2,500-per week for a traveling band (and still maintain top stuff) a large number of the road boys have disbanded for greener pastures and thus not only the chances for establishing a top name have considerably diminished, but also jobs for the sidemen. And in the latter field plenty of forever kahki wearers who have been looking for that big post-war band opportunity, won't be able to find it.

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- 2007 AT MAIL CALL TODAY, Ozie Waters; Acc. by the Colorado Hillbillies
DON'T FOOL AROUND ME ANYMORE, Walt Shrum & his Colorado Hillbillies
- 2006 YOU CAN'T GIVE ME BACK MY HEART
I DON'T CARE ANY MORE, Ray Wade and his Rhythm Riders
- 2005 MY HEART'S IN THIS LETTER
ARKANSAS SWEETHEART, Ray Wade and his Rhythm Riders
- 2004 I'LL BE AROUND SOMEWHERE, Walt Shrum and his Colorado Hillbillies
I LOST YOU, Ozie Waters; Acc. by the Colorado Hillbillies
- 2003 DON'T SWEETHEART ME, Ozie Waters; Acc. by the Colorado Hillbillies
THERE'S A TEAR IN YOUR EYE, Walt Shrum and his Colorado Hillbillies
- 2002 TIE A SADDLE STRING AROUND YOUR TROUBLES, Ozie Waters; Acc. by the Colorado Hillbillies
- 2001 DRY YOUR EYES, Walt Shrum and his Colorado Hillbillies
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Music---As Written

NEW YORK:

Grady Watts has penned two of his clients, Marianne and the Four Notes, to contracts with Premier Record firm in St. Louis. . . . Benny Goodman handed \$5,000 to Hull House, Chicago, where he learned to play the clarinet, to set up a music fund for the social-work agency. . . . Dog-lovers may rally to Lindsay McPhail's driving-on *I Want a Dog for Christmas*.

Al Wild and Joe Bostic aren't standing short on back-work for Joe Louis's show-biz tour. They have arranged, not only for a 40-page press-book that includes a complete 15-minute radio show built around the champ but they've even composed a series of sermons for Louis to deliver in various churches. These, it is hoped, will not roll 'em in the aisles.

Louis Jordan set for 28 days in the South, starting February 1, working under minimum guarantee of \$50,000 against 60 per cent knockdown. . . . John Kirby opens Billy Berg's, in Los Angeles December 10 for 10 weeks with options. Ace, jazzman Charlie Shavers, now featured with Tommy Dorsey, goes with Kirby. . . . Tony Pastor, ork, which closed Meadowbrook last week, goes back to Frank Bailey's spot in late December.

Clyde Lucas moves into Biltmore Hotel, Providence, December 21 thru 31. Bob Eberle back on Decca Records with first diskings of two tunes from Warner's *Saratoga Trunk* already on the counters. Ditties are *As Long As I Live and Goin' Home*. Decca still coupling names on one disk, latest being ork work by Jimmy Dorsey on two new Bing Crosby sides, *Give Me the Simple Life* and *It's the Talk of the Town*.

Jack Meskill wrote a cute comedy parody of Morris's *It's Been a Long, Long Time* but pub won't give permish to use the lyric per se. Anyway, comic lines that devastated the street last week were in essence a songpluggers' lament of the fact that while his song wasn't any "Rum and Coca-Cola," his boss didn't have the dough to make payola and so on.

CHICAGO:

Shep Fields reported ready to ink with Vogue Records, Detroit, after his pact with Victor expires in four months, Hal McIntyre also being eyed by the same firm. . . . Tommy Port, just out of the army, has replaced crooner Jack Owens as featured vocalist on the Leaf Gum Tin Pan Alley of the Air (5:45 p.m., Sat., C.S.T., NBC). . . . Chick Kardale, back in Chicago, plugging for Martin Block's firm. . . . Irwin Berk has left his plugging post with Crawford to join Guy Lombardo's new firm as Chi rep.

Jeanne McKenna, vocalist, and Bobby Christian, well-known radio drummer, last week started a novel musical program for Edelweiss Beer (11:15 a.m., C.S.T., WMAQ), with La McKenna warbling and 88-ing, while Christian handles vibes or drums. . . . Charley Ryan, once of the Smoothies and now with RWK, St. Louis, was a Chi visitor last week. . . . Home-towners, Western vocal and instrumental quintet, will cut for Premier label here soon.

Ray Nance, ex-Elington trumpeter and vocal, has a cocktail combo, being booked by William Morris. . . . Florin Zabach, front of the crew at the LaSalle Hotel, Chicago, underwent an appendectomy last week. . . . Milt Karle, just out of service, is flacking for the Kenton crew. . . . Clyde McCoy's ork and the King's Sisters will disk for Vogue here November 28. . . . Gene Williams, ex-Johnny Long vocalist, leading an army crew on East Coast, and has no word on when he'll get his discharge. . . . Bobby Byrne's newly organized ork plays its first Midwest date, opening for a week at the Orpheum, Omaha, December 7. . . . Buddy Rich and his new ork being submitted to Midwest ops at between \$3,000 and \$3,500 a week. . . . William Karzas, owner of the Tranan and Aragon ballrooms, Chicago, is chairman of National Ballroom Committee of the Sister Kenny Foundation.

HOLLYWOOD:

Freddie Slack in town rounding up a new band. Hasn't made any definite plans tho. . . . Anita Ellis, the singer, featured on several radio commercials out of New York last winter, signed by local GAC office for personal appearances and radio. . . . Al Gayle, who has the small band at the Biltmore Hotel's Rendezvous Room, fronting a big band at Ciro's on Eric Madriguera's off night. . . . Milt Samuels, of Triangle Music Pub, working on two tunes by Harry Ruby and Rube Bloom from the 20th Century-Fox picture, *Give Me the Simple Life*. One is called *I Wish I Could Tell You*, and the other has the same title as the flicker, International Records here, which changed its name to Blutone, has

skipped the letter name now and is officially known as Fran-Tone. . . . De Castro Sisters playing the Club Brazil, Los Angeles, for eight weeks. . . . Muzzy Marcellino penned to a Spotlight Record contract.

Les Paul's opening at Ciro's canceled for several days due to Paul's sudden illness. . . . Del Courtney, whose band was just held over at the Palace Hotel, San Francisco, thru February, talked about Ciro's, Hollywood. . . . Deuce Spriggs recording Columbia pic scores. . . . Jack Elliott writing music for Roy Roger's Republic starrer, *Song of Arizona*. . . . Al Sack, radio music director, assembled special band for Black and White record sides.

Lecuna special Cuban band will make concert appearance in affair tagged *A Night in Havana*. Lecuna is the musician-composer banned for some time by musicians' union from bringing his band to the U. S. A. from Cuba. He is also doing picture work at 20th Century-Fox. . . . Bullets Durgom due back from New York shortly. Lauritz Melchior dropping pictures temporarily for Met Opera dates. . . . Hoagy Carmichael disked his new song, *Ginger and Spice*, for ARA Records.

Troc Inaugurates Name Band Policy With Face-Lifting

HOLLYWOOD, Nov. 26.—Chuck Landis and Norman Staller, new operators of the Trocadero, are having the swank nitery partially remodeled for Xavier Cugat's opening, November 29, by having a wall between the main room and outer bar torn down in order to accommodate more guests. Renovation will up the Troc's capacity about 40 per cent. Tables will be placed in the space occupied by the bar and in turn the bar will be moved to the cocktail room which closed when the spot was unable to get anyone to follow the King Cole Trio last summer. New cocktail set-up also reopens November 29 with Syl Kesner's Trio, set by GAC.

A complete remodeling will be done when the spot closes for three weeks during early January after Cugat exits. Understood that Landis and Staller are making bids for top band names in the main room as well as throwing out feelers for Louis Jordan or King Cole Trio's return to the cocktail room.

Troc hasn't featured any big names among acts or bands for quite a few months, and new name band policy is in direct competition to Ciro's, located a short distance from the Trocadero, on the Strip, where Eric Madriguera is current. Les Paul Trio is featured in the cocktail room.

Post-War Biz Booms For Skin-Beater Duo

NEW YORK, Nov. 26.—Things have been happening fast and furious for the two drummer-boys, who recently banged out on their own. Both Buddy Rich and Ray McKinley have gotten themselves located in top spots. Rich goes into the Terrace Room, December 26 and the Palladium March 18, and McKinley is set to do his chores after February with engagements at the Commodore, Strand, and Frank Dalley's Meadowbrook. Both drum beaters are also slated to ink recording contracts; Bud with Victor and Ray with Columbia.

At the present time, while McKinley is making ready for a vacash in Texas and a wait-see in California early in January while some old friends change from khaki to civvies and join his ork, Rich is putting in time-and-a-half auditioning fem vocalists.

MPPA Board Re-Elected

NEW YORK, Nov. 26.—Members of the board of Music Publishers' Protective Association were unanimously re-elected Tuesday (20) at the org's annual general meeting, held at the Astor. Board members, who will serve another year, are Jack Mills, Richard Murray, Edwin H. Morris, Saul Bernstein, Louis Bernstein, Jack Bregman, Max Dreyfus, Lester Santly and J. J. O'Connor. Board will meet shortly to elect MPPA officers.



Evelyn Knight

SCORES AGAIN ON DECCA RECORDS

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RCA-Victor Looks Disk-Flack Claims In the Factories

NEW YORK, Nov. 12.—Fantastic production figures—a million disks monthly—which many of the record orgs have been claiming, will be given a thorough search looksee within the month, it was reported last week. RCA-Victor, it is said, checking on future compitish and trying to get at the true pulse of the platter biz, is readying a survey of top diskeries. Plans, tho not complete, are said to call for not only a study of production claims, but investigation into the set-up of the orgs making them. Trade goes along with the survey all the way. Most of them are anxious to see if there is any fire behind the smoke puffed out by record houses in the past few months.

Re-print from Billboard, Nov. 17, 1945



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G.I. Jimmy James To Shed Khaki and Reorganize Band

CHICAGO, Nov. 24.—Jimmy James, clarinet-playing ork leader who entered the service in March, 1942, expects his medical discharge from Delch Convalescent Hospital, Daytona Beach, Fla., within the next six months, according to Jimmy Leeper, James's p. m.

Leeper is at present scouting sidemen to fill places in James's crew, which will have seven brass, five saxes, four rhythm and two singers. Scorings are being worked out by Fletcher Henderson, Rip Reynolds and George McKetta.

A number of former James sidemen, now with name orks, have indicated that they will pull out of their present orks when James decides the band is ready to start rehearsals. If present planning works out, the band should be ready for bookings by Frederick Bros. some time in March.

Previous to entering the service, James had been a frontier for seven years, with a notable list of ballrooms, hotels and nighties to his credit. He worked the Fitch Band Wagon show and was regularly featured on WLW's *Marathon Melodies* before donning the khaki. He spent the last two years in the army as musical director of the Mlekey Rooney G.I. show.

"Come Out" Suit Action Postponed

NEW YORK, Nov. 26.—Legal action by amateur songwriter Myron Pallant to collect \$250,000 from top figures of the music biz for alleged infringement on the tune *Come Out, Come Out Wherever You Are*, was postponed until January 18 in Federal Court here. Justice Bandy granted defendants' request for adjournment this week so that writer Jules Styne and Sammy Cahn, could be examined.

Pallant's suit stems from the claim that he holds "unpublished copyright" to the *Come Out* tune dating from 1940, when he allegedly submitted the ditty to a Tommy Dorsey radio show, *Fame and Fortune*. Also named as defendants besides Styne, Cahn and Dorsey, are Frank Sinatra, Harms and Robbins Music pubs; RKO Radio Pictures, whose film, *Step Lively*, featured the song, NBC and CBS networks and Decca Record firm.

Jack Leonard Inks Majestic Disk Pact

NEW YORK, Nov. 28.—Singer Jack Leonard has signed a two-year contract with Majestic Record firm. Leonard is back in music-biz circulation after a four-year stretch in the army and has already been dickering with networks, under MCA guidance, for commercial shots.

Trade is sure to keep an eye on Leonard, as it is felt by many muskera that the ex-Tommy Dorsey vocalist might have been where Sinatra is today if army duty hadn't intervened. First major disk activities by the warbler were with Victor under the Dorsey aegis—scored with now famous *Marie* disk—and followed these up with a few solo pressings for Okeh label.

Welk Sideman Upped To P.M. for Band

CHICAGO, Nov. 24.—Terry George, featured trombonist with the Lawrence Welk orchestra, will take over as manager of the Welk crew, starting December 1. Welk has been operating without a manager since he left Frederick Bros. and joined MCA in July of this year. At that time Dorothy Van, former Welk personal manager and Frederick Bros. employee, discontinued working with the Welk outfit.

George has been with Welk for 12 years and has been with the leader longer than any other man in the org. Altho it is expected that eventually he will handle only the business side of the Welk band, for a while he will continue to be featured as a trombonist.

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Howard Mack Sets Up Own Pub Firm With BMI Label

CHICAGO, Nov. 26.—Howard Mack, p. m. of the Dinning Sisters, last week expanded his management activities and set up a music publishing company which will be correlated with the musical talent he manages. New publishing firm, Mack Music, a BMI affiliate, will be in charge of Harry Stein, long associated with Leeds Music. Firm will have an all-popular catalog. First deal by the firm was sale of Mary Lee to Columbia Pictures for use in a forthcoming flicker.

Don Coombs, formerly with GAC's and Cincinnati offices, has joined the Mack org to handle its personal management branch. While no announcements have been made concerning new talent additions, Mack said that he plans to concentrate on musical talent, and has several name vocalists and vocal combos and several folk artists ready to ink the dotted line. Present plans call for Mack to set up offices in New York and Los Angeles, with Coombs moving to the West Coast to handle the p. m.

Back to Bandstand For Sam Donahue

NEW YORK, Nov. 26.—New navy cut in discharge points is expected to return Sam Donahue to band biz on or about December 1. Maestro aims to reshape his org here without too much delay, as he claims to have over 400 originals and standards hanging over from his band chores with Armed Forces Radio Service.

Agency deal has not yet been arranged, altho it is understood that major agencies have all expressed interest. William Morris pact with Donahue expired just before he enlisted three years ago.

branch out there, while another man tackles the talent handling job in Chi. Mack plans to bring in a publicity man for the office in a couple weeks, and will gradually expand into the publicity field generally.

The Mack offered no comment, rumor here is that eventually he plans to branch out into records. This probably would have no effect on the Dinning Sisters' status with Capitol, because their pact with the West Coast diskery still has six more years to run.

Vogel Suit Against Miller Over Tune Dismissed by Court

NEW YORK, Nov. 26.—Jerry Vogel's unique suit against Miller Music pub was dismissed in State Supreme Court here this week by Justice Denis Leary O'Connell. Case involved joint ownership of the tune, I Love You, California, composed by the late A. F. Frankenstein and the late S. B. Silverwood. In renewing the initial copyright, Frankenstein's heirs assigned rights to Vogel pub, while executors of Silverwood's estate passed rights over to Miller Music. Litigation hinged on Miller's licensing of the song to Universal Pictures for use in a film. Question involved was whether one of two joint copyright owners could compel the other to account for 50 per cent of any licensing proceeds. Judge dismissed Vogel's complaint as being without merit.

Testimonial Dinner For Jack Rosenberg

NEW YORK, Nov. 26.—Testimonial dinner in honor of Jack Rosenberg, proxy of Local 802, AFM, on his 50th birthday, will be held February 14 in the Grand Ballroom of the Hotel Commodore here. Honorary chairmen of the clam-bake include New York's Mayor F. H. LaGuardia and AFM President James C. Petrillo, with Richard McCann of 802, Morris S. Novik of WNYC and Dr. Frank Black of NBC serving as chairman, secretary and treasurer. List of sponsors include William Green, Matthew Woll and George Meany, respectively president, vice-president and secretary-treasurer of the American Federation of Labor.

New Vogue Diskery Inks Art Mooney

DETROIT, Nov. 26.—Signing up of Art Mooney to record for Vogue Recordings, new indie Detroit company which appears out to make a bid for big-time rating, was confirmed here last week by Seymour Simons, program director of Vogue.

Recent trade-paper stories have indicated that Columbia was dickering for Mooney, but he ultimately signed with the new Detroit independent.

Cutting of records with Mooney is slated to start in about two weeks, with records to go into actual production about January 1, and releases to be on the market shortly thereafter.

Sinatra Voted Unity Award

PHILADELPHIA, Nov. 26.—Frank Sinatra has been unanimously elected to receive the first annual Golden Slipper Unity Award for his work in promoting understanding and good will among the people of all races, religious and national background. Award has been established by the Golden Slipper Square Club, a fraternal and charitable organization, and will be given each year to the person who has promoted tolerance in the United States or thruout the world. Sinatra will make his second visit here within a month to receive the honor at a banquet meeting in the Bellevue-Stratford Hotel on December 10.

No 3-Figured Copy

NEW YORK, Nov. 26.—Somebody oughta get up a fund for poor Sunny Skylar. Anyway, his flack sent out the following message this week as part of a boost for the songwriting singer's forthcoming hotel and night-club tour: "Skylar doesn't want to be classed as a Sinatra or Perry Como. His own style of song-delivery has brought him thousands of fans, and what is more important, has placed his salary in the four-figure bracket.

Which brings up speculation as to how long Skylar's been happy with three figures.

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Trade Bit Happier With FCC Plan; N. Y. Gains 3 Slots

(Continued from page 11)
pulsory sharing of channels by video licenses, altho it still will weigh requests for sharing on a voluntary basis.

Altho the new FCC plan makes available as many stations as suggested by the commission-rejected TBA, proposed use of directional antenna systems as a method of squeezing more stations on the 13 channels now given over to commercial video, use of directional antenna, says FCC, makes it more difficult to find sites for TV stations which are not considered hazardous to air navigation. As directive antenna stations must be located miles outside the city proper, FCC insists that it would be "increasingly difficult" to get approval of the Civil Aeronautics Administration on tower sites.

Wasted Signal Seen

FIRE emphasized that the TBA plan for directional antenna systems frequently would result in "artificial" service areas, with station signals being directed not to potential TV listeners but out to the Atlantic Ocean. This is particularly true for such towns as Fall River and New Bedford, Mass.; Wilmington, Del.; Trenton, N. J., and New Haven, Conn., where much of station-proposed service would edify marine life, says FCC. Even more important in FCC's antagonism to the use of directive antenna is the expense involved. While the service areas of stations would roughly approximate that of a community-sized station, antennas would be as expensive to build as regular metropolitan-sized outlets, according to FCC engineers.

Generally, the commission's plan provides for so-called community stations in the smaller towns where the TBA proposed high-power stations with directional antenna. Commission claims more over-all TV service from stations in the eastern part of the U. S. under its blueprint. However, big-city operators in New York, Philadelphia and Washington will generally get less coverage from their TV stations, with the smaller East Coast towns like Wilmington, Trenton and New Haven getting more, not less television service. This is seen as the only "fly in the ointment" of FCC's proposal for metropolitan operation, but is considered more desirable at FCC than the use of directive antenna, which the commission claims might well deprive some towns of getting their only television service under opposition of CAA to site locations.

Station Ownership Limit

Generally in line with expectations, the FCC rules for video operation forbid any one person from owning more than five stations throught the country or more than one in any community, and in view of expected difficulties with the CAA over tower sites, FIRE is hewing to its original proposal to require licensees to share common antenna sites under certain conditions.

So-called network or anti-monopoly regulations—already in effect in the standard and FM broadcast field—will also apply to television. Announcement of station identification at the beginning and sign off of each program, and announcement, either at the beginning or end of any program when film or any other form of transcription is used in video outlets, are also required by FCC in the latest plan.

Under the FIRE blueprint, only television channel No. 1 will be designated exclusively for community station operation in smaller cities. The 12 other TV bands are designed for metropolitan or rural television service, altho FIRE says the smaller cities' "community stations" may be located in the dozen metropolitan channels.

Tune Suit Nets Vogel A 'Grand' Headache

NEW YORK, Nov. 28.—Shapiro-Bernstein music pubs got the nod last week from Federal Court Justice John J. Clancy in their spat with Jerry Vogel over an old song renewal claim—Yip-I-Addy-I-Ay and My Melancholy Baby, and a more recent attorney award suit. Result is that tunes and their renewal rights finally rest more snugly with S-P and counsel fees—1G—to attorneys House, Grossman, Varhaus & Himley are not this pub house's responsibility.

MILLNER RECORDS For Immediate Delivery

SUNSET RIDGE DRIVE—ARTIE SHAW	53¢
GOTTA RIGHT TO CRY—Joe Lipina (Smash Hit)	89¢
MY BABY'S BUSINESS—James Rushing (Vocal)	89¢
LISTEN, BABY, BLUES—Jack McVea and All-Stars (Vocal)	89¢
BE BABA LUBA—Helen Humes (A Sensation)	89¢
BABY, DON'T YOU CRY—Glarence Brown (Vocal)	89¢
DRIFTING BLUES—Glarence Brown	89¢
CONFESSIN' THE BLUES—Jay McShann & Band	89¢
UNLUCKY WOMAN BLUES—Helen Humes	89¢
COCK-A-DOOBLE-DOO—Wynonie (Mr. Blues) Horril	89¢
BEULAH'S BOOGIE—Lionel Hampton	53¢
BACK DOOR—Washboard Sam	37¢
PINEY BROWN BLUES—Joe Turner (Vocal)	53¢
HOOTIE'S BLUES—Jay McShann	37¢
BOODIE WOOGIE—Tommy Dorsey	53¢
HILLBILLY RECORDS THAT GET TOP PLAY	
IT'S BEEN SO LONG, DARLING—Ernest Tubb	37¢
YOU DON'T HAVE TO SAY YOU'RE SORRY—Judy Canova	79¢
SOUTHERN BELLE (FROM NASHVILLE, TENN.)—Curly Williams	53¢
IT'S TOO LATE NOW (TO SAY YOU'RE SORRY)—Idaho Call and Boys	79¢
DETOUR and SIOUX CITY SUE—Jimmy Walker	79¢
I'LL BE AROUND SOMEWHERE—Walt Schrum	79¢
YOU DON'T CARE WHAT HAPPENS TO ME—Idaho Call and Boys	79¢
SILVER DEW ON THE BLUE GRASS TONIGHT—Ozle Waters	79¢
HONESTLY—Dick Thomas	79¢
WITH TEARS IN MY EYES—Wesley Tuttle	53¢

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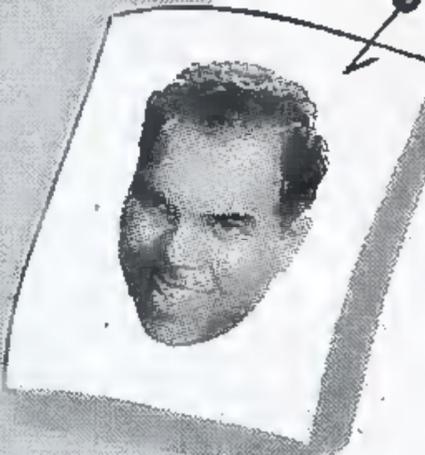
PHIL MOORE

FOUR

SYMPHONY Billy Daniels Vocal

I LOVES YOU PORCY Instrumental

Musicraft No. 15048



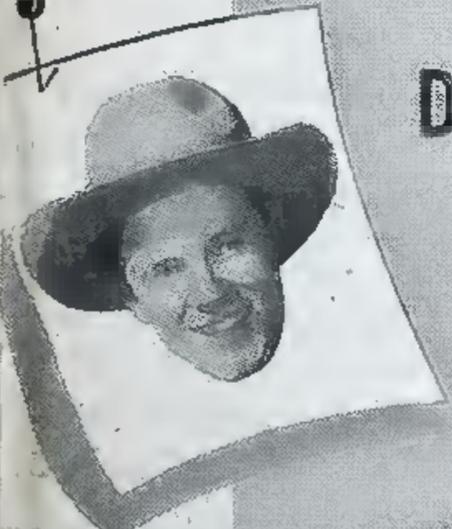
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MEMORIES OF YOU

No. 319 SURRENDER BEAR

RUNNIN' WILD

No. 322 I CAN'T GET STARTED

STOMPIN' AT THE SAVOY

No. 336 IF DREAMS COME TRUE

BLUES TOO



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Tune Brush-Off Nets Snarls at "Parade"

NEW YORK, Nov. 26.—Latest music pub to look-snarl at *Lucky Strike Hit Parade* for omission of one of their faves, is the Paul-Pioneer org. P-P just can't figure the angles as to why its (*Did You Ever Get That Feeling in the Moonlight?*, a "top seller," hasn't as yet been honored with a posish in the *Parade*.

As yet, tho, there's little talk of court visitng, but letter-writing has been fast and heavy.

New Detroit Ork Booker Set

DETROIT, Nov. 26.—Opening of a new ork booking office, under the name of Dearborn Musicians Booking Agency, is projected by Joseph Kopach here. Office will be at 13738 Michigan Avenue. Kopach, who is new to the booking field, has been with various bands as a musician.

BALABAN & KATZ

(Continued from page 11)

on which was placed a miniature field and moving figures representing the opposing teams.

Miniature playing field was well done and proved effective as a video gimmick, giving graphic impact to a sports commentary. With it Wilson was able to give an exact description of how various plays were pulled off. Facing the "field" and the paper players on it, the WBKB staff placed a mirror at a 45-degree angle. The camera was then pointed into the mirror, and as Wilson went thru his explanation, he moved the paper figures around with a long stick. As he moved the figures around, the camera picked up the reflected movement in the mirror. Over all result was clear explanation far outstripping in informative qualities anything radio could do. Construction of the set, the field and direction of the program was done by Gladys Lundberg.

Other portion of the show was an art discussion featuring the paintings of Frank Kleinholz, who now has an exhibit at the Associated American Artists' Gallery here. After an interview by the director of the gallery, Kleinholz discussed the painting he brought to WBKB, while the video cameras were focused on his work. One of the paintings, because it had little variation of color intensities, and a predominance of dark shades, did not show up too well. But others did with great clarity. At any rate, the impact of color television could be imagined from the fact that even a black and white representation brought artistic pleasure. At one point in his discussion, Kleinholz said he was happy to appear on the program because he felt that television could bring the public and the artist closer together and give a larger number than heretofore possible, a chance to understand art. He was right in sizing up the portent of the video medium. What television will be able to do eventually in the field of bringing art appreciation to millions, makes one believe that all the work on the medium to date has been worth while.

AUNT JENNY

(Continued from page 11)

but one picture, gentlemen, is worth a thousand words.

Jim McNaughton's settings were the last word, and a mighty fine last word at that. There was just one thing wrong with them, aside from the fact that they were too good for the script. That error, badly placed knick-knacks, could have been rectified by the director, the producer of a couple of bright stagehands. In the lunch room scene a cake plate and cover was placed at the end of the counter, right in a perfect place to loom up at the bottom of the picture and ruin the composition.

Mistakes notwithstanding, CBS's *Aunt Jenny* was far superior to a similar attempt on DuMont's WABD some months ago. While the DuMont show moved along at a fairly rapid pace, the WCBW version had that indefinable something that sets off the professional from the amateur.

Marcus Duffield, a new CBS newscaster, is a wooden gent who conveys neither a sense of intimacy nor authority. His ad libbing on a well-made CBS film was dull and his whole performance needed life. Perhaps Duffield has camera fright. If so, he'd better lose it fast. *Marty Schrader.*

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BILLBOARD (Nov. 24th)
REVIEW OF SR 100 and SR 101

LILLETTE THOMAS (Sterling)
Blues for My Daddy—FT. VC
Variety Blues—FT
Lillette's Boogie—FT
That's What Happened to Me—FT. VC

This new label introduces a new race artist to the records in Lillette Thomas, with plenty of jolly-roll appeal in her husky pipes as she shouts the blues and also spins as an expert keyboard knacker. Backed by a small jam band that takes in tenor sax and the rhythm instruments, Miss Lillette sings in striking manner for "Blues for My Daddy." Is equally effective for "That's What Happened to Me," a sprightly race rhythm ditty. Shows off a good commercial Steinway-style of eight to the bar with "Lillette's Boogie" and "Variety Blues." All selections are originals and all splashing at a lively tempo.

Race locations can count on a new record leader in the platterings of Lillette Thomas.

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PART 1—The Billboard

HONOR ROLL OF HITS

(TRADEMARK)

THE NATION'S 15 TOP TUNES

1. IT'S BEEN A LONG, LONG TIME
2. I'LL BUY THAT DREAM
3. TILL THE END OF TIME
4. WAITIN' FOR THE TRAIN TO COME IN
5. THAT'S FOR ME
6. CHICKERY CHICK
6. IT MIGHT AS WELL BE SPRING
7. I CAN'T BEGIN TO TELL YOU
8. (DID YOU EVER GET) THAT FEELING IN THE MOONLIGHT!
9. ALONG THE NAVAJO TRAIL
10. IT'S ONLY A PAPER MOON
11. ON THE ATCHISON, TOPEKA AND SANTA FE
12. I'LL BE WALKIN' WITH MY HONEY (SOON, SOON, SOON)
13. SOME SUNDAY MORNING
14. IF I LOVED YOU
15. SYMPHONY

The nation's 15 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.

ENGLAND'S TOP TWENTY

SONG	ENGLISH	AMERICAN
1. I'M IN LOVE WITH TWO SWEETHEARTS	Irwin Dash Music Co.	Music Makers Pub. Co.
2. THE GYPSY	The Peter Maurice Music Co.	
3. THERE, I'VE SAID IT AGAIN	Campbell Connelly & Co.	Valiant
4. BELL-BOTTOM TROUSERS	Campbell Connelly & Co.	Santly-Joy
5. SYMPHONY	Chappell & Co.	Chappell
6. COMING HOME	The Peter Maurice Music Co.	Hartman
7. CAROLINA	Irwin Dash Music Pub. Co.	
8. JUST A PRAYER AWAY	Campbell Connelly & Co.	Shapiro-Bernstein
9. CHEWING A PIECE OF STRAW	Bradbury Wood	Chappell
10. I HOPE TO DIE IF I TOLD A LIE	Campbell Connelly & Co.	Advanced
11. UNDER THE WILLOW TREE	Mac Melodies Co.	
12. JUST A BLUE SERGE SUIT	Victoria Co.	Berlin
13. LET HIM GO, LET HIM TARRY	Yale Music Corp.	Morris
14. WE'LL GATHER LILACS	Chappell & Co.	Chappell
15. THERE MUST BE A WAY	Bradbury Wood	Stevens
16. PABLO, THE DREAMER	Southern Music Pub. Co.	Southern
17. THE MORE I SEE YOU	Chappell & Co.	Bregman-Vocco-Conn
18. GOODNIGHT, MY WONDERFUL ONE	Francis Day	
19. I SHOULD CARE	Southern Music Pub. Co.	Dorsey
20. I WISH I KNEW	Chappell & Co.	Triangle

*Publisher not available as The Billboard goes to press.

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.

- AFTER ALL THIS TIME** (Chelsea) in Monogram's "Swing Parade of 1946." National release date not set.
- ALONG THE NAVAJO TRAIL** (Leeds), sung by Roy Rogers in Republic's "Don't Fence Me In." National release date—October 20, 1945.
- DOCTOR, LAWYER, INDIAN CHIEF** (Burke-Van Heusen), sung by Betty Hutton in Paramount's "Stork Club." National release date—December 28, 1945.
- I CAN'T BEGIN TO TELL YOU** (Bregman-Vocco-Conn), in 20th Century-Fox's "The Dolly Sisters." National release date—November, 1945.
- I'LL BUY THAT DREAM** (Burke-Van Heusen), sung by Anne Jeffreys in RKO's "Sing Your Way Home." National release date not set.
- IT MIGHT AS WELL BE SPRING** (Williamson), in 20th Century-Fox's "State Fair." National release date—October, 1945.
- JUST A LITTLE FOND AFFECTION** (Shapiro-Bernstein), in Monogram's "Swing Parade of 1946." National release date not set.
- LOVE LETTERS** (Famous) in Paramount's "Love Letters." National release date—October 26, 1945.
- ON THE ATCHISON, TOPEKA AND SANTA FE** (Feist), sung by Judy Garland in MGM's "Harvey Girls." National release date not set.
- SOME SUNDAY MORNING** (Harms, Inc.), in Warner Bros.' "San Antonio." National release date—December 29, 1945.
- THAT'S FOR ME** (Williamson) in 20th Century-Fox's "State Fair." National release date—October, 1945.

Music Popularity Chart

Week Ending
Nov. 22, 1945

RADIO

SONGS WITH MOST RADIO PLUGS

(Beginning Friday, November 16, and ending Thursday, November 22)

Tunes listed here received the greatest number of plugs on programs emanating from network stations WABC (Columbia), WEAF (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
7	A Door Will Open (R)	Dorsey	ASCAP
8	A Stranger in Town (R)	Stevens	BMI
6	After All This Time (F) (R)	Chelsea	BMI
19	Along the Navajo Trail (F) (R)	Leeds	ASCAP
10	Autumn Serenade (R)	Robbins	ASCAP
8	But—I Did (R)	Remick	ASCAP
5	Chickery Chick (R)	Santly-Joy	ASCAP
1	Come to Baby, Do (R)	Leeds	ASCAP
4	Escuchame	Pemora	BMI
7	Gee, It's Good To Hold You (R)	Criterion	ASCAP
24	Goita Be This or That (R)	Criterion	ASCAP
9	Homesick—That's All (R)	Morris	ASCAP
12	How Deep Is the Ocean? (R)	Berlin	ASCAP
2	I Can't Get You Out of My Mind (R)	Saunders	ASCAP
2	I Guess I'll Get the Papers and Go Home	Cambridge	BMI
28	If I Loved You (M) (R)	T. B. Harms	ASCAP
14	I'll Buy That Dream (F) (R)	Burke-Van Heusen	ASCAP
4	In the Middle of May (R)	Crawford	ASCAP
3	It Might As Well Be Spring (F) (R)	Williamson	ASCAP
6	It's Been a Long, Long Time (R)	Morris	ASCAP
2	It's Never Too Late To Pray	Seneca	BMI
5	Just a Little Fond Affection (F) (R)	Shapiro-Bernstein	ASCAP
13	Love Letters (F) (R)	Famous	ASCAP
9	No Can Do (R)	Robbins	ASCAP
18	On the Atchison, Topeka and Santa Fe (F) (R)	Feist	ASCAP
2	Some Sunday Morning (F) (R)	Hurnis, Inc.	ASCAP
2	Symphony (R)	Chappell	ASCAP
11	(Did You Ever Get) That Feeling in the Moonlight? (R)	Paull-Pioneer	ASCAP
14	That's For Me (F) (R)	Williamson	ASCAP
2	The Moment I Met You (R)	Embassy	BMI
19	Till the End of Time (R)	Santly-Joy	ASCAP
9	Waitin' for the Train to Come In. (R)	Martin Block	BMI
6	Walkin' With My Honey (R)	Republic	BMI
2	You're Nobody Till Somebody Loves You (R)	Southern	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		Lrc. By
	Last Week	This Week	
7	2	1	CHICKERY CHICK... Sammy Kaye... Victor 20-1726—ASCAP
8	1	2	IT'S BEEN A LONG, LONG TIME... Harry James... Columbia 36835—ASCAP
7	4	3	IT'S BEEN A LONG, LONG TIME... Bing Crosby-Les Paul Trio... Decca 17708—ASCAP
16	3	4	TILL THE END OF TIME... Perry Como... Victor 20-1709—ASCAP
3	5	5	WAITIN' FOR THE TRAIN TO COME IN... Peggy Lee... Capitol 216—BMI
6	7	6	IT'S BEEN A LONG, LONG TIME... Charlie Spivak... Victor 20-1721—ASCAP
12	7	7	I'LL BUY THAT DREAM (F)... Dick Haymes-Helen Forrest... Decca 23434—ASCAP
5	9	8	IT'S BEEN A LONG, LONG TIME... Stan Kenton... Capitol 218—ASCAP
3	8	9	IT MIGHT AS WELL BE SPRING (F)... Dick Haymes... Decca 18796—ASCAP (Sammy Kaye-Billy Williams, Victor 20-1738; Paul Weston-Margaret Whiting, Capitol 214)
3	—	8	DON'T FORGET TO-NIGHT TOMORROW... Frank Sinatra... Columbia 36854—ASCAP
7	7	10	THAT'S FOR ME (F)... Dick Haymes... Decca 18706—ASCAP (Jerry Wald, Majestic 7140; Jo Stafford, Capitol 213; Kay Kyser, Columbia 36844; Artie Shaw, Victor 20-1716)
2	11	11	WAITIN' FOR THE TRAIN TO COME IN... Harry James... Columbia 36867—BMI
10	6	12	I'LL BUY THAT DREAM (F)... Harry James... Columbia 36833—ASCAP
4	—	12	(DID YOU EVER GET) THAT FEELING IN THE MOONLIGHT?... Perry Como... Victor 20-1709—ASCAP
1	—	12	I CAN'T BEGIN TO TELL YOU (F)... Bing Crosby-Carnegie... Decca 23457—ASCAP
12	11	13	TILL THE END OF TIME... Les Brown... Columbia 38828—ASCAP
3	9	13	IT MIGHT AS WELL BE SPRING (F)... Paul Weston-Margaret Whiting... Capitol 214—ASCAP

Coming Up

WAITIN' FOR THE TRAIN TO COME IN	Johnny Long-Dick Robertson	Decca 18718
A DOOR WILL OPEN	Tommy Dorsey	Victor 20-1728
IN THE MIDDLE OF MAY	Freddy Martin	Victor 20-1747
SYMPHONY	Freddy Martin	Victor 20-1747
THE HONEYDRIPPER	Jimmie Lunceford-Delta Rhythm Boys	Decca 23451

THE PIED PIPERS PAY OFF...

'IN THE MIDDLE OF MAY'

and 'AREN'T YOU GLAD YOU'RE YOU'



with
PAUL WESTON
and His Orchestra

CAP. 225

Don't decide until you've tried this Capitol superecording of The Pied Pipers matched with a pair of Hits From Hollywood! — their new novelty number, 'In The Middle Of May,' coupled with a harmonic honey, 'Aren't You Glad You're You.'

Custom-Made for the Juke-Box Trade!

Capitol RECORDS
FROM **HOLLYWOOD**
Sunset and Vine

Music Popularity Chart

Week Ending
Nov. 22, 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	
7	4	1	IT'S BEEN A LONG, LONG TIME —Bing Crosby-Les Paul Trio (Harry James, Columbia 36838; Stan Kenton, Capitol 219; Charlie Spivak, Victor 20-1721; Phil Brito, Musicraft 15040; The Five De Marco Sisters, Majestic 7157)
5	2	2	CHICKERY CHICK —Sammy Kaye (Nancy Norman-Billy Williams-The Kaye Choir) (George Gison, Majestic 7155; Gene Krupa, Columbia 36877)
6	5	3	IT'S BEEN A LONG, LONG TIME —Harry James (Kitty Kallen) (See No. 1)
15	1	4	TILL THE END OF TIME —Perry Como (Russell Case Ork) (Les Brown, Columbia 36828; Dick Haymes, Decca 18699; Ginny Simms, Columbia 39849; Don Baker, Continental C-1162; Bob Graham, Jewel 3000)
3	9	5	WAITIN' FOR THE TRAIN TO COME IN —Peggy Lee (Dave Barbour Ork) (Harry James, Columbia 36867; Louis Prima, Majestic 7156; Johnny Long-Dick Robertson, Decca 18718)
9	3	6	I'LL BUY THAT DREAM (F) —Dick Haymes-Helen Forrest (Victor Young Ork) (Harry James (Kitty Kallen), Columbia 36833; Hal McIntyre, Victor 20-1879; Joan Edwards, Cosmo 456)
9	6	7	I'LL BUY THAT DREAM (F) —Harry James (Kitty Kallen) (See No. 6)
6	7	8	IT'S BEEN A LONG, LONG TIME —Charlie Spivak (Irene Daye) (See No. 1)
2	11	8	I CAN'T BEGIN TO TELL YOU (F) —Bing Crosby-Carmen Cavallaro (Andy Russell, Capitol 221; Harry James, Columbia 36867; Sammy Kaye, Victor 20-1720)
1	—	9	WAITIN' FOR THE TRAIN TO COME IN —Harry James (Kitty Kallen) (See No. 5)
11	10	10	ALONG THE NAVAJO TRAIL (F) —Bing Crosby-Andrews Sisters (Blinah Shore, Victor 20-1666; Gene Krupa, Columbia 36845; Roy Rogers, Victor 20-1730)
5	—	10	THE BLOND SAILOR —Andrews Sisters (Vic Schuen Ork) (Ted Martin-The Air Lane Trio, De Luxe 3000)
8	12	11	(DID YOU EVER GET) THAT FEELING IN THE MOONLIGHT? —Perry Como (The Satisfiers-Russell Case Ork) (Gene Krupa, Columbia 36862; Russ Morgan, Decca 18724)
4	8	12	NO CAN DO —Guy Lombardo (Don Rodney-Rose Marie Lombardo) (Xavier Cugat, Columbia 36836; The Four King Sisters, Victor 20-1719)

Coming Up

WAITIN' FOR THE TRAIN TO COME IN—Johnny Long-Dick Robertson
Decca 18718
DOCTOR, LAWYER, INDIAN CHIEF (F)—Betty Hutton (Paul Weston Ork)
Capitol 220

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	
8	1	1	WITH TEARS IN MY EYES —Wesley Tuttle Capitol 216
3	2	2	SILVER DEW ON THE BLUE GRASS, TONIGHT —Bob Wills Columbia 36841
18	1	3	YOU TWO-TIMED ME ONE TIME TOO OFTEN —Tex Ritter Capitol 206
3	4	4	IT'S BEEN SO LONG, DARLING —Ernest Tubbs Decca 6112
5	3	5	TEXAS PLAYBOY RAG —Bob Wills Columbia 36841
7	1	6	SIoux CITY SUE —Dick Thomas National 5007

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	
17	1	1	THE HONEYDRIPPER —Joe Liggins Exclusive 207
4	2	2	THE HONEYDRIPPER —Jimmie Lunceford-Delta Rhythm Boys Decca 23451
3	—	3	LEFT A GOOD DEAL IN MOBILE —Joe Liggins Exclusive 208
1	—	4	THINGS HAVE CHANGED —Big Macis Bluebird 34-0735



YOU AIN'T HEARD NOTHIN' TILL
YOU'VE WHISTLED AT THESE BEAUTS

HARRY JAMES

I CAN'T BEGIN TO TELL YOU
vocal by Ruth Haag

WAITIN' FOR THE TRAIN TO COME IN
vocal by Kitty Kallen
36867

HARRY JAMES and His Orchestra

GENE KRUPA

(Did You Ever Get)

THAT FEELING IN THE MOONLIGHT
vocals by Anita O'Day and Buddy Stewart

I DON'T WANT TO BE LOVED
(By Anyone Else But You)
vocal by Buddy Stewart
36862

GENE KRUPA and His Orchestra



GET ABOARD THESE TWO EXPRESS SPECIALS

COLUMBIA RECORDS

Louis Prima

'Way Down Yonder
in New Orleans

As Mr. Mason said
to Dixon

(This is Where
I Draw the Line)

Record No.
7159



Majestic RECORDS

Studio: New York City Sales: St. Charles, Illinois
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WHIRLING DERVISHES!

NEW "NATIONAL" RELEASES

AVAILABLE DECEMBER 3rd

No. 9016 "I'M IN THE MOOD FOR LOVE" "LONG, LONG JOURNEY" Billy Eckstine & His Orchestra List Price — \$1.05 DEALER-OPERATOR PRICE — 65c FEDERAL TAX INCLUDED	No. 5009 "RIDIN' HEATH THE ARIZONA MOON" "WEARY NIGHTS AND BROKEN DREAMS" DICK THOMAS LIST PRICE — 79c DEALER-OPERATOR PRICE — 49c FEDERAL TAX INCLUDED
---	--

PLUS THESE TERRIFIC TUNES . . .

"HARMONIA" (INSTRUMENTALS) No. 3001—"LA COMPARSITA" (Tango) "NOCHE DE RONDO" (Rhumba Bolero) No. 3002—"TICO TICO NO FUBA" (Samba) "EL CHOCLO" (Tango) No. 3003—"SIBONEY" (Rhumba) "TANGO DE LAS ROSAS" (Tango) No. 3004—"CANTO DE AMOR" (Rhumba Bolero) "ADIOS, MUCHACHOS" (Tango) LIST PRICE — 79c DEALER-OPERATOR PRICE — 49c Federal Tax Included	"NATIONAL" No. 9014—"A COTTAGE FOR SALE" "RHYTHM IN A RIFF" Billy Eckstine and His Orch. No. 9015—"LONESOME LOVER BLUES" "LAST NIGHT" Billy Eckstine and His Orch. No. 6001—"I AIN'T MAD AT YOU, PRETTY BABY" "IT AIN'T NONE OF ME" Gatemouth Moore No. 5008—"HALF-WAY TO MONTANA" "HONESTLY" Dick Thomas LIST PRICE OF 9000 & 6000 SERIES, \$1.05 DEALER-OPERATOR PRICE — 65c LIST PRICE OF 5000 SERIES, 79c DEALER-OPERATOR PRICE — 49c
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"BELL"—SPECIAL "HOT" JUKE BOX RELEASE

No. 465 } "HEY, JOE, TWO BEERS"—Agony Trio } "PINK PILLS FOR PALE PEOPLE"—Bonny Bell	List, 79c; Dealer-Operator Price, 49c. Fed. Tax. Incl.
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PART 3—The Billboard

ADVANCE RECORD

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.

A NEW TEN-GALLON HAT	Sheriff Tom Owens	Mercury 2022
ALL OUT ANNIE	Dwight Fiske	Gala 194
AMOR CIEGO (Blind Love)	Hermanas Hernandez-Carmen and Laura	4 Star 1016
ANGRY	Tiny Hill (Tiny Hill)	Mercury 2019
AREN'T YOU GLAD YOU'RE YOU?	Pied Pipers (Paul Weston Ork.)	Capitol 225
BABY DON'T YOU CRY	Johnny Moore's Three Blazers (Charles Brown)	Philo P-111
BAD TALE BOOGIE	Jay McShann Ork.	Philo P-110
BADINAGE	Majestic Concert Ork. Direction Josef Stopak	Majestic 1024
BEAUTIFUL LOVE	Bing Crosby (Victor Young Ork.)	Decca 18735
BEDROOM BLUES	At Ammons (Sippie Wallace)	Mercury 2010
BELLA, THE BELLE WITH THE BELT LINE	Dwight Fiske	Gala 187
BLAZER'S BOOGIE	Johnny Moore's Three Blazers	Philo P-111
BOO BOO FINE JELLY BELLY	Four Jumps of Jive	Mercury 2015
BRUCA MANICUA	Rapindey (Orquesta "Batamu")	Coda 3008
BUT I DID	Connee Boswell (Vic Schoen Ork.)	Decca 18727
BUZZ, BUZZ, BUZZ	Jim Wynn and His Bobalibans (Claude Trainer)	4 Star 1025
BUZZ ME	At Ammons (Sippie Wallace)	Mercury 2010
BUZZ ME	Ella Mae Morse (Billy May Ork.)	Capitol 228
CARELESS LOVE	Dave Denney (Don Albert Ork.)	Muscraft 15049
CARTAS MARCADAS (Marked Cards)	Carmen and Reynaldo	4 Star 1018
COFFEE TIME	Shep Fields (Meredith Blake)	Victor 20-1763
COME TO BABY, DO!	King Cole Trio (King Cole)	Capitol 224
CONFESSING THE BLUES	Jay McShann Ork.	Philo P-108
COTTAGE FOR SALE	Phil Brito (Phil Davis Ork.)	Muscraft 15047
DAKOTA WALTZ	Romy Gosz	Mercury 2017
DON'T CRY OVER MY SHOULDER	Sheriff Tom Owens	Mercury 2022
DON'T LET ME DREAM	Phil Brito (Phil Davis Ork.)	Muscraft 15047
DRIFTING BLUES	Johnny Moore's Three Blazers (Charles Brown)	Philo P-112
EL BORRACHITO (The Little Drunkard)	Carmen and Laura	4 Star 1017
EMBRACEABLE YOU	Roy Eldridge Ork.	Decca 23471
FLAT RIVER, MISSOURI	The Five De Marco Sisters (Bud Freeman Ork.)	Majestic 7160
FORGIVE AND FORGET	Sons of the Pioneers	Victor 20-1764
14TH WEDDING ANNIVERSARY	Dwight Fiske	Gala 192
GAY TIME WALTZ	Romy Gosz	Mercury 2017
GRANDFATHER'S JOY	Romy Gosz	Mercury 2018
GROOVY	Johnny Moore's Three Blazers	Philo P-112
GUARACHA	Carlos Varela and His Havana Madrid Ork.	Coda 5011
HARD-WORKINGMAN'S BLUES	Jay McShann (Jimmy Witherspoon)	Philo P-109
HE'S COMING HOME TO STAY	Tiny Hill (Tiny Hill)	Mercury 2019
HOP, SKIP AND JUMP	The Five De Marco Sisters (Bud Freeman Ork.)	Majestic 7160
I DON'T WANT TO CRY ANY MORE	Jim Wynn and His Bobalibans (Luther Luper Jr.)	4 Star 1025
I LOVE YOU, PORGY	The Phil Moore Four	Muscraft 15048
I MAY BE WRONG	Montana Slim	Bluebird 33-0539
I'LL KEEP ON LOVING YOU	Tiny Hill (Tiny Hill)	Mercury 2024
I'LL SEE YOU IN MY DREAMS	George Paxton (Alan Dale)	Guild 132
I'M COMING HOME TO STAY	Bill Samuels' Trio (Bill Samuels)	Mercury 2021
I'M IN THE MOOD FOR LOVE	Billy Eckstine Ork.	National 9016
IN THE MIDDLE OF MAY	Pied Pipers (Paul Weston Ork.)	Capitol 225
IT'S A GROOVY AFFAIR	Eddie Vinson (Eddie Vinson)	Mercury 2030
IT'S NOBODY'S FAULT BUT YOUR OWN	Dave Denney (Don Albert Ork.)	Muscraft 15049
I'VE BEEN SO GOOD	Eddie Vinson (Eddie Vinson)	Mercury 2030
JUICE-HEAD BABY	Eddie Vinson (Eddie Vinson)	Mercury 2031
JUST ANOTHER WOMAN	Leonard Feather's Hiptet-Pleasant Joe	Philo P-116
LARCENY-HEARTED WOMAN	Leonard Feather's Hiptet-Pleasant Joe	Philo P-116
LITTLE JAZZ BOOGIE	Roy Eldridge Ork.	Decca 23471
LONG, LONG JOURNEY (Blues)	Billy Eckstine Ork.	National 9016
LOUISE	Double Quintet	Fran-Tone 2004
LOVER MAN (Oh, Where Can You Be)	Dizzy Gillespie Ork. (Sarah Vaughn)	Guild 1002
MAJOR TEAKWOOD	Dwight Fiske	Gala 192
MARCH OF THE TOYS	Majestic Concert Ork. Direction Josef Stopak	Majestic 1024
McSHANN'S BOOGIE-BLUES	Jay McShann	Philo P-107
MEMORIES THAT NEVER DIE	Montana Slim	Bluebird 33-0539
MERRY-GO-ROUND BLUES	Jay McShann (Charlie Waterford)	Philo P-110
MRS. TRAPP	Dwight Fiske	Gala 194
MR. CLEANHEAD STEPS OUT	Eddie Vinson	Mercury 2031
MY LOVE COMES TUMBLING DOWN	Leonard Feather's Hiptet-Pleasant Joe	Philo P-115
NEGRA CONCENTIDA (My Pet Brunette) Parts 1 and 2	Joo Carioca-Juan Florer (The Cariocas)	4 Star 1015
ON OUR PORCH POLKA	Romy Gosz	Mercury 2018
ONE HUNDRED YEARS FROM TODAY	Bill Samuels Trio (Bill Samuels)	Mercury 2021
POR ESO NO DEBES (You Owe Me Nothing)	Reynaldo and Laura	4 Star 1016
POST-WAR-FUTURE BLUES	Leonard Feather's Hiptet-Pleasant Joe	Philo P-116
PRELUDE TO A KISS	Double Quintet	Fran-Tone 2004
PUT THAT RING ON MY FINGER	Shep Fields (Meredith Blake-Bob Stewart)	Victor 20-1763
QUE CHULA PRIETA (Beautiful Burnate)	Carmen and Laura	4 Star 1018

(Continued on page 112)

Music Popularity Chart

Week Ending
Nov. 22, 1945

DATA AND REVIEWS

RECORD POSSIBILITIES

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

- LET HIM GO, LET HIM TARRY** .. Evelyn Knight & The Jesters .. Decca 18725-B
CHICKERY CHICK .. Evelyn Knight & The Jesters .. Decca 18725-A

Altho Decca, no doubt, thought that "Let Him Go" would be the "B" side of this disk, there's a more-than-average possibility that it will outpull the "A" side, "Chickery Chick" which, by the way, will ride the wave of chick tunes. For ops, this disk has two playable sides that will pull nickels, and for the over-the-counter sales the disk will outlast most chick platterings.

- AREN'T YOU GLAD YOU'RE YOU?** .. Bing Crosby (John Scott Trotter Ork) .. Decca 18720-A

A typical Bingel handling makes this a plus tune, to say nothing of the plugging that it's going to get in connection with the pic, "The Bells of St. Mary's." It's an "A" B, C.

RECORD REVIEWS

By M. H. Orodenker

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

KING-COLE TRIO (Capitol)

Come to Baby, Do—FT; VC. **The Frim Fram Sauce**—FT; VC.

The King Cole threesome go all out on a Harlem kick with a contagious rhythmic beat to make for a musical mating that is out of the top drawer. Tops in tune and in treatment is Inez James' and Sidney Miller's infectious rhythm ditty, "Come to Baby, Do," which the King chants in a lilting manner to make for maximum contagion, and with his piano hoodling-blending with the guitar pickings to polish off the side, the spin alone makes it a prize platter. Flipover finds the tempo geared to a slow jump for the blues-fashioned "The Frim Fram Sauce," a Redd Evans Harlemliese novelty that picks up where the sea food saga left off. Again, the ditty is tailor-made for the vocal and instrumental talents of this threesome, with Cole's chanting personalized to spin the song to its best advantage.

Plenty of nickel joy in both of sides for the juke box boys, with "Come to Baby, Do," a cinch to carry on to the top of the tune heaps.

BENNY GOODMAN (Columbia)

Symphony—FT; VC. **My Guy's Come Back**—FT; VC.

These sides introduce Liza Morrow as Benny Goodman's new canary, and the way the gal projects her torch-tossling into a tune, both for ballads and the beat opus, she's a real acquisition for this aggregation. Goodman gives thereby commercial treatment to the haunting "Symphony" melody, applying a righteous rhythmic base to the refrain as a base for his own exciting clarinetting and for Miss Liza's lyrical rhapsodizing. Even more exciting, with the pace stepped up, is the Goodman grooving for "My Guy Come Back." Makes the blues strain really rock in whimsical fashion that also finds its mark in La Morrow's thrashing.

The phono fans will find "My Guy's Come Back" to their nickel's delight.

ELLA FITZGERALD-RANDY BROOKS (Decca)

A Kiss Goodnight—FT; VC. **Benny's Coming Home on Saturday**—FT; VC.

The blending of Ella Fitzgerald's sultry phings with the power-packed blowing of Randy Brooks' trumpet and that of his band makes for a happy spinning combination. The real excitement is grooved for "Benny's Coming Home on Saturday," which Allan Roberts and Doris Fisher have fashioned from a familiar blues riff that the cats have been kicking around for some time. It's real low down, but the lilt qualities are exceedingly high. The maestro's trumpet tears off dirty, with Ella Fitzgerald setting novel background support in the band boys whistling the under licks. The band rocks, with soft tenor sax coming up from under, before Miss Ella takes it back again to groove it out deeply. Brooks' band does some sharp biting to make Freddie Slack's "A Kiss Goodnight," a striking rock side, with Miss Ella's rhythmic lullabying enhancing the appeal of the oldie and the song.

"Benny's Coming Home on Saturday" makes for joyous jumping around the juke box.

FREDDY MARTIN (Victor)

Rachmaninoff Concerto No. 2—FT. **I'm Glad I Waited for You**—FT; VC.

Cornering the concerto market, Freddy Martin has now made an attractive adaptation of Rachmaninoff's "Concerto No. 2," which is the basic theme music for the movie, "I've Always Loved You." The lively dance orchestration, featuring Jack Pines' pianettes, retains the original melodic charm of the melancholy Rachmaninoff music, and it all falls as easy on the ears as on the hoof. Contrasting is the movie ballad, "I'm Glad I Waited for You" from "Fare and Spars." While no great shakes as a song, Martin gives the plaintive melody a plush string and tenor sax setting with Clyde Rogers, making the love lyrics meaningful.

The music box fans should be as generous to Rachmaninoff as they have been to Freddy Martin's fashioning of the Tschalkowsky and Grieg piano concertos.

HARRY JAMES (Columbia)

I Can't Begin to Tell You—FT; VC. **Waiting for the Train to Come In**—FT; VC.

It's a real velvet setting woven by the strings and muted brasses that Harry James brings to "I Can't Begin to Tell You," a lush and lovely ballad from the movie, "The Dolly Sisters," and with Kitty Kallen, lyrically, and the maestro, instrumentally pscing the way, spinning is a real winner for a winning song. Tempo is stepped up a bit for "Waiting for the Train to Come In," which James plays and Miss Kitty sings in easy and lazy fashion that adds charm to the chant.

The Harry James fans will linger for a long time with "I Can't Begin to Tell You."

SHEP FIELDS (Victor)

The Next Time I Care, I'll Be Careful—FT; VC.

Returning to the wages after his overseas G.I. jaunt, Shep Fields once again brings real harmonic richness to the spinning sides, with his woodwind aggregation enhanced by the embellishment of harp and guitar and makes it a real colorful cutting for "It's Dawn Again," a mellow melody fashioned by The Three Suns with the piano alternating with the band in an easy and lazy tempo and the rhythm swaying along in a gentle mood. For the mated side, Meredith Blake turns in effective torch chanting for "The Next Time I Care, I'll Be Careful," an attractive lullaby from the stage production, "Polonaise."

For relaxed listening beside the music box, "It's Dawn Again" should hold big for the ops.

(Continued on page 120)

CALYPSO MUSIC

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Cataclysmic!

GERALD CLARK

and His Original Calypsos

Exclusive WITH

GUILD RECORDS

FAN ME SAGA BOY
TURN AROUND BABY
 featuring the Lion
 CATALOG NO. 125

FEMALE OF THE SPECIES
MODERN GIRL
 featuring Ailla
 CATALOG NO. 126

There's a hot hurricane from Trinidad when Gerald Clark and his Original Calypsos get grooving—the one and only Gerald Clark who started a new vogue with record fans. And there's not a shaded note nor tropical nuance left out, for Guild Records' super-clear recordings recapture all the color of Trinidad. That's true of all Guild recordings—and the reason why Guild's crystal-like quality is the latest trade sensation!

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RACE RECORDS AT 89c**

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(Still Getting Top Play)

BLUES AT SUNRISE—Johnny Moore
COCK-A-DOODLE DOO BLUES—
Wynonie (Mr. Blues) Harris

BE-BABA-LUBA (Just Like Honey Dripper)—
(Red Hot Money Getter)

LONESOME LOVER BLUES—
Billy Eckstine

STUFF YOU GOTTA WATCH—Ceell Gant
Blues In L. A.—Ceell Gant
You Taught Me To Love—Johnny Moore
Lonesome Gal—Pearl Traylor
Sooner or Later—Ceell Gant
Ridin' the Boogie—Hadda Brooks
Baby, Don't You Want to Go—
Jimmy McCracklin

Tender-Hearted Woman—Roosevelt Sykes
Highway 101—Jimmy McCracklin
Make Believe Girl—Ceell Gant
Around the Clock Blues—Minna Lee Davis
Street Looing Woman—Jimmy McCracklin
Baby, You're Running Wild—
Pvt. Ceell Gant

Last Night and Now Tonight—Billy Eckstine
Night Mare Boogie—Hadda Brooks
I Left a Good Deal—Joe Liggins
I'm Tired—Ceell Gant

The Grass Is Getting Greener—Ceell Gant
Sugar Mamma Blues—Johnny Criner
Oh, I Dreamed About You—Ertle Smith
E-Bob-a-Lo-Bob—Fiennoy Telo

COMMERCIAL MUSIC CO.

4821 Westminster Ave. St. Louis 8, Mo.

House Still Throwing Bills At AFM, But Action Is Slow

WASHINGTON, Nov. 26.—Congressional war against American Federation of Musicians is stirring again, spurred by two new anti-AFM bills, including the most vigorous one of all by Chairman Clarence Lea (D., Calif.) of the House-Interstate and Foreign Commerce Committee. Lea's bill, which adds three sections to the Communications Act of 1934 to make it felonious for anybody to interfere with broadcasting by "coercive practices," is now viewed as the No. 1 anti-AFM measure. However, it won't get a public hearing in Lea's committee until next February, at the earliest—unless Lea can induce his associates to put it ahead of some of the other business before the committee.

Competing for action, meanwhile, is the sub-committee of the Senate Judiciary Committee, which is still awaiting the return of Sen. Josiah Bailey (D., N. C.) before summoning public hearing on Bailey Bill (S. 764) imposing a stiff fine and long imprisonment for royalty fee collections. Bailey is expected back in Washington within 10 days. However, there's just a chance that the Senate Sub-Committee of Judiciary, headed by Senator Eastland (D., Miss.), won't be able to schedule hearing before the December 20 recess of Congress. That, of course, would stall any kind of action for possibly months.

Hopeful of Passage

Lea's bill goes directly to the heart of the issue and all but names the AFM boss as the principal target. Supporters of the bill hope to get favorable action on it because, they say, it can't be classed as an anti-labor bill generally and because of the situation which the union has put hundreds of broadcast stations in. The bill would put penalty teeth in Communications Act for "coercive practices" compelling the hiring of a "greater number of employees" than are wanted by station and by exacting "tribute" for transcriptions.

Lea, in explaining the bill, frankly declared that it has originated because of Petrillo's demands to broadcasters. He added: "One of these demands compels the broadcaster to pay a financial tribute to the American Federation of Musicians for broadcasting transcriptions where no service whatever is performed by members of that organization. One federation of musicians announced that it would not permit its members to make programs of any kind, including transcriptions, except under such restrictions and upon such conditions as the federation executive board should deem best calculated to end for all time the menacing threat of canned music competition. Another demand was made that, under penalty of boycott, a station which permitted non-compensated musicians to participate in a musical, educational or cultural program would be required to pay the federation an amount equal to the compensation which would have been paid had members of the organization performed the service, even tho they performed no service whatever."

Double Crews

Lea referred especially to the AFM demand for double crews of musicians for AM broadcasts aired simultaneously over FM outlets. Lea asserted that Petrillo's demands "are not within the legitimate rights of any organization." And he charged that "threats of reprisal" involved in the demands "are on the moral level of racketeering and extortion." Lea added that compliance with the Petrillo demands "for tribute without the performance of service has already cost the broadcasters millions of dollars in the last few years."

Bill calls for imposition of \$5,000 fine or two years' imprisonment, or both, as penalty for anyone convicted of coercing, compelling, constraining or threatening to injure operators of broadcasting stations for refusal to hire more than number of persons necessary to perform broadcaster's required services. The felony would apply also to persons exacting tribute for transcriptions "or mechanical, chemical or electrical reproductions in any form" needed for performance of services on air.

More Specific

While this bill is much stronger than any introduced, including Bailey's, it is also more specific than any, and for that reason Congressional observers believe it has a better chance for passage.

Bailey's bill is viewed as too generally anti-labor, altho the Senate is now putting some of its stiffest anti-labor bills on the calendar for early action.

Interest among congressmen in cracking down on Petrillo has stepped up fast in last month, with numerous law-makers getting heavy wads of mail on the subject. Practically simultaneous with introduction of Lea's bill came a new proposal from Representative Dondero (R., Mich.) on the anti-AFM issue. The new proposal (H. R. 4733) designed to put penalty teeth in his proposal (H. R. 1548), which outlaws interference with non-commercial educational broadcasts. The penalty provision in Dondero's new bill is identical with that proposed in the new Lea bill.

Dondero's earlier measure has already had lengthy hearing, which has not been completed. Apparently, House Interstate and Foreign Commerce Committee will open new hearing on all anti-Petrillo bills before the committee. Expectations are that Lea's measure will become the basic one for recasting before it is discharged to floor. All indications right now are that the bill will definitely get out of committee.

Meanwhile, from National Association of Broadcasters have come reports of hardship among broadcasters as result of the Petrillo edicts. Typical report is one from Cleveland, where WBOE (FM) has informed NAB that the Petrillo order has resulted in discontinuance of piping of networks educational program to the Cleveland station which is operated by the Cleveland School Board. House Interstate and Foreign Commerce Committee is preparing to assemble numerous communications similar to that one.

ICE FOLLIES

(Continued from page 4)

Hendrickson and Sawers, the last named as a petunia, "Stinky." Even the skating here seemed to have something to do with the idea—a co-ordination which was notably absent in the program up to this moment, except, of course, for the Legg femme's stilt-dance-skating.

Everything came to life in *Rehearsal at the Hippodrome*, skate burly, in which there was enough going on to make a 10-ring circus. This was the type of Shipstead and Johnson skate job that had made the *Ice Follies* something with which to conjure.

And from the tops of entertainment to the redic, Walter Rudolph did his longhair 88-ing as usual, but after his first number the piano on the platform started skating as he was playing and the box-seated gang went hysterical. All that was missing was Pluto (seen later during the evening) using the platform for a tree.

That Man, Heinie Brock, was his usual terrific self as the drunk, and the femme stooge he kissed has a blushing face that should be patented—that red ran up the puss like mercury in a thermometer on a hot day.

Unprogrammed number was Harris Legg's *Genie*. It was plenty sock, especially the finale during which Legg jumped thru two concentric-moving flaming loops, one moving clockwise and one counter-clockwise. It's a hell of a way to make a living—and Legg just exited from the services.

First half ended with the *Swing Waltz, 10th Anniversary Edition*. Former editions were better, having been produced with less pretension.

Second half ran like the first, with show-stoppers the exception rather than the rule. Walt Disney's Pluto had little to endear him to Pluto fans. S. & J. should have stuck to Sparkplug, the horse who had everything on skates.

Bobby Blake, as last, stopped the show with his George M. Cohan routine in jitterbug time. The soxers in the gallery Sinatra'd at him but good. As we said last year, they ought to use more of the personality kid. Ma (You'd Never Know) Evelyn Chandler was top-drawer in the *Steeplechase*, and the *Scandinavian Christmas* mit black light was on the plus side, too.

Frick, Roberts and Sawers had plenty of laugh stuff in their *Stormy Weather* and *Spanish Precision*, followed by the best garden routine which ended without the audience being sure the follies curtain had gone down, until the singing-emsee, Paul Gannon, said GN for the cast.

Here's an icer that had everything and

Birm'ham Club Books Native Bands Starting Christmas

BIRMINGHAM, Nov. 28.—Name bands are being booked by Joe Robino, owner of Hollywood Country Club here, beginning with Christmas holidays, playing supper-dance at club followed by public dance at Municipal Auditorium each Saturday night.

Two local orks are playing four dances weekly at club, with main ballroom overflow on week-ends requiring opening of Cave Room in basement to handle crowds.

12-CITY HEARINGS

(Continued from page 11)

commercial video stations now on the air for time in which to swing over to the new 28-hour-a-week operation. Most of the half dozen licensees are now on the air an average of from 10 to 12 hours a week and make the point they cannot expand their program schedules overnight. Commission officials said the FCC would undoubtedly be "lenient" in the matter of change-over to the new program hours, but urged the licensees to get letters of appeal to FCC quickly.

In any event it won't be many weeks off before the 7,000 holders of low-frequency TV receivers can tune in for regular 28-hour a week programming on the following licensed stations: WCBW (CBS), WMBT (NBC), WABD (Dumont), all in New York; WRGB (General Electric), Albany, N. Y.; WPTZ (Philco), Philadelphia, and WBKW (Balaban & Katz), Chicago.

HAMS GET SHOES

(Continued from page 3)

hole. He sometimes carried a stick. They recall him as a man who ate only one 25-cent meal a day while on the road, and who slept in the railroad depots to save room rents. His apartment in Union City showed that he had slept on newspapers on the floor of his room so as to save laundry expenses on bed linen. His greatest horror was to have broken-down shoes which marked him on the trudge around for work as an actor on his uppers. Hence the shoe fund.

yet left the mass of its audience cold because it didn't know how to milk a single production number. The spills are understandable on new ice, and line numbers that don't gee can be excused, but what isn't understandable is stopping a routine just before it'll bring down the house—and in other cases taking it beyond the mitting point.

The 10th Anniversary *Ice Follies* has enough stuff to make three ices but it didn't make one at its New York bow-in.

Joe Koehler.

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Bluenoses Phooey Florida Biz

Gambling Nod Slow To Come

Do-gooders' frowns bring load of combo cancellations—ops waiting green light

NEW YORK, Nov. 24.—With Florida in the throes of a bluenose wave which would clamp down on gambling even before the season gets started, agents here are beginning to receive cancellations for cocktail acts from some of the resort spots which had previously booked heavily in anticipation of a huge season.

Percenters here say "the word" on gambling is being withheld by high-up sources even tho the start of the winter season is practically at hand. The nod on dice and cards is slow in coming because of a tumult raised by various citizens' groups and even daily newspapers in the resort area.

Many spots have booked a lot of expensive acts, including lounge attractions, for plenty of sugar in the belief that the resorts would see enormous biz in the first non-war season since 1940.

It is common knowledge that one of the major attractions for tourists, aside from sun and sea water, is the gambling hitherto permitted pretty widely in the Southern State. A lot of ops figure that if the biz is on gambling there will be fewer people coming down with gold in their jeans, and that would require a revision of plans and contemplated expenditures.

Crackdown Late

Last year the bluenoses were slow getting started, as was the season itself. The big crackdown on gambling didn't come until March or thereabouts, after most of the guests had gone home.

This year, however, the do-gooders got under way in October and have been raising hell, with the result that the powers-that-be (who have the say on whether there shall be gambling or not) are keeping quiet, at least temporarily.

Result is that many ops don't know which way to jump—whether to leave their commitments alone or to retrench. Some are taking no chances, say talent tappers here, and are beginning to send in cancellations for lounge acts.

So far it isn't worrying the flesh peddlers too much because, altho biz in lounges elsewhere is admittedly down, there is still plenty of buying and selling, and a good unit—the kind that can command a premium price for a Florida engagement—isn't hard to unload. Still the boys don't like it.

OFF THE CUFF

Chicago:

WALLY KUBIAK, leader of the Rhythmaires, has just been married. RED MILLARD'S ork is alternating with Rudy Kerpays and Nevin Barclay at the Rag Doll. LEONARD WARE TRIO moves from the Pelican Club here, to Gene's, Fargo, N. D., December 3. VERA VOSHELL now at the 835 Club. LEE BARNES TRIO now at the Club 42, Kenosha, Wis. GREENFIELD AND SCHWARTZ, Loop lounge chain ops, are eyeing big-name jazz talent, such as Joe Marsala and Bud Freeman, as they are thinking of returning to the name policy. JIMMY GANATO and His New Yorkers held over 12 weeks at the Circle.

RAY SCOTT'S six-plecer, booked for a six-month overseas tour, starting December 10. FOUR BLAZES followed the Cats and a Fiddle into the Bar O Music, with the Cats moving east for vaude and lounge work. BEA MAZUR, leader of the combo at the Silhouette, in the hospital with the flu. JACK TERMAN, Silhouette op, expects to turn the reins of the lounge's management to his son, Al, who will return from overseas army duty any day now. JACK GARDENER, old-time jazz pianist, back at Elmer's, where he alternates with Max Miller's Trio. GENE LEWIS drawing holdover after holdover at the Waldorf, Fargo, N. D. ANNABELLE HILL still at McCarthy's, Milwaukee. TRIPOLI TRIO new at Dinty Moore's here.

East:

JIMMY SOLLER new at the Barn, Kingston, N. Y. OVANDO starts at the Arcadia Ballroom, New York, November 29. CORKY WILLIAMS current at Brown Derby, Washington. FREDDIE MASTERS held over at Murphy's, Trenton, N. J. THREE JAYS set for the Biltmore Hotel, Baltimore, until January 12. CASSI CASSANO just started at Villipiques, New York, where Don Baker is on the stand. BILL PETERSON bedded with the flu. CLEON AND JOE set for the Rose Room, Newark, N. J., with Skeets Light now current at the spot. TOMMY WILLIAMS'S option picked up at Celebrity Bar, Philly.

EDDIE ALLEN, ex-Benny Goodman, started with his own outfit at the Enduro, Brooklyn, November 16. SPORTSMEN teed off November 27 at Doc's, Baltimore. THREE CHICKS AND A SLIP preem at the Crystal Lounge, Troy, N. Y., November 27. EARL HOWARD current at Lou's Germantown Bar, Philly. VELVETONES recent starters at Doc's, Baltimore. LOUMEL MORGAN into Rostell's Phonovillage, Springfield, Mass., November 27. JACK GRANT TRIO in its fifth week at DeWitt Clinton, Albany, N. Y.

DON BRUNO'S combo on the podium for the opening of Phil's Cocktail Bar, Philadelphia. ROCKEY VALENTINE'S QUINTET featured at the opening of the El Dorado, Philadelphia. SIDNEY BECHET current at the Savoy Club, Boston. HARDING

AND MOSS appearing at Halfway House, Glens Falls. DIZZY GILLESPIE showing off for a December 10 date at Billy Berg's place on the Coast. THE MEN OF NOTE signed for the Red Hill Inn, Palmyra, N. J. THREE SERENADERS setting the pace at Kelly's Cocktail Lounge, Philadelphia. MIKE PEDICIN'S Four Men of Rhythm have been added to the talent list at Ciro's, Philadelphia. RITA LANE TRIO beating time at DuMond's, Philadelphia. THE CHEVALIERS are new at the Casablanca, Merchantville, N. J. SKUNK HOLLOW BOYS current at the Blue Moon, Newark. LITTLE FOUR appearing at the Three Acre Grill, Lynhurst, N. J. MILLIONAIRES working at the 44 Club, Newark.

MELLIS SEXTET move into the De Lancey Tavern, Philadelphia. THE WALT TAYLOR TRIO are new at DuMonds, Philadelphia. WILLIE WHITE AND HIS SIX COTTON BOWLERS are setting the tempos at the Cotton Bowl, Philadelphia. THE JAMES SEYMOUR TRIO has been added at the Red Hill Inn, Palmyra, N. J. JOHNNY DEE'S TRIO is on the stand for the opening of the Twin Bar, Gloucester, N. J. LUCILLE JAMES and Her Rhythm Boys are tapping out time at the Au Revoir Club, Philadelphia. LOLA ANDRE'S combo is current at Ciro's, Philadelphia. DICK WADE shifts his piano and songs from the Bingham House to Lou's Chancellor Bar. THREE BACHELORS are on the stand at the Blue Bowl, Philadelphia. EDDIE MILES, the piano-soloist artist, has been added to the 421 Club, Philadelphia.

West Coast:

MAURICE THAL, organist, at Dresden Room, Los Angeles. JUAN FLORER, specialty Latin American pianist-entertainer, opened at Chi Chi Bar, Palm Springs, Calif. BARANCO, pianist, into House of Lisle, Beverly Hills, Calif. HAROLD SIMPSON and JOE ROBINSON, ace piano-vocal team, going into a year run at Downbeat Club, Sioux City, Ia., set by Bert Gervis. OPELITA and GARCIA back in circulation after Garcia's service discharge. CLEVELAND NICKERSON and His Music Makers move into a top location, the Zanzibar Room of the Florentine Gardens, Hollywood. HAL HUBBARD'S orchestra started at

the Burgundy Room, Los Angeles. EDDIE NEOL'S crew, featured at the Palladium for several months, moved over to the Sky Room, Hilton Hotel, Long Beach, Calif. JO ANN PAULE and her ork opening at the Frontier, Ocean Park, Calif. NICK COCHERAN extended at the Hayward Hotel, Los Angeles.

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Cafe-Theater a la Helsing's Vaude-Lounge for N. Y.

NEW YORK, Nov. 28.—New spot, which will use acts and combos, a la Helsing's Vaude Lounge, Chicago, is due to open on Seventh Avenue between 49th and 50th streets before the end of December.

Room now in the process of being redone by a Chi decorator, is being described as a theater-restaurant, and will operate under the handle of the Mardi Gras. So far, no talent has been bought and no budget has been made up. Owners are Harry and Jack Finkelstein. Formerly operated the Ringside Bar and Grill, New York.

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CLUBS FACE A HOT OPA AHEAD

Red Point End Aids Policing

Some already socked—others slated for the fire—no gimmicks allowed.

NEW YORK, Nov. 26.—Altho meat rationing ended Saturday (23), the nitery industry is by no means in the clear vis-a-vis the Office of Price Administration. A check made with the local OPA office yesterday, following news of the end of the red-point era and a concurrent crackdown on a whole string of Gotham spots and restaurants, indicates that if anything there is more, not less trouble ahead here and elsewhere around the land.

A spokesman for the OPA here said that with rationing activities dwindling, available OPA forces in New York and across the country would be thrown into enforcement of ceiling prices and check-ups of reported or discovered violations. All price structures in all fields, including the club business, would be more rigidly enforced, he added.

Up to now, said the OPA'er, the manpower had to be split among various activities, among the most important of which was the rationing system. With rationing virtually at an end—the biggest remaining part was control of meats—OPA personnel will be shifted into the rest of the bureau's activities, the major part of which is enforcement of the prices set-up.

Cracks Down

As if to signal what may be in store for the industry, the local OPA office this week released information about a wholesale crackdown on some of the town's better eating spots (niteries are classed as restaurants). The office announced that 26 places were included in a grand-slam bust-down on "open end" complaints of alleged food or drink violations of OPA ceilings. An "open end" complaint is one where the amount of the reported overcharge has not been fully determined.

Spots involved were brought into Federal Court by the OPA'ers on a claim for treble damages, and a round dozen or so of the places settled quickly, giving Uncle Sammy a neat total of \$22,609.56 for his violations kitty.

Among the major spots which preferred a settlement to a fight were the Chambord which went in for \$3,400; Gallagher's Steak House which sprang for \$611; Cafe Society Downtown which jumped for \$840; the Piccadilly Hotel which went down the line for \$529; Le Coq Rouge, \$408, and Lindy's, nicked for \$616.

Socked for Turkey

A group of about a dozen places are still on OPA's files with cases awaiting decision or settlement. Among them are the Waldorf-Astoria; the 400 Club; Jack Dempsey's, the 1-2-3 Club, the Russian Kretchwa, the Shanghai-La Cafe and the Murray Hill Hotel.

Complaints for all the spots concerned grew out of charges made for Thanksgiving dinners and drinks last year. The announcement was timed (Wednesday, November 21), to break the day before the ditto holiday came this year.

The OPA spokesman queried here said the office was aware that some niteries in town have been quietly switching from table d'hote meals to a la carte menus, pushing up the per-piece charges on some items and jumping the minimums for opening nights. He declared that the OPA law covering restaurants (includes hot spots), forbids altering established price ceilings by any device whatsoever.

Clubs, he said, are permitted to add an a la carte menu to an established table d'hote arrangement providing the a la carte system is geared to the scale of a competitor who is in the same class as (See NITERIES FACE on page 34)

Exodus to South Opens Up Line Jobs in Clubs

NEW YORK, Nov. 26.—If the kids around the country are dying to break into showbiz the best time to hit the Stem is now. They probably won't get a Broadway play—who does?—but the odds are they'll get line jobs in some of the cushier night clubs a lot quicker than they expect.

Major reason is that the klick and whirl cuties now working in such spots as the Latin Quarter, La Martinique and the Copacabana are quitting for the South. This leaves New York ops running around looking for replacements. The only ones they can come up are either new girls or those who have already passed their prime.

Lou Walters, Latin Quarter op, for example, is looking for almost an entirely new line. His scale is the highest on the West Side, paying \$60 for two shows a night, six days a week, with three shows Saturday.

Jackie No Get 100% Billing, So Nixes Capitol

NEW YORK, Nov. 26.—Jackie Gleason, who was supposed to open at the Capitol last Thursday (22), gave Loew officials heartburn when he pulled out at the last minute.

According to the theater, the last-minute cancellation was due to billing difficulties. They say that Gleason wanted billing over Jimmy Dorsey and Carlos Ramirez, and when they failed to come up with it in advance newspaper advertising, the comic took a walk.

Willie Weber, Gleason's personal manager, differs with this explanation. But he doesn't blame Jesse Kaye, Capitol booker, or any of the Loew-execs.

He says that the whole fault is with GAC's Harry Romm, who booked Gleason. According to Weber, his deal with GAC for Gleason (three years and options) calls for 100 per cent billing, plus extra added attraction. For the past seven or eight months, says Weber, GAC has pushed Gleason around despite the contract. Riders were ripped off, booking contracts, and time and again Gleason didn't get what the deal called for. Weber said that he had warned GAC that there would have to be a stop to it, saying that he and Gleason had too much at stake to take any twisters laying down, and that if the billing wasn't lived up to when Gleason came to New York he wouldn't open.

"They thought we were bluffing," said Weber. "We weren't."

Build-Up for Legit

A major reason for this insistence on billing, said Weber, was the fact that Gleason goes into the musical, *Duchess* (See JACKIE NO GET on page 35)

Howard Notice May Bring Rose Back

NEW YORK, Nov. 26.—Billy Rose, who is now in London trying to get the monocled boys to give him permission to bring in *Carmen Jones*, may have to come back sooner than he thought. Reason is that Joe Howard, who heads his Diamond Horseshoe show, has just given his notice, to take effect in four weeks, and Rose has to come up with somebody to replace him.

Howard is leaving to take a job as technical advisor for 20th Century-Fox flicker, *Kiss Me Again*, which George Jessel will produce. Ordinarily, Rose leaves the buying for his assistants, but in the case of his stars he insists on handling the deals himself.

All Mex Nixed, As AGVA Has Troupe to Save

It's "Bonded" or Else

NEW YORK, Nov. 26.—As of this week, AGVA is declaring all of Mexico "out of the picture" for night club and vaude acts, according to Matt Shelvey, national union head. There are a couple of ifs attached to the order, but for practical purposes, it stands, says Shelvey.

Ruling was brought on by the latest of a series of incidents in which the union had to come to the rescue of stranded performers, the newest being the case of a show produced by Harry Long, ex-Earl Carroll manager.

Unit folded suddenly this week in Mexico City, says Shelvey, and but for the fact that the West Coast AGVA branch had previously put the arm on Long for \$2,500 as a bond to cover the 18 chorus girls in the package, there wouldn't be a cent to bring anyone back. None of the principals are covered, states Shelvey, because none of them submitted their contracts with Long to the union for an okay. AGVA will ante some dough to bring a few of the principals back, said Shelvey, but the action won't be taken too happily.

Result is that henceforth—until other arrangements can be made—any act which takes a job in Mexico without submitting contracts to AGVA can expect no help if trouble results, said the union official. AGVA will okay Mexican engagements providing the theater or nitery offering prospective employment first posts a cash bond to cover the date. Without such a bond there will be no AGVA okay, says Shelvey, and no aid to stranded actors should they take the job anyway.

Negotiations with the Mexican Union of Variety Performers were begun a few months ago, following a few episodes of busted artists in need of bailing out, said Shelvey. The confabs, carried on by the Coast office, were designed to work out a mutual protective arrangement for (See ALL MEX NIXED on page 35)

Roxy Line Aches Expected Settled Within Few Days

NEW YORK, Nov. 26.—Roxy chorus line squabble between it and the house looks like it will be settled within the next few days. A. J. Balaban and Irving Lesser have agreed to meet with AGVA Tuesday (27) to discuss salary and the eight-morning rehearsals. So far as the rest of the kids' beefs are concerned, it looks as if execs will change things immediately. The lads and gals ask for a green room, more recreation space, better dressing rooms and politer handling by Gae Foster. These are in addition to requests for more dough and less rehearsals.

It is known that when the fight for improvements came out into the open that four girls objected to the stand. A letter was sent to *The Billboard* signed by Evelyn Day, captain of the chorus; Viola Roessler; Elaine Carol and Gloria Hansen, saying, in effect, that action taken by the line was without their knowledge and consent. Miss Day, in a phone call to *The Billboard*, charged that the demands of the kids were preposterous, she explained that the money requests were fair.

AGVA's position in the matter is summed up: "When the overwhelming majority of our members in a particular theater come to us and demand that something be done, we do it. These four that stayed out are only four out of 33."

Berle to Carnival Rumor Won't Face Cold Cash Figures

NEW YORK, Nov. 26.—With Milton Berle's *Springtime in Brazil* shaking the inside dops is that Berle will leave and go into the recently re-opened Carnival. While on the surface it seems likely, there is a question of dough which makes it improbable.

The room reopened Monday (19) with Martha Raye in for six weeks for about \$4,000. With her salary plus the nut, the room must do \$40,000 gross to break even. For the first week, which included Thanksgiving Day, it is estimated that take will be only \$27,000. To meet everything, net must be \$32,000.

If Berle were to come in after Miss Raye, his salary would probably be about \$8,000 to \$10,000. Carnival capacity is about \$50,000, which it would have to do to meet the heavier nut. And even if it did that kind of business it would only break even. It is possible, of course, that if Berle came in he might agree to a smaller salary plus a percentage but that is problematical.

Mpls. P. Chief 4-5 A.M. Closing Plea Much Nixed

MINNEAPOLIS, Nov. 26.—Extension of club closing hours to 4 or 5 a.m. for a certain number of clubs as an alternative to illegal "sneak joints," as advocated by Police Chief Ed Ryan in an address before a University of Minnesota Forum meeting, met with immediate opposition by clergymen. Ryan made his stand clear when he was asked where entertainment seekers should go after legit places shut down at 1 a.m. Declaring that he didn't know, the chief said he favored extension of the legal hour for the sale of liquor to prevent "sneaks," and would regulate the later-hour spots thru heavy taxes and special licenses.

Only One Okay

One clergyman came to the chief's support—an Episcopalian—but even he wanted to know which places would be selected for the later-sled and how selection would be made. The minister, the Rev. John S. Higgins, declared: "This proposal may be a step in the right direction, but it should be submitted for further thought."

A rabbi declared that he doubted whether Minneapolis "had reached the metropolitan stage where night clubs must operate all night" and felt patrons of "sneak joints" would not patronize legal spots. A priest thought the suggestion "would not be an actual cure for the situation." A Lutheran minister took the position that this plan, "rather than (See MPLS. POLICE CHIEF, page 35)

N. Y. Latin Quarter Books Ann Corio

NEW YORK, Nov. 26.—Ann Corio will be the next name Lou Walters will feature at his Latin Quarter when his new show opens about March 10. This will be the first time ex-stripper will play a Stem night club. Price was not disclosed but it is understood to be approximately \$1,600. What Miss Corio's routine will be is still in the air. Walters said he himself didn't know but before post time he would cook up something that will bring in the business.

Name policy at the L.Q. is comparatively a recent one. It started with Belle Baker and is now continuing with Frances Fay. In both cases, the wise boys in the biz shook their heads: "Walters must be blowing his top, he'll die with them." It turned out that not only didn't he "die with them" but he made a chunkful of dough.

That Natl. Cafe Owners' Org Given a Hot Foot by AGVA Cincy Action; COG Fronting

Plan Meet With Talent Org on Contract

CHICAGO, Nov. 26. — Midwest nitery and lounge ops, with scattered support from the East and West Coasts, set into motion this week the first national organization of bistro owners when they organized the National Association of Theater, Restaurant and Cafe Owners here Wednesday (21). Preliminary organizational meeting disclosed that the ops intend to band together to put the night club and lounge biz on a plane with other industry which is repped by a national group.

NATRCO, in its first meeting, set up a five-point program designed: (1) To meet with Matt Shelvey, AGVA chief, to set up definite national working policy between nitery owners and AGVA; (2) to work toward a revision of government legislation on niterys and OPA price structure in re bistros; and (3) to combat the reading of prohibition, which has already covered a third of the Union.

Many City Orgs Repped

Initial meeting showed reps from nitery groups from such cities as Milwaukee, Cleveland, Columbus, Akron, Buffalo, Detroit, Cincinnati, Newport and Covington, Ky., and Los Angeles. Milton T. Raynor, Ed. Tomp, Rosenberg, who have been appointed legal reps for the nitery ops' national group, and are at present legal reps of the Chicago Cafe Owners' Association, said that wires offering support and encouragement had been received from San Francisco and Los Angeles; but that no word was received from any Eastern city other than Buffalo. Raynor, however, said that on a visit to Gotham a week ago he had spoken to ops of name clubs there, who assured him of support whenever the org was set up.

Cincy to Chi Starts Action

Formation of the national group has been a project of the Chicago Cafe Owners' Association for some time, but became a reality when Cincinnati nitery ops, headed by Ben Rafalo, of the Cat and the Fiddle there, came to Chi two weeks ago seeking the support of the local cafe ops' group in their fight against AGVA, whose rep there had pulled AGVA entertainers out of the cafes when owners refused to sign a blanket agreement with AGVA. The pact which AGVA offered, Cincy ops stipulated (1) that AGVA be bargaining agents between entertainers and ops, and (2) that there be a six-day week for line girls and a 2 a.m. closing. The pact, Rafalo said, was null and void after the first of 1946 and, he added, the AGVA Cincinnati rep. had made no guarantee that a six-day week for all entertainers under the AGVA banner would not be enacted when the pact became null and void January 1.

Members of the NATRCO, after hearing Rafalo's story, agreed that some action was necessary to protect the Cincy owners, who have been without shows since November 5. Ops voted to set up a board of directors to set up by-laws and constitution and also to meet with Shelvey to set up a national policy with AGVA, before AGVA starts to sign up isolated cities such as Cincinnati, and then gets into a position where they have a stranglehold on the entire nation. Raynor told *The Billboard* Saturday that he and a group of the directors, with Jack Irving, Chi AGVA chief, would make a trip to Gotham very soon to discuss the urgent Cincinnati situation and also to work out a national policy to halt further conflicts between AGVA and the nation's bistro owners.

Ross Miller, Temporary Proxy

Ross Miller, proxy of the COA, was named temporary proxy of the new group, with R. E. Shaffer, proxy of the Central Ohio Night Club Operators, Inc., as first v.-p.; Mike Chiado, proxy of the Greater Detroit Cafe Owners' Association, second v.-p.; Jack Grood, secretary-treasurer of the Greater Niagara Frontier Cafe Operators' Association, third v.-p.; Tom Rosenberg, legal rep of the COA, secretary; Jim Passas, treasurer of the COA, treasurer, and Ben Rafalo, sergeant-at-arms.

Present officers are set for three months, with present plans calling for another national meeting at that time to select

a permanent state. Newly formed ops' group got a psychological shot in the arm from the presence of two leading hotel men—Irvig Koppler, of the Park Plaza and Chase hotels, St. Louis, and J. A. Jones, general manager of the Hotel Sherman, Chi. Both told the group that they would discuss correlating their local hotel owners' groups with the NATRCO. Jones told the group that "We, the Chicago Hotel Association (of which he is a v.-p.), have been watching your (the COA) progress for some time and, in certain respects, we have found that you have accomplished more than the National Hotel Association."

Class A, B, C Spots Return Minimum Basic Agreements

NEW YORK, Nov. 24.—Along with their turkey dinners, officials of AGVA this week had a big crop of minimum basic agreements to celebrate. According to the national office of the union, the following were inked to M.B.A.'s:

Nevada-Biltmore Club, Las Vegas, N.M., Class A de luxe, \$100 for principals and \$75 for chorus, with a six-day-week for chorines; Bar of Music, Hollywood, Class A, \$90 for principals (no chorus) and a six-day-week for acts; Tom Brennan's, Hollywood, Class B, \$75 and \$45, with six days for all; the *Opening Night*, vaude show, produced by Franklin D'Amore, Class A, \$85 and \$60; Club Lashio, San Francisco, Class A, \$75 and \$55; Ridgewood Village Cellar, Brooklyn, Class C, \$55 and \$37.50, six days for all; Crawford House, Boston, Class A, \$85 and \$50 (automatic six days since Boston forbids Sunday shows); Royal Palms Club, St. Petersburg, Fla., Class B, \$75 and \$45, with six days for chorines; Hi-Hat Club, Tampa, and the Jewel Box, Tampa, same as Royal Palms; Weinman's, Trenton, Class B minus, \$70 (no chorus) and six days for acts; Casablanca, Merchantville, N. J., Class C plus, \$65 and \$40, with six days for all; *The Drunkard* show (now in San Francisco), Class B, \$75 and \$55, with no more than eight performances weekly and a cash bond.

One of the plums that delighted AGVA officials was the signing of Delicate Frank's, Miami Beach, to a Class B pact, \$75 and \$45, with six days for chorines. Spot has been a long-time holdout from AGVA rules.

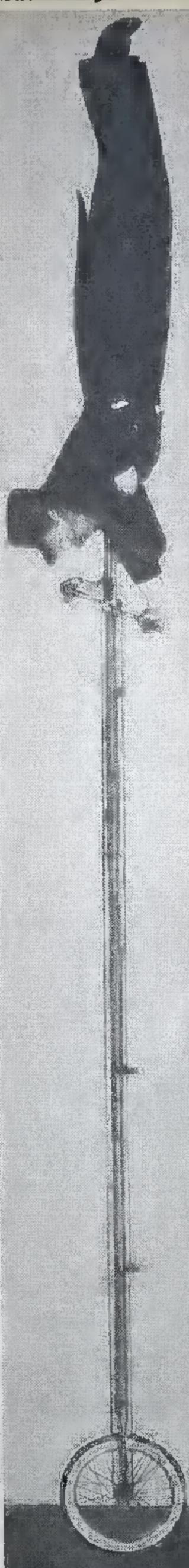
The Versailles here was inked last week to a Class A de luxe paper providing \$100 for principals and \$60 for chorines. Curious part of it is that the gam-throwers get a six-day-week when the spot uses them (there's no line now). Pact expires January 1.

De Icco on Unfair Listing; Sues Union

PHILADELPHIA, Nov. 24.—Charles De Icco, owner of the Club Orlando here, filed suit this week in Court of Common Pleas No. 4 to restrain the musicians' union from placing club on its unfair list.

The issue, De Icco said, involves a claim for \$2,000 made by Frank P. Lutzzi, president of Local 77, and in turn concerns a fracture of the jaw suffered by the union official, following a dispute over wages due four union members.

The musicians did not play last August on the V-J days, De Icco said. The club manager, Frank Sansone, paid them only for three days and this led to a fist fight between Sansone and Lutzzi. De Icco said he already paid \$500 to the union for Lutzzi's medical expenses. Later De Icco stated, Lutzzi sought an additional \$2,000 and threatened to prevent the appearance of union musicians in the club.



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THE BOWERY, DETROIT

The Carnival, New York

Talent policy: Dance bands and floorshows at 8 and 12. Owner-operator: Nicky Blair. Production, John Murray Anderson. Publicity, Sobol, Hartman and Faggon. Prices: \$2.50-\$3.50, minimums.

The biggest nitery opening of the season thus far—biggest because it represented the debut of a new operator in a large room with a name not usually seen in cafes here—took place Monday night (19) and it turned out to be a dubious success, altho many of the ingredients of a tip-top show were available.

Nicky Blair has coined a policy for The Carnival which is closer to that of the Diamond Horseshoe (his former connection) than anything else in town. An effort has been made (via the hackneyed talents of John Murray Anderson) to create a more colossal impression but the formula is, intrinsically, that of the D. H.

The effort takes form of four dull production numbers, a splash of colorful costumes, lots of female flesh and circus-type acts. The garb of the gals (and of sundry males working with them) carries plenty of flash, which should be good for biz. With the West Side crowd, The Carnival will draw, but it lacks in basic beauty or creativeness of design.

The circus-type acts is a sound idea for this room, both because of its tradition (See THE CARNIVAL, N. Y. on page 34)

Crystal Terrace, Hotel Park Plaza, St. Louis

Talent Policy: Dancing and floorshows at 8:30 and 11:30. Operator-manager, Harry Koplar; maitre d', G. Scipps. Prices: \$1.50-\$2, minimums.

This attractive intimate room continues to be the mecca for the elite of St. Louis. Management just recently completely changed the room. Bandstand is now at north end of room. Dance floor is now elevated almost to level of bandstand and immediately adjoins same while previously it was in center of room on sunken floor. Everything has been reversed with diners formerly looking down at dancers, while now they look up. To the more sedate patrons this is not to their liking as it makes the dancers too conspicuous, altho management claims new arrangement is favored by majority. The change-over also makes for about 35 less seating capacity.

Entertainment policy continues the same with dance band and two acts. (See CRYSTAL TERRACE on page 34)

Casa Manana, Boston

Talent Policy: Dancing and floorshows at 8 and 11:30 p.m. Owner-operator, Jerry Capodilupo; publicity, Bob Court. Prices: \$1.50-\$2, minimums.

Wedgewood Room, Hotel Waldorf-Astoria, New York

Talent Policy: Dance bands, floorshow at 12. Owner-operator, Hotel Waldorf-Astoria; publicity, Ted Saucier. Prices: \$1-\$2 cover.

Three nights after he was supposed to open, Frank Sinatra made his official bow into the plushy Wedgewood Room on Friday night (23) and accomplished a major personal triumph which demonstrated beyond doubt that he is not a fluke of publicity and adolescent hysteria. "The Voice" was in no voice at all, having suffered a lapse of larynx that delayed his Waldorf appearance and kept him out of the Paramount (currently) for several shows. With his vocal instrument inoperative, Sinatra had to depend on his powers as an artist and a showman. He not only depended—he did it. Capacity mob gave him top hand after top hand and held him on for five encores and a full stance of 55 minutes, a remarkable record for a man whose pipes were next to useless.

Of the 11 numbers sung, several stand out as winners, even tho his gravelly vocal chords worked against full value. *How Deep Is the Ocean?* was a fine example of a torchy ballad romantically done. *Nancy*, a salute to his daughter, had the tender personal quality of a man doing something he loves. *My Romance* was a straight and touching mood of simple things earnestly told. *Foolish Things* was invested with genuine feeling. It was in *Where Is My Best?* that Sinatra rocked the house, for he delivered it with a dramatic fervor few singers command or deliver, and it brought a resounding response.

Skits Anderson merits plaudits for the thoughtful and caressing piano job he did on the accompaniment. Dick Stabile, fortified with beaucoup violins and a harp, didn't quite have the bang of the Sinatra requirements, but should work it out after a few days.

Paul Ross.

Policy of the new owner of the Casa Manana of providing Latin American entertainment is paying off in terms of customer approval as well as in a solid nightly take. Current show headlines Josephine Del Mar, Puerto Rican singer-dancer, making her first civilian appearance after two and a half years overseas. The long stay overseas hasn't hurt her spotlight savvy at all.

Show is opened by Billy Paine, popular Boston tenor, singing the revue's title theme, *In Old Monterey*, with the six Helen Martin girls doing a Latin American routine. Ruth Carey follows with a lively and well-thrashed version of *Jose Gonzales*. L. A. theme gets a solid boost with Lolita and Jose in an authentic fiesta dance which rated a big hand. Los Chevalliers' interpretation of a comedy rumba also won big applause, with their stunt of picking a handkerchief off the floor winning them bows.

Headliner Josephine Del Mar put the customers in her pocket with her first number, doing the vocal first in English and then polishing it off with the Spanish version. Gal's act is hard to classify or to describe, but she has plenty of class in the vocal and wiggle division. Work drew a heavy mitting and brought her back for bows.

Ted Phillips and his orchestra cut a good show. Music is plenty fast and important in this revue, and Phillips delivered solidly. Show adds up to excellent entertainment and is strictly a novelty on the local night spot scene.

Barbara Pearson.

Versailles, New York

Talent Policy: Dance bands and floorshows at 9, 12 and 2. Owner-operators, Nick Prounis and Arnold Rosfield; publicity, Ed Welner. Prices: \$2.50-\$3.50, minimums.

Continuing its one-act policy, Versailles last Wednesday night (21) unveiled Dwight Fiske for the 'nth time and he proved to be just as huge a success with the East Side mob patronizing this spot as before. He is the same leering, satyr-like but skillfully funny master of the triple entendre and he draws everything from embarrassed chuckles to outright belly-laughs, not to mention a set of juicy hands.

For the occasion he has brought along a group of new numbers. Of the four fresh routines presented at dinner Wednesday night *Pomona*, *The Deer* and *Dinofiddie* were the wittiest and the best constructed. *Wing Toy* and *Major Teakwood* were rib-ticklers up to a point—beyond that they needed rounding off and toppers. For encore, Fiske did his long-stand *Mrs. Pettibone*, still one of the most mirthsome in his repertoire.

Emil Petti society band purveys a sleek brand of music for the customers and they take advantage of it. Biz excellent.

Paul Ross.

Latin Quarter, Detroit

Talent Policy: Dancing and floorshows at 8:30 and 11:30. Manager, Tony Marcell; publicity, Ray Pearson. Prices: \$1-\$1.50 cover.

Show: 75 minutes of well-paced entertainment, fairly well-balanced except on the acre side. Emphasis was strongly on the stars.

Best Job: JERRY LESTER, mixing fast clowning, smart repartee, fooling with a trombone, a bit of heavy dance work, in a personality that kept the house constantly entertained in several moods. His trade-mark is good-natured insults tossed at the customers, and he has a well-rounded repertoire of all varieties of gags and effects. Telegraphs his gags often, and it's his personality that puts show over. Down to earth, not pretentious.

Other Acts: THE PITCHMEN, three musical clowns, work with screwy instrument. (See LATIN QUARTER on page 34)

More Night Club Reviews on

Page 36

VAUDEVILLE REVIEWS

Capitol, New York

(Reviewed Friday Night, November 23)
Present show with Jimmy Dorsey (18) on tap does a good job, but top honors go to Dee Parker, ex-Vaughn Monroe canary, and to Lowe, Hite and Stanley, standard trio who came up with at least one new routine that almost raised the roof.

Miss Parker, a cute husky-toned thrush, started off with *Ain't Misbehaving* and followed with a change of pacer, *It Might As Well Be Spring*. Her switch from a rhythm to a ballad was handled with consummate skill and effectiveness, which gained a lot by the fact that she not only knew how to sing but showed a phrasing that was a delight to hear. Followed with *No Can Do* and handled it beautifully. Called back and gave out with a slick *Come to Baby, Do* and almost stopped everything cold. Gal doesn't mean much when she comes on, but registers plenty when she gives out. Has good stage personality and knows what selling means. If house could arrange to have mike near the wings instead of own center, particularly if she exits with *Come to Baby, Do*, there wouldn't be the awkward run-off which detracts from her excellent singing job.

Lowe, Hite and Stanley, the giant,idget and normal guy, have two spots. In the first they do their usual routine of knockabout comedy bits for some hefty huckles. But team doesn't really get going until it comes back later for its risk take-offs of the Andrews Sisters, Ella Fitzgerald and the Ink Spots. Incidentally, the intro itself builds up nicely with its suspense, house being led to believe that the Andrews Sisters are actually on the bill. Three guys give their take-offs everything they have. The "missed" cues, the panto expressions, costumes and "accidents" pull yock after yock from a packed house.

Jimmy Dorsey outfit came up on the pit making with *This Can't Be Love*. Boys do okay with a new skin-beater, 18-year-old Carl Kiffe getting the bows. Fresh, good looking kid gives the band plenty of lift. (Band review in Music Section.) Carlos Ramirez, billed as extra added attraction, came on with six extra musicians (three strings, three tympanists, a leader) and got ooohs and ahs for his opening, a Latin ballad. He followed with another Latin number with a rumba beat, with the boys behind him working like crazy. Then came an English *Begin the Beguine*, closing with *Grenada*. Result was a terrific mitt, not only from the Latinos in the house (and a lot of them were there), but also from the rest of the audience.

Dick Culver, boy singer, is good looking and has an okay voice, but an awkward mike stance and a poor choice of numbers, both slowies, had him stumped. Starts with *It's Been a Long, Long Time* and finishes with *Praise the Lord, the Lords Been Good to Me*. He needs something with pep to get the customers awake.

Pic, *Yolanda and the Thief*. Biz, s.r.o. Bill Smith.

Orpheum, Los Angeles

(Reviewed Tuesday Afternoon, Nov. 20)
Current show is wrapped around Joe Louis's p. a., with job so well handled lighter emerges as a good vaude package. Realizing Brown Bomber can hit but not with the punch line, he is made straight man to Leonard Reed, who manages to pull the laughs but not hog the credit. The Louis deadpan is a natural for this set-up. Reed capitalizes on his slight build, cutting a comic contrast at the side of the champ. Knockout gag is Louis asking Reed to be his sparring partner.

Louis's p. a. is worked as a stage interview, with Reed injecting gags from time to time. Fighter is asked routine queries, his toughest bout to date, how he trains, when he will start workouts for the Conn fight, etc. For payees who want to see champ in action, punching bag is brought on stage and Louis starts slugging as Al Lyons's house ork (11) provides background music. An occasional swift punch brings mitting.

Lyons, who also emcees, gets ring tie-up by infroing each act as a champ in his field, building towards Louis. This proves okay at the start, but toward end, with ticket holders expecting fighter to be next on the bill, teaser intros handicap the act that does come on. When Lyons says "champ," payees think (See ORPHEUM, L. A., on page 34)

Loew's State, New York

(Reviewed Friday Night, November 23)
New show is geared nicely and should do business. It has comedy, some good singing, a fast novelty, listenable music and an audience participation gimmick the customers seem to go for. Added to this there is some great dancing which helps make a show that pulls plenty of mitting.

Enoch Light in his second date here has shown some improvement. He makes with his hands as if he was really working and not just standing in front waiting for something to happen. As a band, his outfit (15) does a nice job. It cuts a good show and plays some nice stuff in its own spots. Ork has two big numbers, *Limelouse Blues* and *I've Found a New Baby*. In latter number, Light pulls six guys down front (vibes, bass, clarinet, trumpet and drum) for a fast set getting a good reception. In the audience participation gimmick, handling needs hypolng. When it comes to making customers, called on stage, feel at ease, Light doesn't click. His manner is stilted; too formal. A great deal of it is due to his own nervousness which only time can remedy. Buying a couple of gags to throw at the contestants might help remove the strain. Stunt on tap now is the same as caught here last time. Customers get stubs at the door and three are called up to sing. Voice is recorded and disk is played back. Ap- (See LOEW'S STATE, N. Y., page 34)

Olympia, Miami

(Reviewed Wednesday Afternoon, November 21)

Manager Al Weiss Jr. came up with a swell holiday bill this week. Show clicks heavily from opener, with plenty of variety which keeps the customers demanding more.

Jimmy Burns and Mary Dooley start festivities, with Mary doing vocals while Jimmy hoofs. *Smoke Gets In Your Eyes* and *What's This* are best. Canary uses *My Heart Sings*, doing a souse for an encore with Dooley feeding her. Nice returns.

Freddie Bernard is the emcee and occupies the deuce spot, telling stories and singing some oldsters. Impression of Harry Richman rings true. Freddie is accustomed to niterles and tells some gags that are better omitted in a family house. Well liked.

Fayne and Foster, a musical specialty in which the pair open with glasses, playing *My Blue Heaven* straight and in swing time. Change to dolls and bells. Fayne tells some stories in a droll manner, his worry bit getting a lot of laughs. A good act.

Tim Herbert headlines and proves a show stopper. Impressions of Gabriel Heatter and H. V. Kaltenborn very good. A kid stunt is a novelty. For an encore does a jitterbug dance that stamps him one of the best seen in a long time. Insistent applause brings Tim back to do his James Stewart and Ronald Colman impersonations. Audience loves him.

Janet and Paul, fresh from the circus, work from a swinging ladder, doing everything from an iron jaw to a LaLage whirl. A graceful aerial act that scores heavily.

Pic is *Johnny Angel*. Larry Berliner.

Golden Gate, San Francisco

(Reviewed Wednesday Afternoon, November 21)

Ted Straeter and his ork are well known to hotel room dancers. The current appearance here is their stage debut, and the lad has whipped up a program of rhythmic caliber, a novel departure from the usual band show. The program at times reaches the proportions of a sophisticated concert of smart, modern music.

Outstanding items include Debussy's *Claire de Lune* and a medley of Gershwin melodies, highlighted by the finale, *Rhapsody in Blue*. Linda Stevens, eye and ear charmer, introduces the French import, *Symphonic* and *It's Been a Long, Long Time*. A clever marionette act is presented by Frank Paris. The dolls and routines are fresh and attractive.

Ollie O'Toole, formerly with Horace Heidt's band, pleases with his now nationally famous impersonations. Held over were the Merry Macs, that popular singing quartet. Pic is *Cornered*, second week. Edward Murphy.

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ORPHEUM, L. A.

(Continued from page 33)

Louis is coming out and start heavy hitting; act that follows proves anti-climax.

Among top palm-pullers are the Sallet Puppets. Animated dolls go thru their paces smoothly and with life-like movements. Act also sells well because of good dressing, elaborate settings on a miniature stage, and fact that ops are not visible. Dolls do hula dance, can-can, acro stunts and take-off of a concert pianist.

Holding the middle slot, Delta Rhythm Boys come on doing *Black Magic*, *St. Louis Blues*, *Dry Bones* and a gag-swing version of the quartet from *Rigoletto*. Harmony group does a top job, but fails to get response deserved. Main reason is foursome doesn't stick to style it's best at—syncopated staccato stuff. Arrangement of *Dry Bones* follows this style and, therefore, song gets a solid hand.

Mardoni and Louise go over okay as magicians. Don and Beverly in first slot prove poor starters as dance duo. Take too much time for the little they have to offer, getting whole revue off to slow start. Show gains pace as it moves along, however.

Biz. good. Pic. *The Fatal Witness*.
Lee Zitto.

LOEW'S STATE, N. Y.

(Continued from page 33)

plause is measured and biggest one is held for the weekly finals.

Last winner of his *Date With a Disk*, Dorothy Malone, is now a part of the Epoch Light band. Canary is a cute youngster with a nice pair of pipes that sound like she's going places. But she has a tendency to go in for amateurish voice breaks and note flattening which will have to be corrected before she's ready. Gal's two numbers, the theme song and *I'll Buy That Dream*, showed good latent qualities.

Danny Sullivan, boy singer, a handsome, wavy-haired lad with a good baritone, failed to get across mainly because of poor numbers. His *How Deep Is the Ocean* and *Temptation* showed poor singing. As a matter of fact there are too many ballads in the entire show. It needs a couple of rhythm numbers to speed it up.

Patricia Merison, singer, looking very sleek and chi-chi, started with *Begin the Beguine*, which ran much too long. Followed with *Wondering* and closed with *If I Loved You*. Continuous ballad tempo was monotonous and got her only a fair hand.

Top applause puller was Hal LeRoy, who again showed an educated set of taps which were almost breathtaking in their intricacy and wonderful timing. A routine which pulled in only the rhythm section for background effect earned and deserved a wow hand. Boy is so good that he makes every tap seem easy, which is all for the good but doesn't make for effective showmanship. Could add some flash by adding a hot jazz trio. His comic bit with the drummer got nice laughs. Walked off to almost a show-stopping hand and was forced to beg off.

Cookie Bowers, the 1,000-face guy, built slowly with his take-offs of characters giving street directions and ending with his swimming scene. Start may have been slow but pulled plenty of yocks before he finished.

Winter Sisters, a hefty trio of blonde acro hoofers, do a good job in one, two and three-part tosses and taps. Act shows plenty of speed and flash with its butterflies, shoulder stunts, bridges and spins. Opening in number one, kids got to the house quickly and had them on their side after the first few minutes.

Pic. in *Hollywood*. Biz good.
Bill Smith.

CRYSTAL TERRACE

(Continued from page 32)

Snyder's ork opens the show with a specialty band number, this week doing a number in memory of Jerome Kern. *All the Things You Are*. Snyder also acts as emcee.

Renee De Marco is billed as the First Lady of the Dance and this graceful dancer can rightfully be called that. Cute and attractive, she does a ballroom, a whirlwind and a comedy interpretive dance in turn, executing each in fine fashion.

Jerry Bergen hit home solidly with the patrons when he opened here for a two-week engagement and has been held over for another two weeks. This is really something in this room as many

LATIN QUARTER

(Continued from page 32)

ments for briefly classic and constantly hokum effects. Work is perfectly smooth and splendidly timed. Rival Lester for top rating. **KURTIS MARIONETTES**, with two manipulators working visibly above stage, have unusual puppet master of ceremonies, and series of show acts on miniature stage. Falsetto vocals very skillful; manipulation interesting to smart audience. **JACK PRINCE**, expressive baritone, slightly on heavy style, has good voice, standard repertoire. Swung too briefly into comic mood to convince; *Loveless* (10), in series of gorgeous production numbers, especially billowing waltz costumes, stripped later to modern number.

Band: **SHEP'FIELDS** (16) with his individualized style, heavy on woodwinds, weak on brass; musically, very pleasing. Fields emcees in a scholarly fashion as well. **BOBBIE STEVENSON TRIO**, all-percussion bit, works lulls with beautiful rhythm, plus good vocal assist by Jeanne Rand. **TOM MONTGOMERY** offers customers variation on organ in cocktail lounge.
Haviland F. Reves.

THE CARNIVAL, N. Y.

(Continued from page 32)

tion and the size of the spot, and it pays off in show values. The purely physical stuff shown opening night was the most solid entertainment in the bill.

The Cristianis (three men, three women) got off to a fumbling start, but by the time they reached their teeterboard tosses they were in fine form and they clicked handsomely.

Eily Ardeity, working in the second production number, is a beautifully shaped, highly skillful aerialist who draws audible chills with her work on the swinging bar. Gal went off to a top mitt, particularly for the final headstand.

Gaynor and Ross, one of the best roller-skating teams in the biz, pack a wallop with their daring holds, twists and spins. Gal's drapery helps act greatly. Hefty reactions for this one.

Walter John, male vocalist, and Miriam Gwynn, female ditto, work fleetingly in a couple of the production numbers and for what they are given to do acquit themselves well. Both canaries are personable. Tony Montell, another singer, does okay in a brief bit.

Miriam LaVelle, fresh out of the Copa, is seen to better advantage here in her acro dance act consisting of a lot of side-leaps, bends, crabs and twists. Of its kind, this is a good turn, altho its effect is diminished because Miss LaVelle is allowed to do virtually the same thing twice in the show.

The Ben Yost Cavaliers were hardly in evidence when caught, beyond one or two men appearing in the production routines.

The big item in the show, Martha Raye, is disappointing. She opens well enough with standard Raye biz and palaver going into her *Mr. Pagannini* stint. So far, so good. Then *Atchison* follows, and this is good enough, too, for she sells it well. After that, for no apparent reason, Miss Raye attempts the role of a blues singer—in a style strongly reminiscent of Billy Holiday—and it doesn't jell. Miss Raye is not a blues singer and La Holiday is—and never the twain shall meet. The femme buffoon will do better if she sticks to Raye. Incidentally, said repertoire now contains a few lines and bits of biz from that of Frances Paye, who's working down the street, as is Miss Holiday.

Think-a-Drink Hoffman appears midway in the show and proves effective with his standard act. Should be spotted lower down, as the mess of liquid left on the floor is bad for performers succeeding him. Art Roman does a fair job on accomps. Sid Strange ork relieves. Biz excellent.
Paul Ross.

top acts flop here and they consider this always a tough audience. The diminutive pantomimist bows them over from the moment he enters in his ridiculous make-up until he begs off after several encores at each show. According to "regulars" here, he is about the biggest sensation to appear in this spot in a long time. They just like his style and he is really funny. The tall blond stooge fits in nicely with Bergen's antics and expressions. Bergen works hard thruout and doesn't mind giving them several encores at each performance. He vows them each time with his "Swiss bell-ringer" and his "xylophone" comedy bits.
Frank B. Joerling.

**Niteries Face
Hot OPA Ahead**

(Continued from page 30)

the spot rearranging its food set-up. And the other way around, in regard to adding a table d'hote gimmick to an a la carte system. However, he said, the spot concerned is not allowed to switch completely from one system to another, but must hold on to what it went into the war-period with. Changing price schedules or upping opening night minima are strictly verboten, he warned.

The OPA spokesman would not allow himself to be pinned down to a statement that the office planned to go after niteries as such, nor would he allow the inference to be drawn that OPA had let clubs and their price problems go in favor of larger, more important fields of activities.

He reiterated, however, that the job of enforcement of existing ceilings would now become the major task of OPA forces, regardless of the field concerned, and that personnel hitherto devoted to other functions would be thrown into the enforcement proposition. In so far as niteries are a part of business generally, he said ceilings would be fully enforced.

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Slapsy Maxie's On Main Stem More Than a '?'

NEW YORK, Nov. 26.—Sources close to the Slapsy Maxie's outfit on the Coast this week confirmed the persistent trade rumor that the combine is coming to New York to seek a location for a similar operation here.

Rumor has been hung on Maxie Rosenbloom, ex-pug, who figures in the syndicate, but word now is that Sammy Lewis and Paddy Moore, Rosenbloom's partners, will do the active looking-around while he stays on the Coast to work his spot. He will figure in the deal, however, if and when met.

Lewis and Moore are due here late next week to seek a setting for the big Slapsy Maxie type of operation which employs a stage above the dining-dancing floor. Where they will find housing for such an affair is something that is currently occupying the trade's mind. For locations are at a premium here. Policy, when the pair get what they are looking for, will be the same as the Coast version, which is to say a volume operation and a lot of names.

Meantime, one of the choicer rumors venturing trade sources this week was the story that a syndicate, backed by Frank Sinatra, is seeking a location for a huge East Side nitery bigger than anything now existing. Sinatra's lawyer, Paul Jaffe, denies it.

Trade also was speculating this week about an ad which ran last Sunday (18) in *The New York Times*, offering a large West Side nitery for \$130,000. Dopesters figure the Zanzibar ops, Carl Erbe and Joe Howard, paid for the ad, but both deny it.

No Shows in 4 Small Spots; Cincy Gets AGVA Treatment

CINCINNATI, Nov. 26.—Four small local spots are in their third week without shows as the result of a quarrel with the local AGVA office which is demanding union scales. Clubs involved are the Cat and Fiddle, House of Rink, Casa Grande and Listerman's.

Union claims the niteries pay about \$45 for principals and wants a minimum of \$65 from all of them, rating them Class C. Acts were pulled after spots refused to yield. Two are running with straight music, two entirely without entertainment.

Dean Martin Set To Open Ellis's Essex Moulin Rouge

NEW YORK, Nov. 26.—New room which Abe Ellis is putting in his Essex Hotel, Newark, will blossom out in the next few weeks as the Moulin Rouge. Ellis had a list of names to choose from, but he picked this one out of his hat. First act already signed for the new spot is Dean Martin. So far, policy calls for just one act plus a semi-name band. Later on policy may be switched to add a couple of more acts. But with the ball competition the room has in the neighborhood, no big nut is contemplated for the time being.

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St. Petersburg Digs For Sock Season

ST. PETERSBURG, Fla., Nov. 26.—Expectancy of a banner tourist season has the entertainment field here getting set for the wildest winter since 1925 Florida boom.

Nitery ops head the list of those rushing plans to handle an influx of more than 100,000 visitors. T. O. Clark, local club op, has sunk an estimated 200 grand in a new spot, The Crystal. Not to be outdone, the Palm Garden, another Central Avenue spot, has imported Ric Page, Latin swing band, as a main attraction.

Meanwhile, Ken Cowan, owner of the Chatterbox, is rumored to have abandoned plans to sell the spot, which could have been had last year for 100 grand.

Biggest surprise comes from Larry Ford, op of clubs in this area. He has decided to reopen his Gandy Boulevard Royal Palm club with a complete floorshow, including several individual attractions, a chorus line and an outstanding semi-name band to be decided upon in the next 10 days. The club was opened and shut down twice during the war because of its out-of-the-way location.

Circus Band Concerts

City council, also deciding to add to entertainment of tourists, announced this week the signing of Merle Evans circus band for a series of concerts to begin December 23, with the final concert slated for March 29. Evans's outfit, which will also play other engagements in the vicinity, will get 10 grand for its chore.

The Coliseum, largest ballroom in the South, opened the dancing season here Wednesday (26) with Frankla Masters as the attraction, while the Civic Music Association will present the first of six classical concerts sometime late in December.

Turner's Sunken Gardens, a principal tourist attraction, expects 50,000 visitors to crowd the gardens this season. Earl Gresh's Wood Parade has doubled appropriations for advertising this season, bolstered by the city's publicity department. City is giving Gresh national publicity for his wood craftsmanship.

Florida Wild Animal and Reptile Ranch is increasing its area, spreading out another acre and planning to add more animals for the coming season.

NTG Package Into Pastor's; Name Changed to Frivolity

NEW YORK, Nov. 26.—Sale of the N. T. G. package for a stem date, which was exclusively reported here last week, has been confirmed, and show opens at Tony Pastor's Uptown December 21. But coincident with the opening, the club will undergo a name change with nostalgic implications.

New handle will be the Frivolity Club. Name was chosen because the room is on the site of the old Frivolity, where N. T. G. got his start back in 1925.

JACKIE NO GET

(Continued from page 30)
Misbehaves, in a short time, and A. P. Wasmah, who has \$100,000 in the show, isn't going to look with any favor on any running down of his star.

Weber also denies that he demanded billing over Dorsey, but he admits that he did want it over Ramirez. "Metro wants to build up its own people and that's their problem," said Weber. "Gleason is signed for 20th Century-Fox and I'm looking out for him," he continued. "Besides, Ramirez doesn't mean anything here. On the other hand, Gleason is a draw in New York and I won't have him kicked around."

Milton Berger, GAC theater booker (Harry Romm was unavailable), pooh-poohed the whole thing. He said everybody was making a mountain out of a mole hill.

Jesse Kaye also let it be known that all was sweetness and light between him and Gleason, and, anyway, the show is running okay as it is. But it is known that the theater spent a couple of thousand bucks on newspaper ads, programs and on the front, and all that had to be changed at the last minute. Whether or not Loew's will carry the thing further is not known, but over at AGVA it was admitted that they couldn't be surprised if the Gleason-Capitol problem was thrown into their lap.

Frederick Bros. Win Second Round on That Yates Paper

NEW YORK, Nov. 24.—Second round in what promises to be a long legal battle, the Charlie Yates-Frederick Bros. affair, went to the Frederick office yesterday (23) in the form of a ruling by Supreme Court Justice Carroll G. Walter to the effect that the Frederick office had the right to examine Yates on November 30, and that Yates shall produce his books and papers pertaining to the examination.

Examination bears on FB's efforts to obtain a permanent injunction to prevent Yates from working for anyone else. Yates walked out last summer on a long-run contract with FB and went to work for Associated Booking Office (Joe Glaser).

According to FB's attorney, Richard Buell, Yates will be examined on the salary paid him by FB, his expenses while there, additional compensation received, type of service he rendered FB, the names of the artists solicited by him since he left FB in the interests of Associated Booking Office or anyone else and related matters.

Purpose of the examination will be to prepare for trial on a permanent injunction, said Buell. If and when the matter goes to trial, said the attorney, it will be for an injunction only. Question of whether Yates and/or Glaser will be sued for damages will be decided later, said the lawyer.

Charlie Yates said yesterday that as far as he is concerned the court ruling means nothing. He didn't keep any books, he said, and according to his lawyer, the order actually represents a second lost point for FB. The FB outfit was previously denied a motion for a temporary injunction versus Yates.

Memphis Nitery Lights Up After 10 Yrs., Agnew 1st Ork

MEMPHIS, Nov. 26.—Charlie Agnew is the first band spotted at the Silver Slipper, which reopens tonight after being shuttered for 10 years. Agnew was supposed to open in Detroit but was switched here for the Silver Slipper opening.

Clyde McCoy also has been booked to appear at the Silver Slipper. Negotiations are under way for floorshow acts. If these are completed, the Slipper will be the only nitery in the Midwest featuring live talent in addition to name bands.

Det. Club Caught With Red Points Down; 2-Day Penalty

DETROIT, Nov. 26.—The Mar-Jo Club, local nitery, was suspended for 20 days from the acquisition and the use of rationed foods by OPA Hearing Commissioner James S. Kennary.

It was found that the club owners, John Mirth and Marie E. Klesgen, were overdrawn in their ration banking account, failing to pay suppliers coupons for delivery of rationed food. The suspension date has not as yet been set.

Bernard & Linder's "Bowery Follies" Preems in Hartford

NEW YORK, Nov. 26.—Ben Bernard's and Mark Linder's *Bowery Follies*, which bows into Hartford this week, just put up a \$1,700 bond with AGVA.

Package, which carries about 20 people, is geared to run for about an hour. While price was not disclosed, it is understood that it runs for about \$2,750. Bond was signed by Lou Bernard.

ALL MEX NIXED

(Continued from page 30)
American and Mexican acts. When his schedule permits it, said Shalvey, he will resume the talks with Cantinflas, head of the Mex union, toward the same end. Meantime, he added, Mexican employers will have to take personal responsibility for the engagement of American performers or the deals don't go thru.

Lack of Top Talent Shuts Paradise, Detroit, 8 Weeks

DETROIT, Nov. 26.—Paradise Theater, operated by the Lou Cohen Circuit, closes December 7 for eight weeks as a result of the shortage of stage talent available. House has been playing nothing but colored attractions for the last four years, running about 30 weeks a year and closing down for the summer.

Booking situation has developed where top name attractions just will not be available for the coming two months, and the management decided to take the situation in hand and "close down" rather than put up with second-string bookings. Trend of business in recent weeks indicates that the house can draw good grosses when the attractions are right but gets nowhere with the mediocre bills it would have to put up with in the interim.

Reopening is slated for February 1, with a string of 15 weeks to be booked at that time, followed by closing for the summer. Already booked are Duke Ellington, Andy Kirk, Four Ink Spots, Earl (Father) Hines, Louis Jordan, Buddy Johnson, Lionel Hampton and a possible repeat booking for Count Basie. The Paradise caters to a predominantly colored audience but draws a small percentage of whites as well, particularly on certain matinee shows.

MPLS. POLICE CHIEF

(Continued from page 30)
being part of the solution, would be part of the greater problem."

Mayor Hubert H. Humphrey, out of the city at the time of Chief Ryan's statement, declared upon his return that while he approved the chief's statement, such extension of hours was impossible under existing laws and that if the public wanted the all-night spots, it should have laws changed. He said that present demand for additional recreation is the result of unrest due to the war and that after a few months people would settle down. Until the law is changed, Humphrey declared, Chief Ryan has orders to give special attention to "sneak" operators as private clubs.

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Rain Dampens Stem Takes; 93G Roxy Bow; Para 97G

NEW YORK, Nov. 24.—A couple of rainy days plus a pre-Thanksgiving lull gave Stem biz a poor week. Roxy and Paramount were the only exceptions.

Radio City Music Hall (6,200 seats; average \$100,000) slipped to \$105,000 for its seventh week, with Bob Evans, the Hartnells and *Week-End at the Waldorf*. Previous frame was \$117,000. Bill started with \$128,000, followed with \$130,000, \$125,000, \$120,000 and \$123,500.

Roxy, Paramount

Roxy (6,000 seats; average \$75,000) opened up with a sensational \$93,000 for Beatrice Kay, Maurice Rocco, Arthur Blake, and *Dolly Sisters*.

Paramount (3,664 seats; average \$75,000) managed to get \$97,000 for its second week, after a sock opener of \$103,000, with Frank Sinatra, Lane Brothers, Jan Savitt's ork, and *Hold That Blonde*.

Capitol, Strand, State

Capitol (4,627 seats; average \$55,000) took it on the chin for its fourth and final week, with Henny Youngman, Les Brown ork, and *Kiss and Tell*. Take was

\$48,000 against a previous week of \$60,000. Show opened with \$82,000, followed by \$80,000, for a total of \$268,000. New bill opened Thursday (22), reviewed in this issue, has Jimmy Dorsey ork, Carlos Ramirez, Jackie Gleason, and Yolanda.

Strand (3,770 seats; average \$45,000) showed \$52,000 for Vaughn Monroe, Fred Sanborn, and *Confidential Agent* for the third frame. Previous week was \$63,000. Bow brought \$70,000.

Loew's State (3,500 seats; average \$25,000) got \$28,000 for Leo Carillo, Lee Sullivan, and *Tender Grapes*, against \$30,500 previous week. New bill, reviewed in this issue, has Enoch Light ork, Hal LeRoy, Patricia Morrison, Cookie Bowers, and *In Hollywood*.

Detroit Bowery Turnstiles Keep Clicking Merrily

DETROIT, Nov. 26.—Despite reconversion, growing unemployment, strikes and political activity in the city, business at the Bowery Cafe has kept at a uniformly high level since Labor Day week, when 8,000 attendance for the week was scored for Ethel Waters. Figure was the lowest reported since last spring, when this was around the average level of business.

Highlight of recent weeks was the 14,000 attendance score set a week ago by Lionel Kaye, who was at one time a Detroit booking agent. This was no fluke, however, as indicated by the close follow-up of the bills co-starring Del Parker, in her second week, and Irving Grandy, and the week preceding Kaye, with Maurice Rocco, both hitting 13,000.

Following the leaders were Irving Grandy (in his second week) co-starred with Mary Beth Hughes, and Jeannie Staff, who followed, both drawing 11,000 patrons, actually the lowest figure for this big spot since Ethel Waters. The spot is back on the old policy of one long show—four hours or more—a night and usually draws at least a few standees some time during the evening, even on mid-week nights.

Earle Hits Fat \$27,000 With Ross, Radio Aces

PHILADELPHIA, Nov. 24.—A fat \$27,000 reached the box office of the Earle Theater (seating, 3,000; prices, 45 to 95 cents) for the week ending Thursday (22). A favorable press and good promotion on Lanny Ross was largely responsible for the action at the theater. The midtown is also packed with holiday shoppers who use the Earle as a resting spot between spree. Show features, in addition to Ross, the Radio Aces, the Nonchalants, Capello and Patricia and the Herzogs. Abbott and Costello in *Hollywood* occupied the screen.

Sherwood Oak Hits \$14,700 At Hippodrome, Baltimore

BALTIMORE, Nov. 24.—A good \$14,700 was grossed by Hippodrome Theater (seating capacity, 2,100; house average, \$14,000; prices, 35 to 65 cents) for the week ending (26). Bobby Sherwood, a comparatively new comer, and his ork featuring Marola Rice, and Garth Andrews, plus Ben Bori, a juggler, and Roy Douglas, ventriloquist, helped to uphold the better than house average grossed for the week.

Pic. *Man Alive*.

Joe Louis Punching in 32G At Los Angeles Orpheum

LOS ANGELES, Nov. 24.—Joe Louis is expected to pull a solid \$32,000 b. o. at the Orpheum (2,300 seats). Bill includes Don and Beverly, Mardool and Louise, Delta Rhythm Boys, Leonard Reed, Sallie Puppets, and *The Fatal Witness*.

Bonnie Baker last week attracted a weak \$18,000. Revue included Joy Caylor fem ork, La Reina Rule, Picadilly Puppets, and *You Can't Do Without Love*.

NIGHT CLUB REVIEWS

College Inn, Hotel Sherman, Five o'Clock, Miami Beach, Chicago, Fla.

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

Room has dropped its usual two acts and current revue has only Gene Krupa's ork and the College Inn Models (8) parading. Tho acts have been pared, Krupa's crew gave out with a 40-minute show packed with entertainment.

Leader Gene, last seen here locally when he was tubbing with T.D., has developed his showmanship to the nth degree without impairing his drum-nastics a bit. Result is that he has both the jazz hottentots and longhairs giving him the constant eye and ear. Hits a peak while working with his trio. Guy should spend more of his time behind the tubs, for crowd is still all for Krupa, the drummer.

Band is a solid crew that can make with mellow mood music when the request comes. Sectionally, the band is well balanced, with sidemen from each division capable of handling solo parts capably. Tram section even boasts three excellent solo men.

Anita O'Day got a bum break from the mike here, which didn't pick up her vibrato at all. Gal's voice sounds like just any other chirp over this p.-a. system, but her terrific beat grabs her warm mitt. Her seat intro on the blues should be worked into an entire novelty number that would sell. Buddy Stewart got only one opportunity to do a solo, which he handled nicely. Krupa, O'Day and Stewart's terping interlude on *Did You Ever Get That Feeling in the Moonlight?* won plenty of ohs from payees who were surprised to see vocalists and the drummer man Jitterbug. Bit could be worked out longer into a full routine for there's plenty of audience interest there.

Johnny Sippel.

Jack & Bob's, Trenton, N. J.

(Reviewed Sunday Evening, Nov. 18)

Talent policy: Dance music and floorshows at 11 and 1. Owner-manager, Al Siegel, Prices: \$1.50 minimum.

Since Al Siegel took over spot from Jack Moss several months ago, this place has improved steadily and shows have been consistently above standard. Patronage is chiefly carriage trade, and they keep coming back for more. Siegel also operates Club Rumba at Keansburg, N. J., and apparently is able to attract plenty of out-of-town visitors.

There isn't a weak spot on the bill, and when caught there was a capacity crowd on hand. Gene Stuart, who has emceed shows for the last year, is featured and billed as the "Trenton Institution." He's just that and is showman enough to know when to cuff his work. His pin-up parody won a heavy mitt.

Marilyn Buwen, tap dancer, drew standard mitting with her routines.

The Malinoffs, dance team, put plenty of comedy into their novelty dances, and their work shows plenty of showmanship.

Pat Purcell, singer, has a strong voice and knows how to bear down. Won plenty of mitting with his version of *Begin the Beguine*.

Charlotte Ellis, too dancer, copped plenty of mitt from the payees with the difficult whir in her routine. Walked off with several bows.

Spot uses Mel Manning as intermissionist, and the customers here go for him.

Aaron Stein's band is okay. Wendell Goodwin.

Tony Pastor's Uptown, New York

Talent Policy: Dance bands and floorshows at 8:30, 12 and 2. Owner-operator, Joe Cataldo; host, Pat Goode; publicity, Paul Goates. Prices: \$2-\$2.50, minimums.

Broadway room which has had a checkered and negligible career as the Roumanian Village, Fanfare, et al, is now operating under the Tony Pastor's handle and is presenting a strictly once-over-lightly bill of entertainment. When caught on Wednesday night (21), bill wasn't pulling patrons too heavily.

Opener is a fairly pretty line of 12 in hand-me-down Spanish costumes in a

Talent policy: Dance band and floorshows at 9 and 12. Operators-managers, Sam and Joe Barken. Prices: From \$2.50.

This spot opened in a blaze of glory, drawing a swank crowd of fur-bedecked women who came to be shown and saw for the Barken brothers have made a beauty nitery in the short time it was closed for repairs.

Dick Smart, handsome baritone, is in good voice and liberal with his songs. Uses a medley of Irving Berlin hits to start and then goes into *Tropical Heat Wave*, *Blue Skies*, *How Much Do I Love You?* and *Remember*. His encore number, *If I Loved You*, draws a heavy mitt.

Mac Pepper is the comic and emcee of the show. He glad-hands ringside guests, and they seem to like it. Mac does about everything one can imagine. His patter is fast and funny and he gets some hearty laughs as an old-time medicine show grinder. Mixes this up with a side-show bit which includes magic, fire eating, sword swallowing and snake charming. Hoofs his way for a finale of an act which is different. Whether all this stuff is appropriate for a night club is questionable. Pepper's act can stand cutting and possibly he will see the light at following shows. As the emcee, he could be a little more generous to his co-workers on the bill, as he permits them to get away too quickly.

Peggy Marlowe contributes some fast tapping. She is a looker and her terp efforts gain her a nice hand.

June Taylor line is among the best. The lassies do ballet dancing and a sort of aero-can-can finale which whoops things up.

Hal Wayne ork always sure-fire.

Larry Berliner.

tired Latin routine that runs much too long and gets a milk band.

Joel Marine, a personable young fellow with a pretty fair voice, follows for a set of pop ballads. Gordon Andrew ork (7) does a sloppy job behind him so the kid had to ride this handicap. In addition, his selling is a little stiff, and he ought to work further away from the miks for the best results. Voice is good tho and he uses it in a simple, likeable way. With further experience and better accomp job, he ought to do well.

Floria Vestoff is on next in a shoddy costume to do her standard act of tapping whir, spins, kicks and breaks. She gets across nicely and earns good returns.

Carolyn Marsh, a plumpish brunette, follows with a flash singing act. Gal is only so-so on the pipes but shows plenty experience in selling what she has. Best work is on a tempo tune like *Atchison* but she gets strongest hands on schmaltzers. Crowd brought her back for an encore.

Line returns in evening gowns for fancy fan dance which is a little neater and earns a better hand. Gals try on this one.

Doc Marcus, the little double-talking magi, is next-to-closing with the most solid turn in the show. His gag magi, his biz with the customers and his general savvy brought him plenty of laughs and hearty mitting. Libe closes in one of those things with Miss Vestoff and Marine joining.

Paul Ross.

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Burlesque Notes

By Uno

ROY DAVIS, new comic opposite Jack LaMott in a Hirst unit, was formerly Darrold Davis, number producer in burly and later associated with Allen Gilbert. **INA-LORRAINE** opened November 16 for six weeks at the Hollywood, San Diego, Calif. **AL STRIKER**, contortionist, extra attraction on the Hirst Circuit, was partied in Newark, N. J., on his marriage recently to Anna Zarko; non-pro. **MARGARET HASTINGS** moved into the Kay Sweeney Club, formerly the Back Stage, Union City, N. J., last week. **JIMMIE WHITE**, formerly with the Elm City Four, next a burly theater manager for Sam Briskman, is now operating Judge's Inn, a hotel in Wading River, Long Island, of which Kenza Winton, ex-burly principal, is manager. **ALBA BRADLEY** is mourning the loss of her husband, Joe Freed, long a featured comedian on the Hirst Circuit, and before on the Columbia Wheel, who died in St. Louis November 16 (see Final Curtain). **JACK KANE** introduced chorus groups, eight each, for the first time at his Grand, Youngstown, O., and Gayety, Akron. Both girls and principals of these two theaters and of the Mayfair, Dayton, O., will be sent on tour of the Ohio circuit. **BETTY ROWLAND** opened at the Burbank, Los Angeles, last week.

EDDIE HOCHBERG and Bernie Brown, soon to become navy discharges, will re-appear as part of the out-front staff at the Hudson, Union City, N. J. **JO JO JORDAN**, comic and teeterboard hero, and Nudine (Mrs. Jordan), stripper, are newcomers to Eastern burly houses. **VALERIE PARKS**, following her Gayety, Montreal, week, goes to Miami Beach, Fla., for a few weeks' vacation. **DOLLY DAWSON** is featured at the Follies, Los Angeles, where co-principals are George Clark, George Lewis, Harry Arno, Bert Saunders, Buster Lorenzo, Parker Gee, Inez Clark, Roma, Scarlet Knight, Jan Cafero, Rita Zane, Lucille Hodges and Louise Miller. **ADELE LaMONT**, new chorine with a soprano voice, is doubling with house singer Ralph Elsmore, in vocal duets at the Hudson, Union City, N. J. **SAM SIDMAN**, former ace comic, is re-acted at the Masonic Home, Utica, N. Y.

STANLEY MONTFORT, house straight at the Avenue, Detroit, was recently called to the bedside of his mother, who is ill at her home in Anderson, Ind. He returned to the Avenue after four days with the report that his mother had shown considerable improvement during his visit. **THE CAST** at the Detroit Avenue is Freddy Frampton, comic; Johnny Head and Stanley Montfort, house straights; "Scurvy" Miller, comic, now in his sixth year at the house; Crudy Wynn, Roberta, Hazel Walker, Texas Lee and Trudine, featured attraction. Fourteen girl chorus is produced by Francis Parks.

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Mrs. Fred Hurley in Hospital

LIMA, O., Nov. 24.—Mrs. Fred Hurley, wife of the former well-known burlesque manager and producer, is seriously ill at Memorial Hospital here, following a major operation. Mrs. Hurley is known professionally as Norma Phillips.

WIRE RATES MAY DROP

(Continued from page 3)
The telephone companies is prime urge in Western Union's effort to take advantage of war-improved technological developments. There are proposals in Congress to authorize air mail post cards and reduce the rate from 8 to 5 cents an ounce. Postmaster General Hannegan has predicted lower air mail rates with increased services.

W. U. practice of telephoning messages and then sending the telegram thru the mail was criticized by Rep. Louis C. Rabaut (D., Mich.). The procedure, he asserted, requires the recipient to write down long messages and often delays receipt of the information, sometimes making air mail or other communication more desirable and efficient. Porter assured the Committee FCC would take the matter up with W. U. suggestion that manpower shortages was probably responsible for the curtailed service.

In message transmission, W. U. is experimenting with a type of slot machine, from which, after a coin or coins are fed, a message can be sent by television. Talk is that a message would go from as low as 25 cents.

But none of this has yet passed the FCC mill, which according to testimony before the Committee, is log-jammed with other four years of pending proposals which touch all of its regulatory fields. Agency wants more personnel—50 per cent over the pre-war staff—and more money.

ODT RAIL BAN TOUGH

(Continued from page 3)
This and New Orleans on thru to East Coast destinations at Boston, New York, Baltimore, Washington, Norfolk or Jacksonville, Fla. Servicemen carried by the airlines under the allocation order will be in addition to those now carried under the "trans-con" project under which the lines carry troops under direct contract with the army.

The airline order was made necessary, it was pointed out, by unexpected delays in the shipment of 1,200 new troop sleepers scheduled for delivery in 1945. Present estimates indicate not more than 600 of the sleepers will be available by year-end.

In view of this, ODT men stress, all travel will continue tighter than was expected a few months ago. At the same time they report that they do not look for any relaxation soon of present ODT orders banning sleeper service on less than 450-mile runs and providing for minimum 14-day advance reservation on rail space. The pooling orders which make all rolling stock available on demand of the military order will be the last ODT restriction lifted from the books, and its lifting is a matter of months away, they add.

Magic

By Bill Sachs

JUDITH JOHNSON AND COMPANY, mental turn, is due to resume soon in theaters and niteries, what with the act's pilot, Harold M. Laughon, slated for an early army discharge. He has been stationed at Camp Gordon, Johnson, Fla., with the military police, for the last 13 months. For the last five months, Judy has been operating the Rex Theater, Carrabelle, Fla., which she and Harold have taken under lease. . . .

BLAIR THE MAGICIAN posts from Columbus, O., that he's back on the road with his full-evening's show, after three years in a war plant. . . . **LUCILLE AND EDDIE ROBERTS** are in the midst of a two-weeker at the Mount Royal Hotel, Montreal. . . . **KOLMA**, after a week at the Gayety Theater, Montreal, moved on to the Casino Theater, Toronto. . . .

AL SHARPE scribbles from Paris under date of November 10: "Had a long session with M. Veno last evening. He has a floating ball that he will present soon in Cirque Medrano. Think of it—a floating ball in a circus. I have seen it, and it's great. I expect to be back in the States soon." . . . **DUKE ALEXANDER**, discharged from the Army Air Force in September, has ditched his former billing of Du Kish and Del Mar in favor of Duke and Alfreda Alexander. After several banquet and private club dates in the Columbus (O.) area, they're current at Frank Massotte's The Pines niterie there. Alexander is planning on resuming soon with his buried-alive stunt, which he specialized in before his induction. . . .

PAUL DUKE has returned to the Troika, Washington, for a several weeks' stand. . . . **L. E. (ROBA) COLLINS** has returned to his home in Patterson, Mo., after closing with the Austin Bros. Circus as side show manager. Roba posts that Tommy Arenz, vet Punch and vent worker, and Mme. Leah, mentalist, will spend the winter in Little Rock, Ark. . . . **FRANKLIN THE MAGICIAN** (Sgt. Benny Doss, 38641432, Welfare and Recreation Office, Parachute School, Fort Benning, Ga.) is keeping busy nightly around Columbus, Ga., with his magic turn, using three assistants. He hopes to be out of the army by January.

BERT ALLERTON, still the delight of the diners in the Pump Room of the Ambassador East Hotel, Chicago, is the subject of a corking article in the December issue of *Coronet*, which hit the newsstands November 21. . . . **C. A. GEORGE NEWMANN**, Minneapolis mental marvel, typewrites under date of November 15, "John Mulholland delivered an excellent lecture on the psychology of deception at the local university the other day. I enjoyed it very much but doubt if the local amateurs in attendance really got anything out of it, as they think only in terms of gags and gimmicks. Mulholland also presented his offering at Northrup Auditorium here. John is a rara avis in that he is an intellectual magician." . . . **MIL-**

BOURNE CHRISTOPHER, on a recent prowl around New York, bumped into Cardini at the Biltmore, the Amazing Mr. Ballantine at the Diamond Horse-show, and Jerry Ross at the Gotham. At the last-named spot, Mil found a party in progress for Bert Allerton. Among those present were Walter Gibson, George Karger and George Starke. "Saw John Calvert at the Hipp in Baltimore," Christopher writes. "He has a magnificent voice, excellent stage presence and a show tailored to fit the houses he is playing. He will soon make a film for Republic, *The Charlatan*. He wrote the script and will play the lead. Vin Carey worked his new billiard ball and tea-chest trick for me, and Richard Himber ran thru five of his new tricks for the Ade Duvals and me one night at the Essex House." . . . **RAY LINDSAY**, formerly associated with Duke Montague, has returned to the States after 36 months in the South Pacific. He has been discharged but is awaiting the arrival of his wife, Ella, from Australia, before he resumes his showbiz work. Mrs. Lindsay is an accomplished musician. . . . **CAPT. R. K. ALLEN** (Allan, the Man With the Miracle Mind) is back in the States and should be out of the army by the middle of December. He hopes to resume with his mental turn right after the first of the year. . . . **PHIL D'REY**, vent, now in his 24th week at Casino-Cafe of Tomorrow, Chicago, and set to remain there until January 31, infers that Earl Morgan, the inventor of Smoke Bubbles, is on the bill with him, and that Martin Barnett, midget, recently finished a stand there.

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Out-of-Town Openings

THE FRENCH TOUCH

(Opened Monday Evening, November 19, 1945) LOCUST ST., PHILADELPHIA

Comedy in three acts by Joseph Fields and Jerome Chodorov. Produced by Herbert M. Harpik. Directed by Rene Clair.

CAST: John Regan, Brian Aherne, Jacqueline Dalya, William Malten, John Wengraf, Ariene Francis, Ralph Simons, Jerome Thor, Louise Kelley, Madeleine Le Beau and David Bryant.

A certain humor can be realized in the face of impending doom, but somehow the broad comedy attempts in The French Touch are more farcical than satiric. Farce does not belong in the play because its theme is too serious for the overdose of ham for which the script calls. If you can laugh at the funeral of martyrs then you understand the authors much better than we do.

PHILLY CRUX TAB

By a three-to-one vote, Philly's crux gave the nod to this one, the not with much enthusiasm. Yeses were: Edwin H. Schloss (Record), Milton Martin (Inquirer) and Jerry Gaghan (Daily News). Thumbs down: R. E. F. Sanderfer (Bulletin).

A group of Parisian actors decide to thumb their professional noses at the Gestapo during the Nazi occupation when they are ordered to give a performance by the master race or face deportation and the inevitable concentration camps. Their defiance takes the form of the play within the play, in which they expect to speak the truth, however, briefly, and take the consequences. This is a noble enough action and should have been treated as such, but authors Fields and Chodorov let the personal lives of their characters take precedence over the deed itself.

Brian Aherne plays the central figure, a middle-aged actor who finds himself in a play featuring his two previous wives and his present spouse. A certain amount of laughs could be derived from such an incident, but the matrimonial and backstage bickering and the rehearsal horseplay is largely overdone. The pace at which it proceeds is ponderous and slow, and the general theme of the evening is lost in the shuffle.

Aherne is handsome enough to get by on good looks alone, which he has to do in this one. His role is a travesty rather than a characterization. Ariene Francis, as ex-wife No. 1, avoids caricature but is dangerously close to it. Jacqueline Dalya and Madeleine Le Beau, the subsequent wives, are a refreshing attractive pair. John Wengraf, the suave German civil authority, is by far the most reasonable person in the proceedings, villain tho he be. It's an uneasy situation when the natural heavy takes the honors.

George Jenkins, who designed the stage of the stage theater, has done a remarkable, artistic reproduction. Maurice Orodentker.

BILLION-DOLLAR BABY

(Opened Thursday, November 22, 1945) SHUBERT THEATER, BOSTON

A new play with music about the late '20s presented by Paul Fitzgibbon and Oliver Smith. Book and lyrics by Betty Comden and Adolph Green. Music by Morton Gould. Production directed by George Abbott. Musical numbers and choreography by Jerome Robbins. Settings designed by Oliver Smith. Costumes designed by Irene Sharaff. Musical director, Max Gorbman.

- Ma Jones.....Emily Ross
Pa Jones.....William David Esne
Janet.....Shirley Van
First Neighbor.....Maria Hartigan
Second Neighbor.....Edward Hodge
Third Neighbor.....Howard Linters
Champ Watson.....Douglas Deano
Photographer.....Danny Daniels
Reporter.....Anthony Reed
Maribelle.....Joan McCracken
Cawky Girl.....Helen Gallagher
Mother.....Beverly Foster
Miss Texas.....Althea Elder
M. C.....Richard Sanford
Georgia Motley.....Mitzel Green
Violin Player.....Tony Gardell
Jerry Bonanza.....Don De Leo
Dapper Welch.....David Burns
Rocky Barton.....William Tabbert
Gigarette Girl.....Jeri Archer
Waiter.....David Thomas
M. M. Montague.....Robert Chisholm
Marathon M. C.....Allan Gilbert
First Chorus Girl.....Joan Mann
Comic.....Douglas Deano
(See Billion-Dollar Baby on opp. page)

BROADWAY SHOWLOG



Performance Thru Nov. 24

Dramas

Table listing drama performances with columns for Title, Opened, Perfs., and brief descriptions.

BRIGHTEN THE CORNER

(Opened Monday Evening, November 19) WALNUT ST., PHILADELPHIA

A comedy in three acts by John Cecil Holm. Produced by Jean Dairymple. Directed by Arthur O'Connell. Settings by Willis Knighton.

CAST: Gee Gee James, Phyllis Avery, George Petrie, Lenore Lonergan, Charles Butterworth, Gene Blakely, Paul Stanley and Robert Simon.

Holm takes an old idea and dresses it up with lots of laughs for the opening act and then lets it ride on snickers for the last two stanzas. He has what looks to be a good one if it can be tightened and pruned and given frequent injections of comedy to relieve some of tedium as the play proceeds along its tale of mistaken identity.

PHILLY CRUX TAB

Quaker City alike-squatters gave this the Go sign with a three-to-one score. Okay votes were from Leo Morris (Record), Mildred Martin (Inquirer) and Lenore Bushman (Daily News). Single no vote came from R. E. F. Sanderfer (Bulletin).

The situations are more than the dialog. The characters are well played and are certainly a refreshing bunch of screwballs. The crux of the matter hinges on Uncle Jeffrey, a perennial under-graduate of Massachusetts Tech "because they keep adding so many new courses."

STEM HOLIDAY BIZ GENERALLY GOOD

Week's overall biz generally good, except for the holiday, on which only rock hits held their own. Latest candidates for the latter class are "Deep Are the Roots," "The Rugged Path" and "Are You With It?" All are in the standby bracket. "Red Mill" tabs the same way and looks to settle for an indefinite run when it hits the 40th Street next month.

Table listing musical performances with columns for Title, Opened, Perfs., and brief descriptions.

Musicals

Table listing musical performances with columns for Title, Opened, Perfs., and brief descriptions.

Table listing drama performances with columns for Title, Opened, Perfs., and brief descriptions.

Table listing musical performances with columns for Title, Opened, Perfs., and brief descriptions.

THE PASSING SHOW

(Opened Monday Evening, November 19, 1945) SHUBERT, PHILADELPHIA

A musical revue in two acts. Lyrics and music by Ross Thomas, Will Morrissey, Irving Kolman, Eugene Barton and Dana Stawson. Produced by the Shuberts. Directed by Russell Mack. Dances by Carl Randall. Ballets by Mme. Kamarova. Scenery by Watson Barratt. Costumes by Stage Costumes and Mrs. Veronica. Orchestra under direction of Alfred Evans.

CAST: Sue Ryan, Richard Buckley, Masters and Rollins, Mimi Kellerman, Ruth Clayton, Sylvia Russell, Willie Howard, Bobby Morris, Bob Russell, Betty Lester, Ruth Davis and Gil Johnson.

Willie Howard appeared in the original Passing Show in 1913 and is very much in evidence in the 10th edition of the Shubert spectacle, which is done in lavish style with plenty of gorgeous sequins, metallic brooches and beautiful girls to display them. The dancing is good and a few potential song hits.

PHILLY CRUX TAB

They all liked this one from the Shubert hopper. Yes came from Margaret Kaye (Inquirer), June Herder (Record), Louis Devon (Daily News) and Max de Schauensee (Bulletin).

The opening act lasts two hours and despite the length, there are very few dull moments. Whenever material was slightly skimpy, the script called for tried and proved applause and laugh provokers. In many ways, the breath of the (See THE PASSING SHOW on opp. page)

BROADWAY OPENINGS

THE DAY BEFORE SPRING

(Opened Thursday, November 23, 1945)

NATIONAL THEATER

A musical with book and lyrics by Alan Jay Lerner and music by Frederick Loewe. Staged by John C. Wilson. Book directed by Edward Padula. Orchestrations by Harold Byrns. Vocal arrangements by composer. Musical director, Maurice Abravanel. Sets by Robert Davison. Costumes by Miles White. Choreography by Antony Tudor. General manager, C. Edwin Knill. General stage manager, Ward Bishop. Press representatives, Willard Keefe and David Tabet. Presented by John C. Wilson.

Katharine Townsend..... Irene Manning
Peter Townsend..... John Archer
Bill Tompkins..... Bert Freed
May Tompkins..... Lucille Benson
Alex Matland..... Bill Johnson
Marie..... Carol Lorraine
Lucille..... Betty Anderson
Leonore..... Lucille Floetman
Marjorie..... Estelle Loring
Susan..... Aroutine Goodjohn
Anne..... Betty Jean Smythe
Gerald Barker..... Tom Helmors
Joe McDonald..... Don Mayo
Harry Scott..... Robert Field
Eddie Warren..... Dwight Marfield
Christopher Randolph..... Patricia Marshall
Katherine (in the book)..... Mary Ellen Moylan
Alex (in the book)..... Hugh Laing
Voltaire..... Paul Best
Plato..... Ralph Glover
Preud..... Hermann Leopoldi

VOCAL ENSEMBLE: Nina Dean, Aroutine Goodjohn, Carol Lorraine, Estelle Loring, Betty Anderson, Lucille Floetman, Shirley Denn, Betty Jean Smythe, Ernest Taylor, Jeffrey Warren, Alfred Sukay, Tommy Matthews, Robert Lussier, Paul-Marie, Kenny McGord, Bernard Tunis.

DANCERS: Janice M. Gioffi, Mattlyn Gevurtz, Isabel Mirrow, June Morris, Eva Soltesz, Eleanor Treiber, Sonja Tyven, Bruce Cartwright, Ronny Chetwood, Erik Kristen, Jack Miller, Frank Westbrook, Richard Astor.

SONGS: "The Day Before Spring," "God's Green World," "You Haven't Changed at All," "My Love Is a Married Man," "Friends to the End," "A Jug of Wine," "I Love You This Morning," "Where's My Wife?" "This Is My Holiday."

Let's face it from the start—in *Day Before Spring* John Wilson hasn't another *Bloomer Girl*. He has evidently put a lot of care into its staging—lined up some nice talent to play and sing in it—but at its best it rates no better than an in-betweener among current song-and-dancers. First night start-off looked doubtful to make even that grade.

Spring is an all-book show and as such is based on what could be an amusing idea. Alan Lerner has dreamed a story about a college reunion and the re-mating of a roving, novel-writing alumnus with the gal he was going to elope with 10 years before. The elopement didn't come off due to a car breakdown and the gal has married a stuffed-shirt classmate. So the romantic guy puts all that might have happened between them into a best seller and the gal falls for him all over again and decides on a repeat of their elopement.

However, the novelist's secretary is a smart little guy and somehow the runaway car breaks down again. The secretary shows her that chasing romantic rainbows all over the map isn't what it's cracked up to be—and she returns to her stuffy husband and security.

All of which set on a college campus during a festive reunion week and should offer plenty of opportunity for comedy, fast dancing, gals, gags and songs. Unfortunately *Spring* is so bogged down with plot that there is practically none of the first, except occasionally chuckling moments from Tom Helmors. Dance direction chore has been entrusted to Antony Tudor and with one or two minor exceptions is strictly in the ballet groove with a tulle-and-toe production number spotted in each act. Neither shows any particular imagination as to pattern in spite of some excellent terping by Hugh Laing and Mary Ellen Moylan. Ensembles are okay, but what *Spring* really should have had was a good shot in the arm by a gag writer. Lerner has just neglected to make it funny.

Frederick Loewe's score is pleasant enough over-all, but is painfully lacking in sock tunes. *Day Before Spring* is ebbs on the ear and might get a moderate pop play, and possibly *You Haven't Changed at All* might also get over the line. But outside of a couple of specialty numbers like *My Love Is a Married Man* and *A Jug of Wine* which are put across creditably by Patricia Marshall there is little else to be remembered. Lerner's lyrics for the most part, seem labored and manufactured—reaching for a sparkle that never quite comes off.

It's pleasant to have Bill Johnson around again in a musical lead. As the

MARRIAGE IS FOR SINGLE PEOPLE

(Opened Wednesday, November 21, 1945)

CORT THEATER

A comedy by Stanley Richards. Staged by Stanley Logan. Setting by Frederick Fox. Company manager, Lars Jorgensen. Stage manager, Louis Gruger. Press representative, Vince McKnight. Presented by Ruth Holden and Virginia Kronberg.

Mrs. Sibyl Hecuba..... Nana Bryant
Lily Packer..... Florence Sundstrom
Reena Rowe..... Anne Francine
Cynthia Murdoch..... Marguerite Lewis
Dudley Packer..... Frank Otto
Kenneth Hecuba..... Joel Marston
Una a Maid..... Nance Hobbes
Lottie Dilsenhower..... Gertrude Beach
Spencer Shilling..... Robert Sully
An Expressman..... Sherman Lazarus
Reginald Hecuba..... Nicholas Saunders
A Young Lady..... Vivian Maliah

This one has been a long time reaching the Stem. It got a road whirl a while ago and was ditched for scripting repairs. Evidently the doctoring didn't take and Mesdames Ruth Holden and Virginia Kronberg had been better advised to scrap the whole idea. In fact, if what premed at the Cort Theater is a hyped version of Stanley Richards' original notion, author and producers would have torn up the scripts. *Marriage Is for Single People* has all the buoyancy of a lead balloon.

For purposes of the record, before it takes its obvious last bow-out, let it be reported that Richards has peopled a stage with some of the most soul-searing bores to find their way to a Stem theater in what seems like ages. His play seems to run to that length of time, too.

It has to do with a playwright who apparently is quite a cafe society jokester. Anyway, on the way to an assignment in the navy, he picks up a stray fiancée via a hayride in a California vineyard. Gal turns up on an uninvited visit to his equally sickening family in New York. Her youthful freshness captivates: (1) Playwright's stuffy younger brother; (2) a stock Hollywood producer; (3) a toothy screen ham; (4) one of the world's worst caricatures of a fem Hollywood reporter. There are some other horrible features in the proceedings: A vapid, potential mother-in-law; a fiancée with a slick hair-do and a cockney maid to end-all-cockney maids. So the gal marries the simple younger brother and the poisonous playwright comes home with a bride from the South Sea Islands. It's enough to prove that *Marriage* isn't for anybody—if it has any point at all.

A few of the Stem's better players are mixed up in these dire proceedings—alho who sold them this bill of goods must remain something of a mystery. People like Joel Marston and Florence Sundstrom should know better. Young Gertrude Beach should know better, and Frank Otto, a trouper of long experience, should know better. Why Nana Bryant should want to undertake the mama-in-law assignment is a further question. And Stanley Logan should have had sense enough to see that direction could make nothing of a meager and shoddy farce.

Answer seems to be that they were all fooled from the producers all the way down the line. However, *Marriage* isn't going to fool any customers.

Bob Francis

Closed Saturday, November 24.

romantic he gives another good performance and his chanting is as good as of yore. Irene Manning makes a nice heroine but was vocally disappointing on preem night. She didn't enunciate clearly and certainly some of her lyrics must have been unintelligible at the back of the theater. John Archer does all that's possible with the stuffy husband—but it seems a shame to waste so good an actor on a trifling part. Patricia Marshall and Tom Helmors come thru nobly with what has been given them, but the former has little outside of her specialty songs and the latter's chuckle-rousing stems from his own personality rather than anything that has been scripted for him.

Productionwise, *Spring* also runs in the middle groove. Robert Davison has designed sets, of which some are good and others merely run-of-the-mill. Miles White, however, has come thru with his usual stint of colorful costumes.

Bob Francis

A SOUND OF HUNTING

(Opened Tuesday, November 20, 1945)

LYCEUM THEATER

A play by Harry Brown. Staged by Anthony Brown. Setting by Samuel Leve. General manager, Phillip Adler. Stage manager, Peter A. Xanthos. Press representative, Tom Van Dycke. Produced by Irving L. Jacobs.

Pfc. Charles Cole..... Frank Lovejoy
Pfc. John Hunter..... James McGrew
Pvt. Dino Colucci..... Sam Levene
T/S Frank Daggert..... William Beal
Lieut. Allan Crane..... Charles J. Flynn
S/Sgt. Joseph Mooney..... Burton Lancaster
Pfc. Saul Shapiro..... George Tyne
Pfc. Karl Muller..... Kenneth Brauer
Sgt. Thomas Carter..... Carl Frank
Pfc. Morris Ferguson..... Ralph Brooke
Capt. John Trelawny..... Stacy Harris
Frederick Finley..... Bruce Evans

Harry Brown has titled his play from the first line of one of his war poems. Its subject matter concerns an incident in the daily lives of a mud-spattered G.I. squad in a shell-torn house before Cassino.

Unfortunately, as an incident, *A Sound of Hunting*, spreads too thin for a full-bodied three-act play. Also, it mirrors events which are too close for the comfort of customers seeking escape via entertainment. Likely, *Hunting* would stand better b.-o. chances had its production been held off for a few seasons.

This is regrettable, because Brown has accomplished so much with so little. Even thinly spread so as to become of necessity largely a conversation piece, he has packed it with salty, robust talk and injected some tart scenes. Except for the inclusion of a travesty on a war correspondent, it looks and listens authentic throughout. Brown has written at least the most interesting tragi-comedy about fighting men that has come along this year.

Hunting concerns the events of the 17th day that seven battle-weary G.I.'s have held their battered outpost. The eighth member of their "lucky squad" has been pinned down by enemy fire and doesn't return from patrol. They learn that they are to be relieved that night and defy their officer's orders to go out to find him. Where all fail, one succeeds, single-handed.

However, frail as the plot may be, Brown has an ear for dialog and has created an over-all picture of fighting men at work, which is frequently amusing and over-all interest-holding. They are tough and rugged, with no room for mawkish sentiment but with an esprit de corps that is something for the book.

Whether or not customers are going to take to another war play, it is good to have Sam Levene back behind the local foots. His Pvt. Dino Colucci from Bleeker Street, who has his own system for evading military labor until he goes at it on his own, is terrific. Right with him to add color to the picture is his trigger-happy squad-mate, Frank Lovejoy, and another fine G.I. portrait from George Tyne. Carl Frank, Burton Lancaster and Kenneth Brauer also contribute excellently. Bruce Evans does what he can with the caricature of the correspondent—the aforementioned false note in the proceedings.

Anthony Brown has directed carefully, keeping the pace down to a tempo of realism. Samuel Leve's set of a shell-blasted house looks as authentic as anyone could wish.

It is too bad that the report on *Hunting* must be commercially adverse. It deserves a much better b. o. than it is likely to get.

Bob Francis

THE PASSING SHOW

(Continued from opposite page)

past was obvious but certainly not objectionable.

Act follows act at a rapid pace. Willie Howard clicks as usual. His funniest skit was *Two Cups of Coffee*, in which he plays a talkative waiter. Sue Ryan, Bob Russell and Ruth Clayton share the singing chores. *A Song Is Born*, with Bob Russell chirping, is one of the top tunes. Sue and Bobby Morris team up for *Then There's Romance*, a roughhouse comedy number. *Could You Use a Friend* and *How Long Will It Be* are also on the credit side.

Mimi Kellerman is the center of some intricate dance routines. Masters and Rollins contribute dancing of a more eccentric sort that met with loud approval from the audience.

Dick Buckley brings the audience in for participation during his routines, and those co-operating or watching have a good time during his turn on stage.

The second portion of the show lags considerably. The show needs definite cutting and shuffling in its present state and this will undoubtedly be done before

NTC Votes Pro Status for Amateur Legit

Uncle Sam May Be Angel

NEW YORK, Nov. 26.—"Little theaters" have decided to become Big Theater. Following the pattern set by the Cleveland Playhouse, the Dock Street Playhouse, (Charlestown, S. C.) and Coast's Pasadena Playhouse, the National Theater Conference at its three-day confab here last week endorsed a resolution to bring the amateur theater up to a

(See NTC VOTES PRO on page 40)

It moves to Broadway. We'd say that 16 was a lucky number for the Shuberts because they have a good selection of acts and plenty to the favorable side in this edition of the *Passing Show*.

Maurie Oradenker

BILLION-DOLLAR BABY

(Continued from opposite page)

Second Chorus Girl..... Lorraine Todd
Third Chorus Girl..... Virginia Gorski
Fourth Chorus Girl..... Virginia Poe
Danny..... Tony Gardell
J. C. Greasy..... Horace Cooper
Art Leffenbush..... Edward Hodge
Rodney Corder..... Richard Sanford
Watchman..... Robert Edwin
Rocky (Who Dances)..... James Mitchell
Policeman..... Howard Lenters

Thanksgiving turned out okay in Boston. The turkey stayed on the table instead of moving to the theater as *Billion-Dollar Baby* made its debut. There are very few generations still able to crawl into the theater who won't find this play with music dealing with the late '20s amusing. Customs, costumes, speaks, gangsters, beauty contests and marathon dancers get taken over the hurdles with plenty of laughs involved. Oldsters will feel superior and like the idea. Youngsters will feel ditto. But those involved in the 1928-'29 stanzas will get the full satire involved and the full laugh quota.

Book concerns the adventures undergone by shrewish Maribelle Jones, winner of the Miss New York beauty contest and runner-up in the Atlantic City clambake. Maribelle, exceptionally well played, sung and danced by Joan McCracken, goes on the hunt for quick success and a rich husband. She has a young marathon dancer as her ace in the hole against failure. Mitzel Green, doing a deft and under-emphasized take-off on Texas Gulnan, shares star billing with fine results.

There isn't any sense in telling the rest of the plot. *Billion-Dollar Baby* moves fast, with laughter studding 21 scenes. But to point up a high spot in the second act, the plot hinges on Maribelle's troubles deciding between two run-running gents of that era. Her decision has lethal effects when it comes to making a choice between a man wanted by the police and a new sugar plum.

At this point she gets involved in a dream-inspired ballet that is freudian with a Dunham accent. Title of *A Life With Rocky*, the gangster love, labels the theme of the ballet. It also clues the final curtain in which Maribelle marries the rich man, while the stock market crashes in the distance. The dream effect is good, but it breaks into the accumulated collection of laughs built up in 18 previous scenes.

Score is excellent. Stand-out tunes are *Dreams Come True*, sung by Joan McCracken; *Broadway Blossom*, a wonderfully hoked sob song by Mitzel Green; *Speaking of Pals*, a number in which run runners are taken for a fine ride; *A Lovely Girl*, also thrashed by Miss Green; *Faithless*, a laugh collector sung by Robert Chisholm and collabed by Miss McCracken, and finally *I'm Sure of Your Love*, in which William Tabbert, as Gangster Rocky, really gets into the vocal groove.

High spots in the choreography division go to the marathon contest finals and to Danny Daniels as marathon dancer.

Everyone rates a bowl of orchids in connection with *Billion-Dollar Baby*. Irene Sharaff, designer of the costumes, gets a special clump for making the painful clothes of that era fairly easy on the eyes.

Barbara Pearson

Five Still the Legit Payoff; Hit Balances Four Flops

(Continued from page 3)

both. If he has the former, he can survive. If it's the latter, he's set. My production, *Anna Lucasta*, has turned out to be both. (He was flacking at this point.) In fact, it's my biggest hit. I was able to take a chance on it because I had already had *One Touch of Venus* and *Porgy and Bess* (revival). They let me eat in comfort. So I produced *Anna Lucasta* without worrying. If I hadn't had those two shows behind me I think I'd have been out in the alley. (Shubert's?) Producing is the hardest way I know to make money today. There are too many tyros in the game. Anyone who's not playing the stock market thinks he's a Broadway producer and can get hits with a flip of his hand. It's true that hits are easier to get today than they were, but there's still a great element of gambling in the whole thing."

"Father" Aches?

Oscar Serlin, whose *Life With Father* is a phenomenon in legit show successes, thinks the opposite. "Most producers today," he said, "are in it for a filing unless, of course, they hit the jackpot. Then they feel they're established. The professional theater today is still in the roulette game stage. Shows today are terribly expensive to put on, and that means raising money. Take *Life With Father* as an instance of what's wrong with the theater today. There are people around Broadway who are using *Life's* figures to get money for their shows. Actually, on a strictly mathematical basis, *Life* couldn't happen again in the theater. To put on a show that a decade or more ago would have cost from \$5,000-\$15,000, today will set you back at least \$40,000. With such figures, flops are disastrous. A producer who gets a flop today has to start all over again. So, obviously, the 'Rule of Five,' as you call it, will not hold today."

Cheryl Crawford Votes

The opposite viewpoint was expressed by Cheryl Crawford (*The Tempest*). "The Rule has been proven true, hasn't it?" she asked. "George Abbott had five flops in succession. Oscar Serlin had flops before he hit his stride. Gilbert Miller had them. They've all survived. The percentage, I would say, of hits to flops is four to one. In my own case I started in the worst way. My first play never opened; my second never got to New York; my third flopped; my fourth did fairly well, and it took my fifth to get me a hit. And I've survived. So I think, on the face of it, that the Rule of Five is as true today as it has ever been."

"How many plays today have paid back? Shorn of all the shim-sham publicity, very few. My show, *The Beggars Are Coming to Town*, is a flop, but it won't affect me as flops usually affect producers, because I have underwritten the production differently. I believe that to survive flops a producer must protect his property. He must view it first as business, second as successful theater and third in relation to good notices. But he must know what he's doing."

Shumlin, Too

Herman Shumlin (*The Visitor*), who is of the older school of producers, on the other hand believes that the Rule will stand. "If, 10 years ago, a man could stand four flops and still survive—which is what I did—then he can also do it today," he said. It was, tough then and it's tough now. But despite that I think that it's easier today to survive, provided a man is not bowled over by his own failures. In many ways this is an unhappy situation. Anyone who has a script today and has an 'in' in the theater can get his show put on. There's plenty of money around, and provided a producer can surmount the many problems of pro-

duction, he can show his stuff on Broadway."

Richard Kollmar (*Are You With It?*) is among those voting "No." "I can see three hits and one flop," he said, "but I don't know the man who could take four failures. Just one musical flop sent me reeling. If my next four were flops I couldn't have survived. I don't think anyone could. For one thing, the angels might excuse one miss, but two would make it hard for a producer to get money. Naturally, I'm speaking mostly of the field of musicals, which are tremendously expensive to produce and so costly as failures that I'd say the Rule of Five was impossible on Broadway today."

Brook Pemberton (*Harvey*) another of the old-timers, is skeptical of the Rule today. "It depends," he said, "on the production size. Production has gone up so terrifically since I started 25 years ago. Then we could do a show comfortably for \$10,000. Today you can just about squeeze thru with \$30,000. That will about let you open and close the show. To set up the show fully will probably run closer to \$40,000 or \$50,000 today. I'd say you'd need more than one hit to help you over four expensive flops. With union scales, mounting and materials rising in cost, you couldn't last with just one hit. Anyway, what do you get when you have a hit? You give it all away in taxes. There's no equalization."

Sam Schwartz, of the Alfred De Liagro office (*Voices of the Turtle*), was also inclined to be somewhat "iffy" about his answer. "If you can promote money," he said, "you can survive under the Rule. Or rather, if the angels can survive flops, you can. Things have gone up so much in the last two years that only the most optimistic angels can take it. And it's not as easy to get money today for shows as it generally thought. True, there is a lot of money around, but over the years most people in any line of business who have a good education think they know something about the theater. They are attracted to it and often put money into shows for that reason. Today they will angel a show only after they have read the scripts and they think they can pick winners from a script without any theater experience. The only thing I can say about such a method of financing is—note the number of flops around today. And this can continue, because not even in the lush days of 1920, 1927 and 1928 has there been as much loose cash around as today."

"Then, another thing, in former days you could not survive a series of flops unless your hit was a miracle or a really outstanding show. Even the hits of former years, such as *The Royal Family* or *The Front Page*, for example, ran only a year. It took a freak to keep plays such as *Abie's Irish Rose* and *Tobacco Road* more than a season or two on Broadway. Today chances of a long run are better than they ever were, so if you have a hit, you have a chance to hang on and survive the flops."

J. J. Leventhal (*The Two Mrs. Carrrolls*) claims that the Rule is as good today as it ever was. "Increased incomes and plenty of money floating around," he said, "will save a producer. I've had flops, I survived. But maybe I'm more careful with my flops. On the road the Rule won't stand. You might survive two flops out of town to one hit, but no more. Anyway you know what you've got before you send it out of town, so the chances are not the same."

"It depends a lot on the type of flops you have and the type of hits," said Max Gordon (*The Late George Apley*). "But generally speaking and despite the high costs of production today, I think one hit will carry a producer over the flops."

The Theater Guild (*Carousel*) is in a somewhat different position from that of other producers. It has a paid-up sub-

Tele Review

Petticoat Fever

Reviewed Sunday (25), 8:10-10 p.m. Style—Farce. Sustaining over WNBC, New York (NBC).

Tonight convinced this reviewer that no NBC brass with any video sense looks in on their telecasts prior to their airing. Okay, the field is supposed to be experimental, but it doesn't have to smell. When *Petticoat Fever* was presented across the footlights it lasted 135 performances, which means it was a fair-to-middling success. Of course, Dennis King's *Dascom Cismore* was played as a solid farce, while John McQuade's *Dascom* on the air was about the most unbelievable piece of acting I've seen in a long time—and there have been plenty of putrid performances.

There was no sense, no entertainment sense, no acting sense and no video sense to the entire play . . . and just how long is it going to be before NBC realizes that it won't be able to get away with long drinking bouts and couples being married while they're drunk, in video? It's been pointed out before, and it will be pointed out again and again, that the same code of decency which governs radio must govern television. Apparently there's someone at the senior network who has a perverted sense of humor and to whom plays of women killing their husbands, drinking scenes, etc., are an escape from the air code. Many a radio producer permits himself the luxury of producing one program a season for an audience of one—himself. NBC's video staff is going that producer one better—it's producing, in air-plex like *Petticoat Fever*, plays that not even the producer could love.

There are few stock companies of little theater groups who could have produced "*Petticoat Fever*" with less inspiration than NBC. No attempt was made to develop any television technique. Fred Go apparently decided (in fact, he stated that this is just what he did) that he'd "camera report" the stage production. It can't be done. Video must have a technique all its own. Reports from viewers who saw this play in their home indicate that there were very few who sat thru the entire hour and 45 minutes that it rambled along. This was a chaser—away from the television receiver.

Again it must be repeated, NBC is using video now to sell television. In productions like *Petticoat Fever* and last week's *You Can't Take It With You* it's killing even the most hardy viewers.

Surely, NBC can find more than one good producer. They're putting small fortunes into every Sunday night presentation, and soundies turn out better entertainment at pic jukes any day.

It's not the function of a reviewer to tell a web that it's nuts to kill the goose that should be laying golden eggs. But this reviewer can't help closing this wasted evening by pointing out that the place for a net to lay eggs that break and smell is still on closed circuits. He's going out to give a "D" picture a rave notice; the worst will thrill him so much after the video *Petticoat Fever*, at least it will be in focus all the time. *Joe Koehler.*

scription membership which doesn't take kindly to flops. As a Guild spokesman said: "You can't do it in our kind of set-up because of the type and class of subscribers. If you gave them four hits and the next one was a flop, they'd be displeased and subscriptions would fall off. Of course, *Carousel* is that kind of hit that would carry you thru the Rule of Five or the Rule of 15. But that is an oddity. Every show has a load of backers, maybe 25 or 30. They might stay with you for a couple of flops, but then they'd drop off. Today they're not putting their money into Broadway shows blindly. These new angels are tough. They want to know what they're getting for their money. It's a new version of Wall Street. As a matter of fact, this question of loose angel money around Broadway is highly exaggerated. You hear, for example, that there's a cool \$1,000,000 waiting to be picked up. I think you'd find it was nearer to \$300,000. But that's plenty, if you can persuade the holders to back your show."

Thus, the opinions of 10 producers, most of them see survival for the not-so-fortunate producer, if he has got one hit in his quintet of shows. In short, while the angels may fear to tread, oftentimes the producers rush in and survive to tell the tale on the Main Stem.

GM Gives Story Via Transcriptions

HIGHLAND PARK, Mich., Nov. 25.—Checkup indicates General Motors is concentrating on transcription spots, rather than live spots, in connection with presentation of position. Campbell Ewald Agency, which handles GM publicity, has placed spots in most cities where GM has plants, using one or more stations in each case. Exact size of program cannot be determined, but can be gauged from Koehler's report of live spots on WHAT, Newark, and from KGER, Long Beach, Calif., tapping Los Angeles area. KGER advised UAW headquarters they were placing three one-minute spots daily for GM and, in fairness, would make equal time available to UAW commercially, if wanted. Weekend checkup shows use of at least three Detroit stations for transcription spots by GM. WJBK has had three spots daily for past three days or so. WJLB had similar transcription schedule running for several days before strike started as well. WXYZ 5,000-wattter started several days back with live spots, but switched to transcriptions. Inference is that transcriptions will be used as they become available, but program may have got under way with use of live spots till transcriptions were distributed to individual stations in various cities. Union has not yet started to use radio, it was authoritatively stated by UAW spokesman. Feeling is that this will be long.

Minn. Committee On Clean-Up War

MINNEAPOLIS, Nov. 26.—Formation of a city-wide committee to fight presentation of "indecent plays and movies in Minneapolis, and a movement to have a city ordinance enacted prohibiting showing of such entertainment, won support of Police Chief Ed Ryan. Chief spoke at a meeting at which committee was started. Present were 150 members of civic and church groups who named a steering committee to prepare list of candidates to head such organization. Helen M. Lynch, secretary of the Archdiocesan Legion of Decency, one of those arranging the meeting, called present city ordinances ineffective in combatting objectionable entertainment. She paid particular mention to *Maid in the Ozarks*, recently produced at the Alvin Theater, former burly house. After *Maid* went out of the Alvin, incidentally, it was followed in by an evangelist now holding forth there.

NTG Votes Pro Status for Amateurs

(Continued from page 39)
professional level. This would mean an expansion of the present set-up bringing in said pro thespis, designers and technicians. Formerly theaters were run with one paid staff member, a director, who did all the work from soup to nuts, only aided by volunteer help who pitched in when they had the spare time.
Expansion would be a great boon to legit thruout the country because non-profit theaters would be certain to bring in Equity help and further legit's revival on a big time scale. It would also mean more work for thespis and other theater-folk on the stem who would be brought to the communities. NTC has a placement service and will try to give jobs to servicemen who have become legit conscious while working on soldier shows in the army.

Uncle Sam To Pay
Plan would work extraordinarily well if tied into the Green-Porterfield project (*The Billboard*, Oct. 8), which aims to have the government sponsor legit by loans and grants. Uncle Sam would be able to hand over enough dough so that NTC members could go all out to professionalize theater. Decision to pro legit in little theaters is viewed with great favor because of the success of places like Cleveland and Pasadena Playhouses.
NTC has also been cooking up a scheme to give new playwrights a break. Besides running a script-writing contest for the army and handing out financial awards to worthy scripters, NTC is now going to grant new playwrights enough dough to act as production assistants if their script is chosen to go on in one of the theaters belonging to the NTC. This would give the guy a chance really to get acquainted with legit and enable him to profit immeasurably from the experience.

Advertising in the Billboard Since 1905

ROLL OR FOLDED TICKETS

DAY & NIGHT SERVICE

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	ROLL
1 ROLL.....	75c
5 ROLLS.....	60c
10 ROLLS.....	50c

WELDON, WILLIAMS & LICK

FORT SMITH, ARKANSAS

Tickets Subject to Fed. Tax Must Show Name of Place, Established price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number

ALBANO—Nicholas, 85, concession operator at Ocean View, Va., November 20 in Norfolk. He was in many other amusement businesses in Norfolk. Surviving are a son and three brothers.

ABEND—Ben, 50, concessionaire, November 19 in Orangeburg, S. C., following a heart attack suffered November 1 during the Orangeburg Fair. He was a member of the National Showmen's Association. Survivors are his widow, Anna, and one brother, Louis, Washington. Burial November 23 in Myrtle Hill Cemetery, Tampa.



In Loving Memory of My Wife and Pal
MRS. RUBY BUTTS
Who Passed Away Nov. 29, 1943
NIP BUTTS

BALFOUR—Mrs. Laurie, 50, actress and wife of William Balfour, actor, November 19 in New York. She had appeared in *Babes in Toyland* and with Mrs. Patrick Campbell in *The Sorcerer*.

CHANEY—Mrs. Georgianna M., 76, former professional musician at Boston, November 15 at York Harbor, Me. She had made her home in South Berwick, Me. She was accompanist for the Maine Music Festival for a number of years.

CHIARONI—Federico, 42, magician, in New York November 18. He was stricken while doing a performance in the Hotel Astor, New York.

DUNCAN—William C., 71, musical comedy writer and editor, recently in North Brookfield, Mass. He was a teacher and English and public speaking at Brooklyn Polytechnic Prep School in New York from 1897 to 1917. He began his writing of musical comedies in 1911 and numbered among his successes *The Royal Vagabond*, a George M. Cohan production, and *Yes, Yes, Yvette*. Some of the other plays he authored and co-authored are: *The Purple Road*; *The Rose Girl*; *A Regular Girl*; *Sunshine*; *Princess April*; *Molly Darling*; *Mary Jane McKane*; *Sunny*

Robert C. Benchley

Robert Charles Benchley, 56, author, radio and screen actor, in Harkness Pavilion of Columbia Presbyterian Medical Center, New York, November 21. A native of Worcester, Mass., and a graduate of Harvard in 1912, he was employed in the advertising department of the Curtis Publishing Company, Philadelphia, after doing some personnel work in Boston.

He entered the newspaper field and became associate editor of *The New York Tribune Sunday Magazine* and editor of *The New York Tribune Graphic*. In 1919 and 1920 he was managing editor of the old *Vanity Fair* and in 1920 and 1921 he wrote the column, *Books and Other Things* for *The New York World*. He was dramatic editor of the old *Life* magazine from 1920-1929 and served in the same capacity for *The New Yorker* from 1929-1940.

Irving Berlin, after hearing one of Benchley's monologs, induced him to enter the cast of the *Music Box Review*, a motion picture, thus starting his movie career.

He preferred writing to acting and was the author of *Love Conquers All*, *Of All Things*, *Pluck and Luck*, *The Early Worm*, *20,000 Leagues Under the Sea*, or *David Copperfield*; *From Bad To Worse*, and *My Ten Years in a Quandary*. He was a member of the Century Club, Coffee House, Harvard Club of New York and The Players.

THE FINAL CURTAIN

Days, *Great Day* and *Lady Luck*. Surviving are his widow, son and a half-brother.

ELLMER—John Sr., 86, father of Anna D. Ellmer, of Loew's Theaters advertising department, November 19 in Long Island, N. Y. Two other children survive.

FREED—Joe, 52, feature comic on the First Burlesque Circuit in a St. Louis Hospital, November 18 following a heart attack. He was playing an engagement at the Grand Theater in that city when stricken. Survived by his widow, a daughter and a son who is in the armed services. Body was taken to New York, his home, for services and burial.

GIFFORD—Robert W., magician for nearly 60 years, from a heart attack, November 19, while giving a show at a veterans' hospital at Denver. He played town halls and lyceum shows, and for a number of years, was with the Sells-Floto Circus. He was assistant to Ed Reno for some years, and later had his own magic show. He temporarily retired about 10 years ago, but returned to active performance again in recent years. Survived by his widow, one son, and a granddaughter, Barbara Gifford, who assisted him.

HOLMES—Ralph, 30, actor, in New York recently. Surviving are his widow, Libby Holman, former torch singer, and his father, Taylor Holmes, veteran actor.

HUET—Fred B., 59, recently in City Hospital, Cleveland, following a brief illness. He was formerly associated in

the advertising departments with Ringling Bros., Al G. Barnes and other shows. He was a member of the Masonic Lodge and billposters' union. At the time of his death he was connected with the Criterion Advertising Company in outdoor advertising work. Survived by his mother, brother and two sisters.

KING—Charles E., 73, for many years operator of the old Dover Opera House, at his Dover, N. H., home, November 10. Survived by three sons.

LeHAYE—Judson A. Sr., father of Louis L. and Judson Jr., announcers on WICC, Bridgeport, Conn., in that city recently. Also survived by his widow. Burial in St. Michael's Cemetery, Stratford, Conn.

LEVY—Cecelia (Weston), 53, former vaudeville singer and for the last 10 years a teacher of elocution, November 16 in Unity Hospital, Brooklyn. Born in England, she came to this country at the age of 5, and soon after finishing high school she entered vaudeville. She was the sister of the late Willie Weston, singing comedian.

LITTLETON—Emmett, 69, veteran billposter and outdoor advertising man, recently at his home in Wilmington, N. C., following a long illness. He had been associated with various shows, including Ringling Bros., John Robinson and Harris Nickle Plate circuses. In later years he was advance man on Winstead's, Robinson's, Silas Green's and Jimmy

Simpson's minstrels. Surviving are his widow and son, Howard.

LYNCH—Thomas H., pioneer motion picture exhibitor, in Detroit November 17. He formerly operated the Catherine Theater there. Survived by a sister.

In Loving Memory of Our Dear Husband and Father

CHARLES MILMAR

Who Passed Away
November 29, 1943

Mrs. Charles Milmar
Mrs. June Townsend

MacEWAN—Alexander H., 77, father of Prof. J. W. G. MacEwan, Saskatoon, Sask., honorary manager of the Saskatoon Industrial Exhibition, at Toronto, November 14. He was a past president of the Agricultural Society and Fair Board at Melfort, Sask. Burial at Melfort.

MALONEY—John J., 77, theater official, at his home in Garden City, L. I., November 22. When he was 20, he became associated with Percy G. Williams, and eventually was named general manager of the Williams Circuit of vaudeville theaters. In 1912 the theaters were bought by the E. F. Keith Circuit and he was named general manager for Keiff in the New York area. He retired in 1928 when the circuit was taken over by RKO. Surviving are his widow, daughter and son.

DAME NELLIE BERTHA MORENCY

Age 80, November 20th, at the residence of her son, Gerald H. Morency, 59 Begins Ave., Quebec, P. Q., Canada. Mother of F. Percy Morency, secretary of the James E. Strates Shows. No better pal ever lived.
PERCY & ALYNE MORENCY

NEWELL—Dan, 77, trainer at the Washtenaw County Fairgrounds, Ann Arbor, Mich., November 15.

RAFFLE—Norman W., 48, former night club owner, in Riverside, Calif., November 14. He had owned the American Legion Bar, Detroit, and went to California to purchase a night club. Interment in Forest Lawn Cemetery, Detroit. Survived by his widow.

RIGGS—Miles E., 74, former manager of the Cheboygan (Mich.) Opera House, in that city recently.

SORENSEN—Christian B., 64, musical program contractor for the International Harvester Company, November 18 in (See **FINAL CURTAIN** on page 109)

Marriages

ALCIDO-CRANK—Sid Alcido, of Sky High Alcidos, aerialists, to Gladys M. Crank, non-pro, in New Bern, N. C., November 9.

DOWNEY-ECKHOUSE—Wallace Downey, music publisher, artists' manager and South American expert for ASCAP, to Suzette Dorice Eckhouse in New York November 21.

ERBACKER-WILSON—William Erbacker to Margaret Wilson, tap dancer, in Philadelphia October 24.

FAURA-HARRIS—Marcellin Faura, serviceman in armed forces, to Pauline Harris, chorus girl at Grand Theater, St. Louis burlesque house, in that city November 18.

KELLY-CLAUSEN—Capt. George W. Kelly to Gloria Ann Clausen, daughter of Carl H. Clausen, budget director of the Paramount home office publicity-advertising department, November 10 in Brooklyn.

LEVIN-BROWN—Alex Levin, non-pro, to Shirley Brown, former Playhouse actress who now heads the radio department of Dublin Advertising Agency, in Pittsburgh November 4.

PREVOST-BARTOL—David J. Prevost, ride operator, to Nette Bartol, non-pro, in Milwaukee, recently.

SMUKLER-MULLINS—Jack Smukler to Gladys Mullins, his partner in a rube comedy team, recently in Detroit.

STRIKER-ZARDO—Al Striker, con-tortionist, to Anna Zardo, nonpro, of Newark, N. J., in Irvington, N. J., November 4.

YERXA-HALDEN—Harold Yerxa, chief announcer at CJOA, Edmonton, Alta., to Olga Weir Halden, recently in Edmonton.

WILLIAMS-ADKINS—Tom (Cowboy) Williams, pitchman, to Georgia Adkins in Covington, Ky., November 22.

NATIONAL SHOWMEN'S ASS'N

In Memoriam

To Our Departed Brothers

- Jack V. Lyles
- Edward B. Block
- Harry Helfand
- Harry C. Baker
- Nathan Rothstein
- John L. McGinley
- James F. McGlynn
- Ike Freedman
- Max Maurice
- George Hirschberg
- Joseph Wngel
- Chas. A. Flemm
- Dick Collins
- Cornelius T. Stapleton
- Thomas F. McNeil
- Prince Nelson
- Philip M. Plant
- A. C. Hartmann
- C. V. Starkweather
- Melvin B. D. Howard
- Major G. W. Lillie
- William C. Kaus
- Adolph Schwartz
- Ruben Gruberg
- Morris Sklar
- Arthur L. Hill
- E. M. (Lucky) Teter
- Ralph A. Hankinson
- Samuel Taffet
- Fred Philipson
- Frank T. McConville
- Edward J. Madigan
- Alexander Brown
- Murray Polans
- Mack Goldberg

- George Rittenger
- Morris Shimmel
- Robert Grover
- James Braden
- Fred Adolli
- Benjamin Williams
- Frank L. Massick
- Otis L. Smith
- Hamda Benn
- Harry W. Dunkel
- Jack H. Santo
- Charles A. Somma
- Charles Goodman
- Louis M. Garber
- John B. Daverin
- Williams Judkins Hewitt
- J. S. Donohue
- David Epstein
- William King
- Joseph Landy
- Thomas Fallon
- Max Linderman
- Jesse A. Ewell
- Elsie N. Charbonneau
- Joseph F. Wadsworth
- C. D. Scott
- Jacob Seyfried
- Louis Kramer
- Michael Rosen
- Tony Ganin
- Elmer W. Weaver
- Harry Decker
- Lloyd L. Coffey
- Sam Lawrence

LADIES' AUXILIARY

To Our Departed Sisters

- Elsie Kelly
- Mary Buck
- Clara Rothstein
- Edith Gumpertz

- Violet Philipson
- Bessie Burkhardt
- Marlea Hughes
- Pearl Fox

Ella Wilson



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.

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.

ACCORDIONIST, 10 years' club date exp.; swing, classic. Want to join combo-club, vaude dates. Anthony Coats, 749 Grand St., Brooklyn, N. Y. 170/10/8

ACTOR, 19; interested legit, light comedy, musicals. Small prod. and radio exp. William E. O'Keefe, 6717 South Aberdeen St., Chicago, Ill. 164/10/8

ACTOR: Red Cross shows while in army. Limited pre-army exp. Seeks opportunity legit, radio, musicals. Alexander Tanous, Box 379, Elm St., Van Buren, Mo. 230/11/24

ACTOR: American Academy of Dramatic Arts; Provincetown Theater group; road tour, "Under Tom's Cabin." Actors' Equity Affiliates. Interested legit. \$75 starting salary. Arnold J. Mirante, 368 Watching Ave., North Plainfield, N. J. 238/12/71

ARRANGER, Sax Man: played and wrote arrangements for dance orks. Has own original compositions. Interested publishing house, dance band. G. M. Dechtel, 3 Superior Court, Lima, O. 241/12/71

ASTROLOGER: Mind Reader, Hypnotist. Prefers night clubs, theater work. References on request. Prof. Ocie Harrison, 350 Clinton St., Macos, Ga. 242/12/71

BAND VOCALIST, 21; seeks opportunity to prove talent. Will travel. Record of voice upon request. Harris Hawkins, 1309 West Rham, Tampa, Tex. 154/9/29

BARITONE - CROONER, 27; Radio Experience. Local night club, dance band experience (5 years). Interested band, radio show. Robert A. Hunt, 1108 N. Serrano Ave., Hollywood, Calif. Glendale 5294. 136/9/22

BARITONE, 24; interested radio, legit, night club. With Russ Morgan's band (3 years). Carl Stole, 236 West 52d St., N. Y. C. COL 5-9464. 160/9/29

BARITONE, 29; pre-army with Earl Thompson, Harold Austin, other colored orks. Wants to join dance band. Will travel. Seeks \$75 week. Eddie Wilson, 540 Manhattan Ave., N. Y. C. Apt. 3B. 162/9/29

BARITONE, 36; ballads, light classics; soloist and group singer. Detroit radio stations, Detroit Institute Musical Art (7 years). Interested radio; group singer, soloist. Eric Higgins, 5154 North Neeah Ave., care of Barnett, Chicago 31, Ill. Newcastle 7537. 180/10/20

BARITONE, 24; sings with army bands, but no previous exp.; seeks opportunity to prove talent. Interested legit, night club, dance ork. Curt Mohs, 285 Shore Drive, Lynn, Mass. Lynn 3-3209. 198/11/73

BARITONE, 27; army shows; pre-army club and hotel dates. Fine appearance. Seeks band, club, radio work. Billy Andrews, 184 Snyder St., Brooklyn, N. Y. Glenmore 5-8723. 213/11/10

BARITONE, army entertainer, seeks opportunity to prove talent. Joe Parenti, 1656 W. 12th St., Brooklyn, N. Y. 243/12/71

BASS MAN, 26; night club, roadhouse, carnival experience. Wants to join small band. Anthony Talerico, 103 Bay 34th St., Brooklyn, N. Y. ES 2-3531. 188/9/22

BASS MAN (12 years), club, ballroom, large and small combos. Prefers location outside N. Y. C. R. Le Page, 78 W. 68th St., N. Y. C. TR 4-3549. 182/10/29

BASS VIOLINIST, 28; dance combo, cocktail lounge, radio, theater experience. Navy band. Salary \$100 week (location); \$125 week (travel). Lyle E. Mabson, 571 8th Ave., Marion, Iowa. 212/11/10

BOOKING AGENT; bands, night club, acts. James E. McClain, R.F.D. No. 1, Mounds, Ill. 207/11/10

BOOKER-MANAGER, 25; talent, band organizer; 1 year night club booking agent; radio time sales (6 months). Mel Feinberg, 301 Bristol St., Brooklyn, N. Y. 150/9/22

CHARACTER ACTOR, 25; legit—"Johnny 24." Stock—3 years army show narrator. Mutual Network outlet, Lincoln, Neb. Interested radio, legit. Elliott Landman, 91-01 68th Ave., Forest Hills, N. Y. LA 4-1200. 229/11/24

COMEDIAN; weighs 360 lbs., pre-war exp.; novelty vocalist, band leader. Wants to join established vaude, night club, act. All offers considered. Vic Stevenson, 4231 W. Adams, Chicago, Ill. Mansfield 4483. 130/9/71

COMEDY SONG and Dance Man, 30; sketch show, vaude, radio, band. "First Nighter" book; army tours; Wa-Ho Band shows; 5 years college. Seeks musical comedy, vaude, legit. Don Howard, Stop 20, Malibu Beach, Calif. AX 2-7946. 173/10/18

COMPOSER; musicals, radio shows, specialty numbers. Author, director army shows. Original numbers introduced by Meredith Wilson, Yvette, College music major, Lawrence Coleman, 215 W. 91st, N. Y. C. TR 7-1211. 214/11/10

DRUMMER; "Winged Victory"; air force band, 2 years. Pre-army dance bands. Will travel. Edward Benquiat, 2630 Ocean Ave., Brooklyn, N. Y. 221/11/17

DRUMMER; 337th AGF band; colored dance and concert ork experience. Seeks dance band. Robert Roberts, 1463 Pacific St., Brooklyn, N. Y. 206/11/10

DRUMMER, double vibraphone; army band (4 years); pre-army small combos, dance orks (10 years). Seeks large dance ork. Union scale salary. Louis Giordano, 4219 63d St., Brooklyn, N. Y. 183/10/20

DRUMMER-TENOR; played Hal Kemp's band. Ready and willing to work. Pipe equipment. Photos, references on request. Walter H. Roesser, 100-09 91st Ave., Hollis, Long Island, N. Y. Hollis 5-9158. 215/9/29

DRUMMER, 36; hotel, club exp. (10 years); Army Spec. Ser. bands; Local 902, AFM; will travel. Top equipment. Harry Green, 3083 Coney Island Ave., Brooklyn, N. Y. 107/11/73

EMSEE; comic; songs, harmonica novelties. Army hospital shows; prefer army club and theater dates. Miami, N. Y. Irwin Bluestone, 115 Ocean Ave., Brooklyn, N. Y. 145/9/22

EMSEE, comic; 35. Army-Special Service show, "The Outpost Parade" (2 years). Entertainment specialist. Interested club, theater work. Prefers Florida. A. D. Smith, General Delivery, West Palm Beach, Fla. 231/11/24

ENTERTAINMENT SPECIALIST, 27; writing, directing, programming; army hospital camp shows; radio programs. Pre-army publicity and advertising for motion picture theaters. Worked Shouras theaters; Int. radio, motion pic. Joseph Tammany, Hotel Davenport, Stamford, Conn. 4-3113. 132/9/15

ENTERTAINMENT SPECIALIST, 40; tenor soloist, dramatic reader; broadcasting, WMCA, WNEW; sang with Deep-River Boyd, F. Bessinger's singing-dancing writers (Hotel New Yorker). Seeks work radio, concert field. James Willis, 4209 W. 1st Evans Ave., St. Louis. Jefferson 3511. 291/11/73

GUITAR PLAYER; 5 years' experience bands, quartets. Army band. Seeks band vicinity N. Y. C. Junius C. Hates, 407 Brant St., Durham, N. C. 192/10/27

GUITARIST; soloist dance orks. Interested radio, club, vaude work. Metropolitan area. Ambrose Dato, 131 West 56th St., N. Y. C. 226/11/24

HARPIST; 18 years' experience dance bands; swing, semi-classic, solos. Seeks large or small combo. Will travel. Starting salary \$75 week. Lester Krumm, 245 W. 90th St., N. Y. C. END 2-3144. 238/12/71

HYPNOTIST, 42; clubs, lodges, conventions; radio guest appearances; USO-Camp Shows. Howard Klein, 5416 Woodbine Ave., Philadelphia 31, Pa. Trinity 0492. 177/6/13

ILLUSTRATOR, 25; poster work, movie layouts; study before army; interested radio, motion pictures. Arnold L. Stefkis, Box 132, Sterling, Ill. 116/9/8

"JUMPING JELLY BEAN"; novelty dancer, vocalist, flash drummer; 26; played Walter Barnes Ork, Ell Rice band, Benny Meroff, St. Louis Country Club. Interested, radio, clubs, vaude. Lewis F. Ware, 610 N. Adams, Peoria, Ill. 124/8/15

LEAD TRUMPET; 2 years' dance bands, combos; interested all fields. Roger Manzi, 531 West 179 St., N. Y. C. 194/11/73

LYRIC TENOR, 27; passed NBC "Welcome Home Audition Test"; classics and popular; army entertainer, band and radio; pre-army. WFL, WYAB guest appearance; sang with Bridgeport Symphony. John Carstairs, Bldg. 7, Apt. 49-A, Success Park, Bridgeport 8, Conn. 172/8/11

LYRICIST; will collaborate with music writer on novelty and specialty numbers. Seeks permanent association. Arthur Peasant, 74 Post Ave., N. Y. C. 34 LOG 5835. 237/12/71

MAGICIAN; 4 years army entertainer. Interested carnivals, vaude, fairs, etc. Henry Hublin, 62 S. Oxford St., Brooklyn, N. Y. ST 3-0881. 223/11/77

MANAGER-BOOKER, first class; 40; dance orks; entertainment specialist in army (3 1/2 years). Eddie DeLance, ork mgr. (6 years) ballrooms, theaters; all over U.S. Salary \$125 week. Edward Judge, 55015 Post Road, Bronx, New York. 106/9/76

MARIMBA, vibraphone player; club, theater, cocktail combo exp. Own Deagan Imperial marimba; Ludwig snare; AGVA. Will work single act or with small combo. Night club, theater pref. Oscar Van Valenburg, 211 Lincoln Ave., Syracuse, N. Y. 186/10/20

MECHANIC; 8 years' experience servicing pinball electric-eye pins, arcade machines, all types. Ambitious. Prefers metropolitan area. Irving Barnowsky, 6919, 178 St., Flushing, L. I. Republic 9-2790. 235/12/71

MOTION PICTURE theater mgr.; legit background, U. S. abroad; actor, mgr., director. Exp. Bert Kaye, 174 West 51st St., N. Y. C. TR 4-7713. 200/9/20

ORCHESTRA MANAGER, contractor, scout (16 years exp.); Local 802; wrote for "Ork World," "Metronome," "Downbeat" an ork M.G.T. College ed.; neat appearance. Wm. B. Davis, 521 Eastern Parkway, Brooklyn, N. Y. 181/10/20

ORGANIST; theater and club experience. Army entertainer. Conservatory of Music (3 years). Interested night club, lounge, radio, theater. Maurice J. Lee, 397 Beaver St., Connant, O. 240/12/71

PIANIST, double reed, drums; 25 years' small combo experience. Seeks small club, lounge, Samuel Reb; 215 E. 164th St., New York City. JE 8-0098. 151/9/22

PIANIST, Vocal Accompanist; solo and ork work; 18 years' experience, army band, composed music for army show. Seeks cocktail lounge. Los Angeles preferred. David M. Chodorov, 123 W. 44th, N. Y. C. BRY 9-1547. 188/10/27

PIANO SOLOIST, 29; 8 years dance bands, hotel and club experience; classic and pop; can transpose. Interested hotels, clubs, winter season Florida. Robert Nerino, 229 E. 51st Street, New York City. PL 3-2137. 148/9/22

PUBLICITY AGENT, 27; Manager for ork, individual musicians; advance bookings, press releases. Gilbert D. Padolner, 857 Lawrence Ave., Chicago, Ill. Ardmore 0382. 175/6/13

RADIO ANNOUNCER, 34; wrote, produced, directed, acted army overseas shows. E.T.O., AFM radio shows; 2 seasons "Henry Bros." (pre-army). Seeks radio opportunity, Chicago vicinity. Jack E. Wolf, 4520 N. Clarendon, Chicago, Ill. Lohr Beach 8609. 134/9/22

RADIO ANNOUNCER; army Spec. Ser., announcer, acting, news casting; 2 years pre-army exp. Ed Faizin, 2636 Hillcrest Drive, Los Angeles, Calif. PA 5656. 157/8/29

RADIO ANNOUNCER; 26; passed NBC "Welcome Home" audition; radio mechanic in army. Will travel. Prefer station around N. Y. C. Wm. Kruczinger, 126 W. 4th St., Plainfield, N. J. PIRA 6-10417. 191/10/27

RADIO ANNOUNCER, 37; legit actor (4 years) announcer Ford show "World's Fair"; WGH, ABC. Special events broadcasting in army. Seeks radio station N. Y. area. Robert O'Donovan, 917 Oyster Ave., N. Y. C. JER 8-1769. 195/11/73

RADIO ANNOUNCER; pre-army, WOMF, Wia. Author, producer, announcer weekly series; army Special Services. Technical experience radio, radar equipment. Will travel. California preferred. Stan Gordon, 1268 S. Michigan Ave., Chicago, Ill. Webster 2161. 217/11/17

RADIO ANNOUNCER; WATR, WBY, Waterbury, Conn. Navy public relations. Leo Maller, 14 Maujer St., Brooklyn, N. Y. 227/11/17

RADIO ANNOUNCER; news, commercials, sports. Chief announcer WATR, WBY, Waterbury, Conn. Navy public relations. Leo Maller, 14 Maujer St., Brooklyn, N. Y. 223/11/24

RADIO DIRECTOR; been thru mill as writer, actor, singer, prod. Director; 10 years' radio experience. Idea man, college graduate. Top flight pop music, variety program. Lawrence Wynne, 84 W. 70th St., N. Y. C. SC 4-9319. 203/11/10

RADIO PROGRAM BUILDER, 36; musical program arranger, music and record libraries. Exp. opera concert, radio work. Pop, classic. Seeks position radio station. E. J. Dillberger, 116 West 80th St., N. Y. C. 164/8/75

ROLLER RINK MGR.; managed, reconstructed, worked Chicago Roller Bowl rink, pre-army. John A. Scicchitano, 1616 West Arch, Shamokin, Pa. 165/10/76

ROPE-WHIP ACT; work single or double, prefer double. Rodeo, club, circus exp. Acc. 31. Fine references; good wardrobe. Jimmie Groves, Elsbury, Mo. 202/11/73

SAX MAN; Army Spec. Ser.; club dates, bands and combos (13 years' experience). Interested small combo—Michael J. Florio, 1005 E. 64th St., Brooklyn, N. Y. 205/11/10

SAX-CLARINET-VIOLIN MAN; AAF band (5 years), theater, concert, dance orks (18 years). Good sight reader. Charles Sherlock, 2225 Ditmars Ave., Brooklyn 26, N. Y. BU 4-9587. 158/8/8

SINGER; 21; wants to join established group of Western mountain singers. Daniel Wagner, 488 Nostrand Ave., Brooklyn. 193/10/27

SONGWRITER, 38; words and music. Two songs recorded since discharge, nine pending; six being arranged. D. W. Bush, Arden Lodge, Star Route, Box 24, Orange, Calif. Orange 8719-3-8. 225/11/24

SPANISH ELECTRIC GUITAR; 35; club and small combo exp. (10 years); \$75 week starting salary. Edward Farceist, 4408 25th Ave., L. L. City, N. Y. 195/11/73

STAGE MANAGER, director; pre-army university productions; Army Special Services. Two years with Maurice Evans; musicals, Negro variety shows. Interested legit. Lou Hettler, 76-66 Austin St., Forest Hills, N. Y. Mtn. 2-8648. 235/10/27

STRING BASS; army band; 10 years pre-army dance orks; small and large combos; \$100 a week starting salary. Domenic Pantoja, 341 W. 45th St., N. Y. C. CIR 6-0680. 224/11/17

TELEVISION DIRECTOR-Producer; stage, screen, radio, tele background; Public relations specialist. Seeks position with advertising agency, radio station. Gerry O'Connor, 133 W. 53d St., N. Y. C. CD 5-8899. 216/11/17

TENOR SAX, clarinet man, 24; led own band, club dates; etc. Local 18, Newark. Glen Forest, 310 Hawthorne Ave., Newark, N. J. WAT 3-0536. 165/10/20

TENOR, 35; radio, club exp. E-way show. Interested legit, radio, clubs. Edward Hettler, 1225 Eastern Parkway, Brooklyn, N. Y. PRES 4-0837. 198/11/73

TENOR, lyric, classics; lead in Bond Show, "Hi Tank" army band, Pre-army radio, night club, hotel experience. John P. Spring, 171 W. 83rd St., N. Y. TR 4-2610. 218/11/17

TENOR, 36; colored quartets, 20 years. Will travel; \$50 a week starting salary. Joseph Northern, 303 W. 122 St., N.Y.C. 222/11/17

TICKET SELLER, cashier, 34; amusement parks, carnival, exp. (12 years); Prefers road show. Harry Koretsky, 294 Riverdale Ave., Brooklyn, N. Y. 187/10/20

TROMBONE PLAYER; 26; 4 years army band; 8 years dance and symphony orks. Will travel. Frank Ranko, 342 W. 86th St., N. Y. C. EN 2-2850. 100/10/27

TRUMPET MAN, 1st and 2d; double on accordion; pre-army club and theater dance band exp. Seeks connection with traveling ork; pref. West Coast. Conscientious, dependable. L. A. Local 47. Albert B. Stava, 614 Oakwood Ave. Apt. 2, Toledo, O. 6179/10/20

VOCALIST, 19; seeks radio job. Limited experience; fine potentialities. Harold W. Rode, 21 Harrison Ave., Rockville Center, N. Y. Phone 1747. 219/11/17

VOCALIST, seeks opportunity with small band or combo. Ralph Casapoulos, 202 12th St., Brooklyn, N. Y. 220/11/17

VOCALIST, 24; baritone, morale shows while in USMC; personality, good appearance. Joseph Loschiavo, 240 Cedar Lane, Closter, N. J. Closter 1258. 120/9/8

VOCALIST; Army morale shows; night-club experience. Seeks radio or dance band. Martin George Kuhn, Box 314, Creston, O. Tel. 3292. 210/11/10

VOCALIST, 24; night club, dance band experience; marian bands; Australian Broadcasting Co. vocalist. Seeks featured vocalist position with all-city ork. Dick Saksa, 14 4th St., S. E., Washington, D. C. Franklin 3-225. 211/11/10

VOCALIST, 22; baritone. Pre-war Fred Warner's collegiate chorale, Jazz, pop, classics. Seeks band, radio, theater. Will travel. Photo on request. Herbert Warner, 3063 Brighton 14th St., Brooklyn, N. Y. 227/11/24

VOCALIST; Army Special Services entertainer, master of ceremonies, arranger. Prefers radio, motion pictures. Charles L. McAmish, care of General Delivery, Granite City, Ill. Tri-City 13683. 231/11/24

VOCALIST, 25; Army Special Services shows; WNYO "This is Pawling" broadcast. Small band and club exp. Seeks ork, night club. David Rich, 965 Simpson St., Bronx 99, N. Y. 232/11/24

VOCALIST, Impassioned Actor; army morale shows. Pre-army club experience. Interested club theater. Fred H. Keffler, Ferguson Road, Dunbar, Pa. 239/12/71

Polack Names Features For 1946

A 'Gator Yarn

HOUMA, La., Nov. 24. — Any way you look at it, it's either a tall story or, if not that, one for the books as one of the unusual doings interrupted by train whistles.

As the yarn goes, just before the Austin Bros. Circus was about to pull out of here recently, Alligator Tex Hartshall spotted an alligator in a hole in a bayou. Hartshall snared a shovel and went to work at the entrance of the hole, then looped a rope around the gator, said to be 9 feet 8 inches, and was just about to haul in the catch when the whistle blew, causing him to abandon his promising catch and board the train.

New Air Ballet Preparing for Hamid - Morton

ATLANTA, Nov. 24. — A new aerial ballet is being built here by Peaches O'Neill for the 14-week Hamid-Morton Circus winter and spring tour, which will open February 14 at Memphis.

Show will reopen with all new rigging for ballet and a new system of lighting, which will be finger-tip controlled. Ballet will consist of single traps, webs and cloud swings.

Show closed fall tour here Saturday (17) to record-breaking business, despite the fact that it followed the Ringling show in by three days. Gross for stand was reported at \$73,000, with total running \$81,000 after tax deductions.

Opening matinee Monday (12) was near capacity, with that night and all other performances of stand playing to capacity. Fall dates of Hamid-Morton Circus proved most successful in show's history, with Toronto stand grossing \$104,000, believed the highest for any indoor circus six-day stand in the Canadian city. Other stands were at Philadelphia, Boston and Birmingham.

Following Atlanta closing, show personnel left for their homes. Show was under personal direction of Bob Morton, with Len Humphries as secretary-manager; Joe Basile as musical director, and Jack Shaw as boss property man; with Dr. W. Wilson, Taarab Shrine Temple, as chairman of the circus' committee. Mrs. Lillian McReavey handled the advance promotion in Atlanta.

Clowns and Joe Basile's band helped in Victory Bond Drive, Thursday (15) and were credited with peddling \$50,000 in bonds within an hour. Show received good press and radio support. Mike Benton, Southeastern Fair president, also gave a helping hand.

As closing performance Miss Victory Zacchini was presented with a bouquet of flowers by the girls of the Peaches Aerial Ballet. Joe Walsh and his mixed group of lions and tigers (Benson Wild Animal Farm) will winter in the South.

Visitors at Atlanta included Mr. and Mrs. Ralph Clawson and Mr. and Mrs. Maley, of the Clyde Beatty Circus, and Paul M. Conaway, Macon correspondent for *The Billboard*.

Clyde Bros. Do Okay On Oklahoma Stands

ENID, Okla., Nov. 24. — Enid gave full houses for the two-day stand here of Clyde Bros. Indoor Circus. On opening day here Friday (16), 400 hospital patients were guests of the Junior Chamber of Commerce and teen town orgs. The night show played to a full house. The second day, Saturday (17), was even bigger with both shows drawing full houses.

Business was excellent at Ponca City November 14 and 15. Wednesday (14) found only a fair matinee crowd, but it was different at night and a packed house was on hand. Thursday (15) saw both shows packed.

WON, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Paradox—The Show With a Leaf of Gold

By Starr De Belle

Angel, Tex.
November 24, 1945.

Dear Pat:
For some time the co-owners of this show had the presentation of a victory spec in mind. The matter of props, wardrobe, make-up and a bona fide producer with a name held them up. Two weeks ago at Chiblain, Tex., the show was day-and-dated by a home-talent show, Mrs. Wiggs of the Cabbage Patch, held in the high-school auditorium. The show's producer, J. Classroom Townhall, visited Manager Upp, and after hearing that he wanted a victory spec, Townhall flashed a number of to-whom-it-may-concern letters from school principals. Each one recommended his production highly. The letters proved that as a



JOE HAWORTH, left, veteran legal adjuster for Cole Bros., and his assistant for the past three years, George Hanlon, were right on the job when there was any adjusting to be done.

Castle Again Is Headliner

"Twin" elephants, Adrian and Charley, Christiansen's horses, Billetti's signed

CHICAGO, Nov. 24. — Stringing along with a few of his tried and true features—especially Hubert Castle, who will trip the light fantastic on the silver thread for the fourth consecutive season—Irv J. Polack, owner of Polack Bros. Circus, has signed several new features for the 1946 version of his show that will make its initial bow January 12 at Flint, Mich.

Program will feature "twin" elephants—Moe and Joe—that Polack recently purchased from Mrs. Bud E. Anderson for a fancy price. The little bulls were featured on Arthur Bros. Circus the past season, and are known to be exceptionally fast workers. Polack figures they will flatten the kids in his auditorium-theater type of presentations.

Adrian and Charley, trampoline, who did a center ring stop for the Ringling Bros. and Barnum & Bailey show the past season, have been signed and figure to share in the top billing. Charley's leap from the bouncer over six gals into the hands of Adrian likely will be changed, Polack said, to a leap over the two elephants.

Lands Christiansen
Also from the Arthur show, Polack signed Jorgen M. Christiansen and his Palomino stallions, to replace Polack's Black Horse troupe, which will be booked on other dates for the coming year.

Ray Wilbur, vet hoop juggler and roller, will replace Truzzi, the juggler, who has signed to return to the Ringling-Barnum org. next season after having toured with Polack for two seasons.

Two bar casting acts, the Lopez Trio and the Three Iwanows, will be new to Polack's route, while Eddie Billetti, recently discharged from the army, has assembled a new high-wire act and has been signed. Marie and Her Pals, ponies, dogs and an unriddable mule, will complete the animal complement, and Dorothy Morales's Spanish web also has been added.

Barnett Back Again
Bobo Barnett, returning for the third straight year with his act, will handle clown productions aided by Ed Raymond, Red Carter and James O'Donnell.

Polack reported that Sam L. Ward succeeded in guiding Oklahoma City over the financial hump this year, while Jim Risson did an excellent promotion job at Tulsa, but the cash customers were light at the gate sale. Nevertheless, Tulsa came thru with a net of \$4,902.55. George Westerman was in the driver's seat at Little Rock, the four-day show grossing \$17,792.33, and the sponsor was left with a net of \$5,809.80.

Mickey Blue handled the promotion at (See *Polack Names Features* page 107)

Tampa Big as R-B Ends Tour

TAMPA, Nov. 24. — Ringling Bros. and Barnum & Bailey Circus rolled south to Sarasota winter quarters Wednesday (21) night to end the 1945 tour, after Tampa gave the biggest biz in local history for the two-day stand, Tuesday and Wednesday.

Matinees were slim but night shows played to capacity.

Illness of Emmett Kelly, and Felix Adler's infected hand kept the two featured clowns out of action in final performance at Miami Thursday (15) night. Show played West Palm Beach and St. Petersburg before coming to Tampa.

Leaving Miami, show got in two productive dates at West Palm Beach Friday and Saturday (16-17), with four capacity houses in a row, matinee and night.

Tampa Big as R-B Closes

St. Petersburg's 80,000 population was well represented in a one-day stand here Monday (16) with more than 30,000 turning out for the matinee and evening performances. Many were unable to get seats. Gross was not obtainable, but it is believed to exceed \$50,000. Surprised at the take, circus officials said it was one of the best for any city of this size during the entire season. Sunshine and clear skies aided the show.

Cole Shops Working Ahead of Schedule; They Scoff Turkey

LOUISVILLE, Nov. 24. — Cole Bros. shops are open a good month ahead of the usual schedule, and Charlie Lucky and his crew have turned out two cage wagons, which are now ready for the painters. Eight new wagons are to be built for next year's tour, and several tableaux wagons, including the steam calliope, which have been left in quarters since 1941, will again be taken out by the show.

Steward George Davis served his usual pompous Thanksgiving Day dinner to the workmen now in quarters. Turkey, with all the trimmings, was in order. Absent from quarters Thanksgiving Day were Mr. and Mrs. Zack Terrell, who were visiting their uncle, Jess Johnson in Owensboro; Mr. and Mrs. Noyelles Burkhardt, who spent the day with their daughter in Bloomington; Robert DeLochte, who went to his home (See *COLE SHOPS WORKING*, page 107)

Hamid-Morton Count Show's 57G Gross at Birmingham

BIRMINGHAM, Nov. 24. — Final tabulation of the Hamid-Morton Circus figures for Zamora Temple here show the seven-day engagement drew 26,564 people and a gross business of \$57,853.70, according to Recorder Henry E. Winfield. Vernon L. McReavey handled promotion for Hamid-Morton.

Sellout Marks Ft. Worth Bow

FORT WORTH, Nov. 24. — Sold out 48 hours in advance; inaugural performance of Moslah Temple Shrine Circus here, Saturday night (17), drew warm praise from Fort Worth press and appeared pointed for a top money run at Will Rogers Coliseum.

Five of the nine night shows were sellouts before the first performance was given.

Clyde Beatty is on hand with five of the 28 acts, with the Great Gregoréso, the Great Arturo, Les Kimris, Tarzan John Ciampo and Ernie Wiswell heading the cast.

Sale of tickets to industrial concerns helped produce the bright financial outlook. Tickets were sold in advance at one-third discount.

South African Circus Wows Canadian Op With Its Class

Editors Note: The writer of this article, Keith Tudor Crowe, is a well-known Canadian circus man, owning Tice's Dog and Pony Circus and Tice's Society Circus. He spent considerable time in the Union of South Africa with the Canadian military.

By Keith Tudor Crowe

VANCOUVER, B. C., Nov. 24.—While in Durban, South Africa, recently I had the pleasure of catching the Boswell Bros. Circus.

The Boswell show is a one-ring circus traveling on the railroad on first-class equipment.

The genial manager, Stanley Boswell, and his charming wife, Helen, gave the writer a royal welcome, and many happy hours were spent inside the big top and also in the Boswells' palatial private Pullman after the show.

It is really a big show compared to the population they have to play to, and everything is modern and up-to-date, and all canvas and props and wagons, clean and neat.

They have a public address system, and had it not been for the war, they would have installed an air-conditioning system in the big top.

The performance is well staged and tastefully and originally costumed throughout, and has many outstanding acts and displays.

The Program

The program, all acts of high caliber, was:

Boswell's colossal elephant number—10 tons of pachyderms in the ring at once, presented by Stanley Boswell.

Shetland pony and dog on revolving

table, aided by Tickle, the half-pint clown, who came from the Tower Circus of Blackpool and is an established and looked-for feature with the Boswells, presented by Stanley Boswell.

No. 3. Clown stop.

No. 4. The Belgian flying return act; Alicia and Charlie.

No. 5. Rene Real, top juggler.

No. 6. Clowns.

No. 7. The Del-Rio Brothers, (the Sheridan twins), in a tight-wire act.

No. 8. James Liberty Horses, presented by Stanley Boswell.

No. 9. Clowns.

No. 10. The Sandow Trio in midair, acrobatic acrobats on a revolving wheel at peak of big top.

No. 11. Elephant and a pinto mule do a very original drill. The mule copies every move the bull makes. Presented by Stanley Boswell.

No. 12. The Sheridan Twins in a ball. (See CANADIAN SHOWMAN, page 107)

Handle No Object, She Flips a Neat Brush on Any Loc

WILMINGTON, N. C., Nov. 24.—Advance men on the various tented attractions to play here this year have lifted a proverbial eye in surprise and later emitted a smile of approval after discovering that the boss of the local dab plant is a woman, Mrs. Pearl Littleton, who took over the duties upon the retirement of her husband about five years ago.

Mrs. Littleton does weekly posting for the four theaters here in addition to assisting, traveling attractions to locate spots. As one advance man said recently: "She can throw up just as much paper in as fast a time as any other billposter I've ever seen. She really knows her stuff."

Mr. Littleton established the business about 12 years ago, but was forced by illness to retire.

Davenport-Produced Show Opens Wichita, Kan., Stand

WICHITA, Kan., Nov. 24.—Indoor circus produced by Orrin Davenport, and comprised largely of person, animals, etc., from the Russell Bros. Pan-Pacific Circus, opens here Sunday (25).

Opening night has been sold out to an aircraft manufacturing company. Circus, sponsored by Midlan Shrine Temple, will close December 2.

Dressing Room Gossip

Ringling-Barnum

Closing our stay in Miami to good business and with plenty of visitors, we jumped to West Palm Beach for two days. Mr. and Mrs. Bill Meinhardt Sr. and Mr. and Mrs. Paul Olesky and daughter, Gail, visited during our stay and gave a party for a few friends on the show. Bill Meinhardt Jr. has been discharged from the army.

Jumping to St. Pete we have the Sunday off and quite a few of the showfolk took advantage of the day off to visit in Sarasota. Business was big in St. Pete. Families of Gerry Hill and Mr. and Mrs. Bill Maxwell visited.

In Tampa for two days, business was fair. Many visitors were around, among them being Daisy Polidor and husband, Red Lord, Jerry Collins, Conchita and Billy Pape, Red Larkin Lawson, Phil Hall, Howard Brecken, Rodney Akins, Dick Grant, Mark Williams, Tuffy Davis, Muriel James and daughter, Frank Winarski, just out of the army; Mr. and Mrs. George Wallenda, Neets Delster, Vivian Le Clair, Frank Torrence and Justino Loyal. June De Young has been discharged from the hospital and is now at her home in Sarasota.

Closing our season in Sarasota finds members of the Big Show scattering with the four winds. Quite a number will remain in Sarasota, others will play winter dates, etc.

Around the lot, Express man getting wacky from shipping and hauling away so many trunks. Frankie Saluto taking down his laundry from the clothes-line for the last time. Everyone bidding "good-byes" and "see you in the Garden."

The 1945 route book made its appearance in Tampa and is bigger and better than ever. Writer and wife, as usual, will remain in Sarasota for the winter. DICK MILLER.

Dailey Bros.

Business has been nothing short of sensational and the weather is not far behind. At Raleigh, N. C., the show had as its guests the governor and his wife plus a packed house.

Johnny Williams's Swingeopators have been augmented by two new members. (See Dressing Room Gossip on page 107)

Shrine Marks Fall Early at Macon, Ga.

MACON, Ga., Nov. 24.—Macon Shrine Circus topped all previous records for first three days, officials announced; receipts from admission tickets running about 25 per cent ahead of last year, and concession receipts about 30 per cent up.

Monday (19) and Tuesday were better by far than any previous year. Rain Wednesday night held down attendance, but despite the bad weather break the figures soared.

In accordance with long established custom, a free show for children was given Thanksgiving Day afternoon, only matinee of the week. Capacity crowd attended. Children from orphanages were special guests.

Potentate Brooks, Geoghegan of Al Sihah Temple spoke at the matinee, and Harry Howard, manager of the Folly Raoul Girls, dancing acrobatic troupe, was special emcee. Boyce E. Miller, captain of the Shrine band, is emcee for the regular public performances.

Stageshow, with 17 acts, runs longer than ever before, one hour, and 54 minutes, broken by two intermissions for concession play.

Visitors opening night included Charles Sparks, retired circus owner who lives in Macon; Ralph J. Clawson, general manager of the Clyde Beatty Circus, and Mrs. Rose Clawson; Harris W. Reynolds, wire walker, recently discharged from the army, who starts work with Inez Butters Hedges in a new wire act soon; Mr. and Mrs. Marshall Green, formerly of the Johnny J. Jones Exposition; Charles Underwood, Cole Bros. Circus; Albert, Yarborough, former Downie Bros. Circus troupier, just returned after more than four years in the army; Mr. and Mrs. Bill Franks, Franks Greater Shows; Sylvia Gregory, Bailey Bros. Circus; Emmett Miller, comedian; Adam Wimbush, cowboy yodeler; Dave Durrett and Browning Rogers, former circus troupers.

PHONE MEN

Wanted—Experienced Phone Men to join at once. Must be sober, not afraid to ask for money, tickets and book. Deal opens December 1st.

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Wanted for Tickets and Book. Write

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High School Horse, 4 years old, wt. 1000 lb. gentle to handle, does twenty tricks. Makes up 10 takes. Write for photo and particulars.

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Circus Acts, Aerial Act, Producing Clown, Clowns for Clown Alley, Liberty Acts, Lions and Elephants. Circus Acts of All Kinds That Can Work in 40 Foot Ceiling. Al Jones and Capt. Billy Sells, Contact. Address

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MORE CALVES; BETTER STEERS; FATTER
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With Christmas Here
For a Happy Holiday and
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(1945) 12 Photos with year's route sheet, \$1.75.
Photo sample, 5¢; route alone, 25¢.

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Under the Marquee

DOING store clowning?

MEL COLBURN, formerly of the Ringling circus, in New York for brief stay en route to Miami.

NOTE TO STARR DeBELLE: Katrinka writes that she caught the Won, Horse & Upp Show recently at Raw Wind, Tex.

AN OLD-TIME equestrian director stated that indoor circuses were too much like fairground grandstand shows, with everything in the air.

WILLIS HALES, is still in the State Hospital, Waymart, Pa. His address is Box 128, Ward X.

FRANK B. JOERLING was slightly miffed when T. George Murphy wrote from Memphis and asked him if he was among those who saw the Dan Rice Circus when it played that city November 21, 1870.

YEARS AGO circus troupers liked to retell the story about a rustic asking a concert ticket seller, "What's it gonner be—cranking pictures or opy?"

MR. AND MRS. BRADLEY BARKER, New York, circus enthusiasts, visited recently with Robert D. Good at Allentown, Pa., where they compared notes on their respective collections of circustiana. Bradley does animal impersonations for Station WJZ.

CLINT W. FINNEY has submitted a sample of his Christmas card, a 7 by 10 reproduction which includes more than 200 mug shots of people with whom he has been associated in circus and other show business. It must be prized as a collector's item.

STAFF SGT. LEONARD SMITH has returned to his home at Spartanburg, S. C., with an honorable discharge, wearing a Purple Heart and Good Conduct Medal with two battle stars. He was a concessionaire for eight years before the war with Dodson's World's Fair, Johnny J. Jones, Goodman's Wonder Shows of America and Cetlin & Wilson, and is a member of the Showmen's League of America.



THERE ISN'T ANYTHING that looks so out of place as a string of brightly painted circus flatcars covered with snow white on a winter quarter siding.

ORRIN DAVENPORT was a Detroit visitor last week to confer with Tunis (Eddie) Stinson on production of the annual Shrine Circus February 25-March 9. . . . JOE SHORT, midget clown, is featured in Joyland, operated for youngsters by Kern's Department Store, Detroit.

GEORGE W. DAVIS, concession manager of Polack Bros. Circus, stopped off in St. Louis for several days to visit friends en route from Little Rock to Peoria, Ill. He reported splendid business in Little Rock. . . . MR. AND MRS. FRED PROPER, also with Polack Bros., spent several days in St. Louis between jumps.

OFTEN WONDER what became of the yester-year performers, usually light and heavy weight chin balancers, who busked on street corners.

CORP. JOHNNY RISKO, formerly of American Eagles high-wire act, is now in the Philippines, sweating out shipment to the States and discharge from the service. Risko writes that he plans to retire from the circus biz and enter the musical field with wife, Arvida, accordionist of Montreal. He saw service in Europe and the South Pacific.

CLYDE BEATTY recently bought two camels from Louis Goebel that were on Arthur Bros. Circus, and shipped them to Fort Worth in the same car with the two elephants consigned to Irv J. Polack at Little Rock, but Beatty's hands were not on deck to unload when the car (See UNDER THE MARQUEE, page 108)

NO OTHER CIRCUS CAN MATCH THIS RECORD!

1. 42 Weeks in 1945.
2. 30 Engagements Under Shrine Auspices.
3. Over Half a Million Dollars Paid Out to Auspices for Their Activities and Charitable Purposes.
4. Almost Entire 1946 Season Already Booked. Opening Flint, Michigan—January 13th.

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IRVING J. POLACK, Managing Director

155 NO. CLARK ST.

CHICAGO

SO YOU'VE SEEN GRAPPLING!

Chi Bout for Dates Shames Zbyszko - Lewis Encounter

From hither and yon agents and owners will gather to grasp unsuspecting fair secretaries' cars as all ODT and other limitations are off, making it free-for-all

By Pat Purcell

CHICAGO, Nov. 24.—Years ago when Stanislaus Zbyszko wrestled Ed (Strangler) Lewis the world thought that the greatest rattle of all time had been staged. Well, m' hearties, those sports-minded fans of those days hadn't seen a thing that will compare with the gripping and tugging that will be done between the carnival owners, operators and their representatives with the delegates, and otherwise, at the 55th annual convention of the International Association of Fairs and Exhibitions in the Hotel Sherman here some next-Saturday night.

The official grapple isn't scheduled to start until Monday, December 3, but there will be a goodly portion of fair executives around for the postponed meeting of the Showmen's League of America that Saturday night, and when fair men show up where carnival representatives tread, the rattle will be on.

Sunday, with the Memorial Services for the SLA booked for early in the afternoon, and the Midwestern Circuit of Fairs booked to go at 2:30 p.m., and that night the president's party of the same SLA on tap, the grappling will reach a fever heat.

This wrestle and grapple for the choice dates isn't anything new. It has been going on since, and had been going on for a long time before, the Showmen's League met in the old Auditorium Hotel. The IAFE met with them, of course, as where the showmen gather, the fair men will be around to be grappled, ratted or what have you.

Some New Material

But this coming week, etc., will be of particular interest, as there will be some fairs around that have been innocent by-standers in recent years because of army occupation and all that sort of thing, and there will be several new agents trying to elbow some of the oldsters around. It won't be exactly a contest between age and youth, or vice versa, but it will be a contest.

As this piece is being composed it isn't possible to tell exactly who will be wrestling who, or for what, but the fact remains that Illinois, Iowa and Indiana muscle in their bodies, gave demonstration. (See Agents, Owners Gather on page 66)

Gooding Spends 100G on Org For Next Year

COLUMBUS, O., Nov. 24.—F. E. Gooding, general manager of the F. E. Gooding Amusement Company, now in winter quarters here, announces he will spend \$100,000 on new equipment and improvements for next season.

Gooding, whose concern played 59 fairs and 87 celebrations and carnival dates in 1945 in chalking up the greatest financial year in the history of the organization, has purchased eight new rides, a fleet of new trucks and trailers which have been promised for spring delivery, and all new canvas. In addition, plans for enlarging the winter quarters have passed the blueprint stage, and contracts have been signed for construction of the new buildings. Buildings will provide ample storage space for equipment and spacious accommodations for new departments.

Next year will see the addition of a new unit to the Gooding empire, making a total of six. New unit will be known as the Gooding Park Attractions and will be under management of Carl Spellman, soon to be discharged from the army. (See Gooding Maps Plans on page 56)

Hill's To Open Season Feb. 23

ARANSAS PASS, Tex., Nov. 24.—Closing the season Saturday (17) at Corpus Christi, Tex., Hill's Greater Shows moved into winter quarters here and will maintain a skeleton staff until after the holidays, when a greatly augmented force will begin repairing equipment for the 1946 opening, the Charro Days Celebration, February 23, at Brownsville, Tex.

Opening the 1945 season in Kingsville, Tex., the show played spots in Texas, Oklahoma, Kansas, Iowa and Nebraska. Fairs and celebrations in Nebraska and Iowa proved especially good.

With the season ended, folks went in various directions. Here is a list: Mr. and Mrs. Albert Martin, Ottawa, Kan.; Mr. and Mrs. Edward McCrary, San Antonio; Mr. and Mrs. Mack McCoy, Oklahoma City; Mr. and Mrs. V. A. Mc- (See Hill's Cracks Season on page 66)

Tom Baker Set To Build Towers, Marquee, Fronts

INDIANAPOLIS, Nov. 24.—New entrance marquee, three new steel light towers and several new show fronts are listed on the winter building program of the Baker United Shows, now in winter quarters here.

Tom L. Baker, manager of the org, said that two new rides and several

New Type Telescoping Show Fronts Convention Exhibit

CHICAGO, Nov. 24.—Flashy models of three telematic show fronts, introducing a radical new skyscraper type of midway construction, will be displayed at the Chicago meeting in Hotel Sherman, John F. Courtney, their designer, announced today.

Courtney, a former outdoor showman and concessionaire but now employed by the War Department as an industrial engineer, says the models, measuring almost one-sixth of actual size, are exact replicas of the 48-foot high fronts he expects to build for sale to carnivals, fairs and parks.

Employing an ingenious hook-up of a cable, winches and pulleys, Courtney has worked out a method of construction which will permit, he says, two men to erect the skyscraper-front in a matter of minutes. In case of wind, he promises that it can be dropped in less than two minutes by the same two men.

Structure is to be based on an ordinary truck or trailer platform, measuring 30 feet long by 8½ feet in width. Height from the ground to the top of the vehicle, when it is loaded, is 12 feet.

When opened and raised for display, six sections, each six feet high, are limited from within the basic founda-



DOWN IN HOT SPRINGS, under the sunny skies, this trio is warming up for the big confab in Chicago. They are, left to right: L. C. (Curly) Reynolds, co-owner of the World of Today Shows; J. W. (Patty) Conklin, Conklin's All-Canadian Shows, and Noble C. Fairly, business manager for the World of Today.

Prell Starts Early for 1946

CHARLESTON, S. C., Nov. 24.—All of the rolling equipment of Prell's Broadway Shows has been put away in the large winter quarters here on the Savannah Road, Route 17. It was here that the show opened last April before it launched a tour of nine States, covered over 6,000 miles, made many new stands and finished with part of its equipment under the banner of Catlin & Wilson, the remainder in repair at the Flemington (N. J.) fairgrounds after severe blowdown experienced at Perth Amboy, N. J.

Following the stand at Hagerstown, Md., September 16, part of the equip- (See Prell Starts Early on page 66)

pieces of rolling stock will be added to the show before it hits the road next season. The 1945 tour was declared by Baker the best in history.

Delay Action on Miami Proposed Exorbitant Fee

MIAMI, Nov. 24.—Action on a proposed carnival ordinance urged by City Manager A. B. Curry has been postponed for two weeks by the city commission. Proposed ordinance would provide a license fee of \$1,000 for the first day and \$500 per day thereafter. Indications are it will never pass and may not be brought up again.

Vehement protests by Endy Bros. Shows, which winter here, and others carried weight with the city fathers. Sam Solomon, president of the Showmen's League of America, now residing here, joined the protests.

Word comes from Key West, Fla., that a carnival has just been refused permission to appear there under auspices of a local fraternity. Report is that city commission will take no action on a prohibitive ordinance until Miami decides what to do.

Curry's proposal is construed as a move to keep carnivals out of Miami. It followed close on heels of Bistany Shows' date here. Bistany set up recently on same lot with Ringling Bros. and Barnum & Bailey Circus. Layout was confusing to circusgoers, Bistany marquee being so located that many assumed it was the entrance to the circus. Carnival did terrific business, ran into some heat, but finished out the stand to exceptionally good business.

Bistany is appearing this week on a lot at 79th Street. At the conclusion of Endy's engagement for the benefit of Mahi Shriners December 7, this carnival expects to play several weeks in various sections of Miami prior to going into quarters here for an overhaul.

Mel Smith Heads PSCA's Regulars

LOS ANGELES, Nov. 24.—Mel Smith, who has been operating at San Diego in recent years, was nominated for the presidency of the Pacific Coast Showmen's Association. It was announced at the regular meeting Monday (19). Others nominated were Charles Walpert, first vice-president; William Hobday, second vice-president; Jimmy Lynch, third vice-president; Harry Suker, fourth vice-president; John T. Backman, treasurer, and Ed Mann, secretary.

Smith and his committee for the Show Within a Show, held recently at San Diego, turned in \$1,445.34 for the Sick and Relief, and the Cemetery funds. Ted Levitt handed in \$11.45 for the Sick and Relief Fund for the Bob Schönonover Shows.

Introduced after a long absence were Harold Mook, Joe Metcalf, Walter de Pellaton, John Van Sickle, Roy Scott, Eddie Welch, Harry Golup, Doc Gilligan, Red Cook, Cal Enfield, Wayne Endicott, Al Webber, Johnny Levaggi, Bob Mathews, Moxie Miller, Dave Fine, Joe Howard, Whitey Perry, Curtis Little, Walpert and Levitt.

President Roy Ludington had the gavel, and 300 members were present.

McKee Purchases Octopus As Starter for Larger Show

FTSK, Mo., Nov. 24.—As the first step toward an enlarged show for next season, John McKee, owner of the John McKee Shows, has purchased an Octopus from Hennies Bros.

Show will winter here again when it concludes the season in Arkansas. Its Iowa tour was profitable.

Thomas Buys Spitfire

LENNOX, S. D., Nov. 24.—Art B. Thomas announced that he has purchased a Spitfire for his Bombshell Shows from Frank Hrubetz and Company, Salem, Ore.

PROMOTION CONTEST WINNERS

Here's Law on Florida Custard

GAINESVILLE, Fla., Nov. 24.—With the approach of Florida's heaviest winter fair season since 1941, John M. Scott, chief dairy inspector for the Florida State Department of Agriculture, called attention today to the rigid laws governing frozen custard operators at fairs and carnivals.

The law provides that no person shall operate an ice cream plant or manufacture ice cream without a license, and that an itinerant maker of ice cream shall obtain a license each time he changes location. Scott stated that it would be helpful for operators to file applications for license as soon as locations are known. Application blanks can be secured by addressing requests to Scott, P. O. Box 163, Gainesville. Cost is \$10 per location.

No frozen custard can be sold by traveling operators, ice cream alone being permitted. Ice cream mix must be purchased from a licensed wholesaler within Florida. It must be stored at a temperature of 50 degrees or lower, and provision must be made for keeping the mix cold and protected from contamination. No ice cream may be put thru the freezer a second time.

Floors must be covered with linoleum or suitable material if they are constructed of wood or other absorbent material. Walls and ceilings must be made of impervious material, smooth and substantially constructed. Serving openings must be restricted to 18 inches in width, and no more than two such openings will be permitted each truck. Openings shall not be directly in front of dispensing cabinet.

The law provides that the mix must be fed to the machine from reservoir by gravity. Any part coming into contact with the product shall be constructed so that it can be easily cleaned. Sanitary milk piping must be used for any valves, piping or fittings, with gaskets entirely prohibited. All joints must be of "ground" construction.

Freezers and accessories must be dismantled and valves taken apart after each day's use and thoroughly washed and sterilized. A metal wash sink of sufficient size shall be provided so that the dasher may be submerged in hot water for washing purposes. Suitable brushes and alkaline powders must be used.

Unless some other arrangement is approved by the inspector, a hot water tank with heating facilities, not less than 20 gallons capacity, must be installed in the manufacturing room. Hot water must be piped to the wash sink. Enough hose must be provided to run water into the freezer.

A steam boiler of not less than five gallons water working capacity, with heating facilities, must be provided. After the freezer and parts have been thoroughly washed, they must be assembled and sterilized with steam at a temperature of not less than 180 degrees for 10 minutes.

Enterprise Amusements

MARKSVILLE, La., Nov. 24.—Show came here from Simmesport, La., where business was profitable, and opened a week stand here Monday (19). Roy Huft joined with four concessions. Willard, the Wizard, and family visited Sunday. Show opens at Cheneyville Monday (26), playing the Lions' Club festival. POP. WILLIAMS.

Promotion Award Winners

Division No. 1

Best Press Campaign for a Single Date . . .
CAVALCADE OF AMUSEMENTS,
William B. Naylor, Press Representative

Division No. 2

Best Single Newspaper Display Advertisement . . .
CONKLIN'S FROLIC-LAND,
Neil Webb, Press Representative

Division No. 3

Best Tie-Up Promotion . . .
JOHNNY J. JONES EXPOSITION,
Herb Pickard, Press Representative

Division No. 4

Best Matinee Promotion Effort . . .
ENDY BROS. SHOWS,
Joe Rowan, Press Representative

Division No. 5

Best Single Story . . .
MAD CODY FLEMING SHOWS

Two Divisions Unanimous

Mad Cody Fleming, Endy Bros., with Joe Rowan at helm, walk in

CHICAGO, Nov. 24.—Five shows, four of the railroad variety and the other a "smallie" that never leaves the State of Georgia, copped the honors in *The Billboard's* Carnival Promotion Award Contest.

Five judges, competent advertising and newspapermen, spent considerable time wading thru the material submitted by Eastern and Midwestern shows, and the variety of the voting indicates the closeness of the contest. In fact, there were halflin decisions reached only after lengthy debates.

It was the "smallie," the Mad Cody Fleming Shows, that came thru with one of the two unanimous verdicts of the contest.

It was a feature story in *The Atlanta Journal's* Sunday section that caught the eyes of the judges. The story, with art in color, gave a brief but highly laudatory description of Fleming's career and his methods of operation. *The Atlanta Journal* "Covers Dixie Like the Dew," as the newspaper's slogan indicates, and it was because of this fine coverage in his own territory that the judges gave Mad Cody Fleming the nod over excellent features offered from other well-known newspapers or magazines.

Fleming's victory came in the Best Single-Story Division.

Endy Bros. Shows, represented by Joe (See PROMOTION AWARD on page 105)

Ward Will Winter At Jacksonville

JACKSONVILLE, Fla., Nov. 24.—John R. Ward announced that he will open winter quarters for his new World's Fair Shows on the fairgrounds here, January 1.

All equipment of his truck show now in storage at Baton Rouge and Denham Springs, La., will be moved here, and as much as possible of it will be converted to use on a railroad show.

Ward announced that he has named George McCarthy, recently with the North American Exposition, general agent, and he will be assisted at the Chicago meeting by Eddie Hollinger, Mel R. Vaught and William Starr.

San Antonio Showmen Rename All Officers

SAN ANTONIO, Nov. 24.—All officers of the San Antonio Showmen's Club were re-elected at the annual election meeting. They are Louie Ringol, president; Dave Stevens, vice-president, and J. C. Tarkington, secretary-treasurer.

Other officers named are: Board of governors—Tommie Davis, chairman; Scotty Norton, A. Obadal, Red Baker, Blackie Macnamor and Stewart Obrelu. Relief committee—Brother Ellison, chairman; Tony Martone; Chester Levine, Jerry Gottlieb, Bob Morton and Bennie Hyman. House committee—Eddie Bales, chairman; Cecil Perkinson, Mike Ruback, Clarence Katz, Jack Ruback and Ben Block. Entertainment committee—Charlie Shubb, chairman; Albert Wright, Johnnie Obadal, Bingo Whitle, Danny Fugh, William R. Hirsch and Joe Monsuer.

Ken Murray Returns United Liberty Shows To Action

BUFFALO, Mo., Nov. 24.—United Liberty Shows, out of action this year due to labor conditions, will tour next season on a three-spots-per-week schedule, Ken Murray, owner and manager, announced Monday (19). Show will carry an act and play on streets, Murray said.

He will continue to operate several theaters in Southwest Missouri, and two rides which he operated at the Bloomington (Ill.) City Park last season will be kept in that location next year, Murray said.

BERTHA (GYP) McDANIELS, of the Johnny J. Jones Exposition, spent several days in Cincinnati last week, visiting with Mrs. Jane Ellis, widow of Claude R. Ellis, who was outdoor editor of *The Billboard*. On Monday (26) she left for Kokomo, Ind., for a visit and from there will go to Chicago for the big dot's.

Used Truck Tires Up for Sale by U. S., Cohen Says

ROCHESTER, N. Y., Nov. 24.—The government will offer 500 carloads of used truck tires for sale within the next 90 days, Max Cohen, secretary of the American Carnivals Association, announced following the receipt of information.

ACA members interested in purchases of this type of tire are requested to contact Cohen's office for details.

I. (Izzy) Cetlin & John W. (Jack) Wilson

CETLIN & WILSON SHOWS

ANNOUNCE THE PURCHASE IN ALL ITS ENTIRETY OF THE

NORTH AMERICAN EXPOSITION

THE CETLIN & WILSON SHOWS and THE NORTH AMERICAN EXPOSITION WILL BE COMBINED AND MERGED INTO ONE GIGANTIC RAILROAD SHOW FOR THE SEASON OF 1946

Under the Title of

CETLIN & WILSON SHOWS

All Railroad Cars and Equipment of the North American Exposition will be shipped to Petersburg, Va., Winter-quarters of the Cetlin & Wilson Shows, where all equipment of both Shows will undergo a thorough overhauling, and rebuilding, to bring out one of the Finest Amusement Aggregations in America, truly living up to the our slogan.

"THE WORLD ON PARADE"

SEE US AT CHICAGO DURING THE CONVENTION

CETLIN & WILSON SHOWS

WINTERQUARTERS, PETERSBURG, VA.

Arcade Packed 'Em

WHEN THE BOSS insists on you sending in a show letter after a blank week, use the following: "All free entertainments outside of the tents were greatly enjoyed, and the artistic paintings on the banners caused much comment. As a joyous gesture, and to show their deep appreciation, everybody stayed almost to a man for the free acts and fireworks display."

Bergen Buys World of Mirth

Bucky Allen Takes Front

Mrs. Linderman holds custard for five years—org to be considerably revamped

RICHMOND, Va., Nov. 24.—Frank Bergen announced today that he has purchased the interests of Mrs. Fanny Linderman in the World of Mirth Shows.

Mrs. Linderman, widow of Max Linderman who built the show which has played the top Eastern spots for almost a decade, had 40 per cent of the organization, and while a sale price was not announced, informed persons insist Bergen obligated himself for \$100,000, laying \$25,000 of it on the line.

Mrs. Linderman will hold her custard concession for five years and has an option for another five.

Bergen announced that Bucky Allen will be placed in charge of concessions next season, and it is believed that he will take over some of the front-end handshaking tasks with the various committeemen. Jack Gilbert has handled the front for several years and he has not announced his plans for the future.

Bergen said that considerable work will be done in winter quarters here in an effort to keep it on top of the heap. Show expects a lot of competition from James E. Strates and from the new Cettin & Wilson railroad show, so the paint brushes will not be spared and the carpenters will work overtime.

Complete financial details for the new set-up was not announced. It is believed that Allen was bank-rolled for a portion of the show, even tho his name will not appear on the new letterheads if any are printed. In the former set-up Mrs. Linderman and Mrs. Bergen each held 40 shares of stock, Bergen and Jake Linderman, brother of the late Max, one each.

Bergen and Allen, along with Doc Cann, general agent, will attend the Chicago meeting.

Showfolks Pick Bantam Champ To Judge Contest

SAN FRANCISCO, Nov. 24.—Showfolks of America will call in Manuel Ortiz, world's champion bantam pugilist, to pick the winner of the Monogram Pictures Joe Palooka Contest, which is being staged in connection with the org's Night of Stars at the Civic Auditorium here December 8. Contest is angled as a talent search for someone to play the Joe Palooka role for Monogram.

Guests at the Night of Stars event will include Mel Smith, of the Pacific Coast Showmen's Association, and Pat Purcell, Chicago, outdoor editor of *The Billboard*.

NSA Fetes Buck With Gala Party

NEW YORK, Nov. 24.—National Showmen's Association testimonial dinner honoring Past-President Oscar C. Buck at Rosoff's Main Banquet Hall Monday (10) was a sellout. While set for 130 guests, the actual turnout was 160.

Affair was informal, with no speakers' table and no lengthy orations. At the guest-of-honor table were Past-President Buck, President Jack Rosenthal, Toastmaster Joseph Hughes and Dr. Jacob Cohen.

Brief tributes to Oscar C. Buck were delivered by Toastmaster Hughes, President Rosenthal and a score of the showmen present. Climax of the speech-making was the presentation to Buck of a beautiful wrist watch with a rousing eulogy delivered by the club's physician, Dr. Jacob Cohen, which brought the entire assembly to its feet in an ovation to the guest of honor.

Following the dinner, Doc Marcus, the zany magician, wowed the crowd with his screwy gags, after which a dance combo and several entertainers took over until the party broke up. Sam Rothstein and the entertainment committee did a good job in putting over the dinner and show.

Betty Coc Vs. Fern Redmond For PCSA Aux. President

LOS ANGELES, Nov. 24.—Betty G. Coc and Fern Redmond will run for president in the election December 10 of the Ladies' Auxiliary of the Pacific Coast Showmen's Association. They were named as candidates at a board meeting November 19.

Other candidates are Mabelle Bennett and Esther Carley, for first vice-president; Emily Mettler and Kenny Rawlings, for second vice-president; Bertha Cohen and Lucille Dolman, for third vice-president; Helen Brainerd Smith, for secretary, and Gertrude De Santil, for treasurer.

Plans were completed at the November 19 meeting for the Home-Coming Free Party November 26 and for the Bond Drive to be held December 3 in conjunction with the Past Presidents and Gold Card Night.

MSA Moves Into Clubhouse; First Club To Own Quarters

DETROIT, Nov. 24.—Acquisition of its own permanent quarters by the Michigan Showmen's Association is believed to make this the first outdoor showmen's club to own its own clubhouse property. Deal has been in progress for several months, and was cleared recently. Re-

RAS Closes With 30G Tampa Date

TAMPA, Nov. 24.—Ten days of perfect weather and a gross exceeding \$30,000 marked the final stand of Royal American Shows auspiced by the Shrine Crippled Children's Fund on the Florida State Fair lot, November 3-11.

Not a drop of rain or a chill wind marred the home-coming of the big caravan and big crowds gathered nightly. Both concessionaires and shows reported excellent business. Matinee trade was mostly light.

With the close of the season here Royal American parked its flats and coaches on Atlantic Coast Line sidings adjacent to the fairgrounds and began moving equipment into exhibition buildings recently abandoned by the army.

Work crews began immediately making ready for the early spring Florida dates which will include the Largo Fair in late January; Florida State Fair, February 5-18, and possibly the Winter Haven Orange Festival the following week.

Endy Bros. Score First Week of Miami Shrine Run

MIAMI, Nov. 24.—General Chairman James Donn, of Mahi Shriners, whose annual fair and carnival opened Sunday (18) for the benefit of unfortunate children, reports the first week a great success. Endy Bros. are supplying the mid-way attractions. This being the winter home of the troupers, friends turned out in large numbers.

Special school children's matinees were given Thanksgiving and Friday, with the gate opening at noon.

Arizona Showmen Form Club To Educate Public

PHOENIX, Ariz., Nov. 24.—Arizona Showmen's Club has been organized here to create a better understanding between the general public and the more than 100 show persons wintering in the Phoenix area.

Henry (Hank) Carlisle, Harry L. Gordon and Fred Codd are responsible for organizing the club. Present headquarters have been established in the office of the Godd Advertising Service, 3421 North Central Avenue.

Tom Allen Retires; Will Go Visiting

ST. LOUIS, Nov. 24.—After 40 years in the carnival and various commercial businesses, Tom W. and Nelle Allen have retired, having sold or leased their various enterprises in and near Waynesville, Mo., with the exception of the mortgage and loan business and the Palace Tourist Cottages, which they have placed in capable hands to operate for them.

The Allens plan to take it easy from now on, visiting their many relatives and friends in all parts of the United States.

Tom W. Allen was for almost 30 years in the carnival business, being the partner of the late Clarence W. Wortham for many years, during which time they operated the Wortham & Allen Shows, one of the largest carnivals on tour at that time.

During the past five years they have been engaged in various successful business ventures in Waynesville, and prior to that they were engaged in business in St. Louis.

The old saying certainly held true in the case of the Allens: "If a man will work as hard in the commercial field as in the show business, he will be very successful."

Both Tom and Nelle Allen will be in Chicago during the meetings to greet their old friends.

Sunset Amusement Co. Buys Spitfire, Tractor

ST. LOUIS, Nov. 24.—After a month's vacation in the South, K. H. Garman, owner of the Sunset Amusement Company, visited in St. Louis and announced his show will boast a new Spitfire next season. In addition, Garman has purchased a new Caterpillar tractor and says he has completed arrangements for delivery of seven new Chevrolet trucks plus trailers.

New motors already are on hand in winter quarters, Excelsior Springs, Mo., for the twin Ferris wheels, and the Octopus has been sent to the factory for a complete overhauling. Other equipment is undergoing repairs under supervision of George Martin.

Brisk Work Marks JMP Concord Winter Quarters

CONCORD, N. H., Nov. 24.—Work at the JMP Amusement Company winter quarters here is going on at a brisk pace. New transformers are being installed by the Davis Transformer Company, Concord, N. H., and Charles Tiff, show electrician, is confident that, when completed, the transformer wagon will be one of the most modern on the road.

Building Superintendent George Moran expects to complete a new modernistic panel front gate shortly. A Merry-Go-Round and trailer, purchased from Fred Allen were brought here by Pat Kennedy and Doc Lynch.

Madison Bros. Leave Ark.; Open at Cottonport, La.

COTTONPORT, La., Nov. 24.—Madison Bros. Shows opened a 10-day stand here in the face of a promising outlook, due to bumper sugar and rice crops and peak prices at which both are selling.

Show moved here from Warren, Ark., the long trip being marked by flat tires here and there, a couple of broken trailer hitches and one broken trailer. It was cold and had rained so much in Warren that General Agent Harry L. Madison decided to cancel all Arkansas spots and take the show down South. Warren stand was spread to 10 days in hopes that the rain and cold might abate.

Mrs. Margaret Hoffman and Mrs. Kathleen Gawle celebrated their birthday anniversaries together November 13.

BLUE RIBBON SHOWS

MOST BEAUTIFUL SHOW OF ITS SIZE ON THE ROAD

Featuring BOB FISHER'S FEARLESS FLYERS

WANT

For all winter's work in Florida, with a string of first-class dates in 1946. Riviera Beach, Fla., this week, with choice spots to follow. CONCESSIONS—Merchandise Concessions of all kinds; no wheels or coupon stores.

SHOWS—High-class Shows with own equipment and transportation. 10-in-1, high-class Girl Show, Snake, Motordrome or any worth-while Attraction. All replies

E. L. YOUNG, Mgr., Riviera Beach, Fla.

modeling of the building was started at once, with many MSA members off the road for the winter, pitching in to assist in getting the property in shape.

Actual moving of physical property of the MSA has already started, and regular meetings of the association will be held in the new quarters hereafter on Monday nights at 8 p.m. House-warming party will be held at a later date.

Centrally Located

New clubhouse is situated at 3153 Cass Avenue, a block from the old rented quarters. It adjoins the city's downtown hotel section, and is centrally located, with numerous streetcar and bus lines within a block, and thus easily accessible. Parking space for 150 cars is provided in the rear on the club's own lot.

The new building is a two-story brick structure with stone trim. It is approximately 100 by 100 feet. Upstairs quarters will include a dance hall, which will hold 1,500 people, and which also will be used as an auditorium.

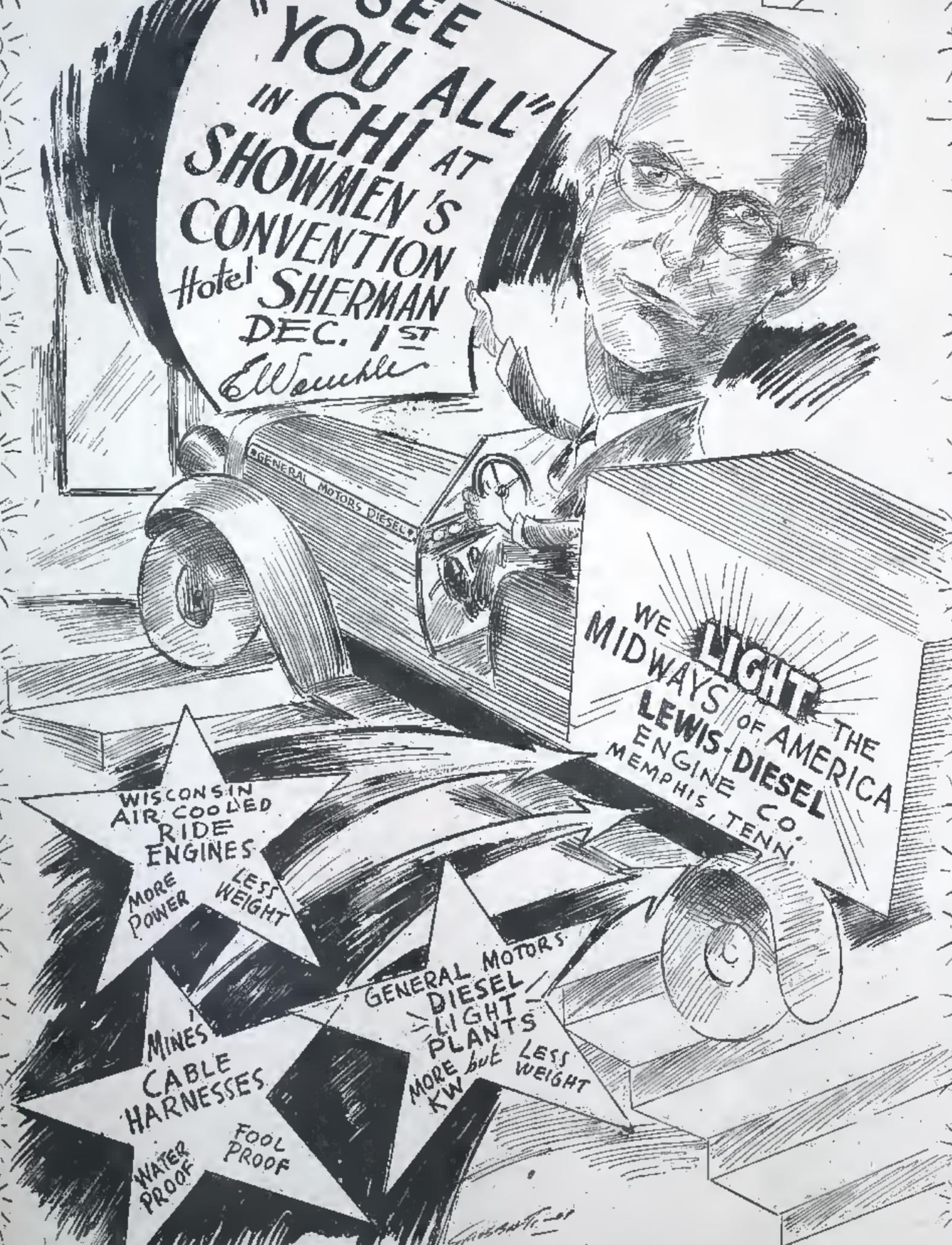
Separate rooms will house the recreation room, library, secretary's office, board of directors' room and other special purpose rooms. Additional quarters will be provided for both meeting and recreation rooms for a ladies' auxiliary of the association, to be organized in the near future.

Another portion of the hall will provide meeting rooms and offices for the (See MSA IN NEW SPOT on page 105)

HOTEL SHERMAN

"SEE YOU ALL" IN CHI AT SHOWMEN'S CONVENTION Hotel SHERMAN DEC. 1ST E. Womble

E. WOMBLE



WISCONSIN AIR COOLED RIDE ENGINES
MORE POWER LESS WEIGHT

MINES CABLE HARNESSSES
WATER PROOF FOOL PROOF

GENERAL MOTORS DIESEL LIGHT PLANTS
MORE KW BUT LESS WEIGHT

WE LIGHT THE MIDWAYS OF AMERICA
LEWIS DIESEL ENGINE CO.
MEMPHIS, TENN.

CETLIN & WILSON ON RAILS

Congratulations

CARL J. SEDLMAYR

On Your 25th Anniversary of Operating

ROYAL AMERICAN SHOWS

We are proud of our little part for half of that period in your

Success and Happiness

Cliff and Freda Wilson

EIGHT-CAR WHIP FOR SALE

Can be seen operating at Shrine Fair now, Miami. Immediate delivery. Can place Show Blacksmith, Carpenter, Builder. All winter's work in Miami. Painters needed. General Show Help. Apply

ENDY BROTHERS' SHOWS

Now Operating Miami, Florida, 743 Seybold Building, Winter Quarters.

WANTED—ZACCHINI SHOWS

FREE ACT, HUGO ZACCHINI CANNON ACT

Clearwater, Fla., December 1 to 9 — American Legion Victory Celebration in Heart of City

Stock Concessions. Two big Saturdays, then Ybor City for Catholic Church. *Wire*

MARIO ZACCHINI, Owner-Manager; EARL MILLER, Bus. Representative; P. R. HOPKINS, Publicity Director.

HIGHEST QUALITY POPPING OIL

No Ration Points Required

\$2.50 Per Gallon, pack six gallons shipping case. Hybrid Volume Pop S. A. Popcorn, 1 1/2¢ Per Pound.

We buy all makes Popcorn Machines. Our new line ready in December. Keep in touch with us.

P. K. SALES CO.

Cambridge, Ohio

WONDER CITY SHOWS

Want legitimate Concessions of all kinds, Shows with or without equipment. Place any Ride not conflicting; Merry-Go-Round, Wheel, Plane, Kid Rides. Want A-1 Foreman, Second Man for No. 12 Wheel, Foreman and Second Man Smith & Smith Chair-o-Plane. Want Electrician; Joe Moore, answer. Address:

JOE KARR

MERIDIAN HOTEL, MERIDIAN, MISS., or BOX 2169

FOR SALE BOOMERANG FOR SALE

PERFECT CONDITION. METAL TUNNEL. PORTABLE or STATIONARY.

Completely Rebuilt. Maynes-Illions Locks. New Neon Sign.

See CARL J. SEDLMAYR at the Convention, or write

JOE REDDING, ROUTE 1, BOX 529, LAKE WORTH, FLORIDA

Close Deal for P. Kortés Show

Train goes East in January —former owner plans return to circus field

SHREVEPORT, La., Nov. 24.—North American Exposition Shows were sold Wednesday (21) by Pete Kortés for an undisclosed price to Issy Cetlin and John W. Wilson, who thus achieved a long cherished ambition to put their Cetlin & Wilson Shows on rails.

North American org was sold in its entirety, according to Joe S. Scholbo, manager of the Kortés show thru the 1945 tour, who said that the former owner plans a return to circus operations.

Show equipment and train will be shipped to Petersburg, Va., after the first of the year, where the new owners have their Cetlin & Wilson Shows, for many years one of the East's largest gilly outfits, in winter quarters. Shows, rides and other equipment will be blended into the Kortés purchase wherever feasible.

Deal, announced from Shreveport, where the North American organization has been wintered at the Louisiana State Fairgrounds since closing its tour of Midwestern States, culminates the efforts of Cetlin and Wilson to buy rail property. They reportedly had made overtures to other railroad orgs earlier this season but without success.

Further plans are expected to be announced when the two new owners and their representatives arrive in Chicago for the annual winter fair meeting next week.

On Lot at Tucson, Ariz.

TUCSON, Ariz., Nov. 24.—Two big Elia have been set up and six other rides are to be set up at Sixth Avenue and Benson Street here for the winter.

Hard Worker Meets Financier—Mid-Western Exposition Is Born

LINCOLN, Neb., Nov. 24.—It may be an old, old formula, but when a fellow who has learned the business the hard way can interest capital, a new enterprise is born.

And that is the way the Mid-Western Exposition, latest org to spring on the carnival horizon, came into being.

Ted Woodward is the fellow who worked long and hard to learn the business. Sidney R. Lang is the successful Lincoln merchant with a yen for show business who came up with the necessary mazuma.

Woodward spent many of his youthful years in vaudeville until stranded at Jacksonville, Fla. He was with Neil Burk when he met Fizzle Brown, and the latter introduced both of them to the carnival business.

Woodward was financially clipped, so he gladly accepted a job as a billposter. That was 15 years ago. Since then he has handled publicity and was special agent, manager, lot man, secretary and treasurer and general agent. He served time with the late Rubin Gruberg's Rubin & Cherry Shows, William Glick Shows, Frank West's All-American Exposition, Sam Solomon's Sol's Liberty Shows, the late Mike Rosen's Buckeye State Shows, J. C. Weer Shows, Al Wagner's Great Lakes Exposition and the Cavalcade of Amusements, and was with Coleman Lee's International Shows the latter part of the past season.

For the past 10 years Lang has visited virtually every show of any consequence, studying the operations from a business standpoint, and he says he has been a

Impressive Services Mark NSA Rites

NEW YORK, Nov. 28.—Second Annual Memorial Services of the National Showmen's Association and the Ladies' Auxillary, NSA, were held in the clubrooms yesterday (25) afternoon. Program arranged by the Memorial Day Committee, under Chairman Fred Murray, was impressive and arrangement of the stage, with banked autumn foliage and flowers setting off a scroll bearing the names of departed members of the NSA and the Ladies' Auxillary, was in keeping with the ceremonies.

NSA Chaplain Fred C. Murray delivered the invocation, and Chaplain Mac Schoonmaker, of the Auxillary, pronounced the benediction. Brief addresses were made by Presidents Jack Rosenthal and Mrs. Edna Lasures. Guest speakers were the Reverend J. Edward Dirkes, of Columbia University, and Rabbi Bernard Blustern, of Congregation Ezerath Israel. Vocal solos were rendered by Cantor Siegfried Phillip, of West End Synagogue, and Dorothy Packman, past-president of the Ladies' Auxillary. Roll call of departed members of the NSA and the Auxillary, by Presidents Rosenthal and Lasures, was followed by sounding of Taps by trumpeter from Joe Basile's Band.

After the ceremonies in the clubrooms about 40 members of the NSA and the Auxillary drove out to the Showmen's Rest in Ferncliffe Cemetery, where graves of departed members were decorated and brief services held. Weather was ideal and there was a good turnout at both ceremonies.

Gay Way To Stay Out

MACON, Ga., Nov. 24.—Jim McCall, former Georgia State senator, who entered the carnival biz on his own about a year ago, announced that the Gay Way Shows, his outfit, will remain out for the second consecutive winter. Before going into the biz on his own he was associated with his brother-in-law, Bill Franks, for two seasons with the Franks Greater Shows.

Playland To Show Florida

MACON, Ga., Nov. 24.—Shan Wilcox, Playland Shows owner, visiting here last week, announced that his org will play several Florida spots this winter, following the end of the South Georgia Fair date in Valdosta. Present season which started in January, has been the best in his career, Wilcox said. He has made reservations for the Chicago meetings.

GEM CITY SHOWS

NOW CONTRACTING FOR 1946 SEASON

Address: Permanent Winterquarters, Quincy, Ill.

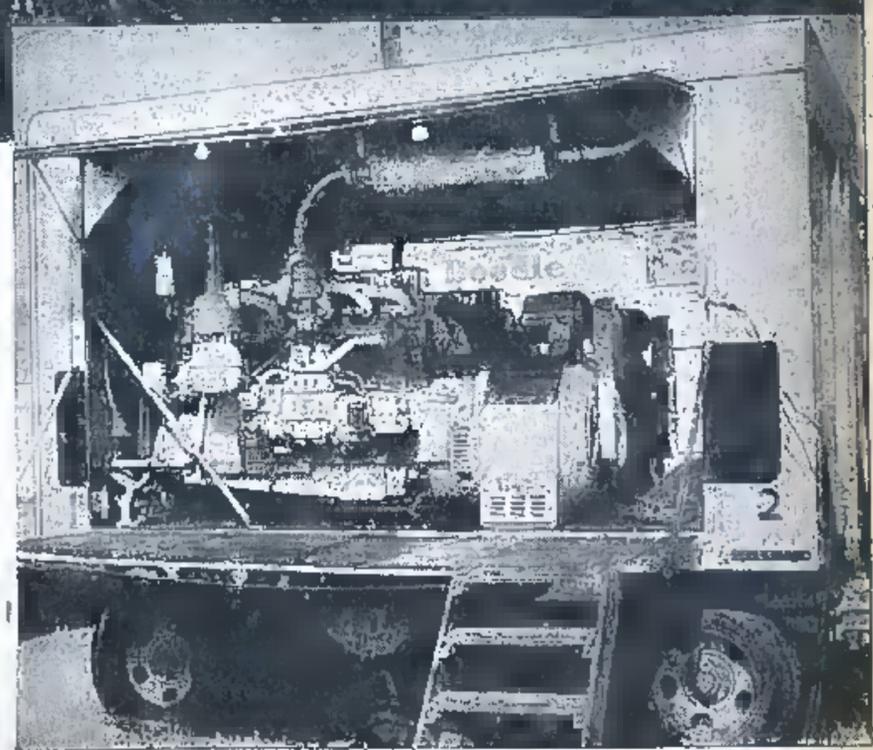
FOR SALE

Watch-La. Brass Blocks, 8x12 Canvas and Frame, in good shape, \$90. \$25 deposit, rest C. O. D.
E. McATEE
Box 471, Caro Oyer Shows, Greenwood, Miss.
P.S.: Will buy Chair Scales.



LIGHT and POWER

To Make the Wheels Go 'Round....



Successful showmen throughout the country have found through actual experience and operation that "Caterpillar" Diesel Plants are a power source that's sure, low cost and on the job long hours with little maintenance.

They have proved beyond a question of doubt that they always give uniform dependable voltage—plus a big saving on power cost.

NOW AVAILABLE ON OUR SPECIAL SHOWMAN'S FINANCE PLAN

Ask us for complete details on the prompt delivery of "Caterpillar" Diesels to power your show or amusement center. We will gladly submit a proposal properly engineered to fit your individual needs. Call "Fabick" today!

All Show Owners and Managers are cordially invited to visit our Suite at the Sherman Hotel, Chicago, December 3, 4 and 5 where you will meet the "Caterpillar" Diesel Power Men who give you "personalized service."

"CATERPILLAR"

DIESEL



Fabick Service

ST. LOUIS • SIKESTON, MO. • SALEM, ILL. • MARION, ILL.

CALL "FABICK" TODAY

HIGHEST QUALITY
POPCORN
 BOXES
 BAGS
 SEASONING
 RATION FREE
SALT

AND OTHER POPCORN SPECIALTIES

- IMMEDIATE DELIVERY
- ANY QUANTITY
- SATISFACTION GUARANTEED
- WRITE FOR OUR PRICE LIST

SEE YOU AT THE CONVENTION

J & N POPCORN SPECIALTIES

"The House of Quality"

6336 S. WESTERN CHICAGO 36, ILL.
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ATTENTION FROZEN CUSTARD OPERATORS
 and
CONCESSION PEOPLE

The Frozen Custard Equipment Company, formerly the General Equipment Company, makers of the EZE-WAY FROZEN CUSTARD MACHINE, is announcing that we will be in our new factory building by January 1, 1946. We will have one of the most complete and up-to-date factory buildings ever used for the exclusive purpose of serving the concession people and permanent operators.

Frozen custard machines of various sizes and kinds, serving and hardening cabinets, trailers or truck outfits for custard machines, caramel corn, popcorn, hot dogs, drinks, donut and coffee, snowballs, and any other similar equipment—all custom built to your order. Your trailer can be fully equipped for any purpose you desire.

The best of formulas and advice given on frozen custard. The success of frozen custard has been so great that many of our operators are expanding greatly and adding extra equipment.

LET US HEAR FROM YOU!

Address

FRANK P. THOMAS, 3023 Broadway, Indianapolis, Ind.
 Phone Number, TA 9464

After January 1, 1946, Our Business Address Will Be
FROZEN CUSTARD EQUIPMENT COMPANY
 814-824 South West Street, Indianapolis, Indiana

HURRY HURRY HURRY

ORDER NOW FOR SPRING DELIVERY — CATS, DOLLS AND TENTS

We Specialize in Queen A, Queen B, Lapland and Newman Dolls.
 Also Six Cats and Complete Outfits. Send for Your Catalogue Today.

TAYLOR GAME SHOP

609 E. Van Buren St. (Phone 444) Columbia City, Ind.

VARIOUS TYPES OF USED
TRAILERS

Ready for delivery

BERMAN SALES CO.

(Phone 521) R. D. 1 PENNSBURG, PA.

FROM THE LOTS

Harrison Greater

ST. MATTHEWS, S. C., Nov. 24.—Week ended November 10; weather, fair; business, good.

Show opened here to good business Monday (5) and the crowds increased nightly. Manager Frank Harrison, who just returned from Boston, announced here that he had purchased a new caterpillar, five new semi-trailers and six new Ford tractors for delivery about January 1. Show has 8 major rides, 2 kiddie rides, 5 shows and 50 concessions.

Staff includes: Frank Harrison, owner-manager; Mrs. Frank Harrison, secretary-treasurer; Bill Grasse, business manager; R. F. Duman, legal adjuster; Stanley Roberts, general agent; C. A. Veitch, billposter, mailman and *The Billboard* agent; Earl Tlghman and Bert Edwards, electrician and ride superintendent and mechanic.

Concession line-up includes Veitch, 3; Red Gerber, 2; Billie Clark, 3; Benny Herman, 2; George Kelfer, 10; Richard Kelfer, 4; Emma Braden, 1; Leo Hirsch, 2; Tlghman, 2; Hammer, 2; Charles Philbert, 2; Charlie Nicholas, 2; Flood, 2; Tom Demtro, 3; Charles Mitchell, 3; Fred Chilli, 4, and 8, office-owned. Johnny Reddick is the Minstrel Show manager; Whitle, Turnhart, side show manager, and Rita and Dunn, free act.

Mr. and Mrs. Benny Herman left for their home in New York. Mr. and Mrs. Pete Lockhart and Bill Clark departed for Miami. Mrs. Emma Braden was called to Detroit by the illness of her mother.

Show will winter in Columbia, S. C., and plans to open in March, 1946.—ELEANOR VEITCH.

Rain-Bo

VIENNA, Ga., Nov. 24.—Playing under auspices of the A-H Club here, business was very good. Show, first to play here in five years, received three plugs a day on the radio. Children's Day, Friday (16), was a red one. Ferris Wheel topped the rides.

Tex Dow joined here with four concessions, as did Lyle (Dutch) Schilling. Other concessionaires are Gilbert Cook, bingo; Mr. and Mrs. Carl Little; Albert Arthur, photos; Lee Seale; Jessie Breiner; Robert Hedges, who operates Manager Rollins's popcorn stand; Bertha Tyrrell, operating Jack Chapman's concession; Steve Davies, nickel pitch; Mack Germain, and Jimmie Coleman, pin joint.

George and Mike Johnson are still buying tires. Coleman has purchased a new top for his pin joint. Mr. and Mrs. Chapman are ready to call it a season. Mrs. Rollins and Mabel Sharp left to visit in Indianapolis. Mrs. Schilling is

visiting at her home in Beaver Springs, Pa. Manager Rollins plans a ride-buying trip after the holidays.

Staff includes: Tex Rollins, owner-manager; Jackle Rollins, treasurer; Mrs. Mabel Sharp, secretary; T. Wilson, business manager; Carl Little, ride superintendent; Lyle Schilling, lot man and *The Billboard* agent; Jack Chapman, assistant ride superintendent; Harold Hiatt, electrician; George Calodonia, Merry-Go-Round foreman, and Pistol Pete, Chairplane.—LYLE (DUTCH) SCHILLING.

FOR SALE MERRY-GO-ROUND AND CHAIRPLANE

MERRY-GO-ROUND

Allan Herschell two-abreast machine, complete with NEW air-cooled motor, Top Sweeps, Crestings and a good Wurlitzer Organ.

CHAIRPLANE

Smith & Smith 24 seat, 18 ft. tower complete with new motor, machine newly painted ready to go.

These rides stored here, will set up and operate for inspection.

Address

JOHN T. TINSLEY
 22 E. Court St., Greenville, S. C.
 Phone 9148

WILL PAY SPOT CASH FOR ELI FERRIS WHEEL

Must Be In Good Condition.
 Wire Collect Price, Year and Model.

Freem Amusements, Inc.
 6 Holbrook Ave., Hull, Mass.

FOR SALE POPCORN MACHINE

NEW — NEVER USED
 All Electric, \$15.00 Per Hour Capacity.
 BOX 441, c/o The Billboard
 390 Arcade Bldg., St. Louis 1, Mo.



Will be at the Convention
HOTEL SHERMAN
 with a lot of new ideas on
PAINT. Plan to use
McDOUGALL-BUTLER
PAINTS

H. VERNON SMITH
 Technical Director

NOTICE

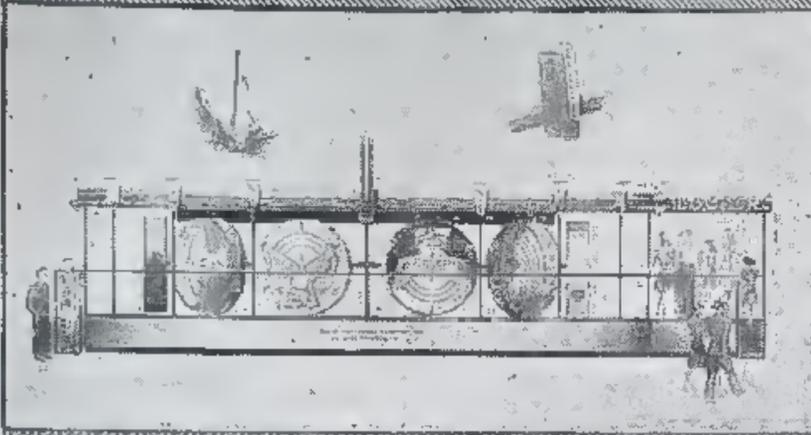
We have purchased the Band Organ and Music Roll Department from The Rudolph Wurlitzer Company. From now on we will take orders and supply all Repair Parts and Music Rolls for Wurlitzer Band Organs. We also have the facilities to Repair and Rebuild Band Organs.

Allan Herschell Company, Inc.
 NORTH TONAWANDA, N. Y.

6

Here are the leaders!!

1

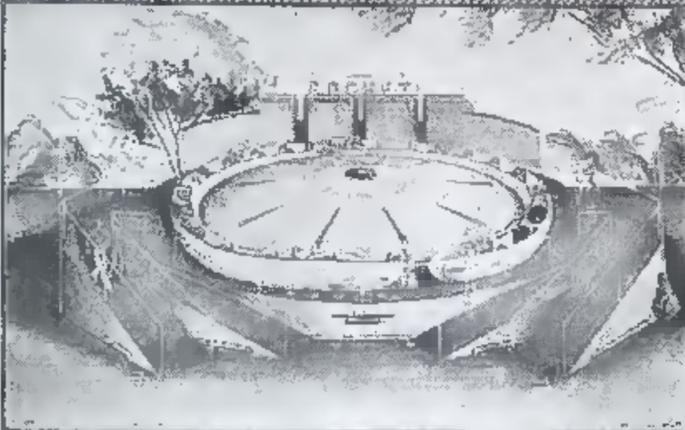


LOOPER

1 A sensational new ride with eye appeal and thrills. The Looper has a self-operated feature popular to everyone.

WRITE FOR THE NEW 1946 CATALOG

2

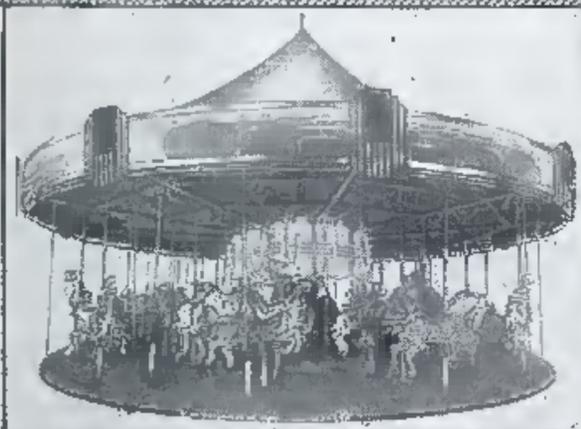


MOON ROCKET

2 The proven ride which tops them all for profits, speed and thrills. The ride with large earning capacity.

WRITE FOR THE NEW 1946 CATALOG

3



CARROUSEL

3 It's a MUST in every carnival and park. The new streamlined two-abreast and the three-abreast are the most popular of all rides.

WRITE FOR THE NEW 1946 CATALOG

4

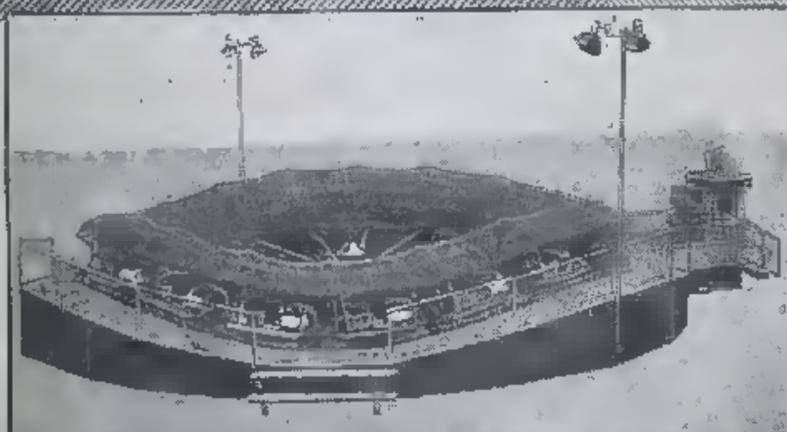


KIDDIE AUTO RIDE

4 The ride for every park and carnival. Owners testify to its ever increasing popularity. These rides have paid for themselves many times over.

WRITE FOR THE NEW 1946 CATALOG

5



CATERPILLAR

5 The ride which has earning power, capacity and popularity. This ride is extremely portable and sure fire for your money.

WRITE FOR THE NEW 1946 CATALOG

Allan Herschell Company, Inc.

NORTH TONAWANDA, N. Y.

**TREE RIPENED
BERNI'S CITRUS FRUIT**

EXPRESS SHIPMENTS OF FINEST FRUITS

**NOTHING FINER
THAN
FRUIT FOR XMAS**

**DELIVERED PRICE ON
STANDARD PACKAGES**

Prices include all transportation charges
fruit delivered to your door

STANDARD BOXES (1 3/5 bushel)
Oranges . . . \$6.75
Grapefruit . . \$6.00
Orange and Grapefruit
Combination \$6.75

HALF BOXES (1 4/5 bushel)
Oranges . . . \$4.25
Grapefruit . . \$3.75
Orange and Grapefruit
Combination \$4.25

BUSHEL BASKETS
Oranges . . . \$5.40
Mixed Fruit (1/3 grapefruit
2/3 oranges) \$5.40

HALF BUSHEL BASKETS
Oranges . . . \$3.55
Mixed Fruit (1/3 grapefruit
2/3 oranges) \$3.55



This beautiful Mexican Hand-Made Basket Full of Florida's Finest Fruit Makes an Ideal Christmas Gift.

Send it to your friends

\$5.65

FULL DELIVERED PRICE

We will enclose Gift Card for you

Our prices include delivery to your door by fast, safe railway express. You pay nothing in addition to our established prices. We do not ship C. O. D.

NOTE: Add 20% to each of the above prices if shipment goes to any of the following States: New Mexico, Colorado, Nevada, Oregon, S. Dakota, N. Dakota, Washington, Nebraska, Kansas, Utah, Idaho, Iowa, Minnesota, Wisconsin, Wyoming, Upper Michigan or Montana.

SAFE ARRIVAL of Your Express Shipments Guaranteed.

Berni's Fruit Is Carefully Packed to Withstand Rough Handling.

BERNI'S FRUIT 210 CASS STREET TAMPA 2, FLORIDA
—BERNI SHIPS FRUIT ANYWHERE—

India Showmen Offer Wares The American Way Despite Crudity of Rides and Canvas

Illusion Show Has Appeal, But the Mirrors Are There

Editor's Note: The writer of this article, J. M. Dalziel, was a Merry-Go-Round foreman and did magic in a side show before entering the armed forces. He is now in the Army Air Force at Karachi, India.

By J. M. Dalziel

KARACHI, India (Via Airmail).—Fall seems to be the universal time for fairs, and India is no exception. Here are a few points about the Oriental carnival, held here recently, which may interest the Occidental reader:

Lot layout was similar to the standard design in America. Exposition was set up on a park in the heart of downtown Karachi. Two modernistic pillars with picture panels, and a top board with the words, "Afghan Industrial Exposition," bordered by light bulbs, marked the main entrance.

Absence of concessions (games) of any kind was notable. Instead, there were long rows of booths selling a wide variety of Oriental ware. Silver, both hammered and filigreed; carved ivory, sandalwood and ebony, exquisite silks, nuts, tobaccos, spices and even stands advertising "American ice cream." Boys were right in there when it came to selling.

Concessions, shows and exhibition tents were strung around the sides, while rides, Motordrome and juice joints occupied the center. Music was furnished by a p.-a. system, and did not sound like the *Song of India*. Our hillbilly is a closer approximation. Talkers seemed to hold volume to patrons within conversational range.

First thing to catch attention inside was a museum of miracles. This show claimed to have "Lord Krishna bathing in the Junna" (reducing lens principle), and assorted snakes, crocodiles and freaks. Front consisted of painted canvas with 12-inch lettering across the top.

Ticket stand was of burlap, entirely closed in, with a small hole thru which tickets were passed.

Burlap for Tents

All tents, with the exception of the Merry-Go-Round and Motordrome, incidentally, were of ordinary sackling or burlap. Merry-Go-Round was an antique of doubtful pedigree. There were per-

haps a dozen small border lights, no mirrors and no organ of any kind! Power was furnished by one of those side-wheel engine cylinders used to saw wood. Speed was slightly faster than walking. A 40-foot, two-abreast humper, the machine had commercial ads in the picture panels. Patrons seemed to be predominantly adult, with a liberal sprinkling of G.I.'s.

Next to the Merry-Go-Round was an American-type Motordrome, "The Wall of Death." This was more up-to-date than anything else. Usual construction was used, with a bulky platform upon which the motorcycle wallabus and one memahib went thru preliminary racing of motors. After the spiel, they entered the Drome and did a first-class job of riding. At the performance's end, the audience applauded!

Adjacent to the Motordrome was an industrial exhibit, unusual to Western eyes. Latest all-metal water wheel, powered by a camel on a boom, with water gushing out in torrents as the camel moved in a circle, was featured. Near by, were exhibits of seed, agricultural implements, housing, health and products of India. Most of these were sponsored by Sind government, with British co-operation.

Lots of Free Acts

No fair is complete without free acts, and this one had plenty. Best was a dive from a 50-foot ladder thru flames into a water tank built of concrete. Besides this, acrobats performed on horizontal bars, trapeze, tight and slack ropes, stilts and tumbling mats.

Ten-in-one show on the midway had no seats, Indians being squatters. An array of Oriental dancers, singers, magicians, yogis and fortunetellers padded to strains of an Indian orchestra on the end of the platform. Ork consisted of maleodoin, flute, flageolet, pipes, lute, fiddle and tom-toms. Dancers went thru routines in which every facial expression, body movement and gesture told a story. Folk songs were also popular.

Magicians offered standard tricks, such as cup and ball, blunder boat, boy in basket, mango tree, lota, and snakes and alligators. Yegis, controlling every tiny (See *India Showmen Sell* on page 58)

Here's How It Looks in India

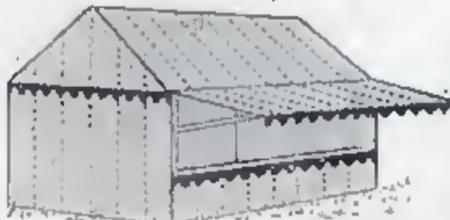


SHOWN IN THE TOP PICTURES, left to right, is a burlap-covered ticket box; a Merry-Go-Round, with advertising banners in place of the usual mirrors, and in the background a Motordrome which looks much like the old type of Motordrome. Below is a view of the 10-in-1, and the gentleman at the right in the nightgown evidently is the Afghan version of a talker.

"First Things First"

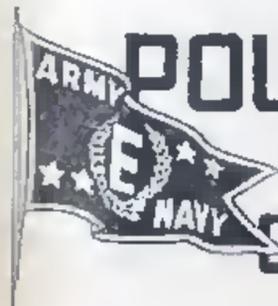
Because Government Orders come first we are still unable to manufacture civilian requirements.

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.

JAMES E. STRATES SHOWS, INC.

CAN PLACE FOR 1946 SEASON

High Class CIRCUS SIDE SHOW. Have complete outfit with exception of banners, etc. Nothing but the best considered. Also Monkey Circus, Wild Animal Show and other meritorious attractions.

Address: JAMES E. STRATES, Gen. Mgr., Mullins, S. C.

GREETINGS

TO MY FRIENDS AND CUSTOMERS

HYMIE SCHREIBER

SCHREIBER MERCHANDISE CO.

919 Broadway

Kansas City 6, Mo.

WHEN *in* CHICAGO

BE SURE TO VISIT OUR PLANT

Free Transportation

... will be arranged ... You'll find a brief visit will prove both interesting and profitable ...

Phone Elmhurst 2000

The train pictured has been leased by Warner Brothers' Pictures to be operated at Columbus Circle, New York City, November 15-30. This train will be used to assist in the Eighth Victory Loan Drive.



ORDERS WILL BE FILLED IN ROTATION!

America's Finest Kiddie Ride

● It's the only train of its kind... it really looks like a train from locomotive to observation car. Many exclusive, patented features!

● The M-T Streamliner is America's newest Kiddie ride and is creating a sensation wherever it goes! Operators say it's TOPS in capacity, appeal and net profits... yes sir!... it's the top money maker!

● The demand for the one and only genuine M-T Streamliner has been so great we have had to triple our manufacturing facilities!

● A limited number of trains will be available to those who do not already have in their confirmed orders. All orders will be filled in rotation! Get the facts... Phone, write or wire today!



MINIATURE TRAIN & RAILROAD CO.

ADDISON, ILLINOIS

On Route 20, 25 Miles West of Chicago's "Loop"

AMERICA'S HEADQUARTERS
FOR
Lithograph
**CARNIVAL
and
CIRCUS**
Posters
ALSO RODEOS & PARKS
Write for SAMPLES
Send for 1946 DATE BOOK
GLOBE POSTER CORP.
Chicago . . . St. Louis

Step Right This Way, Folks--- And the Judge Says It's Legal

By Sol K. Katz

NEW YORK, Nov. 24.—How do you like your Coney Island, mister?
How do you like your county fair, lady?

Hey, kids, how do you like your carnival?

Well, how do you all like these things? Do you want them quiet, refined, sedate, calm and serene? Or do you want them blatantly, raucously, screamingly, ebulliently clamorous and bedlamically noisy?

"Yeah! Yeah! Yeah! Step right this way, folks, and get your picture took aridin' the skys in that airplane! This way, folks. Only a thin dime."

Well, I guess that is the way we want our Coney Islands and our fairs and our

carnivals. And that is the way it is viewed by our New York Magistrate Sala, who in a recent case in which "barkers" were an issue, uttered the following remarks:

"The Barker, who by his ballyhoo seeks to attract attention to his side show or place of amusement and by his active demonstration and noisy advertisement, a natural concomitance of all public fairs, circuses and outdoor amusement resorts, attempts to induce patrons to enter, and the hawker who makes lavish and dramatic outcries as to the merits of his wares sold in his establishment, follow a traditional and historical technique which it may very accurately be said 'is the very life and breath of the world's most famous outdoor amusement resort' and constitutes part of the color and excitement which passersby or visitors expect and enjoy. Was it the legislative intent to remove this atmosphere, to suppress the feeling of gaily, healthy frivolity and abandon that such clamor inspires?"

"Was it the legislative purpose to extirpate the normal stimulation and excitement induced in the mind and spirit of man by the ballyhoo, the Barker, and the hawker invariably present in all outdoor amusement resorts such as Coney Island, the poor man's haven of relief? To ask the question is to answer it. This court unhesitatingly thinks not. The ballyhoo and barking are the life blood and are inherent and inextricable parts of the fundamental pattern of outdoor amusement resorts and public fairs. Without it Coney Island would be converted into a mausoleum for its million of daily visitors."

And . . . so say we all!

Gooding Maps Plans To Spend \$100,000 On Org for '46 Trek

(Continued from page 46)

Spellman was with Gooding before going into service.

Gooding Officials

Other units of the Gooding Enterprises, together with the officials, are:

Gooding Greater Shows, Mrs. E. C. Drumm, manager; Gerald Frantz, assistant; Mrs. Lee Frantz, secretary-treasurer; William Leisure, lot superintendent; O. Buck Saunders, general agent and publicity; Wayne Robinson, bill-poster.

American Exposition Shows, Charles O'Brien, manager; Homer Dennison, secretary-treasurer; Harry Lottridge, lot superintendent; John E. Lampton, general agent and publicity.

F. E. Gooding Amusement Company No. 1, John F. Enright, manager; Mrs. Doris Goutermount, secretary-treasurer.

No. 2, George Boule, manager; Mrs. George Boule, secretary-treasurer.

No. 3, Ray Riffle, manager; Mrs. Gene Riffle, secretary-treasurer.

Columbus office, F. E. Gooding, general manager; Kathleen Holleran, treasurer; Doris Molley, secretary.

Big Pot for SLA

Gooding employees went all-out for the Showmen's League of America this year, donating a total of \$5,366.86, of which \$2,966.85 went to the Hospital and Cemetery Fund and \$2,500 to the Red Cross. The list of donors follows:

John Chapman, \$212.45; Nello Pacinini, \$200; J. D. Edwards, \$171.50; John Galligan, \$110; Mr. and Mrs. Ray Riffle, \$100; Sam and Irvin Berk, \$75; E. A. Howard, \$65.40; Frank Self, \$80; W. S. Myers, \$57.50; Harry Boyles, Max Feldman, Ed Hackett, Rupert Otterbacher, Harry Lottridge, each \$50; Harry Riebeck, \$45; Van L. Jeter, \$37.50; Mrs. E. C. Drumm, John F. Enright, Charles O'Brien, Mr. and Mrs. Gerald Frantz, Mr. and Mrs. Ed Strassburg, Angelo Bloutseas, each \$25; Albert Sexton, Marlon McWethy, George Hurney, each \$20; and Mrs. Chloe Gooding, George A. Boule, and Gerard Normandin, each \$15.

C. J. Aust, Dick Richards, G. W. Taylor, each \$12.50; Mr. and Mrs. Earl Davis, Mr. and Mrs. Robert Kenner, Mr. and Mrs. Port Bretzius, Mr. and Mrs. M. Olson, Mr. and Mrs. Fred Holtzman, Mr. and Mrs. Ralph H. Barr, Mr. and Mrs. F. H. Constans, James H. Drew, Buck Allsup, each \$10; Thomas McComb, \$6; George Smith, James J. Dougherty, Mr. and Mrs. Augustine Facanti, James Keller, O. H. Shriner, Theodore Smith, Robert Holmes, Glenn Arnold, Ross Ackley, each \$5; Lillian and Ben Lusa, \$4; H. E. Shapiro, \$3; James McBride, \$3; Clyde Lauderbach, A. H. Downey, Victor Parlano, each \$2.

F. G. Wright, H. S. Beem, William Pratt, B. O. Hall, Ward Davis Jr., Conley Bennett, Leroy List, Bill A. Hughes, Donald Ernest, D. J. Thomas, Bob Conn, Kathryn Fogleman, Richard F. Martin, Elliot Bond, William Miller, Ralph McPherson, Vearl Ellis, William Honcell, Nicholas Christman, Walter Sunderland, Sylvester Pfeifer, Jesse Helmer, Leslie Stamper, Russel Lawrence, Herman Stamper, Charles Hutzell, Charles Legg, Samuel Tope, Lawrence Ackley, Ernest Watkins, Leonard Campbell, Robert Bowen, Ernest Harbarger, each \$1.

DANCELAND PARK TAMPA, FLA.

Have six Rides; Grab, Mug, Pop-Corn, Apples, Snow Ice. Can place a few Ball Games and Ten-Cent Grind Stores. Also space for Roller Rink.

EDDIE LEMAY

Cass & Jefferson St., Tampa, Fla.

TENTS—BANNERS

Charles Driver — Bernie Mendelson.
70-Ft. Round Top with Five 30-Ft. Middles.
Good Condition.

O. Henry Tent & Awning Co.
4862 North Clark St. CHICAGO 40, ILL.

TENTS

Immediate shipment: Concession Tents—6x10, 8x12, 10x12, 10x14, 10x16. Also 20x30 and 20x40. Sidewall, any height.

D. M. KERR MFG. CO.
1954 W. Grand Ave. CHICAGO 22

POPCORN

All you want, \$10.00 Per 100 Lbs.
Send check with order.

Popcorn Trading Post
1116 So. Michigan CHICAGO, ILL.

SECOND-HAND SHOW PROPERTY FOR SALE
\$42.50 Lion Rug, large, mounted head, Bargain.
\$5.00 Government Desk Trunk, Cost \$30.00.
\$1.00 Pair Richardson Skate Plates, 7-8-9.
\$9.00 Pair Cowboy Chaps, leather, Bargain.
15¢ Up, Flags on Streamers. All sizes.
WEIL'S CURIOSITY SHOP
12 Strawberry St. Philadelphia 6, Pa.

Pacific Coast Shows

Want for season 1946—Photo Booth, Candy Floss, Ferris Wheel, Octopus, Mx-Up, 25¢. For Sale—Fish Pond, will brook on show. New Lover's Tub for Merry-Go-Round.

PACIFIC COAST SHOWS
Box 481, Monroe, Wash.

LOWER PRICES ON POPCORN FOR 1946 SEASON

REGISTER WITH US NOW TO BENEFIT BY LOWER PRICES.

No Deposits Required — No Catch to This Ad
JUST DROP US A POSTAL CARD
We Will Send Details, Price List, Samples, Etc.

C. R. FRANK Distributor
POPCORN AND SUPPLIES

933 N. BROADWAY

ST. LOUIS 2, MO.

"ANCHOR"



Carnival Tents Are Back—Avoid Delay
Order Now, We Will Make Your Tents at
Once and Hold for Spring Delivery
We will furnish the same good, perfect fitting, full size "ANCHOR" tent to which you have been accustomed.

ANCHOR SUPPLY CO.
Evansville, Ind.

TENTS

All Sizes — All Styles.

Khaki — Blue — Olive.

E. G. CAMPBELL TENT & AWNING CO.

ERNIE CAMPBELL

JIMMY MORRISSEY

100 CENTRAL AVE.

(Phone 3-3313)

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TENTS

We Have It—New Shipments—Good Material

TENTS—Concession, Cypsy, Camping, Flashy trimmings; Tents of all sizes, Merry-Go-Round and Caterpillar Tops, Big Tops.

ANYTHING IN CANVAS

Send for Our Price List Today. Quick Deliveries. Wire, Write or Phone.

TENTCO CANVAS COMPANY

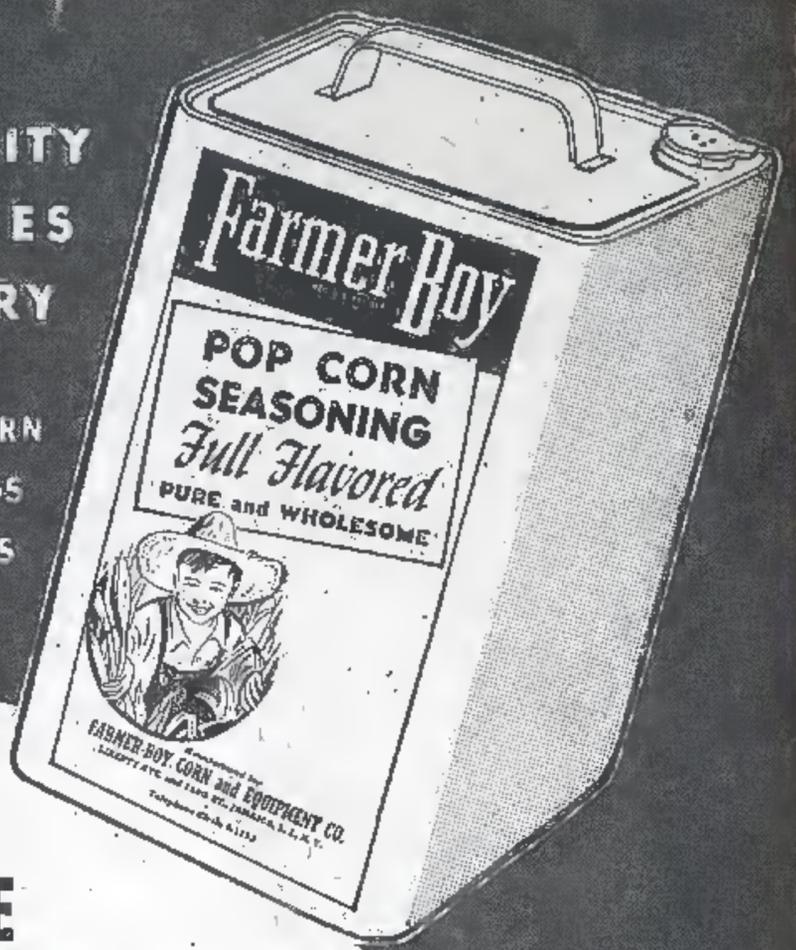
130 GREENE STREET

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**HIGHEST QUALITY
CEILING PRICES
QUICK DELIVERY
ON
GOLDEN JUMBO POPCORN
SALT · SEASONINGS
BAGS · BOXES**

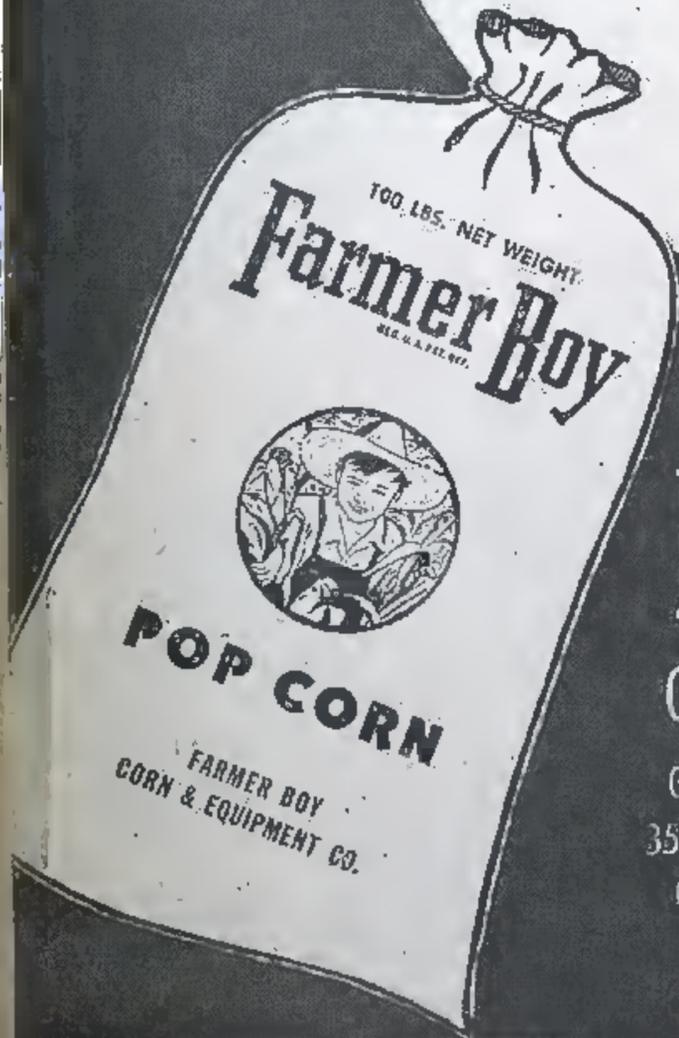


**ALL THESE
AND NEW EQUIPMENT TOO!**

We are now ready to ship immediately the very latest popcorn equipment! It is the most complete, most attractive, most profit-making line you could have dreamed of in the war years. There isn't time for a descriptive announcement. The important thing is this: no matter what you want or need in popcorn, popcorn supplies or equipment . . .

WE HAVE IT!

Write, wire, phone for complete description and prices



Farmer Boy
REG. U. S. PAT. OFF.

CORN & EQUIPMENT CO

General Executive Offices and Showroom
352 WEST 44th STREET NEW YORK 18 N. Y.
Circle 6-1293 Otto Price Gen. Mgr

FARMER BOY SALES AND SHIPPING OFFICES
FARMER BOY CORN & EQUIPMENT CO.
Liberty Avenue, at 180th St., Jamaica, L. I., N. Y.

FARMER BOY CORN & EQUIPMENT CO.
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Detroit, Mich. 5

FARMER BOY CORN & EQUIPMENT CO.
Randolph 6105
Morris Aaron

FARMER BOY CORN & EQUIPMENT CO.
1204 Holpin Avenue
Hyde Park

FARMER BOY CORN & EQUIPMENT CO.
38 Church Street
H. Gormaine
Cincinnati, Ohio
Adrian Rouvier

FARMER BOY CORN & EQUIPMENT CO.
Payne Avenue at 21st Street
Richard Miller
Boston, Mass.

FARMER BOY CORN & EQUIPMENT CO.
Cleveland Film Bldg.
Cleveland, Ohio

Cozy Rides Again

EYERLY RIDES ARE NOW SCHEDULED FOR EARLY SPRING DELIVERY

EYERLY AIRCRAFT CO.
SALEM, ORE.

BOOMERANG

1946 MODEL

Now Accepting Orders for SPRING DELIVERY for a Sound Riding Device Investment and Quick Returns . . . ADD A BOOMERANG . . . a Flat Ride, Producing ALL THE THRILLS —COMBINED IN ONE MAJOR RIDE.

If interested send for catalogue

HARRY WITT

Sole Sales Distributor

298 JUNIUS STREET

BROOKLYN 12, N. Y.

LAPEER HI-STRIKERS FOR 1946

1946 WILL BE THE BIG MONEY YEAR

For early Spring shipment we will try hard to supply all who order, but those who wish to be more certain SHOULD place their order any time this WINTER, the sooner now the better, and December or January is NOT any too soon to send it in because all orders are booked and filled in rotation as we receive them. So if you want a Moore-Made Striker for 1946, then send the order now so we can get the shipment ready in time or at a later date if wanted. EARLY days in the Spring are THE BIG MONEY DAYS ahead for Hi Striker owners. This year only two sizes in the SINGLE, 25 ft. high, complete two masts, cone, etc., weight about 275 lbs. Outfit all boxed, and crated priced at Lapeer, 800. The 27 ft. Striker and a heavier all-around outfit, priced at \$137. F. O. B. Lapeer. 25 ft. DOUBLE STRIKERS, tower is 24 ft. high, FACE of the tower is BRIGHT RED, 3" number Aluminum painted with Black trim. Back of all towers: Green enamel is used. If wanted wired for LAMPS up and down tower add extra \$8.50, and if a REFLECTOR wired for 8 lights wanted then add \$11.50. Weight of DOUBLE STRIKER is about 500 lbs. and priced at \$190. F. O. B. car here. Last-minute orders in the SPRING will be a delay of about two to three weeks, while orders placed this winter will get a HEAD START and a quicker delivery to those who ACT NOW and WHO in 1946 gets the EARLY start on the road to some very good business. Lapeer Hi Strikers built ever since 1908. Today they are known everywhere. "Moore-Made" Lapeer Hi Strikers in early years before Automobiles earned GOOD MONEY then, but today they make much more. Address:

LAPEER HI STRIKER WKS.

ESTAB. 1908

LAPEER, MICH.

MANAGERS — AGENTS WATCH FOR OUR POST-WAR PICTORIAL CREATIONS

CIRCUS — CARNIVAL

Not block work, not lithograph, but our own exclusive process will be ready soon. Write now for samples. 1946 Date Books will be ready Dec. 15. Send for your copy now.
NEAL WALTERS POSTER CORPORATION
EUREKA SPRINGS, ARKANSAS
BOX 315 (PHONE 4111)

India Showmen Sell The American Way Despite Crudities

(Continued from page 54)
tions of self-control, cataleptic trance, hypnotism, walking on fire and swords of contortion. Ten-in-one, lasting a couple of hours, played to a full house at every performance.

Two Rough Rides

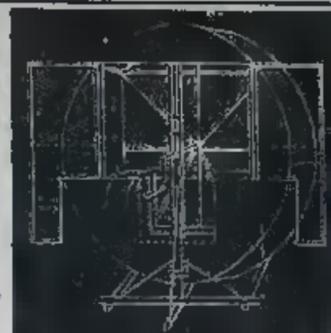
Chairplane was a rough-riding contraption, as seats were suspended by a single chain from each side of an octagonal wheel. When the operator started it, he didn't begin to slow it down until the swings were horizontal and all seats were spinning.

Next to the Chairplane was the Airplane, a rebuilt Chairplane. Plane-shaped seats were suspended from the top rim and attached on the inside to a loop which was half way from the top. When the machine was operated, this hoop caused planes to rise above horizontal. Each plane was named after a city. Both Chairplane and Airplane were powered by standard ride engines.

Best thing on the lot was the Illusion Show. Three large banners proclaimed "The Manchurian Fox," "The Vanishing Head," and the "Human Python." Admission fee was two annas (four cents). First attraction was a small table, open underneath, upon which lay a girl's head, with a python body. After the bally, the head spoke, sang, etc. In the tent's center was a booth covered by a black curtain. On the other side was a table, similar to the first one. On this table was a girl's head with the body of a fox. Head talks, etc.

Returning to the center booth, the wallah pulled aside a curtain revealing a table of slender legs. On the table top were several stakes decorated with leis. Curtain was closed for a moment and, upon being opened, a girl's head was seen perched on the center stake. Head talked, etc. At the magician's gesture, the head tumbled backward and vanished, only to tumble into sight again. This illusion stood close inspection and was very clever. Seemed to be using the regular principle.

All the time, all around, on the streets, in the alleys, in the houses was the greatest exhibit of all, with plenty of snake charmers, camels, elephants, water buffaloes, pythons, "bazaars from Bagdad," and other things, which while novelties in the States, are everyday things here.



THE ROCKING CHAIR — GETS 'EM

They rock, they roll, they scream and loop the loop. Will handle 120 passengers per hour—that is \$30.00 at 25c. We played to capacity business at the Dallas Zoo this season. Machine is instantly counterbalanced. Operated by the passengers and slight effort by operator. Has safety locks and straps—absolutely safe—appeals to all ages. Suitable for arcades, indoor and outdoor shows, parks, carnivals, etc.
ORDER NOW—PRICE \$500 CASH
F. O. B. Dallas—Shipping Weight 500 Lbs. Set Up in 20 minutes.

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POPPING OIL

5 Gallon Can — \$8.50
SEASONING (Solid), 50 lbs. — \$12.00.
Also Drum Lots Available.
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We have equipment for sale, including two No. 5 Wheels, Merry-Go-Round, Rolloplane, two Kiddie Rides, three GMC Diesel Light Plants, four Light Towers, Semi Trailer Trucks. All rides sold with or without transportation. Show Fronts and other Show Equipment. All can be inspected at our Winter Quarters, Petersburg, Virginia, after December 15. All former people of North American Exposition, please contact us.

Can also place useful Carnival People in all departments.

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New Trucks. All sizes. From 1/2 Ton to 10 Ton at 25% less than new prices. Tell me what you need. Come and drive them away. Wire or write.

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1946

SPITFIRE

BETTER THAN EVER

CONTACT US HOTEL SHERMAN
DECEMBER 2 TO DECEMBER 8

FRANK HRUBETZ & CO.

FRONT AND SHIPPING STS. SALEM, OREGON

Agents, Owners Gather in Chi
For Main Go With Fair Secs

(Continued from page 46)
will be back in the State fair picture. The Montana dates, represented by Great Falls and Billings, will be going again. Lincoln, the Nebraska State Fair, and Hutchinson, in the same category as far as Kansas is concerned, are sure they are going to run. There won't be an Office of Defense Transportation to say "Nay, Nay," at the last minute.

These, along with the Minnesota and Oklahoma annuals, will be back on the block.

Who'll get what will be known when the signatures are affixed to the contracts with Eversharpe, Parkers or just plain, ordinary good old battered post-office pens.

Veterans on-Hand

In quest of these prize plums will be the old line carnivals and their agents and a few new ones with agents who have been tried with other organizations.

Royal American Shows will be on hand with the affable pair, Carl J. Sedlmayr and J. C. (Tommy) Thomas, pouring the hi-balls, low-balls or just ordinary curve balls. Royal American took a kick in the teeth the past season because Minnesota wasn't able to run, but survived, and Carl and his silver-thatched charmer are sure to take their best holds.

Hennies Bros., guided by the astute J. C. McCaffery as general agent, didn't worry too much about Northern fairs after the Iowa (Mich.) Free Fair was on the docket, high-tailing for Panama City, Fla., before the shipyard workers scattered for their various and sundry homes after the shipbuilding was canceled with the capitulation of Japan. There won't be a Japan to capitulate this coming season, so McCaffery has had his bird dog, Louis J. Berger, seeking new fields of endeavor ever since the record-shattering week at the Alabama State Fair and Birmingham Victory Celebration—a double title adopted after the ODT made it legal to run State fairs. Of course, Harry W. Hennies will be around, gum chewing and smiling, as usual, and also ready to rattle.

Those Jones Boys

The Jones boys, usually referred to in the better social circles as the Johnny J. Jones Exposition, will be represented by E. Lawrence Phillips, Morris Lipaky, Mrs. Hody Jones, Ralph G. Lockett, Herb Pickard and possibly Harold (Buddy) Paddock and Art Frasier. This crew will be on hand with daggers in their teeth. The org already has bowed out of the Southeastern World's Fair, Atlanta, and the Chattanooga winner, in favor of Endy Bros. Lockett recently signed the lake-front celebration at Milwaukee for mid-summer, which means this org will be around attempting to pluck a few plums

to embellish the after-harvest season.

Max Goodman dug his Wonder Shows of America out of the barn a year ago after a hiatus of three years and astounded a lot of waae guys by getting it back home to Little Rock with a profit. Max didn't swing too hard for the prize packages a year ago, but this time he'll walk into the ring with his bathrobe pockets loaded. He'll have, in addition to himself, Robert L. (Bob) Lohmar, Big Bill Snyder and son Joey as a sales force. Goodman topped all records at the North Dakota State Fair, Minot version, last July. Mr. Max may prove a thorn to the complacent.

Here's a Newcomer!

John R. Ward, who less than two weeks ago purchased the Dodson's World's Fair Show lock, stock and barrel (whatever that means), will be around exhibiting the wares of a 40-car railroad show, aided and abetted by such experienced navigators as George McCarthy, Eddie Hollinger, Mel H. Vaught and William (Just Plain Bill) Starr. That is a crew that knows a full-Nelson from a half-Nelson, and John R. Ward evidently means to be one of the biggies among the biggies.

Al Wagner, the impetuous gent who built the Cavalcade of Amusements, will be around with a wrecking crew, each one adept at the art of word-painting. Al hasn't officially announced his starting line-up, but the outward appearances are that Bobby Kline and William G. Naylor will carry the brunt of the burden. Naylor, with his gentle English accent, is expected to be a constant threat, and if it was football in place of wrestling he'd be right there as he scouts during the fall season for the Chicago Cardinals (a pro football team, for the benefit of the uninitiated).

Fate, in the form of ODT, dealt Wagner a stunning blow last season as Great Falls and Billings were canceled out from under him, as were Lincoln and Hutchinson. The latter pair decided to make a run for it after Al took his opera into the Deep South and the deep mud of Mobile. It was a cruel blow, but now Wagner says he'll counter with a 50-car show the brothers of fairdom will have to like.

How About This One?

The enigma of this grapple figures to be the North American Exposition, herded hither and yon the past season by Pete Kortez, Joe Scholibo and various other herding artists. This one ran into so much rain, muck and mud in the early season it didn't seem possible for it to hear the time limit gong, but it did and Kortez and associates got it back to Shreveport (La.) winter quarters all in one piece. That was enough, how-

CONGRATULATING
CARL J. SEDLMAYR

ON HIS

25th Anniversary

AS GUIDING GENIUS OF

The Royal American Show

From MAX AND DORIS KIMERER

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Place your orders now for guaranteed delivery in 1946. Contact our representative, Harold Daly, at Showmen's League Rooms, Sherman Hotel, Chicago, during the convention, or visit our Showrooms after December 10.

CONEY ISLAND ART PRODUCTS

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POPCORN

LARGE SOUTH AMERICAN PERFECT POPPING CONDITION

\$11.00 TEN BAG LOTS \$11.25 SINGLES

All You Want, Immediate Shipment. Also a Complete Line of Popcorn Supplies.

GOLD MEDAL PRODUCTS CO. 318 E. THIRD STREET CINCINNATI 2, OHIO.

SOUTHERN POSTER PRINTING COMPANY
SOUTH'S FINEST PRINTERS AND DESIGNERS of FAIR-CARNIVAL POSTERS
NEW STOCK PICTORIALS - TACK CARDS 1024 SHEETS
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CANADA
SIMS GREATER SHOWS CO., Ltd.
FRED W. SIMS, President FRANK W. ROME, Vice-President
17TH ANNUAL TOUR
Wish to take this opportunity of thanking all the Fairs, Still Date Committees and the Personnel of the Show for making this year again a banner season. Next year the Show will add new Attractions and New Rides, making the Sims Greater Shows Co., Ltd., Canada's finest Midway. Like to hear from showmen with worth-while attractions.
FRED W. SIMS, P. O. Box 85, Toronto, Ontario, Canada

CANDY FLOSS MACHINES AND PARTS



AC Model #100 now ready for shipment, completely roller and ball bearing, 25" Aluminum Pan, Double Spinehead, \$190.00; Single, \$175.00. Single Bands & Ribbons, \$5.00 Each. Original Double Bands, easy to fit on all heads, no inserts, \$13.00.

SARATOGA KETTLE POPPERS

12 Qt. Capacity \$16.00



WAFFLE IRONS OR ROSECAKE MOLDS
4" Aluminum, Complete With Formulas and Handles.
\$2.50 Each

All Items Ready for Immediate Shipment. Terms: 25% With Order, Balance on Delivery, F. O. B. Toledo.

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Mechanical City on Trailer.

Send picture and lowest cash price.

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General Delivery, New Orleans, La.

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TRUCK EQUIPMENT

Ten 2 to 4-ton Tractors and 26 to 30-foot Semi-Trailers. All air brakes. Good condition. 708 South West Street, Indianapolis, Indiana. Phone: Riley 8346.

ever, for Pete, and now it has been offered for sale.

So far there have been no takers for this property, but there are too many railroad cars and too much property involved to be left sitting idle in these lush times. Some fellow with a bank roll will pop up by the time the boys have the fair secretary's cars in their teeth and declares himself in on the milling. There is a consistent rumor that Barney Gerety's health isn't so bad that he won't take a few holds for himself. He still has that fine Beckmann & Gerety title, a flock of property other than that included with the North American Exposition and a carload of friends. Could be!

And that Endy Bros. must be considered in this milling—all of which, understand, figures to take place on Midwestern grounds. Dave Endy's move into Chattanooga and Atlanta makes some of the wisenheimer's think he's getting in the wrong ring. Could it be that Dave is eyeing Midwestern territory? Dave will answer that with his next pass.

Some Quiet Sectors

Out on the Pacific Coast the lines seem to be pretty well drawn with Orville N. Crafts' org going its way, Mike Krekos' West Coast Victory Shows taking its own course, with Foley & Burk traversing its own route. There are others, but they don't seem to have trains.

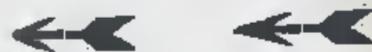
Along the Atlantic seaboard James E. Strates looks like he would like to take a bite out of the World of Mirth pudding, but despite office denials, it looks like Frank Bergen is going to surround himself with some people who will be able and capable of helping him hold the World of Mirth empire together. These fellows will fight it out in their own backyard and won't need the mat spread for the Chicago shindig.

But, so far, most of this has been about the railroad fellows. There will be countless truck show operators around who won't care to doff their clothes, don the tights and get in the battle royal. They'll be on the sidelines with a wink to toss here, and a wink to toss there. Some one or two, or maybe three of the fellows with the prizes, may slip those half-Nelsons of the rallies and go for the truckies. It has happened before.

And it is going to be a lot of fun to watch, even if you don't like rasslin'.



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METAL HORSES ARE NOT A POSSIBILITY BUT A REALITY FOR ALL MERRY-GO-ROUND OWNERS. WE PROUDLY ANNOUNCE THE NEW PARKER PARKALOY INDESTRUCTIBLE HORSES NOW AVAILABLE, PERFECTED, TESTED AND FULLY GUARANTEED. READY FOR YOU NOW.

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7. We Do Not Hesitate To Give Our New Horses the Most Full and Complete Protective Guarantee Which Has Ever Been Given to Any Product in the World.

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We Offer the Most Revolutionary Improvements for Merry-Go-Rounds Since We Designed and Invented the Jumping Horses as Now Used on Carry-Us-Alls Nearly Fifty Years Ago.

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25 BAGS OR MORE \$10.50 PER 100 LBS.

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

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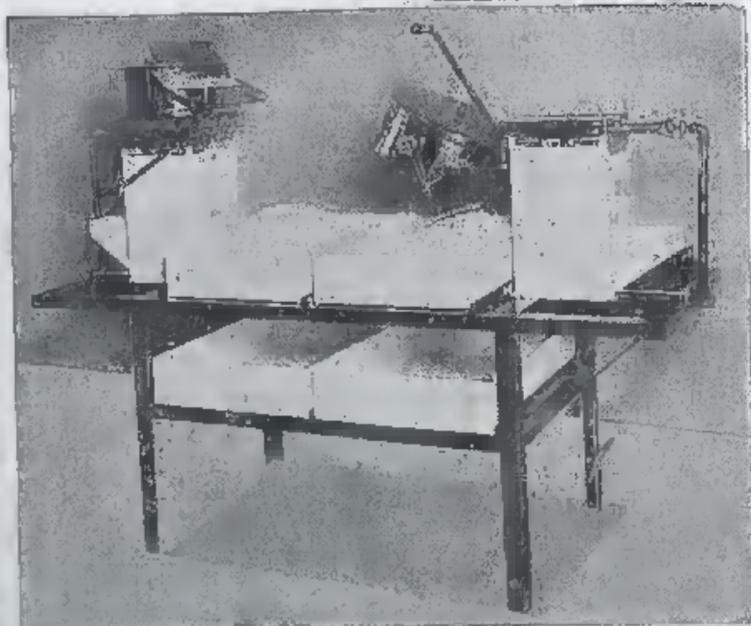
HERE'S WHAT LIVE-WIRE OPERATORS ARE LOOKING FOR!

CREATORS

LARGE PRODUCTION POPPERS

SPEEDY • DEPENDABLE

POPS THE CORN DIRECT IN THE SEASONING AND SALT



ONE OPERATOR SHOULD POP 100 LBS. OF Raw Corn PER HR.

TWIN GIANT FLOOR MODEL No. 42

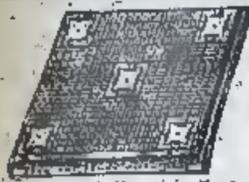
Two Giant Counter Poppers mounted on an angle iron stand. One operator should pop 100 pounds of raw corn per hour with this machine. The popped corn is dumped from the poppers into two removable steel trays which have perforated bottoms. The operator shakes the trays and any unpopped grains fall through into the drawer. Overall dimensions 30" deep by 75" long.

Also Available: Counter Model Capable of Popping 50 Lbs. Raw Corn Per Hour.

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60 E. 13th STREET, CHICAGO 5, ILL.



PENNY PITCH GAMES
 Size 48x46", Price \$30.00.
 Size 48x48", Price \$40.00.
 With 1 Jack Pot, \$40.00.
 Size 48x40", with 5 Jack Pots, \$46.00.

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
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ASTRO FORECASTS AND ANALYSES
 All Readings Complete for 1945

Single Sheets, 8 1/2 x 14, Typewritten, Per M. \$5.00
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 Samples of the 4 Readings, Four for 25¢.
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 120 Pages, 2 Sets Numbers, Clearing and Polity, 1200 Dreams, Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample, 15¢.

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PACK OF 75 EGYPTIAN F. T. CARDS, Answers All Questions, Lucky Numbers, etc. 40¢
 Signs Cards, Illustrated, Pack of 36 .15¢
 Graphology Charts, 8x17, 8am. 5¢, Per 1000 \$6.00
MENTAL TELEPATHY, Booklet, 21 P. .25¢
"WHAT IS WRITTEN IN THE STARS", Folding Booklet, 12 P., 3x5. Contains all 12 Analyses. Very Well Written, \$5.00 per 100; Sample, 10¢.

Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D. 25¢ Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P. P. Extra.

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 19 West Jackson Blvd. CHICAGO
 Send for Wholesale Prices.

COLEMAN HANDY GAS PLANTS

The most powerful gasoline pressure one burner stove made—the plant with hundreds of uses.



MODEL 460-G, Handy Gas Plant, with 7 inch burner over 3-gallon tank. Instant lighting, with 8 1/2" cast iron grate, the most powerful of all heating plants. \$15.75

MODEL 467-G, Handy Gas Plant, same as above but with five inch burner instead of 7". Very popular size. \$13.50

5" Coleman Burners. \$5.50
 7" Coleman Burners. 7.20

3-Gal. Coleman Tank complete with Pump, 4 ft. tubing making Coleman burner instant lighting. \$ 6.85
 5-Gal. size, as above equipped. 10.25

Tubing, 10¢ per foot, and 1¢ for each connection brazed on. Tees to connect two or three burners to one tank, 25¢ each. Wall Valves, 75¢ each. For suggestions consult our Engineering Department on heating problems. Some rebuilt Stoves and Ranges.

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NO SHORTAGE
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Blank sheets of paper magically turn into written Fortune Telling or Character Readings.

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 S. BOWER, Belton, Mo.

ANDERSON SHOWS
 Now Contracting for Season 1946
 Address H. W. ANDERSON
 Lebanon, Kan.

MIDWAY CONFAB

BOASTING week in the offing.

MORRIS LEVI, Elwin Wilson, Bert Gamber and Walter Harris, of the Lynch Greater Exposition Shows (Canada), in New York for the NSA banquet.

TRUSTEES for the Bob Shirley Trust Fund of Chicago were announced as follows: Charles Owens, Rudy Singer, Leo Berrington and Joe Strelbich.

MIDWAY BURDEN bearers gathering.

MRS. WINNIE EDWARDS is in the Moorehead (N. C.) Hospital. **LOUIE HARRIS**, Milwaukee, is making a frantic effort to contact his brother, Bubbles.

MERLE A. BEAM, owner of Beam's Attractions, was a visitor at The Billboard office, Chicago, for a few moments while he wasn't hollering "hoorah" at the national convention of the American Legion.

JIMMIE AND CARRIE RAFTERY were hosts Thanksgiving Day to 26 employees of the R and S Amusements at Leland, N. C., winter quarters at a turkey dinner.

DOC WADDELL reports from Columbus, O., he will attend the Showmen's League of America Banquet and Ball.

LET'S EAT, DRINK and make merry. There is always a chance that the guest may sign.

M/SGT. WALTER B. (TRACY) COX became plain Tracy Cox recently after three and one half years in the AAF, including eight months overseas. During the past six months, Tracy has been with the 17th BOTW, Sioux City, Ia.

AL DEVINE, with sound truck and concessions, has joined Majestic Greater Shows now playing Florida.

FRANK HARRISON, owner-manager of Harrison Greater Shows, is one of the youngest owners in the business, and his organization enjoyed a prosperous season. He has already taken steps to enlarge his org for next season.

SAMMY BERGDORF, long associated with the outdoor show business as a promoter, visited the Chicago office of The Billboard Friday (23) and announced he expects to be back in the business next year. Bergdorf has been in the United States Secret Service since the outbreak of the war and is of the opinion he soon will be able to return to his normal occupation.

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AVANELLE MARTIN is scouting for gals and gowns for a girl show production which, writes Mrs. W. K. Steppes, secretary of the Bruce Heaton Shows, will get top billing on that org next season. Avanelle is a former burlesque stripper.

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PEGGY EWELL hurried home to Baltimore after closing with the Clyde Smith Shows at Suffolk, Va.

WALTER B. LEWIS cards from Marlow, Okla., that he has recovered from injuries sustained in a plane crash and that he would like to hear from friends.

RAY EARLINE, annex attraction, reports that he will be back with Marcus Logsdon's Midget Show on the O. C. Buck Shows next season.

JACK GALLUPPER writes that he closed a successful 36-week season recently as cookhouse operator on the John R. Ward Shows. Irene Gallupper also had a good season with ball games. After purchasing a new house trailer in Baton Rouge, La., they continued on their way to Miami for a vacation.

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With the POP Guaranteed
\$11.10 per hundred pound bag

We back our claim that this is the best hybrid corn money can buy with a money-back guarantee if the popping volume doesn't prove it. For current needs act now... also for contract requirements through June, 1946, at special contract price \$10.75 per hundred.

ALSO SUPPLIES
 The best and strongest popcorn cartons you ever handled, small, medium and large sizes. Also Colored Cones, Glassine Bags and finest quality seasoning now ration free.

PEANUT SUPPLIES
 Also best Virginia roasted-in-the-shell Peanuts. 19 1/2¢ 100 lb. bags. Send for complete price list and details. Deposit required with initial orders.

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CHUNK-E-NUT PRODUCTS CO.
 For best service write or order from nearest factory
 PHILADELPHIA 6, PA. Factories in PITTSBURGH 22, PA.

ALL BIG ELI WHEELS
 are sold past mid-summer 1946. No more shipping dates available until next August.

We thank every customer who has given us an order and ask future prospective buyers to continue your patience and co-operation.

A NEW BIG ELI WHEEL IS WORTH WAITING FOR!

After three and a half years of no manufacture of new riding devices, we have on our shipping list orders that will require every pound of material, every hour of labor, to the total capacity of our factory for months to come. We fully realize our responsibility to produce BIG ELI WHEELS as quickly as is humanly possible. You can depend on us doing that—always maintaining BIG ELI quality—for interchangeability and long service.

Orders now on hand will tax our capacity to August 1, 1946. Decide to place your order in time to have a latest Model BIG ELI WHEEL for 1947 season.

Mr. Sullivan and Mr. Roodhouse will be at the Sherman Hotel, Chicago, December 2-6. We will be glad to talk things over with you.

ELI BRIDGE COMPANY
 Builders of Dependable Products for 46 Years
 ASK ANY BIG ELI WHEEL OWNER
 800-820 Case Ave., Jacksonville, Ill.

FLYING SCOOTERS

"QUEEN" OF THE FLYING RIDES
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Native Shrunken Female Heads, like photo, \$8; post paid. Male Heads, \$8 P.P. Also Devil's Child, \$20. Fish Girl, \$15; Wolf Boy, \$15. Ape Boy, \$15. All P.P. Many others. Best mfd. attractions in America.

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COOKHOUSE, MITT CAMP, STOCK CONCESSIONS OF ALL KINDS

Come On
 SILSBEE, TEXAS

RAY & HELEN'S RIDES

NEW TRUCKS

See me before you place any orders. Can guarantee delivery on any amount for your 1946 opening. **WILL BE AT THE CHICAGO MEETINGS.** No orders taken until Dec. 1.

REX HOWE
 1602a S. Jefferson ST. LOUIS, MO.

When South
 SEE US FOR ALL POPCORN SUPPLIES, MACHINES AND ALUMINUM KETTLES

ATLANTA POPCORN MACHINE & SUPPLY CO.
 145 Walton St., N. W. Atlanta 3, Ga.

after a trip thru Texas and part of old Mexico. Mrs. Francis was called to her former home in Wichita, Kan., on account of the serious illness of her mother.

CHARLES OLIVER, owner of the Mound City Shows, is recovering from a serious foot injury received when he visited the Dixieland Shows three weeks ago. He was able to get up for the first time last week after being confined to bed at his home in St. Louis. **PAT TEMPLETON** really had a joyous Thanksgiving Day as on that day he received his honorable discharge from the U. S. Army at Jefferson Barracks, Mo., after serving three years, the last two in the South Pacific area. Before his entry into the service he operated a frozen custard machine for E. S. (Ted) Webb. He will be back in the outdoor showbiz next year.

CLAUDINE SHIPLEY, who once worked a string game for Silver Raley, closed with the Gold Medal Shows at West Point, Miss., and is now working burlesque in St. Louis. **SGT. MAURICE W. MYERS**, Dupont, O., has received his discharge after three years in Europe with the Ninth Air Force and will be associated with his father on Myers' concessions next season. **FRANK J. KUBA**, who worked custard for Myers last season, is recuperating from illness at Dupont. **DAVID J. PREVOST**, with Dyer's Greater Shows last season, will attend the Chicago convention and hopes to open in 1946 with two new rides and a show.

FITZIE (CAESAR) BROWN arrived in Chicago for the meeting Thursday (23) with the announcement that his daughter was exactly one month and five days old as of that date. **CHARLES S.**

REED, vet general agent, entered the Veterans' Hospital at Wadsworth, Kan., Wednesday (21) for treatment of a stomach ailment. **TRUDI DI SANTI**, 32 years in the business and cashier for the Blue Ribbon Shows his last season out, proudly pens from Los Angeles that his niece, 16-year-old Dianne Hambly, of Oshawa, Ont., has landed a role with *Ice-Capades of 1946*. **MR. AND MRS. BILL HARRY**, Casey Smith Shows' concessionaires, are wintering at Hot Springs.

CHARLES (BOUNDING) JOHNSON may operate a photo machine at Valdosta, Ga., this winter, but for the next three weeks he expects to remain at At-tapulugus, Ga., where he closed with the Van Roys Shows Saturday (10). **G. M. LANGLEY**, well-known concessionaire, wintering at home in Heber Springs, Ark., is going coon hunting now that the season is open. He recently brought down a buck on the first day of a deer hunt in Stone County. **AN AUSTRALIAN OUTLET** for American side show acts will open again after the first of the year, according to Arthur Greenhaigh, of Greenhalgh and Jackson. **A. J. Budd**, of San Francisco, will again represent the Australian firm.

FOLLOWING THE LAST IAFE convention, an agent wired his boss, "Booked a maiden Alabama fair. The town hasn't had anything transient in it for three years except an awning mushfiker and two sheet-writers. Wire dough. Those three rolls of pickles you gave me were washers."

NOTES FROM ARANSAS PASS, TEX.—This spot is called the fisherman and hunter's paradise by the many carnival folk who annually make this their winter playgrounds. Ducks and geese are more plentiful this fall than ever before, and fishing has been excellent, according to word received from various carnivalites. **PFC. WILLIAM A. MILLS** (Billy Dixon), son of N. L. (Whitley) Dixon, and his army buddy, Pfc. Garrett Broyles, were here from Camp Claiborne, La., last week and bagged their limit of ducks and geese every day. **OTHER** lucky hunters here included: Carl and Jimmy Byers, co-owners of Byers Bros. Shows, and Eddie Poole, Wayne Herndon, Ray Crinklaw, Art Bell and Art Hanson. **JACK EDWARDS**, of the Greater United Shows, arrived here on Tuesday (20) and immediately got his fishing boat in shape for the coming run of redfish and speckled trout. He closed Saturday in Laredo with the J. George Loos aggregation. **THE FORMER** Mrs. C. A. Vernon is here visiting Mrs. N. L. Nixon. **HARRY RICHMOND**, of the R & C Shows; William Milner and Art Martin were arrivals during the past two weeks. **HOMER ELLIS**, former secretary of the United Exposition Shows, is doing a big business in the shrimp industry, as are Cecil and Minnie Sanders.

NOTES FROM HOT SPRINGS, ARK.—Seen daily at the Oaklawn Park races here are Mr. and Mrs. L. C. Reynolds, Mr. and Mrs. Eddle Hock, Mr. and Mrs. J. W. (Patty) Conklin, Mr. and Mrs. Noble C. Fairly, Mr. and Mrs. Harry W. Hennies, Mr. and Mrs. Al Baysinger, Mr. and Mrs. Max and Mrs. Joe E. Goodman. **FRANK FELLOWS**, president of Ozark Empire District Fair, Springfield, Mo., has four horses running at the track, one of which ran in the money on two different occasions to date. **THE CONKLINS** entertained at the Belvedere Club with a steak dinner last week, having as their guests the Fairlys, the Hennies, the Art Signors and Dr. and Mrs. Simonds, of the Oklahoma Free Fair, Muskogee. **MR. AND MRS. L. C. (CURLY) REYNOLDS** entertained at the Willow Run Room, a new cocktail lounge, November 15, and had as their guests Mr. and Mrs. Eddle Hock, Mr. and Mrs. J. W. Conklin, Mr. and Mrs. Noble C. Fairly, Mr. and Mrs. Art Signor and Mr. and Mrs. Harry W. Hennies. After dinner dancing was in order until the wee hours, but when the Conklins sang *Won't You linger a Little While*—longer the party broke up. **THE MAJESTIC HOTEL** duplex apartments occupied by the Fairlys and the Reynoldses have been named "Duffy's Tavern" and are the mecca for card games and parties. **ARRIVALS** during the past week here included A. J. (Whitley) Wells, Mr. and Mrs. George Shaw, of the North American Exposition Shows the past season; Coleman Lee and J. T. Lindsey, of the International Shows; Robert (Bob) Kline, of the Cavalcade of Amusements, and Robert L. Lohmar, of the Wonder Shows of America.

AIN'T NO TIME FOR FOOLIN' NOW!
I built games for thirty years before I sold one as a manufacturer. I now make the following:

- CIRCULATING FISH PONDS**—The kind for fast action, in sizes 10 1/2" and 12 1/2", complete with centrifugal pumps and motors and 100 fish, numbered. Price, complete, \$250.00.
 - HUCKLEY-BUCK BARREL SETS OF 6**—Special built for me. Price, \$25.00 per set.
 - PENNY PITCH BOARDS**—48" x 48" overall with trough and with plastic jacks for the jackpots. Price of this board, \$55.00. This is a beautiful board with color appeal and contrast.
 - ADD-EM-UP DART BOARDS**—This combination really gets the play. You can give out or flash \$10.00 merchandise with our charts. These boards we manufacture in large quantities and sell them at a very reasonable price; 2 for \$15.00 with chart.
 - WOODEN BOTTLES**—Hard maple, \$1.50 each. **STEEL BOTTLES**, \$2.50 each.
 - PUNKS FOR PUNK RACKS**—These are the same punks that I have been using for years; \$21.00 per dozen. Painted in flashy oil colors with a good trim of wool.
 - BIG SIX CATS**—23", \$7.50 each.
 - WATCH-LA BLOCKS** with a cut-out, \$3.00 each. Same size without cut out, \$2.50 each.
- We manufacture all size Blocks: **HOOP-LA BLOCKS** or boxes made in three sizes; each size is for a different priced merchandise, for 7" rings. Sold 30 to a set; priced \$37.50 per set.
- HI-STRIKERS**—28" size. Price on application.
 - SIX-CAT RACKS**—Complete. 8' front, 10' depth, canvas frame and cast; \$225.00.
- We carry all sizes of Hoop-La Rings in stock: 4", 5", 6", 7", 8", \$1.20 per dozen. Corks for Cork Galleries, \$2.50 per 1000. Darts for Dart Games, lead weighted, \$20.00 per gross; not lead weighted, \$15.00 per gross. These are the finest darts made; points will not come out.
- We will carry in stock **DAISY MODEL 25 PUMP GUNS**. I will build a complete Ball Game, Top and Frame for you or will paint any kind of milk bottle banner you wish. Price on application.
- If you have anything new that you want built, let me know and I'll try to figure it out for you.
- CIRCULARS NOW READY**

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BOX 106 BROOKFIELD, ILL.
"Home of the World's Largest Zoo"

POPCORN
—One Bag or a Carload—
LARGE S. A. YELLOW—Perfect Popping Condition.
\$9.80 Per Cwt., F. O. B. Dallas
SPECIAL PRICES ON LARGE QUANTITIES
Complete Line of Bags, Boxes, Seasoning, Salt
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CONSOLIDATED POPCORN CO.
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The TLT-A-WHIRL Ride
On Midways All Over America
Its Grosses Are Getting Better All the Time
—Manufactured by—
SELLNER MFG. CO. Faribault, Minnesota
Can take a few more orders for shipment in late summer, no earlier shipments now possible.

SKEWERS—COLORS—POPCORN
Cut Papers for Candy Floss. Paper Cones for Popcorn.
VIRGINIA DARE CIRCUS Imit. VANILLA
INSTANT-AID FRUIT FLAVORS FOR DRINKS. Send your orders NOW for Spring Opening.
S. W. KENNEDY CO.
28 AND 31 SO. FRONT ST. PHILADELPHIA 6, PENNA.

VICTORY WAFFLES
VICTORY WAFFLE or ROSECAKE MOLDS—3 inch size, handle for each—easy to make, cost little, sell rapidly, keep indefinitely, \$1.00 per pair, postpaid, including formulas and all directions. Supply limited—order all you need now.
THE ROADMAN'S GUIDE
28 R. C. BLDG., CRESTLINE, OHIO

WHEELS OF ALL KINDS
Tickets—Paddles—Laydowns
Complete KENO Outils
CARNIVAL SUPPLIES AND EQUIPMENT GAMES, ETC.

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CHAS. A. LENZ
"The Showman's Insurance Man"

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CHICAGO, ILL.



National Showmen's Association
1564 Broadway, New York

NEW YORK, Nov. 24.—The Nominating Committee will report Monday (25). Members of the committee are Oscar Buck, chairman; Joseph H. Hughes, Moe Elk, Syd. Goodwalt, Max Tubis, Dave Brown, John McCormick and Justin Van Vleet, with Phil Cook, alternate.

The memorial service will be held Sunday (26) in the clubrooms and at Ferncliff Cemetery. Fred Murray is chairman.

Members sworn in Wednesday (21) include William Schlesinger, by Art Lewis; Anthony Kuslukonis (Chet Knzin), by Pat Martino; Frank Harrison, by Sam Levy; Sydney Kolod, by John McCormick, and Harry Rubin, by Phil Cook.

The Year Book Committee, under direction of Editor Johnny J. Kline, worked all night Wednesday (21) assembling the greatest book the association has ever had. It consists of 120 pages. The Banquet Committee reports that all tables for the banquet have been sold. Chairman Thomas Brady, of the Dels Committee, reports a distinguished group of guests will be on hand.

The testimonial dinner given Monday (19) for Past-President Oscar C. Buck was a big success. The speeches by Dr. Jacob Cohen, who presented the watch to Buck, and Max Kassow were highlights. Dr. Marcus kept the audience in an uproar with his exhibition of deafness.

Everyone was sorry to hear of the death of Ben Abend (Abrams) in Orangeburg, S. C., Wednesday (21).

CLUB ACTIVITIES

Showmen's League of America
Sherman Hotel, Chicago

CHICAGO, Nov. 24.—Thanksgiving Day dinner in clubrooms proved huge success, with Charles Owens doing honors in preparing the turkeys.

Mustering-out checks have been sent to John L. Lorman Jr., Paul Kleider, Paul Revolt and James M. Cole. I. J. Shapiro has also been discharged, and check will be sent him upon receipt of papers.

William H. Green still in Detroit at the bedside of his mother, who was stricken recently. Petey Rivor is out and about. Smiley Daly is playing Shrine Circus in South Dakota.

Everything is set for big meeting week here. George B. Flint and his committee are active on arrangements for President's Party, December 2. Sam J. Levy is set and ready for the banquet and ball, December 8, and predicts a sell-out.

New applications include Walter Kernan, Homer E. Garner, Morris Winneman, Fred Sawyer and J. C. Treadwell.

Early arrivals for meetings include Al Cohn, back from California; Jack Weiner and Whitey Woods, in from the States Shows; Bill Carsky and Tommy Thomas, in from Florida; William B. Naylor, Robert Marcus, J. D. Edwards, Hal Elfort, George Bischoff and Merle A. Beam.

Harry Smiley passed thru en route (See SLA on page 66)

Heart of America Showmen's Club

931A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Nov. 24.—President C. F. (Doc) Zeiger presided at the meeting in the new clubrooms. On the rostrum with him were Secretary G. C. McGinnis and Treasurer Harry Altshuler. About 100 members were present.

Paul D. Patterson, Frank W. Wilson and Charles W. Newman were elected to membership. Communication was read from the PCSA.

Formal opening of the rooms will be December 7. Election of officers will be December 20, with nominations due December 7. Memorial service is scheduled for December 30. Annual banquet and ball will be a victory affair and will be held, as usual, New Year's Eve. Ladies' Auxiliary tacky party will be December 29. Bingo parties will be held in the rooms every Sunday evening, with Ivan Michaelson in charge.

Club has an important letter for Lester Wallace.

Caravans, Inc.

155 N. Clark St., Chicago

CHICAGO, Nov. 24.—Jeanette Wall was re-elected president. Other officers named were Edna Stenson, first vice-president; Luella Hirsch, second vice-president; Mae Taylor, third vice-president; Pat Seery, treasurer, and Ann Sleyster, secretary.

Named to the in-town board of directors were Pearl McGlynn, Edith Stielbich, Clara Polloh, Lillian Lawrence, Ann Young, Kate Owens, Bessie Mossman, Josephine Glickman and Blilie Bunyard.

Out-of-town directors named were Daisey Davis, Midge Cohen, Evelyn Blakely, Ann Roth, Frances Honnles; Mrs. Oscar Bloom, Anna J. Bunting, Alice Wilson, Boots Paddock and Kattie Wagner.

The president appointed Marianna Pope and Theresa Pisauro as usherettes; Yvonne Farrar, chairman for the installation dinner; and Mac Oakes, chairman of the refreshment committee for the round-up.

Elected members were Marjola Levine, Avis Engs Blévins, Phoebe Carsky, Frances Keller, Joy Jones, Alice Griggers Eastenberg, Cecella Jones, Opal Estelle Stephens and Angelina Dallesio. Applications tabled for the usual waiting period were Pearl Darling, Mary S. Daly, Ann Doonan, Doris E. Belford, Pearl Bauer, Dorothy Crane, Therese Pisauro and Pearl Washburn. Izabel Brantman, a new member, attended her first meeting.

Donations acknowledged from Thelma Frenzel and Peggy Davies. Maud Green is ill. Members were informed of the deaths of Marlon McIlwain and Ann Christianson.

International

Showmen's Association

Maryland Hotel, St. Louis

ST. LOUIS, Nov. 24.—A count showed that 78 members were present when President John K. Maher called the business session to order. Besides Secretary Euby Cobb, Treasurer Leo Lang, Past President Dee Lang, who had returned from a vacation trip to Minnesota, were seated at the head table. The chair advised that the committee to handle the New Year's Eve Banquet and Ball will be appointed during the week. Gus Forster, still on the road with his concessions, sent in several new members and is still going strong in the current membership drive. The Sick Committee reported that Harry Moore is in the hospital. Elected to membership at this session were Leroy Valperts, R. C. Graham, Osmond Solberg Olsen, Thomas A. Mehl and Tony McKenzie.

Regular Associated Troupers

730 S. Grand Ave., Los Angeles

LOS ANGELES, Nov. 24.—Home-coming party was a big success. Harry Golub introduced the emcee, Mel Smith, who in turn introduced Joe Krug, president; Martha Levine, first vice-president; Sammy Dolman, second vice-president and Home-Coming chairman; Jennie Reigel, third vice-president, and chairman of the bazaar; Eddie Harris, fourth (See RAT on page 66)

San Antonio Showmen's Club

503 1/2 West Commerce St. San Antonio, Tex.

SAN ANTONIO, Nov. 24.—Club now has a membership of more than 600. Plenty of show people make this city their winter headquarters, while many former carnival folks live here. Jack Ruback's Alamo Shows and Boobie Obadal's Victory Exposition are two that winter here.

Former showfolks who live here include Eddie Bales, Charles Shubb, Ben Block, Roland Smith, Larry Woods, Charles Aronson, Scotty Norton, Johnnie Delporte, Dave Stevens, Louie Ringol, Bobbie and John Obadal, Red Cadinis, Loose Change White and Charlie Jamison.

Jack Ruback is in Dallas at present where he has three rides with Denny Pugh on the stock show. Dave Stevens is back from Shreveport, La., and says "that was the biggest thing I ever played." Albert Wright left for the West Coast to visit his folks. Roland Smith brought his show here for the winter.

The Ladies' Club now has clubrooms located in the Elks' Club. Red Cadinis has a new club at 428 West Houston Street. Dave Stevens and Ben Block opened a Christmas store here Thursday (15). Louie Ringol is now known as the Popcorn King of Texas. He has two popcorn wagons located downtown and also has a wholesale popcorn business.

Rumor has it a new amusement park will be built here, costing \$300,000, and will open in about six months. Bennie Hyman, bingo operator on the Alamo Shows, is here for the winter and reports a big season. Tommie Davis, of Dodson's World's Fair Shows, left for Chicago and the big meetings.

Boobie Obadal's Victory Shows will move into Harlingen, Tex., for a six weeks' date under sponsorship of the Junior Chamber of Commerce. Mrs. Edna Tarkington has a photo booth at West Houston Street and reports business excellent. Mrs. Roland Smith continues to operate her lot on West Houston, boasting 6 rides, 2 shows and 20 concessions. Cecil (Perk) Perkinson, who has a recreation store here, is hobbling around on crutches. Johnnie Obadal still has his Lone Star Club here. Charlie Jamison, formerly with the Wertham Shows and owner of the Lamar Hotel here the last 15 years, wishes he had 100 more rooms. Charlie Aronson, owner of Charlie's Barbecue on Austin Highway, is one of the club's boosters.

NEW "FIRECHIEF" TENTS

In Stock

ALL SQUARE END HIP ROOF STYLE

20'x30', 20'x40', 20'x60', 20'x80', 30'x50', 30'x70'.

All with 8' Sidewall

Also 40'x60' and 40'x80' with 10' Sidewall.

Made of 12.29-Ounce Olive Green Duck

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UNITED STATES TENT & AWNING COMPANY

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FOR SALE

One-Cylinder Le Roi with Pulley, perfect condition; EH Tower Unit, new max, just overhauled, perfect condition; Le Roi Engine for Whip, with gears, #82-23T and #81-40T, perfect condition. Changed to electric motors. MAKE OFFER.

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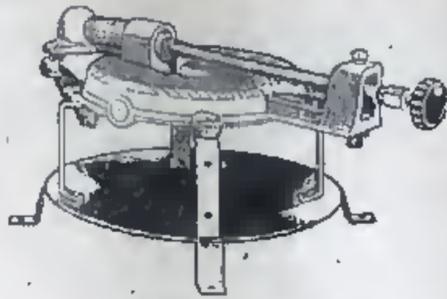
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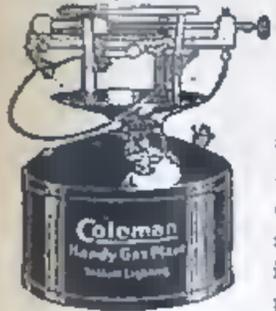
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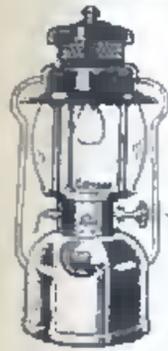
Coleman Burners—Fast action heat for popcorn stands, lunch counters, hot-dog and hamburger stands, under hot plates, coffee urns, steam tables, water heaters. Give efficient long-time service under all conditions. 5 inch and 7 inch burner models.



Coleman Handy Gas Plants—An ideal small portable heating unit that supplies speedy gas heat adjustable to any volume for cooking, heating water, steaming and sterilizing, for work and repair shops. 8 1/2 in. grate.

Instant lighting. Clean heat—no smoke, soot, odor. Supplied in 5 and 7-in. burners.

Coleman Floodlight Lanterns—Here's plenty of dependable light for any outdoor night job. Floodlight a 100-ft. area with powerful brilliant light. Storm, wind and rain can't put them out. Genuine Pyrex globe. Safe, can't spill fuel even if tipped over. Sturdily built for long service. 1 and 2 mantle models.



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Coleman Hot Plate—Gives you city gas cooking anywhere. Solodur Metal Fuel Tank, rust and corrosion proof. Built-in pump. Hinged top. Fine for lunch counters, hot-dog stands, etc. Two and three burner models.

Repair Parts for Coleman Appliances now available. If Coleman dealer cannot supply you, write nearest Coleman office.

Coleman

Hills Cracks Season In Texas February 23

(Continued from page 46)

Namara, Rio Grande Valley; Sammy George, Sweetwater, Tex.; Mr. and Mrs. E. Harbour, Miami; Mr. and Mrs. Alvin Smith, Texas City, Tex.; Mr. and Mrs. Tex Cummings, Tulsa, Okla.; Mr. and Mrs. Tom Briggs, Oklahoma City; Mr. and Mrs. John Gunn, Texanola, Tex., and James D. Carpenter, Omaha.

Mr. and Mrs. Estil Barr, Harry Richmond, Mr. and Mrs. Joe Ogle, Mr. and Mrs. Grady Ford, Mr. and Mrs. J. O. Byers, Mr. and Mrs. L. C. McManera, Mr. and Mrs. Floyd Sanders, Mr. and Mrs. Harold Livingston, Mr. and Mrs. Lee Kimball, Mr. and Mrs. Bell, Jack Vinson and Mr. and Mrs. W. Thonn, Corpus Christi, Tex.; Mr. and Mrs. Bob Housell, Mexico City; Mr. and Mrs. Roy Marr, San Antonio; Mr. and Mrs. W. C. Johnston, Mexico; Mr. and Mrs. Buck McClenahan, Mexico, and Mr. and Mrs. Owen Jones, Mr. and Mrs. M. A. Miller, Bert Davenport and Mr. and Mrs. Pete Wilson, Aransas Pass, Tex.

General Agent Charles F. Watmuff is improving, following an operation in Corpus Christi. H. P. and C. O. Hill, together with Watmuff, plan to attend the Chicago meetings. They will spend several days in Dallas, conferring with G. N. (Pop) Hill is recovering from his illness.

Among the visitors noticed on the lot before the show closed were John Francis; Jim and Carl Byers, of the Byers Bros.' Shows; Ralph V. Ray, Mr. and Mrs. Tom Bowman; Mr. and Mrs. A. N. Thomas, of Corsicana, Tex.; Mr. and Mrs. Eddie Lynch, of the Alamo Exposition Shows; Mr. and Mrs. Art Martin; H. Dale Smith, general agent of the Byers Shows; Art Hanson, Mr. and Mrs. J. D. Sommers, Herschel Hunt and George Peck.

Prell Starts Early On Plans for 1946

(Continued from page 46)

ment was sent to Flemington, where a working crew, under direction of Joe Prell and headed by Joe Parson, has been reconditioning equipment which bore traces of the earlier Perth Amboy blow.

Simultaneously, the remainder of the show consolidated with the C. & W. Shows to play the Southern Fair Circuit. The consolidation gave C. & W. the largest show ever operated by I. Catlin and John W. Wilson in their long, varied career. A. R. Prell was in charge of the shows and rides thus added, which left General Manager Samuel E. Prell free to visit and contact various Northern fairs with a view to the 1946 season. Later, Charles M. Powell and Thomas W. Rice, on behalf of Prell, contacted Southern fairs, also with an eye to '46.

Confidence is expressed that the Prell show will play a strong list of fairs next year. An accident to S. E. Prell in 1942 and the start of the war brought about the consolidation of the Prell organization and the Endy Shows, with Dave Endy in charge during '43 and '44. Return of many servicemen to the fold and the acquisition of much new equipment gives basis to the belief that the show will be in a position to play a strong line-up.

A Roll-o-Plane, Octopus and Tilt-a-Whirl have already been acquired. Other equipment, stored during the war, will be brought out, and two additional ride purchases have been made and early deliveries promised. A revamping of shows, led by Cash Miller, is also expected.

One of the few shows to abandon its gilly status in the early '40s, when it changed from traveling on 18 baggage cars to motorized equipment by the purchase of 28 tractors, an order has already been placed for 14 larger tractors for '46.

Rebuilding continues under the direction of Parsons at Flemington. The major program of preparations here, under direction of Abe R. Prell, combines to mark not only the earliest, but the most expansive preparations for a coming tour of the show.

Among show personnel here are Sam Caruso, Clyde Shoemaker, A. Aymond, Hank Kyser, Fred Brady, Tommy Wells, Ray Russell, Carl Winters, Frank Anderson, Harold Stark, Mappy Silvers, Ellis Prell and Warren Rice.

The women folk have formed a social club, with Lucille Shoemaker as chairwoman, assisted by Anne Raymond and Dottie Brady. Weekly affairs are planned during the winter.

Pacific Coast

Showmen's Association
623 1/2 S. Grand Ave., Los Angeles

Ladies' Auxiliary

President Marie Talt presided at the regular meeting, and letters were read from Marie LeFors, Madge Buckley, Betty Lips, Ethel Krug and Clara Zelger.

Peggy Forstall won the bank award. Door prizes, donated by Bertha Cohen and Gertrude De Santi, were won by Jenny Perry and Bertha Cohen.

Home-coming party will be held November 26 in conjunction with the men's club.

Past President Hargraves introduced Sarah Flint, a new member, who is back here after 38 months in San Tomas Prison in the Philippines.

Margaret Farmer and Edith Walpert were present after closing with the West Coast Shows. Tablecloth, donated by Bess Newman, was awarded Eloise Syster. Speakers included Nell Ziv, Julia Smith, Jenny Perry, Maria Mead, Inez Walsh, Stella Linton, who introduced her cousin, Edith Waddell, and Maxine Ellison.

SLA

(Continued from page 64)

home to attend the funeral of a relative. Hand Shelby left for Kansas points. Larry O'Keefe is back in town.

Ladies' Auxiliary

The committee for the open house, named by President Ann Doolan, includes Delgarlan Hoffman, chairman; Frances Keller, mistress of ceremonies, and Marie Brown, installing officer.

Leah Gluskin, chairman of the Christmas gifts for servicemen, says the names of the servicemen must be in by November 30. Mrs. A. Belden, chairman of the bazaar, reports sales will begin December 1 and all proceeds will be used to help disabled veterans.

A committee has been appointed to look for clubrooms. The next business meeting will be December 1. The drawing on the bond awards is set for December 4.

Neille Byrnes is ill.

Goldie Fisher sent in a \$15 donation. New members are Cecelia Jones, Edna Sargeant, Nora B. Boswell, Mollie Foster and Virginia V. Laughlin. Proposed members tabled for the usual two-weeks are Cora A. Wilson, Mrs. Kenneth Taylor, Maybelle E. Bartell, Alice Griggs Fastenberg, Angelina Dullesio, Opal E. Stephens, and Avis Engs Blevins.

Correspondence was received from Nora A. Sheat, Fionnie Barfield, Alice Wilson, Mrs. J. H. Drew, Patty A. Hall, Catherine Murray, Myrtle Hutt Beard and Norma Lang.

RAT

(Continued from page 64)

vice-president; Harry Levine, treasurer; Marie Bailey, pinch-hitting secretary; Walton De Pellatton, secretary; Lillabelle Williams, House Committee chairman; Jimmy Dunn, Donald Lewis, Josephine Foley, Frank Chaplin; Vera Downie, former secretary; Jerome Halfley and Ed Kennedy, sergeants at arms; Mr. and Mrs. Straus, managers of the Spreckles Theater, San Diego; Mrs. Harry Golub; Moxie Miller; Herb and Billie Usher; Gladys Patrick, who came from Portland; Marie Jones and Minnie Pounds, who flew in from Salt Lake City; Mr. and Mrs. Tommy Meyers; Bill Meyers; Nora Bagby; Mr. and Mrs. Hy Severson; Mr. and Mrs. Ben Martin, of the Martin Shows; Lucille Dolman; Claude Barle; Hyman Korenblatt, of the navy; Lieut. Philip Darling, of Army Radio Intelligence; Harry LeBreque; Carl Rothletter; John Lorman; Ruth Korte; Ruth McMahon; Mr. and Mrs. Milt Cohn; Harry Fryfield; Mrs. Bailey, in from Chicago; Berta Harris; Charle Walpert; Lili Shepherd; Ted Levitt; Tillie Palmateer; Joe Metzler; Hort and Jessie Campbell; Harry Quillen; Clarence Alton; Dotty Dalton, Fred Alton, of the marines; Frank Yagla; Lloyd Lusby; Mato Hatley; Mr. and Mrs. Murphy, guests from St. Louis; Mr. and Mrs. Whitey Perry, Mr. and Mrs. Dave Bradley and Harry Mathews.

Gold membership cards were presented to Lucille King, Estelle Hanscom and Babe Miller. The Gilbert family, including Charles, Gabrielle, Charles Jr., Joel and Al, the last named in his first public appearance since returning from China, where he was a member of the Flying Tigers, entertained along with Tom Henry, magician.

The grand prize winners were Harry Levine and Nancy Meyers. Sloane's orchestra provided music.

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SEASON'S GREETINGS

AND A MOST

PROSPEROUS 1946

Next year a bigger and better Happyland Midway will be presented to the public. A Midway that Fair Secretaries and Committees can book with confidence, and present with pride. We invite correspondence from those who want the best of midway entertainment for their 1946 events.

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FOR 14 PLEASANT AND PROSPEROUS
SEASONS

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A MERRY XMAS
AND A BIGGER AND BETTER
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HAPPYLAND

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**"WHAT
IS IT?"**

SAILOR KATZY

—PRESENTS—

"THE STRANGEST SHOWS ON EARTH"

THANKS FOR A TREMENDOUS SEASON

BEST REGARDS TO EVERYBODY EVERYWHERE

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THANKS FOR 12 PLEASANT AND PROSPEROUS YEARS

with REID AND DUMAS

MERRY CHRISTMAS AND A HAPPY NEW YEAR TO ALL MY FRIENDS
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OUR TWELFTH SUCCESSFUL
SEASON WITH HAPPYLAND

**SEASON'S GREETINGS
TO EVERYONE**

AND THANKS TO

DUMAS AND REID

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"NOT THE BIGGEST,
BUT THE BEST"

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CLOTHES PIN PITCH
HOOP-LA—BALL GAME

"GLAD TO BE HERE"

George Slavros

PEANUTS—POP CORN
CANDY APPLES

**Mr. and Mrs.
Mickey Davis**

TO ALL OUR FRIENDS
A MERRY XMAS

THANKS, HAPPYLAND—AND MERRY XMAS

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SCENIC ARTIST

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Can place Show Carpenters, Builders and Mechanics at once. Winter Quarters now open.

Will finance showmen with new ideas and furnish necessary equipment. Have opening for any Ride or show that does not conflict.



(JOHN H.)
MARKS
SHOWS

P. O. Box 771
RICHMOND, VIRGINIA

American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., Nov. 24.—Inasmuch as this column will be the last to appear in print prior to the commencement of the 12th annual meeting, a cordial invitation is extended to all owners, managers, executives and others affiliated with or interested in the carnival industry and the association to attend the sessions to be held commencing Monday, December 3, at 11 p.m. in the clubroom, mezzanine floor, Hotel Sherman, Chicago, and continuing nightly at the same time and place until the business of the annual meeting is completed, subject to the action of the membership at the meeting.

The meeting will be featured by a review of the association's activities during the past year, the formation of a legislative program and of other activities for 1946, including the discussion of matters pertaining to railroad and motor transportation, federal and state legislative matters, tax laws, reconversion and other matters of interest to the industry. Several subjects of vital concern to the industry, comprising problems which may be faced next year, including new safety regulations, reconversions, the flame-proofing of canvas and the provisions of the proposed new outdoor safety standard will be discussed.

The association's public relations fund is receiving advance interest, and in addition to contributions for next year previously announced, \$80 was received from K. H. Garman, of Sunset Amusement Company.

The writer will arrive in Chicago Saturday, December 1, and will be available thenceforth for such conferences as may be necessary.

The Office of Price Administration revoked all ration controls on the sale of new automobiles and the situation will be governed by the available supply.

The Internal Revenue Office advises that employers will be required to file new forms in connection with the filing of returns for income taxes withheld during the fourth quarter of 1945.

Before going out of existence the War Production Board removed all controls on the production and distribution of ammunition, and sales at this time are governed by available supply. Arrangements made for the securing of shooting gallery ammunition must of necessity be restricted to the membership of the association, and the writer has had to decline requests for ammunition from non-members.

There is considerable agitation in Congress on the subject of railroad rates, and many developments in this field of activity may be expected next year.

Government is preparing to place upon the market for re-sale a great variety of temporary wartime buildings which will shortly be declared surplus. Members interested in acquiring this type of material for winter quarters use are advised to communicate with the association's offices for detailed information.

Automobile tires will continue to be rationed for several months, notwithstanding that in recent weeks production has been increased. Continuance of rationing is necessitated by the backlog of unfilled tire applications in the hands of local rationing boards, aggregating almost 1,000,000.

Federal Communications Commission will shortly accept applications for licenses to operate walkie-talkie radio transmitters. This particular type of (See American Carnivals on page 88)

SOMETHING for SHOWMEN TO THINK ABOUT!

WHAT WOULD YOU DO?

If you watched a man running his show on the midway week after week, with no help whatever other than himself, with long lines of people buying tickets daily at same price as other shows, and then learned upon investigation that that show was pulling up more money framed on 24-foot front than most the big shows framed on hundred-foot fronts, and if on going into that show you found it crammed full of happy people, and then on seeing the show itself you got the real kick of your life—What would you do?

The chance are you would do just as the others who saw the show this fall are doing. You would order the show for store-rooms now or 1946 midway.

Get your order in for this great CRIME Show today. 7 banners, one 8 by 15, two 8 by 12, 6 big blow-ups in color, 36 viewing buses with world's greatest crime scenes inside, 20 smaller blow-ups in color and in black and white crime scenes, electric chair, 3 ten-ft. cabinets for viewing boxes, wired and lighted all ready to show, excepting cloth or bally cloth, as above.

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Wire or mail 1/3 deposit, remainder collect. Weight approx. 500 lbs. A great wave is on. Will express in one week or for later delivery when needed. Supply limited. Show on display here in studios. Or write for free info. on this and our two other fine new shows for 1946—"The Bouquet of Life" and "World War II," each one a great show.

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FOR '46**

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Will book or finance Shows of merit for capable Showmen. Have opening for good, clean up-to-date Cookhouse. Can place Penny Arcade. Will book or buy Frozen Custard Machine. Will buy one or two Chimps, about 2 or 3 years old. Will buy Spitfire or Fly-o-Plane, must be in first-class condition. Want capable Man to handle Athletic Show. Want capable Merry-Go-Round Foreman who can load Merry-Go-Round on one truck. Can also place other capable Ride Foremen and Ride Help. All must be able to drive semi trucks.

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HERMAN REYNOLDS
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BILL TANK
In Charge Office Wagon

<p>Thanks for a good year. Hope next year will be better.</p> <p>ROBT. VOGT—DAN NEIMEYER</p>	<p>Thank you, Alamo Shows, for a successful season. Holiday greetings to all.</p> <p>JOE (PALUKIA) ULGAR AND FAMILY</p>	<p>We had a nice season. Holiday greetings to all our friends.</p> <p>BILL & JAY GOOCH</p>
<p>To my many friends in the show business Merry Christmas and Happy New Year.</p> <p>J. H. (HEAVY) GUYTON AND HAZEL</p>	<p>To Jack and Rosemary Ruback Thanks a million for a most pleasant and profitable season.</p> <p>MARTHA ROGER & HERMAN HILTON</p>	<p>Will be with it in '46. Thanks to Jack and Rosemary.</p> <p>TONY & HELEN KITTERMAN</p>
<p>Thanks a million for a good season. Will be back in '46.</p> <p>JACK (TEX) TALLY</p>	<p>Compliments of the season from JACK LITTLE AND FAMILY Also ENGLISH JACK & EDDIE PARSLEY</p>	<p>Here's hoping you have continued success. Will be with Alamo again next season.</p> <p>MR. & MRS. M. O. WILLIAMS</p>
<p>7th season with show. Holiday Greetings to all. "MIDWAY LUNCH"</p> <p>WHITEY AND KATHERINE LEIBLIE</p>	<p>Had a wonderful season. Looking forward to a better one in '46 with Alamo.</p> <p>MR. AND MRS. I. D. SWORDS</p>	<p>It is our pleasure of being with the finest in America.</p> <p>BILLY ROSEN JR. ALLEIX-JIMMIE THOMAS</p>
<p>Regards to all. Will again be with it in '46.</p> <p>W. C. DENECKE BILL FRENCH ANTHONY WAVER</p>	<p>4 good seasons with the best. Thanks to the Alamo—an all-Texas show With it in '45 again.</p> <p>JOE AND DOROTHY STEGALL</p>	<p>Regards to all of our friends in the show business. PET SHOP AND PHOTOS</p> <p>JOE & ETHEL ROSEN</p>
<p>23 years with it, and from now on. Still for it. Bingo and Lot Superintendent.</p> <p>BENNIE AND BOBBIE HYMAN</p>	<p>14 years with it. Still going strong. Hollywood Monkey Circus.</p> <p>BILL AND BERTHA WILLIAMS</p>	<p>Merry Xmas and a Happy New Year to the Alamo Shows and all of our friends.</p> <p>JACK & PATRICIA GRAVES</p>

Legion Looms As Top Sponsor

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CONCESSIONS: Want Ball Games, Devil's Bowling Alley, Duck Pond, Dart, Pitch Til-U-Win, Etc. What have you?

SHOWS: Want Shows of MERIT.

RIDES: Want to book one more Flat Ride, Whip, Tilt, Octopus, Fly-o-Plane, Roll-o-Plane.

WANT A STRONG FREE ACT FOR SEASON'S WORK.
WANT A LIVE WIRE ADVANCE AGENT.

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ATTRACTION MANAGERS—Contact us while dates are still open. **WANT**—Legitimate Concessions of all kinds. Everything open except Cook House. Reasonable privilege. Excellent proposition for any neatly framed Show. Good opening for Mechanical Show or Glass House. Show opens vicinity of Detroit early in May. We work practically every Sunday. Nine up-to-the-minute Riding Devices. Will book any Ride that does not conflict. Want to buy Air Calliope.

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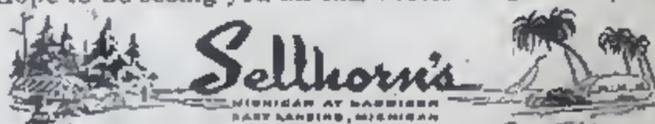
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21st
YEAR



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TERMS

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SARASOTA, FLA.

Vet Sagacity Plus Kid Legs

Veteran groups promise renewed activity—scramble on for World War II grads

CHICAGO, Nov. 24.—Tip-off on future value of the American Legion and other veteran organizations, such as the Veterans of Foreign Wars and Disabled American Veterans, as sponsors of special events, was given showmen at the 27th Annual National American Legion Convention held here this week.

Annual heavily attended convention, held in the face of the tight hotel situation, demonstrated new vigor of the Legion. This hypo is the result of the early influx and promised further huge increase in membership by World War II veterans.

Following the wake of World War I, the Legion proved the No. 1 sponsor, members, in years immediately after the Armistice, being full of eagerness and putting out with plenty of leg and phone work. As years passed and immediate needs of the Legion to build clubhouses, etc., was met, aging Legion committees throught the country cased up on leg and phone work, but offset it with mature knowledge gained by sponsoring events and by contact with showmen.

From here on out, Legion and other vet groups are expected to be better sponsors than ever before. The World War veterans have the maturity and deeply bedded contacts and will probably remain in the saddle for a while. Incoming members from World War II will provide the enthusiasm and the valued personal effort, the needed door-bell ringing, ticket selling and chore jobs.

What's more, the Legion, numerically, will be stronger than ever before. There are actually hundreds of veteran groups which were born during the war. But relatively few will survive, and none looms as likely to snare World War II veterans as the Legion, with the Veterans of Foreign Wars as runner-up in total membership.

Legion has the inside track on mem-

Allied Nations Festival Skeds Big Tub Thump

DETROIT, Nov. 24.—Start of public promotion for the projected Allied Nations Unity Festival was slated for this week, with the first issues of *Voice of Unity*, slated to run 8 to 16 pages weekly in tabloid newspaper size and opening of a five-month radio campaign on WJLB.

Dates have been set for March 15-31, according to Roland S. Phillips, executive director. Phillips stated that he had secured the okay of Mayor Edward J. Jeffries Jr. for the use of the Michigan State Fair property for the festival, which is being projected along the lines of a "little world's fair." City of Detroit is slated to take over the fairgrounds from the State soon for general recreational purposes.

Offices have been opened at 509 Hammond Building, under the name of the Organizing Committee, Detroit World's Festival Exhibit Committee. Executive offices will soon be opened in the Book-Cadillac Hotel.

Radio time for the event will include a half hour twice a day to be resold to participating merchants and organizations, along the same lines as space in the *Voice of Unity* and the program now being sold.

Talent and attractions are now being booked for the event, including concessions and the privileges in the projected International Casino, Phillips said.

bership bids. Foundation, of course, exists in many communities where the Legion was and remains the only veteran group with a clubhouse or other facilities. Posts all hosted servicemen to the utmost during the war years, and this built up a close feeling between servicemen. Top, so many World War II veterans are sons of World War I veterans, that it is natural for them to follow in the footsteps of their dads and sign up.

To top it all off, the Legion has conducted an intensive membership drive and has been given credit for pushing national and State legislation designed to aid returning G.I.'s.

In some towns, where there were no veteran organizations before the war, new posts have been set up since the beginning of World War II. Still other towns will have new posts in the future. This will widen the field and make more sponsors available.

Total effect will make the Legion an infinitely stronger sponsor than ever before. Some of this added strength will be felt in 1946, but real strength will probably be felt most beginning in 1947.

COMMITTEES!

NEBRASKA, WYOMING, MONTANA,
NORTH AND SOUTH DAKOTA!

Have Open Dates in June, July and August!

CONCESSION PEOPLE!

Need Operators for 15 legitimate concessions, all new construction. Also Concession Manager. Must furnish bond and be financially able to furnish your percentage of stock. Will book Popcorn, Peanuts, Ice Cream, Candy Flots—all others taken.

CAFE MANAGER!

Man and wife to manage elaborate new Midway Diner (percentage or salary), built on trailer powered by new '46 truck. Must serve the best quality merchandise and be immaculate at all times.

SHOWS!

Will furnish top and fronts for clean shows. Tell us what you have.

RIDES!

Ride Men that are permanent and above average, to work on "like new" equipment and keep it that way.

NOTICE!

All of our equipment is new or maintained in "like new" condition—Rides, Concessions and Rolling Stock. Don't answer unless you can furnish A-1 reference and are willing to stay sober and attend strictly to business.

HYALITE MIDWAY

BOX 24, BONHAM, TEXAS

FOR SALE

ONE 35 K.W., A.C. LIGHT PLANT complete with PK 40 International Diesel Motor. Entire unit mounted on 4 Wheel Pneumatic Tire Trailer. Built by Southern Iron & Equipment of Atlanta, Ga.

ONE 32'x8' WHITEHEAD AND KALES LOWBOY TRAILER with Tandem Axle and Electric Brakes.

See Both Items When You Attend the Convention.

Frank W. McDermott

3511 W. 63d Place, Chicago, Ill.
Phone: Prospect 8048

WANTED

LATE 7-CAR TILT-A-WHIRL

Will pay \$4,500 to \$5,000 cash.

Must be in good condition.

BOX D-39

The Billboard Cincinnati 1, O.

SKEWERS (For Candy Apples)

RASBERINE RED COLOR

TROPICAL TOPPING (imitation Coconut)

C. R. FRANK, POPCORN AND SUPPLIES

833 N. Broadway, St. Louis 2, Mo.

MOLLY'S SHOWS

Now Contracting for 1946

Want Concession Man to take entire midway. Prefec one with one or more rides.

JAMES YORK

80 Riviera Street, Portland 5, Maine

CRAFTS-20 BIG-SHOWS

TOPS IN OUTDOOR ENTERTAINMENT AND NOW ADMITTED BY COMPETITORS AS THE **BEST IN THE WEST**

ALL-NEON MIDWAY HIGH-CLASS ATTRACTIONS LATEST MODEL THRILL RIDES LEGITIMATE CONCESSIONS

INCOMPARABLE IN WEALTH OF EXCLUSIVE FEATURES, PLAYING 40 WEEKS ANNUALLY IN SUNNY CALIFORNIA IN PROVEN MONEY TERRITORY

1946 SEASON OPENS FEB. 8 FOR 40-WEEK TOUR

In Sunny California—No Rain—No Muddy Lots—No Blowdowns

MR. O. N. CRAFTS will be at Hotel Sherman, Chicago, December 1 to 6 inclusive and wishes to interview following people

HIGH-CLASS MAN FOR BILLPOSTING who can drive truck, get up plenty paper, stay sober. GOOD ELECTRICIAN who can light show up on time, work in neon wagon during the week. Large salary to right man. EXPERIENCED FROZEN CUSTARD MAN. EXPERIENCED MAN TO MANAGE AND OPERATE PENNY ARCADE. ASSISTANT RIDE SUPERINTENDENT and LOT MAN who knows rides and can repair same. SOUND TRUCK MAN who can drive truck and operate speaker system and keep in repairs. Also wish to interview HIGH-CLASS EXPERIENCED OFFICE MAN for finest office wagon on road. EXPERIENCED SCENIC ARTIST and DECORATOR. MAN FOR NEON DEPARTMENT. ASSISTANT BUILDER, work on show fronts, other equipment. Can place other USEFUL CARNIVAL PEOPLE in all departments. Winter quarters work now open.

WRITE US - 7283 BELLAIRE AVENUE NORTH HOLLYWOOD, CALIF. PHONE SUNSET 2-3131

REMEMBER "YOU NEVER HAVE TO DIG WITH CRAFTS 20 BIG"

J. M. MORTON
Presents

Super Fun House
MARS EXPRESS

NEW, MODERN
AND SENSATIONAL

A Great Season
With Crafts 20 Big

Greetings To All

THANKS, "POP,"
for a Big Season

ROGER WARREN

operator of all

EATS and DRINKS
with
CRAFTS SHOWS

GREETINGS TO
OUR MANY FRIENDS.

This is no Hokey
from **JOHNNY AND LOUIE**
The Biggest Season Yet

Louis Cecchini
Johnny Levaggi

Operators of
Bingo—Bottle Games
Balloon and Dart Game

and proud to be
with California's Most
Progressive Show

WATCH US GO TO TOWN IN
1946

Thanks to Crafts 20 Big Shows
for a Record Season

JINX LANE
AND HER GIRLESQUE REVUE
MOULIN ROUGE

FEATURING THE FLUORESCENT
BLONDE JINX (In Person)

JOYCE O'NEIL—YEVONNE MICHAUD—LILA SMITH
RUTH BOYD—LEONA YORK—FLO GREEN

Thanks for a Great Season and
Best Wishes for Another Big Year

HOLLYWOOD FOLLIES

MONA VAUGHN, Mgr.

THE HOLLYWOOD BEAUTIES
Toni Preston Rene Masonne
Ronné Hagen Marie Atkinson

HANK and MILT

The Arnold Boys
from Missouri

Gettin' Along All Right With the
TOMMY GUNS
Had a Great Season. Hope To Be
Back in '46.

Greetings to All Our Many Friends.

GREETINGS TO ALL

Mr. and Mrs.
WM. PERRY

Operators of
MECHANICAL DUCK POND
A Great Season With Crafts 20
Big Shows. Watch Us In 1946.

FREAKS—MUSEUM 3d Big
Season

Under Management **R. G. GONZALES**
A Most Successful Season in 1945 With

CRAFTS 20 BIG SHOWS

Now Booking Freaks and Acts for 1946

Desire a good Pit Attraction for Feature Talker who can qualify.
Ticket Sellers. Other Useful Sideshow People, write us.
Greetings to All Our Friends and Best Wishes for Next Year.

R. G. GONZALES

7283 BELLAIRE AVE.

NORTH HOLLYWOOD, CALIF.

HELLO AND GREETINGS

CHICK & BETTY

SCALES AND AGE GUESSER
DART GUNS — BALL GAMES

LAWRENCE LaPLANTE
General Manager

GREETINGS TO ALL
ANOTHER BIG SEASON

CLYDE RAWLINGS

Manager

MOTOR - DROME
NEED LADY RIDERS FOR
NEXT SEASON

AND

"ALONG CAME RUTH"
with SCANDALS OF 1945

A Feature on Crafts Midway This Year

WATCH FOR OUR 1946 EDITION—BIGGER AND BETTER YET
"Burlesque at its Best"

JERRY and RUTH LEE, Mgrs.

GREETINGS TO ALL OUR FRIENDS

AND THANKS TO CRAFTS FOR A WONDERFUL SEASON

GREETINGS TO ALL

From the Staff
and Looking Forward
to Another Big One
Next Year

W. Lee Brandon, Gen'l Agt.
H. C. Mook, Auditor
Maybelle Crafts, Sec'y
Roy E. Ludington, Gen'l Mgr.
R. H. Shepperd, Elec. Supt.
James Doran, Mechanic
Frank Warren, Supt. Neon
John Metzgar, Supt. Towers
James Gunter, Purch. Agent
Charles Carpenter, Biller
Earl Shepperd, Night Officer
John Morton, Supt. Lot
Roy Shepperd, Supt. Rides
J. Vansickle, Supt. Swing
Jimmy Lynch, Advisor

THANKS FOR A
BIG SEASON FROM

BARTLETT DIGGERS'
JACK DYKE, Mgr.

SNAKE VILLAGE
KAWABA SHOW

CLYDE GOODING, Mgr.

PENNY ARCADE

MACK DOMAN, Mgr.

SATAN'S CHILDREN

MRS. E. SHEPPERD, Mgr.
Greetings To All

HI, POPS CRAFTS

Best Wishes for 1946
Ride Boys from Scooter, Kiddie
Rides, Wheel, Tilt, Hey Dey,
Octopus, Spittire, Merry-Co-
Round, Fly-o-Plane, and Roll-o-
Plane, Loop-o-Plane, Rocket.

ANOTHER BIG SEASON

RAGLAND & KORTE

14 Years With Crafts

STILL OPERATING
CONCESSIONS
OF OUTSTANDING NOTE

John (Spot) Ragland
Louis Korte
Ruth Korte
Bill McMahon
Ruth McMahon
Joby Martin
Rose Anna Ragland
Evelyn Korte Lans
Baby Edna Kantho
A. W. (Doc) Coxy
Robt. (No Coat) Chaplin
Elliot Brouillette
Virginia and Larry
Jimmy and June
The Midway Majorette
Roberta (Babette) Korte

WILL BE BACK
WITH CRAFTS

In 1946 with our string of 15
Stores Heavily Stocked with Quali-
ty Merchandise

WATCH US IN '46

If Anything New in Games, Gags,
Gals or Giggles, we'll have 'em.

Greetings
To All Our Friends

R. & K., INC.

War Council Wins \$3,000; Will Change Policy for '46

DETROIT, Nov. 24.—Series of three shows at different stands sponsored by the Northwest War Council last summer grossed \$24,000, with a net of \$3,000 for the sponsors. Opening was the six-day stand, August 14-19, at Greenfield and River roads, which grossed \$13,889 and netted \$1,970, according to final audited figures just released by Arnold Klett, general chairman.

Second show ran for five days at Grand River and Five Mile roads, grossing \$6,612 and netting \$1,022. This stand had the addition of a horse show on Sunday, plus donkey baseball at night.

Third stand at Telegraph and Five Mile roads grossed \$3,347 in five days, but only netted \$40.55 as a result of Detroit's huge post-V-J Day exodus over the Labor Day week-end, plus cold weather. Figures for this stand include the carnival and concession attractions.

Two major changes in policy are planned for 1946, which will be the seventh annual for this group, according to Klett. First will be the probable merger of the three stands into a single engagement, with publicity, billing and all talent and show costs concentrated into one big run instead of being split over three separate stands. Each of the local communities will be given its own day or days, but the entire group will unite in back of the engagement.

Second major change expected will be the employment of professional show people to man concessions and other attractions. Most booths were staffed by volunteers from the organization itself, who did a valiant job of drumming up business, but the final consensus among promoters is that showmen, accustomed to dealing with the crowds, will be better able to handle the crowds and build grosses, despite the additional expense.

Minneapolis Wants More Aud. Facilities

MINNEAPOLIS, Nov. 24.—A comprehensive remodeling program for the Minneapolis Auditorium to take care of the anticipated increased post-war needs was the editorial recommendation of *The Minneapolis Star-Journal* here following publication of a symposium on the need by three civic leaders.

Emmett Salisbury, president of the Minneapolis Civic and Commerce Association, in commenting on the auditorium, declared that "it has not kept pace with the growth of the city" and that "it is time now that it should be brought up to date or rebuilt in anticipation of a bigger Minneapolis."

He recommended increasing seating capacity to accommodate 20,000 or more for special events, air-conditioning should be installed and that the building should be equipped to stage all variety of entertainment from ice skating to track meets.

George L. Adams, auditorium manager, said additional auditorium facilities are needed if Minneapolis is to hold its own in competing with other cities for large conventions, trade shows and similar attractions. Particular needs include an orchestra hall seating 3,500 to 4,000 persons and a series of smaller halls with seating capacities of 500 to 1,500 each.

Adams pointed out that the auditorium is booked solidly for 133 days, from January 1 to August 1, 1946, and rentals are being turned down weekly.

J. L. Parit, manager of the Minneapolis Convention and Visitors Bureau, said it is now impossible for his group to schedule a summer meeting in the municipal auditorium from June 20 to July 20 next year because of the roller derby contract for that period. He suggests an arena with at least 100,000 square feet on one or two levels for exhibit purposes, pointing out that trade shows and exhibitions will play an important role in the economic life of the post-war world. He suggests a survey of auditoriums in other cities as a starter for a remodeling or rebuilding program here.

Reason for the symposium was that on March 1 next the auditorium will be paid for—\$3,000,000 original cost and \$1,318,000 interest in a 23-year period. The newspaper pointed out that while the auditorium is operating in the black now, it wasn't so long ago that it was a losing proposition and that unless proper facilities are provided for post-war activity, the city may lose more because an adequate addition at a cost of approximately \$1,500,000 is turned down now.

Fort Meyers Honors Edison

FORT MEYERS, Fla., Nov. 24.—Fort Meyers will pay tribute to the memory of a noted winter resident February 4-10, with its first post-war Thomas A. Edison Pageant of Light Celebration. Attractions scheduled include fishing contests, aquatic parade, exhibition tennis, golf, water carnival, gopher derby, street dances, baby parade, coronation ball and the annual Edison memorial services.

WALLACE BROS.' SHOWS — CANADA —

May we take the occasion of this HAPPY CHRISTMAS SEASON to express our thanks and gratitude to the Managers, Secretaries and Directors of the Western Canada Class "B" Fairs — Ontario and Quebec Fairs — Fraternal and Civic Organizations who contributed immeasurably to our successful 1945 SEASON. To all may we wish a JOYFUL XMAS and a Prosperous NEW YEAR. To our personnel and the various suppliers of our shows we would also convey our thanks and wish them a MERRY XMAS AND HAPPY NEW YEAR.

J. P. (JIMMY) SULLIVAN

Box 442, Toronto, Canada

NOW BOOKING FOR SEASON 1946. WHAT HAVE YOU?

WANT TO BUY — Fly-o-Plane — Flying Scooter — and One
(1) Only 72-Foot Stateroom Car.

CLEAN — MODERN — RELIABLE

This policy has been responsible for building and maintaining one of the finest truck show routes in the Middle West.

We are organizing for 1946 and have openings for up-to-date show people who are interested in connecting with a "Repeat Show" that the people wait for.

CONCESSIONS: Openings for first-class Stock Concessions. Must be clean and have plenty of flash. Positively no grift. Want Carmel Corn, Custard and other catering Concessions that can contract for season.

SHOWS: Would like to hear from Shows of merit with or without own equipment—Monkey, large Reptile, Wild Life, Glass House. Will feature strong Circus Side Show, Animal Circus or Wild West. Will frame or finance any worth-while ideas.

FREE ACT: Will contract for season with high-grade attraction. Must have flash.

BAKER UNITED SHOWS

2156 UNION STREET

INDIANAPOLIS, INDIANA

MORRIS HANNUM SHOWS

WILL BOOK

Motor Drome and Other Worthwhile
Attractions for 1946

Permanent Address:

232 EAST UNION ST.,

BETHLEHEM, PA.

Will be at Hotel Sherman, December 1 to 6

PHONE SALESMEN!

All Winter's Work — Good Live Deal

Contact

PETE HENRY

Room #303, 131 Chestnut St.

Harrisburg, Pa.

Reliable, Steady Workers Only. IF YOU CAN'T STICK TO BUSINESS SAVE YOUR STAMPS!

FOR SALE—CATERPILLAR RIDE

Because of Buying New Rides

FRANK BERGEN, General Manager

WORLD OF MIRTH SHOWS, INC.

WILLIAM BYRD HOTEL

RICHMOND, VA.

C. F. ZEIGER UNITED SHOWS

Want—Season 1946—Open In April

Useful Carnival People in all departments, Ride Help for all rides. Showmen, will furnish new outfits for money-getting shows. Want Cookhouse; legitimate Concessions, write. Yes, this is still a railroad show. Any of our old people getting out of the service, write. Want Strong Woman Act; must be good enough to feature.

C. F. ZEIGER, P. O. Box 704, Rocky Ford, Colo.

3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate cards. 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2700 cards \$5 per 100 for cards only—markers or tally omitted. No. 3 cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card 6¢.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards—not up and down. Lightweight cards. Per set of 100 cards, tally card, calling markers, \$8.00.

LIGHT WEIGHT BINGO CARDS

White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 3,000, also 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢. Large Numbers Board, 6 in. type, 4 ft. by 15 ft., in 3 collapsible sections, non-electrical, \$75.00
3,000 Jack Pot Slips (slips 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, 5/8x4 1/2, per 1,000 1.25
3,000 Featherweight Bingo Sheets, 5 1/2x8, 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.

J. M. SIMMONS & CO.

19 W. JACKSON Blvd., Chicago 4, Illinois

GREETINGS

from

FRANK ORGAN SERVICE

4548 Waveland Ave. Chicago 41, Ill.

Phone: Pensacola 2613

Sells, Buys or Service

SOUTH AMERICAN POPCORN

WITH A POP. \$8.75 Per Cwt. F. O. B. Little Rock. For Sale—1 Floor Model Burreh-Manley Popcorn Machine, near kettle, A-1 condition.

FORD CONCESSION CO.

113 N. Main LITTLE ROCK, ARK.
(Phone 5382)

FOR QUICK SALE

Will Sacrifice Ten Buckley Claw Dicers, all works, just overhauled, clean, \$900.00; one Push Rotary Merchandiser, perfect working condition, \$150.00. Reason for sale, other business.

L. CRAWFORD

1010 N. Sylwiana, Fort Worth, Texas

FOR SALE

2 Bestian and Moline 2 1/2-Gal. Frozen Custard Machines, good condition. Can be used for ice cream or frozen malted. 80-gal. cabinet attached, air-cooled. Priced at \$1700.00 each.

W. S. MYERS, Dupont, Ohio

WILL GIVE HALF INTEREST

For financial investment in world's fastest group game.

C. THOMAS TODD

174 Paterson St. PATERSON, N. J.

HARRY NELSON

STRIKING MACHINE BUILDER AND
DOLL RACKS.

2014 West 15th St. Coney Island, N. Y.
Phone: EG-2-8866

FLOSS PAPERS

4x12 80 Lb. Kraft. Packed 5000 to Carton — \$1.00 Per Carton. 1000 Carton Lots Only.

We Have Rosberline Red Color. Also Vanilla Flavor.

C. R. FRANK, Distributor

633 N. Broadway, St. Louis 2, Mo.

Multi-Million-\$ Expansion Due

Hereford Expo Finishes With Paying Crowds

DALLAS, Nov. 24.—Good weather brought excellent attendance for the Greater Pan-American Hereford Exposition and International Championship Rodeo at the Texas State Fairgrounds, the 10-day event getting ideal weather each day after a rainy opening date (9).

Saturday's (10) attendance was 3,000; Sunday's (11) shows brought in 9,400 customers, paid and a paper; Monday's (12) dropped to 3,000, but the next three nights drew 4,200, 4,800 and 4,000, as the muddy track had dried, permitting working of all jumping horses. Seats sold at \$1 to \$3.

Executive Director Alex Mickle worked day and night to overcome the inaugural weather handicap, and skedded an all-day kids' deal for Saturday (17) at half price, and tossed in a special matinee cowboy show.

Midway attractions, closed by the rain opening night, got heavy play when they started action. There were seven rides, four exhibition shows, three animal shows, a Funhouse and a Freak Show.

Hereford exposition ended Wednesday (14) with a parade of grand champion cattle. An Arizona bull of 1,500 pounds drew the top award and went at \$2 per pound.

Visitors catching the expo included J. Bernard Gibbs, agricultural attache of the U. S. Embassy at Mexico City; Lauro Iza Guirre, Mexican consul of McAllen, Tex.; Jose Navarro Elzondo, representing the governor of Chihuahua, and Edward Ardoin, Babicora, Mexico, representing the Chihuahua Cattle Raisers' Association.

'Improbable' That Memphis Will Run

MEMPHIS, Nov. 24.—At a meeting of Mid-South Fair directors, E. O. Bailey stated that it is "highly improbable" that the fair will be held next year.

He gave three main reasons: Second Army headquarters is still located on the fairgrounds; immediate building and remodeling for the holding of a successful fair would be difficult, and it may be impossible to hold a 1946 fair in connection with the National Dairy Show, which is what officials want.

Several members of the board expressed a desire to go ahead and try to have the fair next year anyway. Arthur Seelbinder, also a director, reported the Mid-South Fair was in the best financial shape in its history.

Trainer, 2 Horses Die In Washtenaw Barn Fire

ANN ARBOR, Mich., Nov. 24.—Washtenaw County Fairgrounds was swept by flames Friday (16), causing serious damage and resulting in the death of a veteran horse trainer, Dan Nowell, who lived on the grounds.

It is believed the fire started in Nowell's quarters and that he was overcome before he could escape.

Three quarters of the stables were destroyed, as well as two horses valued at \$1,000 each.

Texans Meet at Dallas in First Conclave Since '42

DENTON, Tex., Nov. 24.—Texas fair managers will hold their first State-wide conclave since 1942, at Dallas, February 1-2. O. L. Fowler, secretary of the Texas Association of Fairs, announced today. Meeting is scheduled for the Adolphus Hotel.

Fowler, reporting a big year for the few Texas annuals in operation this year, forecast a large attendance at the convention, including many new secretaries.

IAFE Program

The complete program for the International Association of Fairs and Expositions will be found on Page 7 of the Cavalcade of Fairs Section in this edition.

Ionia, Mich., Fair Nets 15G

IONIA, Mich., Nov. 24.—Resumed this year after a lapse of two years because of the war, the Ionia Free Fair shattered all gross records and came out with a net profit of \$15,424.53. President Allan M. Williams reports. This, Williams said, in spite of the fact that there was a 9 per cent decrease in attendance, caused by a rainy closing plus gas rationing and wartime transportation restrictions.

Total receipts this year were \$87,561.12, which was the largest in history, topping the \$82,078 of 1941, when the exhibit broke all attendance records. Expenses this year amounted to \$72,136.59.

According to Williams's report, estimated grounds attendance was 25,000 persons. Figures showed 60,958 persons paid their way into 13 grandstand performances, and 210,257 admissions were paid to midway shows and rides.

Williams was re-elected president of the fair. Also renamed were Fred Wortman, vice-president; Rose Sarlow, secretary, and Leo McAlary, treasurer.

Cordele Lions Tap Nearby Communities for Exhibits

CORDELE, Ga., Nov. 24.—Cordele Lions' Club, trying a hand at the fair game, pinned its luck on community exhibits. Ten communities joined the contest for prizes scaled from \$150 top money down to \$50 guarantees for all who entered.

With this feature pointing the way, other contests and events combined to give the Lions Tri-County Fair at 12,499 total attendance, according to J. D. Rainey, secretary. Premiums amounted to \$2,000. Event was held October 29-November 3. Top day was Friday (3). Children's Day, when an estimated 3,000 kids paraded into the grounds behind the high-school band. Dog show that leaned to fox hounds, and a horse, mule and pony show were other attractions.

L. J. Heth Shows on the midway were rebooked for the 1946 annual, which, according to Rainey, may be billed as the South Georgia Fair.

Largo Skeds Jan. 22 Bow

LARGO, Fla., Nov. 24.—Dates for the first Pinellas County Fair since 1942 have been set for January 22-26, according to County Agent J. H. Logan, fair manager.

Year-Round Use of Sites To Get Eye at IAFE Confab

CHICAGO, Nov. 24.—Trend to year-round use of fair plants is expected to be accelerated as result of confabs at the 55th annual meeting of the International Association of Fairs and Expositions here, December 3-5, at the Sherman Hotel, vital topics on that subject holding a prominent position on the schedule of speeches.

Samuel S. Lewis, York (Pa.) Interstate Fair president and IAFE president, will speak on *Use Your Plant Continually*, and Ralph E. Animon, Wisconsin State Fair manager, will discuss *Amusement Parks on Fairgrounds—Advantages and Disadvantages*.

Many fairs had edged into year-round

State Orgs Have Bundles Set To Improve, Enlarge Grounds

Damage caused by army occupancy, lack of materials and labor to keep up appearances means general face-lifting in most spots—government rentals big item on books

CHICAGO, Nov. 24.—Multi-million-dollar expansion of U. S. and Canadian fair plants will be the subject of much discussion at the 55th annual meeting of the International Association of Fairs and Expositions here, December 3-5, at the Sherman Hotel. Millions of dollars have been appropriated or are up for appropriation by various State-operated expos and many privately owned fairs, with treasuries showing new all-time high surpluses due to wartime operation, have earmarked large sums to increase and improve fair plants.

Look Who's Boomin'! Midland Gets Ready

MIDLAND, Mich., Nov. 24.—If Midland (1940 population, 10,329) continues to boom, officials of the Midland Farm and Youth Fair propose to boom along with it.

Secretary H. D. Parish announced today that the fair association has acquired a site adjacent to this Central Eastern Michigan city and that \$100,000 will be expended for buildings and equipment. Architectural plans call for structural steel buildings.

"Our enthusiasm is based on the fact," said Parish, "that Midland is growing by leaps and bounds each year. Dow Chemical Company, the city's main industry, has just announced an initial expansion in plant facilities totaling more than \$15,000,000.

Parish reported that 1945 fair earnings encouraged his association to expand.

63 Pennsylvania Annuals Show Attendance Increase

PHILADELPHIA, Nov. 24.—Attendance at 63 scheduled county and community fairs in Pennsylvania this year was reported to be greater than crowds reported during war years, and may even exceed pre-war records. State Department of Agriculture indicated that the termination of gas-rationing, plus an increased interest in entertainment provided at such events, was largely responsible for the enlarged attendance.

Many fairs, which were halted during the war years, are scheduled to resume during the 1946 season, according to reports from centers sponsoring the events. Reading (Pa.) annual is expected to be among those reopening.

Leesburg Waits for '47

LEESBURG, Fla., Nov. 24.—Lake County Fair will not be revived here until 1947, directors of the fair association decided recently. Custodianship of grounds and property has been placed under L. L. Polk, president.

Many of the major fair plants which had been taken over by the army have already or will soon receive payment from the federal government for damages that may have been done by the armed services during the fairgrounds occupancy.

Damages Run High

Damages in many cases ran high. The army, in its eagerness to get the plants converted, mostly as storage depots, made the change-over with little or no regard to damage or resultant cost. Installation of railroad sidings, sometimes thru what had been a show spot of the fair layout, and the use of heavy tractors did much to scar the landscape, and many fairs will require a heavy outlay of money and work to get their plants back into shape.

In some instances it was difficult for fairs to show the widespread and costly nature of damage done by army occupancy. Army engineers who had been in charge when the plant was first occupied had long since been reassigned to other projects when the damage settlement came up.

Pictures Tell Story

Damage at the New York State Fair, Syracuse, which was first occupied in April, 1942, and which is still occupied by the army, was so extensive that at an annual renegotiation on occupancy terms between the State and the army it was difficult for the fresh contingent of army engineers to believe the damages set forth by the fair.

A three-reel, 16mm. film, taken during the 1941 fair for exploitation purposes, was unrec'd. Engineers and other army officials were amazed at contrast between fair buildings and grounds as they appeared after army occupancy and as they were filmed during operation of the fair. The film proved the clincher to fair's contention for settlement.

Normal Wear and Tear

Paucity of labor and materials held upkeep program to a minimum at fairs which operated during war years. As a result many expos are confronted with a complete face-lifting job but have the money to do it, as sums were salted each year for post-war improvements.

Many State fairs will benefit by the improved condition of State treasuries, practically all of which have huge surpluses set aside for post-war construction projects. During the depression years few State fairs obtained appropriations for large-scale improvements. In the late '30's and early '40's the situation eased slightly, but, in general, State fairs whistled but didn't get appropriations. Now, however, the outlook is bright and already many States have made appropriations from post-war construction funds for State fair projects.

Pima County Goes in January

TUCSON, Ariz., Nov. 24.—Pima County Fair, discontinued thru the war, will be revived January 31-February 2 in conjunction with the Tucson Livestock Show, according to G. E. Blackledge, chairman. Other county fair commission members are Sam Falvey, vice-chairman, and C. B. Brown, secretary-treasurer.

Australia Mulls World's Fair

Would Sell 'Down Under'

Govt. committee studies plan—big trade expos not new to South Pac. empire

SYDNEY, Nov. 3.—A World's Fair may aid Australia in its battle for recognition as a major power in the Pacific.

That is one of the selling points being used by the Royal Agricultural Society, of New South Wales, in suggesting a World's Fair, to be known as a Pacific Exposition, and to be held in Sydney in March, 1948.

That the idea of such an event has really taken hold is proved by the fact that a special committee, appointed by the federal government, has begun investigating the probability and advisability of such an undertaking. Chairman of the committee is Mr. Calwell, Minister for Information.

Before the commonwealth decides whether it will give financial aid to the project, the committee will discuss the idea from all angles and will probe deeply into the financial angles.

In the event plans are acceptable and the event is given an okay, present plans call for the carnival side of the fair to include a monster racing program at Randwick, world championship contests in all well-known sports, cultural exhibitions, religious festivals and trade exhibits from Pacific nations.

To "Sell" Australia

In making a plea for a World's Fair for Sydney, officials say the event, if properly organized, could start a new era in Australian trade, tourist traffic and cultural life. It would show Pacific peoples what Australia can produce and how well she can produce it. In short, backers say, the exposition could become a major instrument in changing the Australian continent from an outpost to a center of Pacific activity.

It is no secret that World's Fairs or Expositions are clearly propaganda. The English were the first to organize such exhibitions, solely with the aim of showing what they could produce. First national exhibition was held in London in 1756. Seven years later Paris followed, and World's Fairs went on from there.

England's Trade Shows

Approximately a century after the first such fair was held, the English extended the idea by inviting the manufacturers, tradesmen and agricultural producers of other countries to exhibit at an international show. This expo was held in 1851, with the slogan "To show the right to live of every nation and to serve as a balance of the cultural achievements of mankind."

The 1851 fair was a great success, and other nations followed the British example. It reached such a height that exhibitors could not cope with the invitations. In 1889 the French appointed a committee to investigate the value of every international exposition abroad. (See AUSTRALIA MULLS on page 78)

Woodstock Fair To Spend \$4,000 on Improvements

SOUTH WOODSTOCK, Conn., Nov. 24.—Improvements and major repairs aggregating \$4,000 will be made to the Woodstock Fair buildings and grounds here, the directorate voted at a recent meeting. A \$1,700 horse barn, which will provide 20 stalls, is to be erected, and modern toilet facilities costing \$1,000 are to be added.

Five grand is in the treasury, as a result of the success of the 85th Victory Fair, which puts the annual in the best financial condition in its history.

The fair will be held three days and nights in 1948. The board of directors will meet December 11 at the Seneket Grange, Woodstock Hill, Conn.

Benson Named Ill. Ag Head

SPRINGFIELD, Ill., Nov. 24.—Arnold P. Benson, Batavia (Ill.) weekly newspaper publisher and former State Senator, succeeded the late Howard Leonard Thursday (16) as director of the State Department of Agriculture, under which the Illinois State Fair operates.

Appointed by Gov. Dwight H. Green, Benson resigned as assistant State Treasurer, a post held since January, to take over the position left vacant by Leonard's recent death. He was the Republican nominee for Secretary of State in 1944.

The new department director served 12 years in the Senate from 1933 to 1944. He was minority leader of the Republicans in the 1939 legislative session and was elected majority leader and president pro tem of the Senate in 1941 and 1943.



ARNOLD P. BENSON

Topsfield Votes to Resume; Will Have Mutual Betting

TOPSFIELD, Mass., Nov. 24.—Essex County Agricultural Society has voted unanimously to run the Topsfield Fair in 1946. New buildings and improvements are to be made at an estimated cost of \$25,000. It was also voted to install pari-mutuel betting.

Ellery F. Metcalf, Saugus, was elected secretary to take the place of Ralph H. Gaskell, resigned.

Served Its Purpose

WEST HARTFORD, Conn., Nov. 24.—West Hartford County Fair, a community project in which chief interest centered around the harvest show and amateur midway attractions, was undertaken as a wartime measure and probably will be discontinued, according to William T. Davis, director of recreation for the town.

New York May Abandon Old Grounds To Build an Entirely New Plant for 1947 Annual

Objectionable Features Discourage Rebuilding Program

SYRACUSE, Nov. 24.—The 267-acre \$5,500,000 New York State Fairgrounds, which continues army-occupied, may be abandoned as the site of the annual exposition and a new fairgrounds may be built at near-by Mattydale perhaps in time for operation in 1947.

Bligh A. Dodds, director of the State Fair, is not talking about the possibility, but it is definitely known that a plan has been drafted which may result in the construction of a new modern fair plant at Mattydale.

No formal announcement has been made that the State Fair will not be held in 1946. However, general belief is that there will be no '46 exposition. Hundreds of carloads of army equipment are stored on the grounds, and the army has shown no inclination to move out. The State Fair plant, which had been maintained in excellent condition until army occupation, is in disrepair, and many major improvements would have to be made to put it back in condition for fair operation.

During the army occupation, the grandstand, which seated 7,500, was torn down after the roof had been ripped off and other serious damage had been done to it in a high wind.

It is not unlikely that a deal may be made whereby the State Fairgrounds may be taken over by the government and used permanently as an army storage depot. The army instituted many improvements designed to equip the

grounds as a storage depot and, while these would be a detriment to fair operation, they would make continued use by the government advantageous.

Talked-of Mattydale location would give State Fair ample space, one of the bad features of present set-up. It would also provide easy access by automobile over multi-lane highways and eliminate traffic jams which occurred at present site.

Tie-ups at special events, which brought out tremendous crowds within a span of a few hours, were severe. On one occasion a night fireworks show, July 4, 1941, traffic backed up for miles on three highways, and it was necessary to permit free admission of about half the auto turn-out to speed the traffic flow in order to have the highways free for home-going throng before, the show was over and to avoid disappointing those who had made long trip to see the fireworks.

Other Bad Features

Other objections to the present site include odor caused by near-by manufacturing plants and threat of flood from Solvay Lake. Lake overflowed during army occupation and deposited injurious residue from mountains of powdered stone on lake's fringe upon the fairgrounds, causing substantial damage to lawns and landscaping.

Dodds assumed directorship in 1943. He has made a study of the State Fair

Wis. Peps Up State Groups For '48 Cent.

MILWAUKEE, Nov. 24.—State-wide coordination of industry, agriculture, education and religion is being developed along lines that seem likely to bring Wisconsin up to its centennial year, 1948, with every resident, metropolitan, urban and rural, fully cognizant of that fact.

Already many subcommittees have been authorized by the plans group of the centennial commission to develop activities that will stimulate interest in the commemoration of Wisconsin's advent into the Union.

Industry Represented

The pattern of industry's participation will be shaped by the Wisconsin Manufacturers' Association, which has been delegated to handle that task. Advance plans outlined by G. F. Kull, executive secretary, and Julius Hell, Milwaukee Industrialist, point to a \$225,000 exhibition at the State Fairgrounds here.

The plans committee, functioning for the centennial observance both at State Fair Park and throughout the State, has recommended to the centennial commission that the celebration should run from August 1 to September 6, 1948.

Seek 3-Cent Stamp

State Senator Robert P. Robinson has announced that the 1948 Wisconsin Blue Book will be dedicated to the centennial, and in Washington Senators LaFollette and Wiley have started action to gain the issuance of a commemorative 3-cent stamp.

Dr. E. P. Alexander, State Historical Society director, together with Milo Swanton, executive secretary of the Wisconsin Council of Agriculture, has urged that the centennial observance should be carried to small communities as well as Milwaukee. He suggested that a traveling drama group, portraying State history by song and story, should appear at local high schools and county fairs. Pageants are also being advocated widely.

University of Wisconsin, the State Department of Public Instruction, State Teachers' College, Marquette University and private colleges are to be represented on a group that will portray the development of education in Wisconsin.

Another committee has been established to work with religious denominations and sects in mapping their participation in the centennial.

Florida Ag. Dept. Plans 6 Co. Plants

QUINCY, Fla., Nov. 24.—Quincy appears certain to be one of six Florida cities slated to get a permanent fairgrounds and livestock exhibition hall under a State agricultural department project sponsored by Commissioner Nathan Mayo.

Twenty acres have been acquired for the erection of a building to cost \$50,000. Gadsden County and Quincy city officials are collaborating with Commissioner Mayo on plans for the plant here.

Five other fairgrounds are to be installed at strategic locations over the State, where county fairs, cattle and horse shows and various 4-H Club and FFA activities will be centered.

and was assigned by Gov. Thomas Dewey to make a study of county fairs. This fall he accompanied Dewey on a tour of county fairs in the State. For years Dodds has been secretary of the Governor (N. Y.) Fair.

The State Fair hit record attendance in 1941, its 101st year of operation, with Paul Smith as director. Attendance reached 380,000, 108,000 more than previous high mark. After leaving the State Fair, Smith went to Oak Ridge, Tenn., where he was in charge of setting up all recreational facilities at the government-built, 50,000-population city, where work on the atomic bomb was conducted.



Meetings of Assns. of Fairs

International Association of Fairs and Expositions, December 3-5, Hotel Sherman, Chicago. Frank H. Klingman, secretary, Brockton, Mass.

Fair Managers' Association of Iowa, December 10-11, Fort Des Moines Hotel, Des Moines. E. W. Williams, Manchester, secretary.

Iowa State Fair Board, December 12, Fort Des Moines Hotel, Des Moines. L. B. Cunningham, secretary.

Wisconsin Association of Fairs, January 3-4, Hotel Schroeder, Milwaukee. J. P. Malone, Beaver Dam, secretary.

Indiana Association of County and District Fairs, January 7-9, Lincoln Hotel, Indianapolis. William H. Clark, Franklin, secretary.

Kansas Fairs Association, January 8-9, Jayhawk Hotel, Topeka. R. M. Sawhill, secretary, Glasco.

Association of Tennessee Fairs, January 8-9, Noel Hotel, Nashville. Henry W. Beaudoin, Memphis, secretary.

Minnesota Federation of County Fairs, January 9-11, Hotel Saint Paul, St. Paul. Allen J. Doran, Grand Rapids, secretary.

Western Fairs' Association, January 10-12, Sacramento, Calif., Louis S. Merrill, Fresno, secretary.

Illinois Association of Agricultural Fairs, January 15-16, St. Nicholas Hotel, Springfield. C. Hunter, Taylorville, secretary.

Ohio Fair Managers' Association, January 16-17, Deshler-Wallick Hotel, Columbus. Mrs. Don A. Detrick, secretary, Bellefontaine.

Georgia Association of Agriculture Fairs, January 18, Piedmont Hotel, Atlanta. E. Ross Jordan, Macon, secretary.

Michigan Association of Fairs, January 21-22, Fort Shelby Hotel, Detroit. H. B. Kelley, Hillsdale, secretary.

Western Canada Fairs' Association, January 21-22, Royal Alexandra Hotel, Winnipeg. Keith Stewart, Portage La Prairie, Man., secretary.

Western Canada Association of Exhibitions, January 21-22, Royal Alexandra Hotel, Winnipeg. Mrs. Letta Walsh, Saskatoon, secretary.

Nebraska Association of Agricultural Fairs, January 22-23, Lincoln Hotel, Lincoln. Chet G. Marshall, secretary.

Massachusetts Agricultural Fairs, January 23-24, Parker House, Boston. A. W. Lombard, 21 Jason Street, Arlington, Mass., secretary.

North Dakota Association of Fairs, January 24-25, Hotel Powers, Fargo, N. D. E. W. Vancouver, Fessenden, secretary.

Virginia Association of Fairs, January 28-29, John Marshall Hotel, Richmond. C. B. Ralston, Staunton, secretary.

Pennsylvania State Association of County Fairs, January 30-February 1, Abraham Lincoln Hotel, Reading. Charles W. Swoyer, secretary.

Western New York Fair Managers' Association, February 1, LaFayette Hotel, Buffalo. Glenn W. Grinnell, Batavia, secretary.

Texas Association of Fairs, February 1-2, Adolphus Hotel, Dallas. O. L. Fowler, Denton, secretary.

Ontario Association of Agricultural Societies, February 6-8, King Edward Hotel, Toronto.

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

Raze Army Sheds at Tampa

TAMPA, Nov. 24.—Dozens of small frame buildings erected by the army during its occupancy of the Florida State Fair plant here, none of them suitable for fair purposes, have been razed as preparations for the first fair since 1941 are speeded. General Manager P. T. Strieder predicts the grounds will be cleared and ready to open February 5.

Keep Nags on Tap With Spring Dates

WAPAKONETA, O., Nov. 24.—Give 'em so much action they won't stray away. That's the idea behind the formation here of the Western Ohio Driving Club, with Secretary Harry Kahn, of the Auglaize County Fair, as general manager. Org plans a series of spring race meetings so that there will be plenty of harness horse talent in this area when the county fair season rolls 'round.

Dates will open Memorial Day at Wapakoneta, with a 10-day to two-week run. Horses will move from here to Marion and then to Delaware. All racing will be under lights at night.

Thirty business men and horsemen met here to form the organization. Elton Jorg, of Waynesfield, was elected president, and Earl Coburn, Lebanon, race secretary.

Blandford Treasurer Quits After 28 Years at Post

BLANDFORD, Mass., Nov. 24.—Blandford Fair has \$8,600.08 in its treasury, but no treasurer.

Directors of the fair failed at their annual meeting here, Wednesday (14), to fill the vacancy left by the resignation of Clifford R. Ripley, treasurer since 1917.

When he took over the post the fairgrounds was heavily mortgaged. At the close of the 1945 fair, with attendance receipts at the highest level in history, cash assets totaled \$8,600.08, with all bills paid.

Joseph P. Haley, 85, a board member for 35 years, was elected honorary director. He has attended every fair here since it started 78 years ago.

Warren V. Bodurtha was re-elected president. Other officers include J. E. Cooney, H. J. Knox, H. B. Richards, J. L. Dickinson and Irvin Anderson, vice-presidents. A secretary-treasurer will be elected December 5.

Two Set for '46 Renewal In Maritime Provinces

ST. JOHN, N. B., Nov. 24.—Officials of two fairs, Woodstock, N. B., and Shelburne, N. S., both suspended during the war period, announced that they will resume in 1946.

Idle since 1938, the Woodstock annual, situated on an island in the St. John River near the U. S. border, will be held in September, after a \$13,000 improvement project has been completed. Expenditure of that amount has been authorized by the island park commission. Fair appeals to both Maine and New Brunswick residents.

At Shelburne decision has been made to renew next September. F. W. Bower, a leader in support of the fair, recommended construction of two more buildings.

Ken Heath Plans '46 Debut As Thrill Show Manager

CHICAGO, Nov. 24.—Another motorized thrill show will be in action next season if the plans of Ken Heath, veteran pre-war stunter, carry thru.

Heath, en route to his home at Jackson, Mich., after closing with Frank Cushing's GI Thrill Circus in Southern California, announced that he expects to tour a complete motorcycle-auto org next year, playing fairs and still dates. He plans to supplement stock equipment with army vehicles.

Discharged only eight weeks ago, he was in the Army Air Forces for three and a half years. Before that he performed with Bob Clay's Legion of Daredevils and other thrill units.

Wells Succeeds Stevens as Cummington Secretary

CUMMINGTON, Mass., Nov. 24.—Francis Wells was elected secretary of the Cummington Fair at the annual meeting of the Hillside Agricultural Society here. He succeeds Leon Stevens, who resigned after 23 years as secretary.

The 360 fair directors learned from the treasurer's annual report that there is a \$4,716.47 cash balance on hand.

Other officers elected were Franklin W. Streeter, president; Henry Snyder, Lincoln Leure, Mrs. Helen Streeter, Andrew Culver and Henry Braun, vice-presidents; and Mrs. Dorothy Rice, treasurer.



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("A" Circuit)
NATE ANDRE, President MRS. LETTA WALSH, Secretary
Regina, Canada Saskatoon, Canada

THE WESTERN CANADA FAIRS' ASSOCIATION

("B" Circuit)
KEITH STEWART, Secretary
Portage la Prairie, Canada
Place: Royal Alexandra Hotel, Winnipeg, Canada
Time: January 20th, 21st and 22d, 1946

EXPOSITION PROVINCIALE

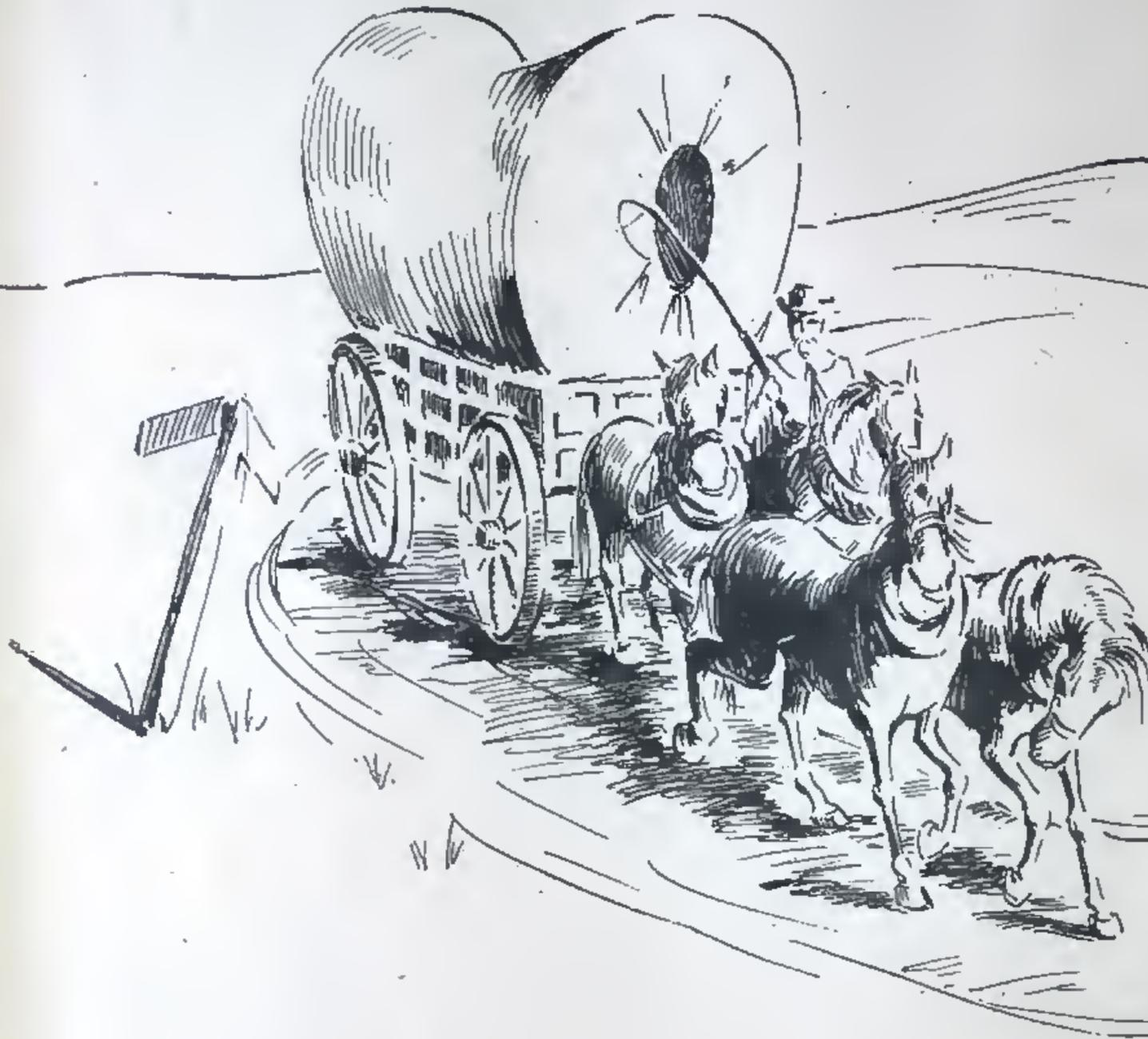
QUEBEC, CANADA
1945 — Attendance — 234,000
EXPOSITION—ROAD SHOWS—ICE RINK

1946 DATES — AUG. 30th-SEPT. 8th
President
LUCIEN BORNE Mayor of Québec
EMERY BOUCHER Manager

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THE GOOD OLD DAYS



THE "good old days" have special significance to the outdoor entertainment industry. No industry has a richer heritage, a more colorful tradition, a finer history.

But there is no room for the methods and the attractions of the "good old days" on the show lot of today—and tomorrow. The public will no longer be satisfied with the old-time outdoor show. They will expect us, in the outdoor entertainment industry, to keep pace with the most modern of our competitors in showbusiness.

The "movies" and the radio are expected to introduce many startling techniques. Many "world's fairs" are expected to spring up all over the country with breath-

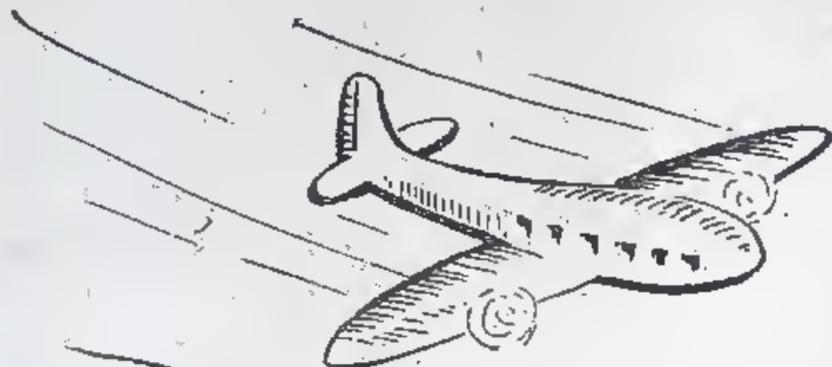
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taking exhibitions that will overshadow anything that has ever been done before. National advertisers will spend fortunes on new ideas in travelling shows to attract favorable and effective attention to their products.

All this competition for the attention of our audiences will require much thought, much planning and prompt action. The outdoor entertainment industry must remain in the lead, must not permit itself to play second-fiddle to any competitive amusement, must always be **first** with new ideas, new exhibitions, new methods of presentation.

In order to attain these objectives, all of us in the outdoor entertainment industry must keep in mind that the "good old days" are no longer good enough.

George A. Hamid

HAMID'S MILLION DOLLAR PIER * STEEL PIER * * * * *

ATLANTIC CITY, U.S.A.

ATLANTIC CITY, U.S.A.

Australia Mulls World Fair Ideas

(Continued from page 74)

Invitations to international fairs were accepted only if the committee thought they would be worth the money spent on them. Other countries followed the French example, but the number of fairs was not reduced. Every country wanted to outdo the other and, as a result, expositions became increasingly costly.

In the capitals of most civilized countries, steel and glass monsters, called exhibition palaces, were erected. For example, the Crystal Palace in London, the Trocadero Palace and the Eiffel Tower in Paris owed their existence to international expositions.

Not New "Down Under"

Australia had its first taste of an international event in the early 1870's. The fair wound up on the short end, financially, but everyone agreed the money was well spent, and that Australia came in direct touch with world economics on a large scale.

In 1880, Melbourne opened her international exhibition. Later in the year the event was transferred to Adelaide. In 1887, South Australia organized her own international show. Melbourne, in 1888, held its second show, marking Australia's 100th birthday anniversary. Brisbane was host in 1897.

Australia knows that World's Fairs aren't money-makers. Statistics show that every great international show of the last 50 years has wound up with a big deficit. Australia will have to pay a high price for its exposition. But backers of the event contend it will be well worth it.

Urges Fair Changes For Better Service

LLOYDMINSTER, Sask., Nov. 24.—Many of the acts governing fair associations need changing, said Robert Putnam, director of Extension Services and Deputy Minister of Agriculture for Alberta, in an address to the annual meeting of the Lloydminster Agricultural Exhibition Association. He said that many of the original purposes for which the associations were formed, had since been taken over by the government.

Profits of \$4,294 for the annual three-day summer fair and \$272 for the annual spring sale and show of pure-bred bulls were reported.

Directors re-elected were: T. A. Metcalfe, H. C. Weaver, E. F. Knipe, Dr. G. L. Cooke and Eric Dunstan. C. E. Avery was elected to succeed Gilbert Howes, who is leaving the district.

Putnam said there were still many ways in which the exhibition associations could expand to better serve the communities.

Convention Bureau Wants Annual Held in Detroit

DETROIT, Nov. 24.—Support of the present location of the Michigan State Fair at Detroit, where it has been for nearly half a century, was given this week by the Detroit Convention and Tourist Bureau, in a statement by Federal Judge, Frank A. Picard, president of the bureau.

"The present location offers the best use and the maximum opportunity to the farmer, to industry and to the public alike," Picard's statement said.

Issue will be thrashed out this coming week-end at a meeting to be held at the Detroit Athletic Club, and at which showmen, local civic leaders, State political figures and others will confer with Arthur Gerish, secretary to Governor Harry Kelly, as the key figure.

Miami Shelves Plans For World's Fair in '50

MIAMI, Nov. 24.—Plans for holding a World's Fair here in 1950 have been shelved.

Henry Cobbs, temporary chairman of the committee exploring the possibilities of staging such an expo, reported the project as "impractical at this time." Pressing need for home construction, hospitals and parks must be given immediate attention before the city will be in a position to stage a World's Fair, Cobbs contends.

Statistical Directory

Editor's Note—These statistics of 1945 fairs were received too late for classification and inclusion in the Cavalcade of Fairs Directory.

ARKANSAS

Arkansas Livestock Show, Little Rock

ADMINISTRATION: President, T. H. Barton; secretary, Clyde E. Byrd; superintendent of concessions, none at present; director of attractions, none at present; superintendent of space, none at present; racing superintendent, none at present.

DATES: Did not operate during war; will resume in 1946, probably in second or third week in October.

CONNECTICUT

Harwinton Fair, Harwinton

TOTAL ATTENDANCE: 1945, 4,978; 1944, 5,525. Paid attendance, 1945, 4,748; 1944, 4,978.

AID, PREMIUMS AND TAXES: State aid, 1945, not reported; 1944, \$364.05. Other aid, 1945, not reported. Total cash premiums paid, \$805; 1944, \$735. Federal taxes paid for fair, \$979.48; Federal taxes for midway, not reported.

RECEIPTS: Gate, 1945, \$3,179; 1944, \$2,964.60. Space, 1945, \$1,326.96; 1944, \$1,305.40. Other receipts, 1945 and 1944, not reported. Total receipts, 1945, \$5,975.60; 1944, not reported. Net profit, 1945, \$2,780; 1944, not reported.

ADMINISTRATION: President, Raymond Bentley; secretary, Paul Klambt; superintendent of concessions, Seif Rauch. Annual meeting, December 11, Harwinton Town Hall.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS, 1945, \$305.

ILLINOIS

Clinton County Fair, Frankfort

TOTAL ATTENDANCE: 1945, 14,802; 1944, 12,600. Paid attendance, 1945, 14,580; 1944, 12,430.

AID, PREMIUMS AND TAXES: No aid of any kind reported. Premiums paid, not reported. Federal taxes paid for fair \$1,217. Federal taxes for midway, not reported.

RECEIPTS: Gate, \$17,443.75; 1944, \$15,302. Grandstand, free. Carnival, 1945, \$12,503; 1944, \$10,720. Space, 1945, \$620; 1944, \$430. 1945 total receipts not reported; 1944, \$18,452. Net profit, 1945, \$4,820; 1944, \$2,101.

ADMINISTRATION: President, Arthur Saurigis; secretary and superintendent of space, O. M. Ricks; superintendent of concessions, Ward Hutchison; racing secretary, Chet Southard; director of attractions, not reported.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$620.

Fairbury Fair, Fairbury

TOTAL ATTENDANCE: 1945, 22,000; 1944, 26,000. Paid attendance, 1945, 15,381; 1944, 17,055.

AID, PREMIUMS AND TAXES: State aid, 1945, \$6,258.71; 1944, \$5,020.34. Other aid, 1945, none. Total cash premiums paid, 1945, \$10,952.01; 1944, \$8,468.55. Federal taxes paid for fair, \$2,280. Federal taxes for midway, not reported.

RECEIPTS: Gate, 1945, \$10,686.15; 1944, \$12,607.35. Grandstand, 1945, \$3,675.90; 1944, \$4,537.50. Carnival, 1945, \$1,020.46; 1944, \$1,006.55. Space, 1945, \$737; 1944, \$747.30. Total receipts, 1945, \$28,829.07; 1944, \$5,871.25. Net profit, 1945, \$3,542.85; 1944, \$5,871.25.

ADMINISTRATION: President, M. E. Tarp; secretary, superintendent of space and concessions, G. H. Decker; director of attractions, Donald Kelso; racing secretary, 1945, Jim Broadwell; 1944, Wallace Hemphill. Annual meeting, Fairbury, December 4.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS, 1945, \$2,971.25.

Fayette County Fair, Brownstown

TOTAL ATTENDANCE: 1945, approximately 8,000; 1944, approximately 1,200. Paid attendance, 1945, 7,500; 1944, 1,120.

AID, PREMIUMS AND TAXES: State aid, 1945, \$4,065.99, estimated; 1944, not reported. Other aid, 1945, not reported. Total cash premiums paid, 1945, \$6,546.60; 1944, \$6,401.

RECEIPTS: Gate, 1945, \$2,535.60; 1944, \$3,329.18; grandstand, 1945, \$2,134.60; 1944, \$1,553.55; carnival, 1945, \$590; 1944, \$650; space, 1945, \$1,958; 1944, \$1,250;

total receipts and net profits, not reported.

ADMINISTRATION: President, E. Schaub; secretary, superintendent of concessions and space, director of attractions, racing secretary, L. A. Tuder. Annual meeting, January 4, 1946. Fair dates, 1946, July 23-27, inclusive.

EXPENDITURE FOR GRANDSTAND ATTRACTIONS: \$3,800.

Jasper County Fair, Newton

TOTAL ATTENDANCE: 1945, approximately 12,000; 1944, approximately 10,000. Paid attendance, 1945, not reported; 1944, not reported.

AID, PREMIUMS AND TAXES: State aid, 1945, \$7,300; 1944, \$9,037. Other aid, 1945, none. Total cash premiums paid, 1945, \$11,703.33; 1944, \$16,156.01. Federal taxes paid for fair, estimated \$850. Federal taxes for midway, not reported.

RECEIPTS: Gate, 1945, \$3,553.25; 1944, \$3,881.85; grandstand, 1945, \$2,046.45; 1944, \$2,403.85; carnival, 1945, estimated \$900; 1944, estimated \$1,200; space, 1945 and 1944, not reported; total receipts, 1945, \$13,338.15; 1944, \$15,235.40; net profits, 1945, estimated \$689.94; 1944, estimated \$2,000.

ADMINISTRATION: President, Chester J. McCord; secretary, Dale Wilson; superintendent of concessions, Carl M. Kibler; director of attractions, Chester J. McCord; superintendent of space, not reported; racing secretary, Aubrey Chesnut.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$1,100.

Lawrence County Fair, Bridgeport

TOTAL ATTENDANCE: 1945, 10,000; 1944, 10,300. Paid attendance, 1945, 9,850; 1944, 10,150.

AID, PREMIUMS AND TAXES: State aid, 1945, \$4,045.38; 1944, \$3,511.17. No other aid reported. Total cash premiums paid, 1945, \$5,849.60; 1944, \$4,912.65. Federal taxes paid for fair, \$1,015.62. Federal taxes for midway, not reported.

RECEIPTS: Gate, 1945, \$5,379.29; 1944, \$4,543.56. Grandstand, 1945, \$1,045; 1944, \$834.40. Carnival and space, 1945, \$1,313.65; 1944, \$1,438.70. Total receipts, 1945, \$10,051.59; 1944, \$9,775.45. Net profit, 1945, \$946.23; 1944, \$730.17.

ADMINISTRATION: President, Roy Denison; secretary, G. C. Gross; superintendent of space and concessions, Walter V. Keger; director of attractions, L. B. Flouders.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$2,804.

Warren Fair, Warren

TOTAL ATTENDANCE: 1945, approximately 12,000; 1944, approximately 8,000. Paid attendance, 1945, 9,342; 1944, 6,997.

AID, PREMIUMS AND TAXES: State aid, 1945, \$2,023.21; 1944, \$2,015.95. Other aid, 1945, none. Total cash premiums paid, 1945, \$2,868.74; 1944, \$2,861.95. Federal taxes paid for fair, \$1,333.59. Federal taxes for midway, not reported.

RECEIPTS: Gate, 1945, \$5,526.05; 1944, \$3,857.69; grandstand, 1945, \$2,915; 1944, \$2,220.45; carnival, 1945, \$780.37; 1944, none; space, 1945, not reported; 1944, \$467.45; total receipts, 1945, \$11,625.97; 1944, \$6,756.69; net profit, 1945 and 1944, not reported.

ADMINISTRATION: President, L. A. Reisner; secretary, director of attractions and racing secretary, J. W. Richardson; superintendent of concessions, R. F. Pillmore; superintendent of space, Charles Bartell.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$4,165.

Vermilion County Fair, Fairmount

TOTAL ATTENDANCE: 1945, 15,000; 1944, 9,800. Paid attendance, 1945, 11,000; 1944, 7,000.

AID, PREMIUMS AND TAXES: State aid, 1945, \$3,200; 1944, \$1,800. Other aid, 1945, none. Total cash premiums paid, 1945, \$4,200; 1944, \$2,800. Federal taxes paid for fair and midway, not reported.

RECEIPTS: Gate, 1945, \$5,000; 1944, \$3,000. Grandstand, 1945, \$900; 1944, \$135. Carnival, 1945, \$750; 1944, \$350. Space, 1945, \$500; 1944, \$450. Total re-

(Continued on page 80)

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High-class ACTS for our 1946 Fair. Thrill Acts, High Acts, Comedy Acts, Stunts, Doubles, Troupes doing two or more first-class Acts. Long season to those that are priced right. Photos—terms. 464 Holly Ave., St. Paul 2, Minn.

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North Battleford Scores

NORTH BATTLEFORD, Sask., Nov. 24.—The year's activities of the North Battleford Agricultural Society were a success financially. Prize money totaled \$2,812, an increase of \$406 over the previous year.

★ ★ ★

EDMONDO ZACCHINI ATTRACTIONS

★ ★ ★



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Statistical Directory

(Continued from page 78)

ceipts, \$7,150; 1944, \$3,935; Net profit, 1945, \$2,500; 1944, \$560.

ADMINISTRATION: President, J. L. Trisler; secretary, William D. Baird; superintendent of concessions, John E. Cast; director of attractions, S. S. Davis; superintendent of space, William Temple; racing secretary, none.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS, 1945, \$800.

INDIANA

Franklin County Fair, Brockville

TOTAL ATTENDANCE: 1945, 7,300; 1944, 5,000. No paid attendance, free gate and grandstand.

AID, PREMIUMS AND TAXES: State aid, 1945; not reported; 1944, not reported. Other aid, 1945, \$650. Total cash premiums paid, 1945, \$400; 1944, \$400. Federal taxes paid for fair, not reported. Federal taxes for midway, not reported.

RECEIPTS: Carnival, 1945, \$560.74; 1944, \$480.59. Space, 1945, \$94.81; 1944, \$90. Total receipts, 1945, \$655.55; 1944, \$430.59.

ADMINISTRATION: President, George Kuehn; secretary, Mannie Spenny; superintendent of space and concessions, Kenneth Copes; other officers, none.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS, 1945, \$160.

Owen County Fair, Spencer

TOTAL ATTENDANCE: 1945, approximately 15,000; 1944, approximately 12,000. Paid attendance, none, free gate.

AID, PREMIUMS AND TAXES: State aid, 1945 and 1944, none. County aid, 1945, \$500. Total cash premiums paid, 1945, \$639.75; 1944, \$588.25. Federal taxes paid for fair, none. Federal taxes for midway, none.

RECEIPTS: Carnival, 1945, \$800; 1944, \$527. Total receipts, 1945, \$2,000; 1944, \$1,976.17. Other receipts, not reported. Net profit, 1945, \$600; 1944, \$577.72.

ADMINISTRATION: President, W. Ward Foley; secretary, Lois K. Long; superintendent of concessions and director of attractions, Floyd Davis; superintendent of space, Oscar Gerrard; racing secretary, none.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, none.

Putnam County Fair-4-H Club Asso., Inc., Greencastle

TOTAL ATTENDANCE: 1945, 10,000; 1944, 7,000. Paid, free fair.

AID, PREMIUMS AND TAXES: 1945 and 1944, no aid of any kind. Total cash premiums paid, 1945, \$2,250; 1944, \$500. Federal taxes paid for fair and midway, not reported.

RECEIPTS: Gate, grandstand, total receipts and net profit, not reported. Carnival, 1945, \$800; 1944, \$500; space, 1945, \$500; 1944, \$250.

ADMINISTRATION: President, Carl Arnold; secretary, Roy C. Sutherland; superintendent, Jacob Eitel; superintendent of space, Fred Pease.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, none.

IOWA

Wapello County Agricultural Fair, Eldon

TOTAL ATTENDANCE: 1945, 3,000 (4-H club show only).

AID, PREMIUMS AND TAXES: State aid, 1945, \$1,710.42; 1944, \$1,560. Total cash premiums paid, 1945, \$2,350; 1944, \$1,800.

ADMINISTRATION: President, F. W. Davis; secretary, L. W. Hall.

Webster County 4-H Fair, Fort Dodge

TOTAL ATTENDANCE: 1945, approximately 2,000; 1944, approximately 2,000.

AID, PREMIUMS AND TAXES: State \$2,246.52.

ADMINISTRATION: President, Ivan aid, 1945, \$1,734.97; 1944, \$1,847.91. Total cash premiums paid, 1945, \$2,391.61; 1944, \$1,800. Secretary, Floyd D. Huling.

MASSACHUSETTS

Hillside County Fair, Cummington

TOTAL ATTENDANCE: 1945, 5,500; 1944, 5,000. Paid, 1945, 5,100; 1944, 4,600.

AID, PREMIUMS AND TAXES: State

aid, 1945, \$1,000; 1944, \$900. Total cash premiums paid, 1945, \$2,115.30; 1944, \$1,864.20. Federal taxes paid for fair, \$678.52; 1944, \$1,864.20.

RECEIPTS: Gate, 1945, \$3,478.05; 1944, \$2,787.55. Grandstand, 1945, \$561.20; 1944, \$470.90. Carnival, not reported. Space, 1945, \$1,830.65; 1944, \$1,590.50. Total receipts, 1945, \$6,374.65; 1944, \$6,702.90. Net profit, 1945, \$465; 1944, \$557.75.

ADMINISTRATION: President, Franklin W. Streeter; secretary, Francis R. Wells; superintendent of concessions and space, Linwood Lesure; director of attractions, Charles J. Thayer.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: \$300.

MINNESOTA

Hennepin County Fair, Hopkins

TOTAL ATTENDANCE: 1945, 10,000; 1944, 5,000. Paid attendance, 1945, free gate; 1944, \$700.

AID, PREMIUMS AND TAXES: State aid, 1945, \$1,550; 1944, \$1,550. Other aid, 1945, \$2,600. Total cash premiums paid, 1945, \$1,600; 1944, \$1,700. Federal taxes paid for fair, \$348. Federal taxes for midway, not reported.

RECEIPTS: Grandstand, 1945, \$1,400; 1944, \$365. Carnival and space, 1945, \$914; 1944, \$400. Total receipts, 1945, \$2,314; 1944, \$1,400. Net profit, 1945, \$800; 1944, net loss, \$500.

ADMINISTRATION: President, Harvey O. Gapa; secretary and superintendent of space and concessions, Mike W. Zipoy; director of attractions, Frank N. Whitney.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS, 1945, \$950.

MISSISSIPPI

Mississippi Fair and Dairy Show, Meridian

TOTAL ATTENDANCE: 1945, 45,000; no figures reported on 1944 fair. Paid attendance; 1945, not reported.

AID, PREMIUMS AND TAXES: State aid, 1945, approximately \$500; 1944, not reported. Other aid: 1945, county, \$600; city, \$250. Total cash premiums paid: 1945, \$4,000. Federal taxes paid for fair, \$2,520.96. Federal taxes for midway, not reported.

RECEIPTS: Not reported. ADMINISTRATION: W. R. Cannady. EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$2,000.

MISSOURI

Clark County A&M, Kahoka

AID, PREMIUM AND TAXES: Federal taxes paid for fair, \$1,664.20.

ADMINISTRATION: President, Grayden Harkness; Lynne Gregory, secretary; superintendent of concessions and space and director of attractions, William Dunn; racing secretary, M. S. Borton.

NEBRASKA

Johnson County Fair, Tecumseh

TOTAL ATTENDANCE: No fair held. ADMINISTRATION: President, W. J. Kelley; secretary, H. E. Lang.

NEW HAMPSHIRE

Lancaster Fair, Lancaster

TOTAL ATTENDANCE: 1945, 25,000; 1944, 20,000. Paid attendance, 1945 and 1944, not reported.

AID, PREMIUMS AND TAXES: No aid reported. Total premiums paid, 1945, \$9,200; 1944, \$4,500. Federal taxes paid for fair, \$3,000. Federal taxes paid for midway, not reported.

RECEIPTS: Not reported. ADMINISTRATION: President, Dana H. Lee; secretary, Carroll Stoughton; superintendent of space and concessions, D. J. Truland. No other officers reported.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$2,500.

NEW YORK

Lewis County Fair, Turin

TOTAL ATTENDANCE: 1945, 2,000; 1944, 2,000. Paid, 1945, 18,956; 1944, 12,478.

AID, PREMIUMS AND TAXES: State aid, 1945, \$8,000; 1944, \$7,463.78. Total cash premiums paid, 1945, \$5,807.60; 1944, \$5,252.80. Federal taxes paid for fair, \$3,546.25. Federal taxes for midway, not reported.

RECEIPTS: Gate, 1945, \$13,961.40; 1944, \$9,483.60. Grandstand, 1945, \$8,186.10; 1944, \$5,290.40. Carnival, 1945, \$3,364.72; 1944, \$2,776.70. Space, 1945, \$1,262.99; 1944, \$1,317.80. Total receipts, 1945, \$26,775.21; 1944, \$18,868.50. Net profit, not reported.

ADMINISTRATION: President, Alson D. Weller; secretary and superintendent of concessions and space, Cyril L. Seymour; director of attractions, Dr. R. E. Lomore; racing secretary, Dr. E. H. Jones. Date of annual business meeting, December 4.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: \$11,000.

NORTH DAKOTA

Bottineau County Fair, Bottineau

TOTAL ATTENDANCE: 1945, 6,103; 1944, 3,796. Paid attendance, 1945, 5,808; 1944, 3,546.

STATE AID, PREMIUMS AND TAXES: State aid, none. County aid, \$2,000. Cash premiums paid, 1945, \$1,305.65; 1944, \$897.00. Federal taxes paid for fair, \$967.55. Federal taxes for midway, not reported.

RECEIPTS: Gate, 1945, \$3,100.80; 1944, \$1,916.40. Grandstand, 1945, \$2,704.50; 1944, \$1,316.55. Carnival, 1945, \$917.95; 1944, \$267.16. Space, 1945, \$28; 1944, none. Total receipts, 1945, \$6,751.25; 1944, \$3,500.11. Net profit, not reported.

ADMINISTRATION: President, F. A. Brainerd; secretary, superintendent of space and concessions, A. E. Stewart; race secretary, B. J. Nelson.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: \$2,375.

OHIO

Cuyahoga County Fair, Berea

TOTAL ATTENDANCE, 1945, 69,750; 1944, 59,650. Paid attendance, 1945, 52,996; 1944, approximately 44,900.

AID, PREMIUMS AND TAXES: State aid, 1945, \$800; 1944, \$800. Other aid, 1945, none. Total cash premiums paid, 1945, \$11,486.66; 1944, \$10,414.40. Federal taxes paid for fair, \$6,690.75. Federal taxes for midway, not reported.

RECEIPTS: Gate, 1945, \$24,226; 1944, \$20,483.50. Grandstand, 1945, \$6,024.25; 1944, \$6,690. Carnival, 1945, \$8,490.93; 1944, \$5,181.68. Space, 1945, \$1,097.50; 1944, \$720. Total receipts, 1945, \$39,840.68; 1944, \$33,074.18. Net profit, 1945, approximately \$15,000; 1944, approximately \$12,000.

ADMINISTRATION: President, H. P. Richards; secretary, William H. Kroesen; superintendent of concessions, J. M. Simpson; superintendent of space, E. C. Koester; racing secretary, C. W. Mapes; directors of attractions, members of executive committee; annual meeting, December 1, City Hall, Berea, O.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS, 1945, \$3,687.50.

OREGON

Malheur County Fair and Rodeo, Ontario

TOTAL ATTENDANCE: 1945, 6,288;

1944, 7,001. Paid attendance, 1945, 4,397; 1944, 4,893.

STATE AID, PREMIUMS AND TAXES: State aid, none. Cash premiums paid, 1945, \$1,145; 1944, \$972. Federal taxes paid for fair, none reported. Federal taxes for rodeo midway, \$882.

RECEIPTS: Gate, not reported. Grandstand, 1945, \$5,998.50; 1944, \$5,445. Carnival, none. Space, none. Total receipts, not reported. Net profit, 1945, \$2.87; 1944, \$1,009.50.

ADMINISTRATION: President, Alva Goodell, Nyssa, Ore.; secretary, R. E. Brooke, Ontario; superintendent of concessions, Harry Rice; director of attractions, William Ross; superintendent of space, E. M. Hauser; race secretary, Roy Brewer. Annual meeting, February 16.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: None.

Pacific International Livestock Exposition, Portland

TOTAL ATTENDANCE: Not reported.

4-H Club Show Only. FIRST AID, PREMIUMS AND TAXES: Not reported.

RECEIPTS: Not reported. ADMINISTRATION: President, T. E. Wilcox Jr.; acting secretary, Grace P. Fisher.

EXPENDITURES FOR ATTRACTIONS: Not reported.

PENNSYLVANIA

Forest Park Free Fair, Hanover

No report on 1945 fair. ADMINISTRATION: President and manager, A. F. Karst.

Harford Agricultural Society, Harford

TOTAL ATTENDANCE: 1945, 4,000; 1944, 2,600. Paid attendance, 1945, approximately 3,000; 1944, approximately 2,000.

AID, PREMIUMS AND TAXES: State aid, 1945, \$830.45; 1944, \$575.55. Other aid, 1945, \$100. Total cash premiums paid, 1945, \$831.95; 1944, \$575.55. Federal taxes paid for fair, \$288.98. Federal taxes for midway, not reported.

RECEIPTS: Gate, 1945, \$1,518; 1944, \$1,033.68; grandstand, 1945, \$78.40; 1944, \$58.40; carnival and space, 1945, and 1944, not reported; total receipts, 1945, \$3,660; 1944, \$2,545.50; net profit, 1945, \$967.70; net loss, 1944, \$650.07.

ADMINISTRATION: President, G. C. Pritchard; secretary, superintendent of concessions and space, director of attractions, Elton Robbins; no racing secretary reported. Date of annual meeting, January 14, 1946, Harford.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: \$300.

VERMONT

Hartland Fair, Hartland

TOTAL ATTENDANCE: 1945, 10,708; 1944, 10,799. Paid attendance, 1945 and 1944, not reported.

AID, PREMIUMS AND TAXES: No aid reported for 1945 and 1944. Total cash premiums paid: 1945, \$2,387.75; 1944, (Continued on page 106)



Big or small, the midway is always a center of attraction on any fairgrounds. Above is a small portion of the crowd on the midway at the DePere (Wis.) annual on August 26.

SEE RECORD NAAPPB MEET

3 Pools, Zoo in Vancouver Plan

VANCOUVER, B. C., Nov. 24.—Park board's 10-year plan includes provision for three swim pools and a new zoo in Stanley Park. One pool will be located in South Main district. The cost of the property is estimated at \$25,000 and improvements at \$50,000. The other pools, each budgeted at \$50,000, will be at Memorial Park and Fraser Golf Course.

New Stanley Park Zoo will cost \$200,000. A \$50,000 Indian museum is also planned for Stanley. Setting of Theater Under Stars will be changed at outlay of \$200,000.

E. H. Lewis, agriculturist who originated the Catalina Island Bird Park in California and the Waikiki Bird Park in Honolulu, has been retained to establish a bird park in Stanley Park. Between \$3,500 and \$5,000 will be spent for stock.

Park board, in a step to improve the entrance to Stanley Park, plans to acquire and develop property on both sides of Georgia, from Chilco to Denman Streets, at a total cost of \$1,000,000. Long list of new parks and proposals for enlarging various parking areas was released by board. Cost of entire program has been set at \$6,569,000.

Army Holds Big Hall But Dates Set Will Go as Per Schedule

ATLANTIC CITY, Nov. 24.—Complications have arisen to delay return of Convention Hall to civilian use as a result of a special request made to the city by the army that the lease for the hall be extended for another month.

The army originally said it would be ready to vacate November 15. However, it was found that additional time was necessary. City Solicitor Leon Leonard said that two basketball games, to be played by the Atlantic City Senators this week would be held as scheduled. The games were scheduled after the November 15 moving was announced.

Leonard said that the army agreed to let the auditorium staff into the building so that exhibit space and meeting rooms may be set up for the annual convention of the New Jersey Educational Association next week.

Both the army and the city have completed individual surveys of damage done to the auditorium and its equipment during the three years it was used by the War Department. Starting this week, army and city representatives will begin a joint tour of the building to inspect its equipment.

Despite the delay in vacating the building, the army has showed a willingness to co-operate in making room for conventions already set for use of the hall. City officials were reported to be expressing doubt about the army's final vacating date. One official expressed the view that the request for an additional month of use of the hall would probably lead to many more postponements and halt the resort's progress in lining up conventions.

10,000 Turn Out for Princess Park Tilt

MIAMI, Nov. 24.—Opening of the new Princess Park was a big success, more than 10,000 persons passing thru the gates Sunday (18).

Dave Lester's band and free outdoor attractions make the spot attractive. More concessions are coming in daily.

Asks Permit for Drive-In

DAYTONA BEACH, Fla., Nov. 24.—Request for a building permit to cover a drive-in theater with a 600-foot frontage and costing \$40,000 has been filed with the city commission by Lieut. Comm. C. M. Lane. Theater would have depth of 700 feet.

English Spots Prep for Action

NEW YORK, Nov. 24.—English shore resorts, for the greater part blacked out during the war, are getting set for a big season next year. Brighton, class beach spot, has already opened a Corporation Information Office, occupying a five-story building, to publicize this resort. Feature will be a special room for visiting scribes, with free telephone service.

Blackpool, world's biggest summer fun-spot which offers everything from opera to rides and circuses, announces that next year the big Tower Circus will open at Easter and run thru November. Revue houses and vaudeville spots at Blackpool operate the year round.

Little Rock Lease Renewed by Fuzzell

LITTLE ROCK, Ark., Nov. 24.—Tom Fuzzell has renewed his lease on the skating rink and rides at Fair Park here for five years, after having had four years of profitable business. He, his wife and their daughter, Sugar, are now in Corpus Christi, Tex., on an extended vacation.

In his absence Stuggy Stewart, foreman and head mechanic, is in charge. Stewart recently came to the aid of the Madison Bros. Carnival, whose Ferris Wheel had been damaged in a wreck. Stewart, with the assistance of Speck Williams, built six new seats, which fitted perfectly.

Others in quarters at the park, already beginning preparations for the '46 season, are Fred Worman, recently discharged after three years in the service; Henry Hein, George and Rith Helman, Mr. and Mrs. Bill Miller, Mr. and Mrs. Alex Gasmick, Nestor Ellstrom and L. O. Allen (Poop-Deck Pappy).

"House of Hamid" Plans Departmental Expansions

NEW YORK, Nov. 24.—There'll be more of the "House of Hamid" flavor about George A. Hamid's far-flung enterprises in the future. Hamid is creating office space for his son, George A. Hamid Jr., and his son-in-law, Juan M. Caloca.

There may also be a top political name near the top of the Hamid masthead, at least in New Jersey.

Latter deal is only pending, but Hamid disclosed today that he has tendered former Gov. Harold G. Hoffman, of New Jersey, a fancy offer to assist him in his operation of the New Jersey State Fair and the two Hamid-controlled piers in Atlantic City.

Son George, slated for a holiday discharge after five years in the navy, will enter the management of the Steel Pier, acquired by Hamid and his associates last spring, as vice-president and assistant manager to Richard Endicott, who will remain at the helm of the resort amusement center. George also is scheduled to assist his pop in the fair booking business.

Son-in-law Juan, a discharged army lieutenant, will understudy General Manager Sam W. Gumpertz as assistant manager of Hamid's Million-Dollar Pier, second of the two Atlantic City plants. He will also figure in the Hamid booking office set-up, as assistant to Herman Blumenfeld, veteran office manager.

New Location Features

At the Million Dollar Pier, Caloca will work with Gumpertz in carrying out plans that include the introduction of a permanent line of girls in the Hippodrome, a circus at the stadium end of the pier and a permanent band to augment the touring orgs which play the ballroom.

While some renovating and redecorating is scheduled for Million-Dollar Pier, a more ambitious repair and improvement program has been mapped for Steel Pier, where, according to Hamid, more than \$200,000 has already been spent for construction since its purchase. Large



J. ROBERT YORK, Western manager, American Newspaper Publishers' Association, who will address the second-day session of the NAAPPB meet in Chicago. York is a veteran newspaper ad man and his subject will be "I See by the Papers."

Wildwood Seems About Set For Concession Embroglio

WILDWOOD, N. J., Nov. 24.—Mayor Benjamin C. Ingersoll condemned any attempts to lease Boardwalk properties to gypsies and asked the aid of real estate offices in keeping the properties closed to the nomads.

Opponents of the plan ask for a more complete definition of the term "gypsies" and "nomads" and say that it can easily be applied to concessionaires and operators who are only active during the summer months, in addition to a particular tribe who bear the name gypsies.

Funhouse will be built and a group of children's rides will probably be added before the 1946 season opens.

The pier will continue to operate, says Hamid, with heavy emphasis on name dance bands, but he is considering varied other attractions for next season's operations. Revival of grand opera in English, formerly a Steel Pier hit for many years, is contemplated, as are the Steel Pier Minstrels, another old-time feature.

Name Staffs for Piers

Associated with Endicott and Hamid on the Steel Pier staff will be Mrs. Helen Phillips, office manager; Euss Leeds, electrical superintendent; Nick Lewis, maintenance and repairs; John Forbes, plumbing; Al Smith, in charge of the front; David Friedman, audit; Janet Walsh, tickets, and Sydney Gersh, superintendent of concessions. Other staff members at both plants will be announced later.

Expand Branch Offices

Besides enlarging the Hamid offices in New York to make space for the two junior members of the Hamid firm, Hamid announced that his Pittsburgh and Boston fair booking offices will be expanded. Frank Cervone, long in charge of the Pittsburgh branch, is slated to receive additional staff strength, and Henry Cogert and Jacy Collier, handling the Boston headquarters, have been promised that two road representatives will be added to their organization.

Norman L. Marshall will continue as secretary-manager of the New Jersey State Fair at Trenton, where Hamid expects to spend \$50,000 out of 1945 earnings for buildings and grounds improvements.

No changes, except in acts, are contemplated for the Hamid-Morton Circus, now well into its winter tour, nor with the string of Southern fairs in which Hamid is actively associated. Considerable work is on schedule for Hamid's White City Park at Worcester, Mass.

Postwar Work Has Spotlight

Hodge indicates highlights—stress safety features, particularly on new bldgs.

CHICAGO, Nov. 24.—Radiating confidence in what the future has in store for amusement parks, and with his eye on the list of hotel reservations he personally was asked to make, A. R. Hodge, secretary of the National Association of Amusement Parks, Pools and Beaches, flatly predicted here today that the 27th annual convention of the NAAPPB, scheduled for the Sherman Hotel, December 3-6, would be the largest in history.

"From conversations and correspondence with park men thruout the United States, I firmly believe that 1946 will be a banner year for our industry," Hodge told *The Billboard*. "Like all other industry, due to the war, we have a lot of work ahead of us, and that will be the main purpose of our convention, to crystallize plans so that our industry may move ahead at top speed. We have a program set-up that will interest everyone in the business and it is, I believe, one of the best-rounded programs we've ever had."

Hodge, who is completing 25 years as secretary, pointed out a few of the features lined up for the big meeting. He sighted, altho not necessarily in this order, the following:

1—The RCA television demonstration, scheduled for Tuesday afternoon (4), following the executive session.

2—The talk entitled, "I See By the Papers," by J. Robert York, Western manager, Bureau of Advertising, American Newspaper Publishers' Association, Wednesday (6).

3—The appearance of Fred T. Heuchling, director of information, Chicago Park District, who will speak Thursday (6) on "Public Relations and Parks."

4—George J. Bott's talk on "What's Ahead in Labor Relations." Mr. Bott, who will speak Thursday, is regional director of the National Labor Relations Board.

"Those are just a sample of the interesting things in store for park men at our meetings," Hodge said. "You could probably put a finger on almost any entry on our program and call that the highlight."

Mayor Kelly will welcome the convention to Chicago at the opening session Tuesday (4), and from then on the convention will move into high gear.

Will Stress Safety

Great stress will be laid this year on safety in operation of parks. Hodge said that safety precautions would not only be stressed for amusement devices, but particular emphasis would be placed on fire hazards, especially regarding new buildings. "There will be plenty of building done in the near future in parks thruout the country, and we want to stress the importance of fireproofing in this connection," Hodge said.

Because much new equipment is needed by park owners, and because many of them will be in the market, this year's convention will go all out in an attempt to show owners what's new in equipment and devices. The secretary pointed out that manufacturers will be given every opportunity to display their wares.

In talking about what he means when he says park men expect a banner year in 1946, Hodge said that people are more recreation conscious now than ever before. All during the war, he said, the government kept pounding away on that point—recreation for everyone. It was the same for the servicemen, he said. They were encouraged to take part in some sort of recreation during their duty time, as well as off-duty time. People have been educated to that now, he said, and are looking for recreation. The parks can supply that need.

Impetus for Pools

The secretary, as if to further prove his point, went on to say that swim-

(See NAAPPB Conclave on page 88)

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FLORENCE WOLFE

Secretary

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THE GREAT ERA AHEAD!

MEET MEMBERS OF THIS FIRM AT HOTEL SHERMAN—WEEK DEC. 3
Ask Us About That All-New Tubular Steel Coaster.

Auto Stunter Pops Up With New Type of Tingling Ride

TEXARKANA, Tex., Nov. 24.—Jimmie Lynch, the automobile stunt ace, will leave here next week for the Chicago meetings with an armload of models and sketches of a new park ride as spectacular on paper as his own stunts at the wheel of stock sedans.

The ride, patented by Thomas Semane, an automotive thrill show engineer, is patterned on the lines of a Roller Coaster but employs real stock automobiles as passenger carriers. An ingenious safety device holds the car securely to the rails.

The sketches and models which Lynch will display at Hotel Sherman show the ride auto, slated to carry five paying customers, going thru a series of roll-overs and two loop-the-loop performances during a single trip around the Coaster. The car can be operated by the driver

or mechanically controlled according to the wishes of the customer.

Lynch, who won national fame for his auto stunt shows at the New York World's Fair and at fairs in all parts of the country, has taken over the sales promotion on Semane's invention. He proposes to erect it behind a turnstile front, where admissions will be charged both for riding and witnessing it in operation. The ride will require about a seventh of an acre lot.

Urges Beach Erosion Work Before Other Improvements

ATLANTIC CITY, Nov. 24.—New Jersey Federation of Official Boards, meeting this week in Marlborough-Bleheim Hotel, is considering the question of New Jersey beach erosion.

"Take care of the beach first and then make other improvements," was the aphorism expressed by George Sinton, city engineer. "New Jersey has a coastline of 125 miles, with \$600,000,000 tax rates. Of this, Atlantic City has four miles, with \$100,000,000 tax rates."

"The seashore recreation and resort industry of the State is the third largest industry and some thought should be given to it by State leaders."

Start Installation of New Coaster at Lincoln Park

DARTMOUTH, Mass., Nov. 24.—Erection of a new Roller Coaster at near-by Lincoln Park has begun. Location stakes were set recently by Vernon Keenan, of Ackley, Bradley & Day, Sewickley, Pa., park architects and engineers. Installation of the Coaster is now proceeding under the supervision of Eddie Lels. New Coaster will represent the last word in such rides, offering new streamlined trains and most up-to-date safety devices.

AC To Start Construction On 3 Improvement Projects

ATLANTIC CITY, Nov. 24.—Mayor Joseph Altman announces that three more sales tax financed improvement projects soon will be launched. They are bulkheading and beautification of the bay front sections from the inlet to Jackson Avenue; construction of a beachfront drainage system costing about \$300,000, and five underpass tunnels at five midtown street ends to cost approximately \$60,000. No estimate was given on the bay front project.

According to Altman, present run-down condition of the city's bay front is due to damage from last year's hurricane.

He estimated that roughly \$1,200,000 has been collected in sales taxes, with approximately \$800,000 earmarked for projects started, leaving \$400,000.

The War Department last week approved the construction of five stone jetties, projecting into the ocean in the up-town section. Project, costing \$203,150, is to get under way immediately.

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The operators of Oceanview and Seaside Amusement Parks would appreciate interviewing Ride Manufacturers and Ride Owners relative to securing the best possible equipment for these Two Nationally Famous Amusement Parks. Unlimited possibilities for Capable Operators.

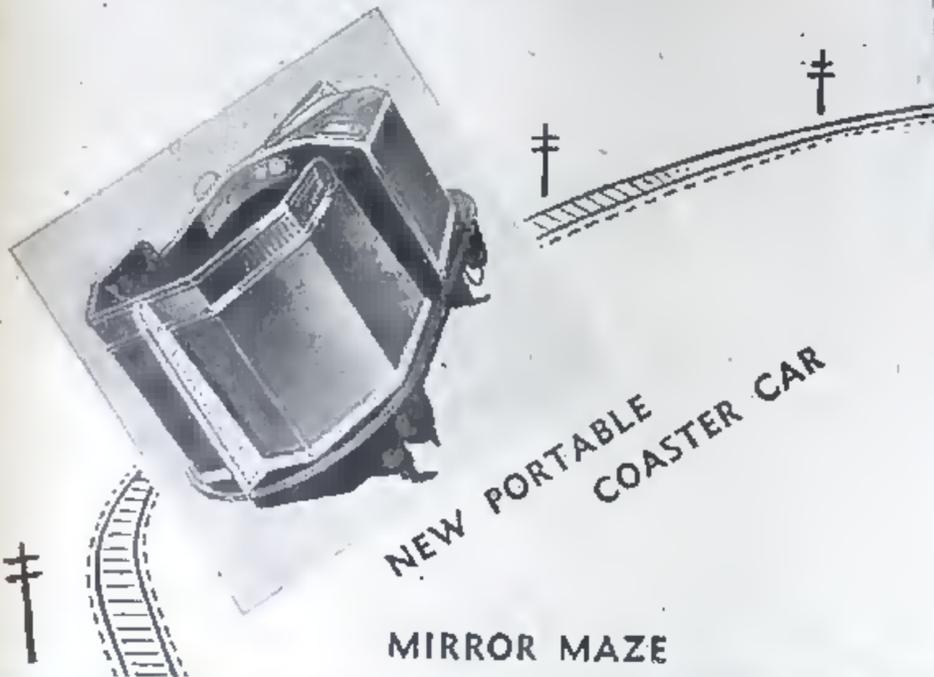
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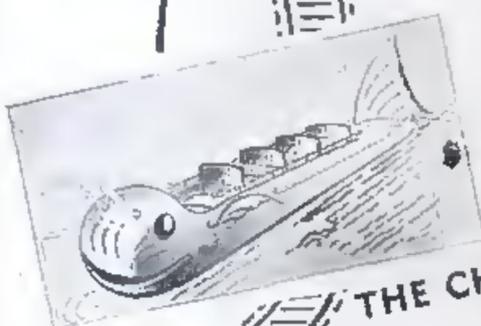
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Discuss your amusement problems with our representatives, William de L'horbe Jr. and Charles Paige, at the IAFE, NAAPPB and ACA meetings.

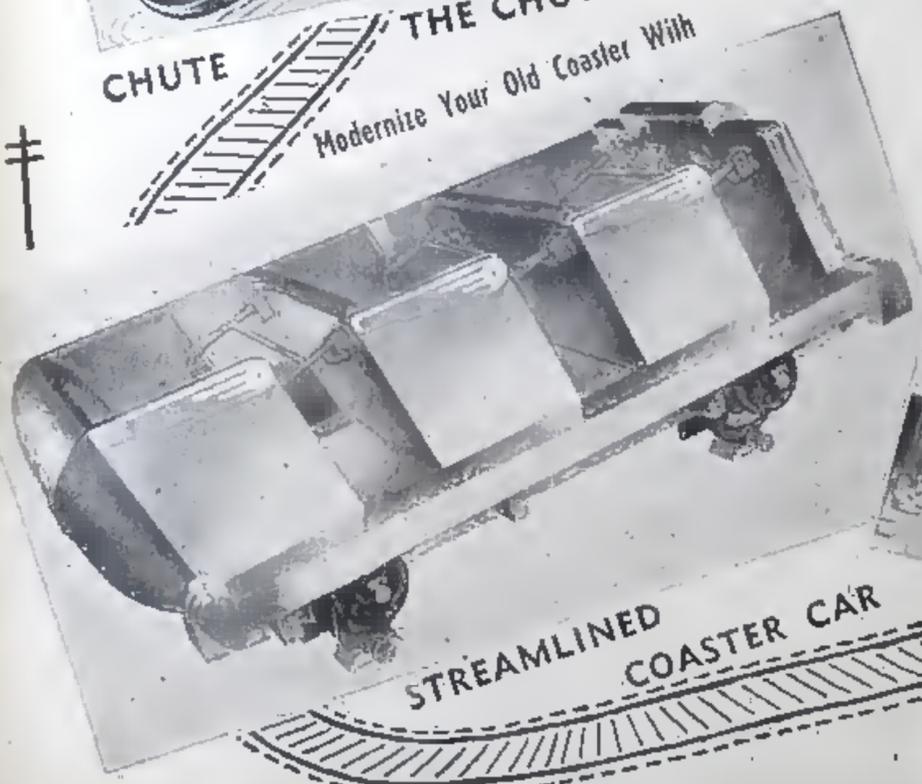
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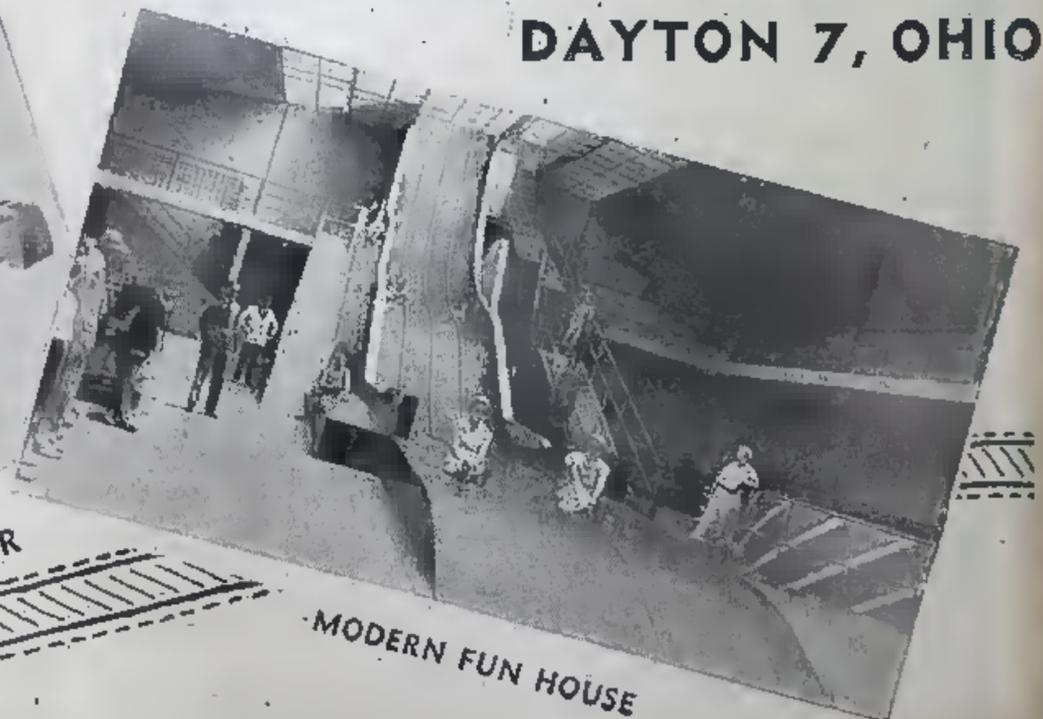
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CHUTE THE CHUTE
Modernize Your Old Coaster With



**STREAMLINED
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MODERN FUN HOUSE

American Recreational Equipment Association

By R. S. Uzzell

Members of the National Association of Amusement Parks, Pools and Beaches and the American Recreational Equipment Association constitute a great national fraternity for the mutual protection and advancement of the interests of outdoor amusement business. The manufacturer wants to see prosperous and successful amusement parks and the parks want the factories to keep solvent in order to keep pace with the new developments.

The annual meeting of the AREA will discuss and emphasize the sorrow and grief of developing a new ride or attraction. To venture out with some new and untried device is to assume a hazardous risk. None are astute enough to pick a sure winner. This is realized when one learns there have been about 17 flops for one success.

After a long, hard and costly fight to bring a device to successful operation, only to face infringement suits, the brave are appalled to be confronted with the costs of procuring foreign patent protection. One can't wait to accumulate patent funds from the sale or operation of the device. He must add foreign patent costs to his domestic costs of patents and production of his idea because the foreign applications must be made before the domestic patent issues or else one has lost his foreign rights. Then, if the domestic infringements are not fought and suppressed, the foreign patents become valueless. Then foreign patents must be worked within one year from issue or an annual fee paid to keep them valid.

When all of these hurdles are made, success is not yet assured. There is the competition in the open market with other devices and the big hazard of credits. Some of our largest concerns have gone to the wall on poor credits.

Some substantial concerns met their Waterloo on poor location or by obligating themselves for higher rents than the location justifies. One concern signed a lease for a period of years that involved approximately one million dollars. The officers did not realize until too late that signing the lease was the same as

signing their death warrant. They must know just what a location, with its availability, patronage, will justify.

One concern built two parks in a city where one was ample. The parks failed and took the concern under with them. Men must learn that any highly specialized business requires an expert who has paid for his mistakes and knows the way.

One man asked what would be the average earnings of a certain sized coaster. That has no bearing on his problem. What size coaster should be built on his location, with its limited patronage, is his problem. No expert would answer his question without making a personal study of the proposed location.

Philly Zoo Awaits New Arrivals From England

PHILADELPHIA, Nov. 24.—Philadelphia Zoo is preparing quarters for two small kangaroos, a family of hedgehogs and several cases of rare waterfowl, due to arrive this week from England under the zoo's swap system with the London Zoo. Roger Conant, curator, sent in exchange to England, September 26, a pair of coyotes, three pairs of raccoons, a mother opossum and eight young, two oudads and a pair of screech-owls.

Animals will arrive under the supervision of Sgt. Frederick A. Ulmer, former assistant curator of the Philadelphia Academy of Natural Sciences, who stayed in England to work at Regent Park Zoo when his original outfit came home. Ulmer contributed a collection of bats to the zoo in 1942 when his outfit was stationed at camp Pickett, Va.

The zoo's 200-pound galapagos tortoise is too big to squeeze into its new house. In furnishing the tortoise's new quarters, with a wading pool and a radiator to warm the tropics-loving fellow, officials forgot that Goliath's shell is 24 inches wide. They made the entrance only 21 inches wide.



CEDAR POINT-ON-LAKE ERIE

will entertain again over a million visitors this coming season, June 15 through September 2, 1946.

Contracts for concessions will be made after the first of the year.

Cedar Point's Breakers Hotel with 1,000 outside rooms offers ideal accommodations for short or long vacations, with excellent transportation facilities by rail, bus or lake steamers from Cleveland, Detroit and Toledo. Also hourly ferry service from Sandusky.

Address your inquiries to:

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HARRY A. ILLIONS

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SPEED BOATS

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"OUR CUSTOMERS"

We sincerely THANK ALL whom we have had the pleasure to serve for their generous support in making our 50th ANNIVERSARY possible and hope to merit your continued and appreciated patronage in the future.

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They're really tougher than the rough patrons who ride them.



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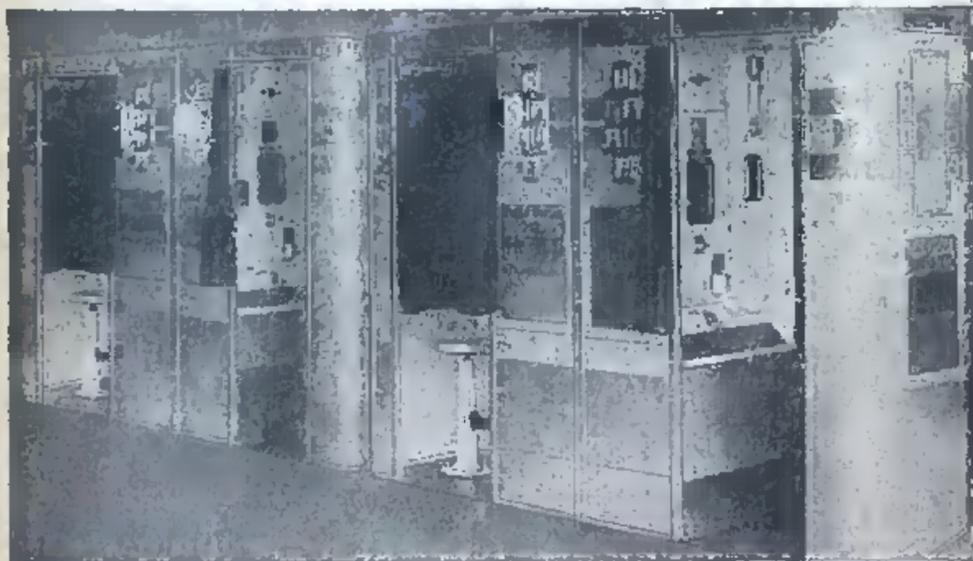
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Official NAAPPB Program

Louis XVI Room, Hotel Sherman, Chicago

Tuesday, December 4; 1:45 p.m.

Star-Spangled Banner.

Invocation—R. S. Uzzell.

Welcome to Chicago—Mayor Edward J. Kelly.

President's Address—Paul H. Huedepohl.

Announcements and Communications.

Reports of Convention Committees:

General Program—Edward J. Carroll.

Pool and Beach Program—Henry A. Guenther.

Entertainment and Banquet

Reception and Social

Pent House Social

Edward L. Schott

Location and Exhibit Arrangements—Edward L. Schott.

Report of Insurance Committee—N. S. Alexander.

Executive Session:

Roll Call.

Reading of Minutes.

Annual Report of Treasurer.

Report of Finance Committee.

Committee Reports

Historians

Legislative

Membership

Unfinished Business

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Courtesy—American Broadcasting Company, Inc.

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Publicity

New Business

Resolutions

Safety Code

Special Ammunition

Good of the Order

Announcements and Communications

All committees listed were requested to submit their reports to the board of directors, who considered them at their Monday afternoon meeting, and will transmit all of them by means of the bulletin to the membership with the exception of such few as should more properly be presented during the executive session. The purpose of this plan is to shorten the executive session as much as practical and thus permit a large portion of the first afternoon to be devoted to other matters.

Penthouse Club, 10 p.m. to 2 a.m.

Wednesday, December 5

Announcements and Communications.

Part 1. Parks and the President. Presiding—Edward J. Carroll, Riverside Park, Agawam, Mass.

Speakers:

(A) Johnny J. Kline, Managing Editor, Greater Show World, Parks in the Show World.

(B) Pat Purcell, Outdoor Editor, The Billboard, The Editor Views the Park News.

(C) J. Robert York, Western Manager, Bureau of Advertising, American Newspaper Publishers' Association, I See by the Papers.

(D) Leonard Traube, U. S. Navy, Amusement Park at the Crossroads. With a Note on Our War Veterans.

Part 2. Post-War Previews. Presiding—A. M. Brown, Buckeye Lake Park, Buckeye Lake, O.

A forecast and analysis by manufacturers' representatives of new ideas and equipment, with illustrations and models.

Announcements and Communications.

Penthouse Club, 10 p.m. to 2 a.m.

Thursday, December 6

Announcements and Communications.

Part 1. Parks and the Public. Presiding—Edward J. Carroll.

(A) Fred T. Heuchling, Publicity Club of Chicago, Director of Information, Chicago District.

(B) George J. Bott, Regional Director, National Labor Relations Board, What's Ahead in Labor Relations?

Part 2. Parks and the Reconversion Period. Presiding—Harry J. Batt, Pontchartrain Beach, New Orleans, La.

A clinical symposium on problems of operation and exchange of ideas to meet a changing national economy.

(A) Lessons of Wartime Operation, Don Dazey, LeSourdsville Lake, Middletown, O.

(B) Attractions That Pay Off, Edward S. Sheck, Summit Beach Park, Akron, O.

(C) Taxation Trends, Leonard B. Schloss, Glen Echo Park, Glen Echo, Md.

(D) Post-War Markets, John L. Coleman, Riverside Amusement Park, Indianapolis.

(E) Transportation Flexes, A. B. McSwigan, Kennywood Park, Pittsburgh.

(F) Insurance Indices, John Logan Campbell, Baltimore.

(G) Group Purchasing, John J. Carlin, Carlin's Park, Baltimore.

(H) General Round Table, Harry J. Batt, Pontchartrain Beach, New Orleans.

Announcements and Communications.

Meeting Adjourned.

7:30 p.m. Banquet (Bal Tabarin).

Penthouse Club, 10 p.m. to 2 a.m.

Pool Round-Table Discussions

Tuesday, December 4, 12:30 p.m.

Henry A. Guenther, Chairman. Collaborators: Harry A. Ackley, A. W. Hutchinson, Chauncey A. Hyatt, and R. N. Perkins. (Louis XVI, first floor.)

Does Chlorine Produce a More Efficient Sterilizing Agency Than Any Other Known Product?, Chauncey A. Hyatt.

What's New in Swimming Pool Maintenance, Operation and Control?, Joseph Malec.

Wednesday, December 5.

Filter Beds: Are Periodical Changes Necessary? How to Renew or Recondition, A. W. Hutchinson.

Is Laboratory Control Essential and Necessary to Determine Swimming Pool Water Condition?, R. N. Perkins.

Thursday, December 6.

Has the War Developed a Great Interest in Swimming and How May It be Exploited? What Is Going To Be the Employment Situation at Pools Next Year?, Robert A. Guenther.

General discussion of swimming pool problems.

NOTE: There will be as much time devoted to discussion of the special subjects assigned each day as time will permit, with a round-up of unfinished items at the Thursday session.

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6 to 8 acres; 400 to 600 ft. beach frontage. Playland of South Shore, Mass. Modern dance hall, capacity 2500; bowling alleys, fully equipped fountain, cocktail lounge with largest bar in South Shore; swimming pool, 60x90; 700 bath lockers and facilities, large Howard Johnson Restaurant. Full kitchen equipment with up-to-date refrigerated fountain and accessories for same. 30 to 40 lots available for expansion of park. 3 large summer residences.
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While Strolling Thru the Park
G. W. FOSTER, manager of the refreshment concessions at Sterling State Park, Monroe, Mich., has returned to his home at Grass Lake, Mich., for the winter. He reports July 4 and Labor Day were exceptionally big, the crowds staying in the park until unusually late hours. His most horrifying experience of the season came when an electrical storm stopped his refrigeration plant, which was packed with ice cream, soda, paddle pop and other frozen foods. It was a tough fight to get the plant back in operation, but he won!

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THE CUDDLE UP	NOAH'S ARK
FUN HOUSES AND STUNTS	CARROUSELS AND PARTS
THE MAGIC CARPET	PARK BUILDINGS AND FRONTS
DARK RIDES AND STUNTS	PLAYGROUND AND POOL EQUIPMENT

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Consult one of our representatives attending the Conventions in Chicago during the first week of December—or write us today for detailed information.
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Help! Help!
This column is to be conducted for personalities connected with Parks, Beaches, Pools and Resorts. Send your material to the Outdoor Editor, The Billboard, 155 N. Clark Street, Chicago 1.

HARRY SANDERSON, Stratford, Conn., was awarded damages of \$10,000 against Bob's Coaster Corporation, West Haven, Conn., as a result of injuries sustained August 12, 1944, while riding the Thunderbolt at Savin Rock Park, New Haven. Case was heard in Superior Court, Bridgeport.

Ocean City Concerts Will Follow Established Plan
OCEAN CITY, N. J., Nov. 24.—According to an announcement made by Mayor Clyde W. Struble, there will be little change in the personnel or quality of programs of the Ocean City Concert Orchestra, which holds forth at the Music Pier, next summer. He reported that definite action can be expected soon on the selection of a new director to replace the late J. Fred Manne, who died in August. Manne directed the Pier summer concerts for 10 years.

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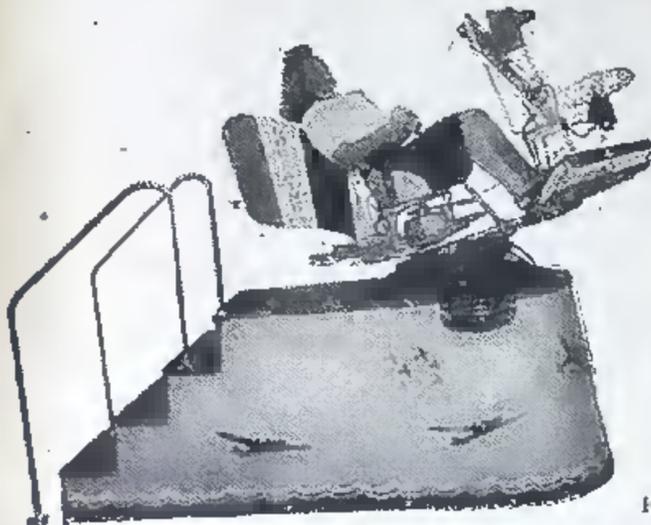
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Experienced Promotion Man for picnics and Outings for Ocean View Park, Norfolk, Va. Season starts April 1. Excellent opportunity for right man with good habits. See me at Chicago Convention or write

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Norfolk, Va.

Malaya Op in Action Nine Days After British Roust Nipponese

CHICAGO, Nov. 24.—When the lights went on again all over the world, it didn't take Cheah Cheng Khoon, veteran Penang, Malaya, S. S., park operator, long before he was back in action.

To be exact, nine days after the British landed, September 3, to end Japanese occupation, which occurred in December, 1941, Khoon was back in business.

At the time the Japs moved in, he had been operating the New World Amusement Park at Penang. Nine days after

the British took over, he was manager-owner of the Savoy Hotel at Penang, and less than two weeks later he had opened the City Lights Dance Hall, the largest dance palace on Penang, as managing director and one of the partners.

During the Japanese occupation, he was cut off from the outside world and from *The Billboard*, to which he had been a regular subscriber for more than 10 years; back to the time he was operating City Park, Malacca.

So eager was he to know what was going on in the outside show world that September 28, the day after mail service resumed, he typed a long letter to *The Billboard* and asked that back copies for 1945 be sent to him and his subscription be renewed.

Heiden Grabs Plug With Minnie Train On N. Y. Main Stem

NEW YORK, Nov. 24.—L. G. Heiden, of the Miniature Train & Railroad Company, has installed one of the firm's Streamliner layouts right smack on Columbus Circle, just off Broadway, as part of the Bond Drive of the movie industry's War Activities Committee.

In reality, the stunt was planned as a build-up for the Warner Bros. flicker, *Saratoga Trunk*, which opened at the Hollywood Theater, Wednesday (21), but some one cracked down on this subtle scheme and about the only plug the film gets is via the title bestowed on the rail line, *Saratoga Trunk Victory Line*.

Builders of the miniature ride are getting much the best break out of the stunt as they have been handed an ideal spot for demonstrating their product at a time when an exceptionally large number of park and carnival ride operators are in town.

New Gloucester, Me., Boasts New Park

NEW GLOUCESTER, Me., Nov. 24.—New Gloucester-Danville (Me.) fairgrounds will henceforth be known as the Royal River Park and will be operated chiefly as a sports amusement center.

That is the announcement from H. I. Small, new manager. He said plans call for a one-week fair in 1946.

Grand opening of the park will be Memorial Day, Small said. Park will boast harness, automobile and motorcycle racing; bowling, water sports; dancing and outdoor shows and rides.

Park is four miles from the famous Poland Springs.

Banyard, Sturgis Buy Hirter's Oregon Spot

NEWBERG, Ore., Nov. 24.—C. H. Banyard and Harry Sturgis, of Portland, Ore., have purchased Hirter's Park here, with Sturgis to have full charge.

Park was established by Ernest Hirter on the Yanhill River, near Dundee, several years ago and is the only such facility serving Newberg and McMinnville.

Clearwater Plans Pavilion

CLEARWATER, Fla., Nov. 24.—Everingham Pavilion, at Clearwater Beach, may be taken over by the city because of alleged failure to abide by terms of lease, according to Mayor George R. Seavy. Seavy advocates construction of a \$25,000 municipal pavilion on site of the Everingham structure.

AMERICAN CARNIVALS

(Continued from page 63)
 equipment appears to have many efficiency-producing possibilities in connection with the operation of carnivals. New type of reflector has been developed for use in searchlights, spotlights and similar devices, which eliminates the "dark spot" produced by conventional reflectors. Details of this are available upon request.

Availability of lumber has been improved considerably by the sharp reduction of military requirements and in the removal of nearly all wartime controls on production, distribution and use. Altho the supply will be more plentiful after the first of the year, shortages are expected to continue as to particular kinds of lumber.

NAAPPB Conclave Should Be a Honey

(Continued from page 81)
 ming pools will do a "land office" business. He recalled that all branches of the service insisted that the men learn at least the rudiments of swimming. Swimming, he said, got millions of new followers just in that way.

The amusement tax situation is one of interest to every park owner, and the convention will see to it that it is explained from start to finish. Leonard B. Schloss, of Glen Echo Park, Glen Echo, Md., will lead a discussion on that Thursday at a clinical symposium on problems of operation and exchange of ideas to meet a changing national economy.

It was pointed out that each day, from 12:30 p.m. to 1:45 p.m., the pool men will have a round-table discussion, led by Henry A. Guenther, of Olympic Park, Irvington, N. J.

Officers are Paul H. Huedepohl, Jantzen Beach, Ore., president; Edward L. Schott, general manager of Coney Island, Cincinnati, first vice-president; Edward J. Carroll, Riverside Park, Agawam, Mass., second vice-president; Elmer Foehl, Willow Grove Park, Philadelphia, third vice-president, and A. R. Hodge, Chicago, secretary.

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Ops Should Treat Disabled Veterans Same as Regulars

By Edward J. Von Hagen

Vice-President, URO, and Norwood (O.) Rink Operator

CINCINNATI, Nov. 24.—Physical therapeutic value of roller skating has been proven time and time again. We all (See TREAT DISABLED VETS., page 90)



TRIO OF THE 25 amputee G.I.'s from the Thomas M. England General Hospital, Atlantic City, who took part in the New Dreamland Arena, Newark (N. J.) party. Left to right: Sgt. Don V. Somers, Kenmore, N. Y.; Pvt. Jake F. Alexander, Forest City, N. C., and Lieut. Edward McCarron, Quincy, Mass.



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Artificial Legs No Handicap When 25 G.I.'s Don Wheels At Newark's New Dreamland

Physio-Therapist Okays Experiment

By VICTOR J. BROWN
Founder and Past President of the RSROA

NEWARK, N. J., Nov. 24.—New Dreamland Arena here recently was host to a most unusual party that should prove an incentive to operators throuout the country. We had 25 amputees of the Thomas M. England General Hospital, Atlantic City, as guests, and they enjoyed every minute of their visit.

The idea of holding the party came to me after observing the benefits obtained thru skating by my son, Vic Jr., recently discharged from the armed forces. The youngster had suffered a broken foot and a severed nerve in his limb during action in Germany and an operation had been planned for the near future. However, after several evenings of skating the exercise began to show results and soon the operation was found to be neither necessary or advisable by his physician. This gave birth to the thought that if skating could do so much for my boy, why could it not be

beneficial to some of the boys who had lost their legs during the war. Being aware that boys afflicted in this manner resent pity or help, the (See ARTIFICIAL LEGS, page 90)

Skate Production Slow Thru Lack Of Raw Material

CHICAGO, Nov. 24.—Quantity production of skates is being retarded thru lack of sufficient steel. Robert Ware Sr., Chicago Roller Skate Company, said here this week. He said industrial strikes have tied up interstate fuel supply, steel manufacturers and many other products badly needed for reconversion.

He said that his plant is turning out the long-awaited skates as fast as possible and orders on hand would keep employment going at capacity if necessary materials were made available in sufficient quantities.

Calif. ARSA and URO Hold Meet

STOCKTON, Calif., Nov. 24.—With a record-breaking crowd of skaters and spectators, the first annual convention of the California Amateur Roller Skating Association, affiliated with the USARSA, ended a busy day Sunday (18) with a banquet at the Stockton Hotel. Headquarters was at the Stockton Rollatorium, owned by Len Honey and Bill (See CALIFORNIANS MEET, page 90)

Outsiders Seek Control of Rink Biz—Sefferino

Editor The Billboard:
From what I have read recently, it appears that the old hocus-pocus boys are in action again. These so-called governing bodies of athletics are really something to talk about, and the FIPR incident, just publicized, is an example of how they will try and put on the pressure in order to get their hands on something good. And, brother, if any one believes that there are not many people not even remotely connected with roller skating who would like to get their (See SEFFERINO HAS A WORD, page 90)

-RINK MEN WHO HAVE ONCE HAD A-



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Rabbit Foot Ends Successful Tour

PORT GIBSON, Miss., Nov. 24.—F. S. Wolcott closed his Rabbit Foot Minstrels November 16 in Louisa, Miss. Only two nights were lost on the season of 20 weeks and business was satisfactory.

Mary Smith, blues singer; Chester Miller; Claude Victory; Bonner the Magician; Ella Mae Clark and Daniel Blount left for Birmingham to join the Sammy Green Show. Mr. and Mrs. Homer L. Bowen went to Miami; Mr. and Mrs. H. W. Pryor, West Palm Beach, Fla.; Freddy Jones, Monroe, La.; Lassie Brown, Circle Grill, Hot Springs; Rastus Williams, Vicksburg, Miss.; Morris and Carrie Mayo, Sonnie Fox and Myrtle Chapman; Chicago, for night club work, and Mrs. and Mrs. Thomas (Fat) Hurd, Memphis.

John E. Evans, who operated the sound car, is wintering in Crystal Springs, Miss., and Elmer Yancey, general agent, reopened a photo studio in Port Gibson for the winter.

George D. Floyd, owner of the Florida Blossom Minstrels, has been visiting M. L. Frisbie here for a few days. Frisbie will again winter in Port Gibson.

Solo Entertainers

By E. F. Hannan

MORE than a thousand solo performers are operating over the country in schools, churches, under auspices, with vaude and vaude-pic tricks. They have licked to a frazzle the nut that has sunk most shows operating in smaller places, and all that I have seen are giving the small-towner a good break for his money.

One well-schooled sticks performer who showed in Maine in the summer of 1944 is now operating in the Salt Lake City area, and has taken his show into every conceivable spot and before audiences ranging from Lions and Rotary clubs to desolate crossroad churches. He moves in a trailer and with his wife on the big end, they take on a town with short notice, using the trailer to ballyhoo his show. They work under auspices when they can, and when impossible to line up a sponsor they go on their own, and promptly. Such performers are hard to knock off, and come what will they stay on the road.

This class show will grow in numbers as much of the patronage in the open spaces are flesh hungry and don't care whether the opus is a one-man affair or a dozen or more. This is a game for showmen who know the sticks and like to keep moving.

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REP RIPPLES

KENNEDY, SWAIN cards that the Plunkett Show closes November 28 in Nixon, Tex., and moves into quarters at San Antonio. Red Schrader has been released from the army and returned to the show. Biz in Granger and Georgetown, Tex. was big. GEORGE J. SIGNALO, Dallas, has in his collection of programs one of Beach & Bowers Minstrels, updated, which he believes was about the time that W. E. Church referred to in the November 13 issue of *The Billboard*. The roster included Bobby Beach, Otis Bowers, James H. Stuart, John Dale, Harry Freeman, Tom Smith, Ab Dale, Eddie Elroy, Ed C. Sampson, Joe Gomes, Master Richards H. Reihl, H. Wilson, Lon Kretzker, Alfred Anderson, Pascatel (Premier Posturer), and Lagmanla (contortionist). BILL McQUINN, Toronto, states that Jim Stewart, doing an end and arranging quartet work, was with the old Beach & Bowers Minstrels. WINTER QUARTERS of the By-Gosh Tent Show are at Colonial Cottages, Jacksboro, Tenn. WRITING FROM Karatchi, India, November 9, John D. Finch, the ex-Billroyan, says: "Arrived here October 29, after seven days and seven nights' train ride from Ledo, Assam, across India. The way things now stand is that I will be aboard the transport Meigs when she sails on or about November 14. I will be sent to Camp Grant, Rockford, Ill., for my discharge."

DALE AND MARIE SHOW, three people, is playing schools and halls in Okanogan County, Washington, using E. F. Hannan's *Henry Goes to Town* and 16mm. pic. RATHBUN PLAYERS are

Bernier Organizes Circle in Buffalo

BUFFALO, Nov. 24.—Al Barney, otherwise known as Al (Pop) Bernier, has organized a circle stock repertoire company to play towns around here. Company is known as the Little Theater Group of Ti-O-Run-Da Drive, Cheektowaga, N. Y. One bill a week is presented in six localities and players travel in their own cars. Ten people are in the company, which is playing under auspices in schools, lodges and auditoriums.

The cast: Clarence Paquet, leads; Harry Zink, light comedy; Gladys McDonnell, characters; Bernier, character and general business; William Elgin, comedy and general business; Larry Gross, heavies; Elizabeth Jarvis, leads; June Dunkleman, leads and ingenues; Bobby Bernier, props; Ed Martin, electrician and stage manager; Mrs. Grace Bernier, scenery and wardrobe. Bernier is director and producer.

Artificial Legs No Handicap When 25 G.I.'s Don Wheels

(Continued from page 89) means of getting them to New Dreamland Arena presented a problem. To avoid any embarrassment, we decided to give them a party. I had a special bus pick them up in Atlantic City, and after a 90-mile ride a luncheon was held, with Mayor Vincent J. Murphy of Newark as guest speaker.

Strike Out Without Help

Following the official greeting, the guests put on roller skates, many of them for the first time. It was really an amazing sight to me, for after the strangeness wore off, the soldiers' artificial limbs proved no handicap. Many, after they had become accustomed to the feel of skating, preferred to strike out alone, even tho there were 10 professionals from rinks in the New York metropolitan area present to offer their services.

One soldier, with two artificial legs, skated alone backward as well as forward in the center of the rink—an achievement I will never forget.

There were falls, but no more than would occur among a normal group of beginners. The roller rink has something to offer these handicapped fellows in both pleasure and motive education so necessary for their future.

When the party concluded, the boys

operating in the Cooperstown (N. Y.) area, and E. B. Parker has a one-man show around Susquehanna, Pa. W. H. McDONALD, playing schools and under auspices, is booked until first of year with his one-man impersonation show.

SHOREY PLAYERS, three people, are operating around Waterville, Me. EVERETT PLAYERS are doing flesh bills in Essex County, Massachusetts, and Costa Players are around Nelson, B. C.

HAVERTON PLAYERS are playing under auspices in the Gadsden (Ala.) sector, and H. A. Dragut has a two-people school show in the Bellingham (Wash.) area. NORTHAMPTON PLAYERS have been in the Cape Cod section of Massachusetts the past month.

CHESTER COBB has his religious pic show booked until after New Year's in Northern Vermont and New Hampshire. GITT'S SHOW is playing schools and halls in Otero County, Colorado; Smalley Players are operating around Haverhill, Mass., and Dodson, with one-man show, is in the Lynchburg (Va.) section.

SEFFERINO HAS A WORD

(Continued from page 89)

hands into the RSROA, I am sure they are mistaken.

If Mr. Mayer's statement is authentic, then I would say it is an admission that persons outside the industry are desperately interested in its future. The amazing thing to me is that there are some men who own roller rinks, and are smart enough to have built their business into something worth-while, who cannot seem to grasp the importance of this outside interference, which in all probability thought of a roller skating rink as being in the same category as a water-front beer saloon before the advent of the RSROA.

In my mind, it is a real blessing that the RSROA still exists and is gaining in strength daily, for if ever those babies who believe that the roller rink men now need someone to run the show for them really get control of the industry, then the poor guy who owns a rink will be needing protection from more agencies than were created during the last war.

Yes sir, 15,000 registered amateurs and representation in '38 States is really something to shoot at, but it just so happens that the RSROA, built by roller rink owners for the advancement of the skater and the industry as well, is a little too tough for anyone to push around, and is big enough to invite an association with other athletic bodies rather than to be badgered into handing the control of the sport over to outsiders.

CAP SEFFERINO, Sefferino Roller-drome, Cincinnati.

Treat Disabled Vets Same as Regulars, Says Von Hagan

(Continued from page 89)

recognize the wonderful job it has done in the past, and rink managers throughout the country could tell innumerable stories about the benefits derived. Roller skating has been and will continue to be of great value to the disabled veteran.

After a year's experience in talking to, watching and helping the disabled veterans, some very definite ideas have been indelibly imprinted on my mind. In talking to a normal veteran who calls himself "lucky," I've discovered that he is vividly impressed with the many changes that have taken place during his absence. He is conscious of people's attitude; he is concerned with finding his absence. He is conscious of people's skating or his old job.

Sympathy Not Wanted

Readjustments have been and still are much harder for the veteran who is still being treated or who has returned disabled. Where he is concerned, sympathy is definitely out. He wants to use that artificial limb so people are not conscious of it. He longs to be "one of the regulars" and dislikes being reminded of disabilities as they are so erroneously called. Disabled veterans are not handicapped unless they think or are made to think so thru constant reminders or exploitation.

Instill Confidence

Self-confidence is paramount! The mental attitude of a disabled veteran is all important! So, thru unassuming mannerisms, greet him in a sincere, wholesome manner. Instill confidence over his obstacles. Help him to become acquainted; to feel that there's a place for him; that he is liked. Don't let him feel that his disability is a hindrance to himself, to other skaters or the pro.

Ops Have Job To Do

Science has done a wonderful job wherein new men have been reborn from tragedies. Rink managers have a job to do, too! Let's do it in an unassuming manner. As disabled veterans have said to me, "Why must people exploit our injuries? Why do they make it so evident that they are doing something for us? Sure it's hard but we'll get along. All we want is to be treated like a regular guy."

CALIFORNIANS MEET

(Continued from page 89)

Hunefeld, with Billie Osborne, manager. Show of champions, sanctioned by the USARSA, was presented in the afternoon.

Officers Elected

New officers are Richard McIlroy, Oakland; Arthur Thayer, Sonoma, first vice-president; Carrol Flannagan, Stockton, second vice-president; Everett West, Placerville, third vice-president, and Blanche Collins, Martinez, secretary-treasurer.

CARSA State championships will be held in Del Monte Roller-drome, Monterey.

California URO Also Meet

United Rink Operators of California met at Oaks Park Inn, Stockton, the same afternoon. Those attending were Francis Nicholas, Senator Roller-drome, North Sacramento; Owner Van Winkle and Manager William France, Del Monte Roller-drome, Monterey; Mr. and Mrs. Jack Thayer, owners Sebastiani Roller-drome, Sonoma; Mrs. Hazel G. Barker, owner, and Paul J. Gilbert, manager Skateland, Martinez; Len Honey and Bill Hunefeld, Roller-torium, Stockton, and Victor Swanson, Roller-Skate Supply Company, Oakland. Gilbert was elected to represent the California URO. Next meeting is set for Oakland in January.

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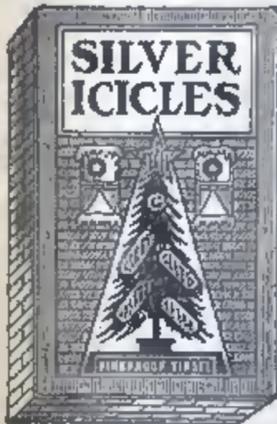


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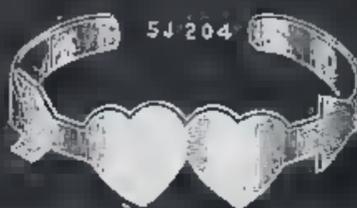
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NOTICE—Only advertisements of used machines accepted for publication in this column.

AA BUTS! — 1/2 LOROY SCALES, INTERNATIONAL Ticket Scales, 5¢ Selective Candy Vendors. 25¢ Vendors for razor blade packages. Adair Company, 6026 Roosevelt, Oak Park, Ill.

A-1 CIGARETTE AND CANDY VENDING MACHINES. All makes, models, lowest prices. What have you to sell? Mack Postal, 6750 N. Ashland, Chicago.

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CONCESSIONAIRES!

Table listing various concession items like Jitter Beans, Pin-Up Girl Pictures, Tongue Novelty Card, Plastic Bottles, War Pictures, Paper Flags, Miniature Pennants, Paper Bow Pins, Bean Blower, Paper White Band Rings, Gold Plated Band Ring, Plastic Charms, Plastic Charms w/ Strings, Rayon Bow Pins, Gold Plated Scarf Pins on Cards, Cross Charms, Plastic Elephant Charms, Plastic Gun Charms, Plastic Scottie Charms, Plastic Plaster Animals, Ass'd. 1/2 Gr. Pkd., Monkey Mirror, Pocket Combs, Pop Guns, Paper Boxing Glove Charms, Plastic Children's Toy Color Book, 40¢ Dz., Mirror Memo Book, Plastic Brooches, Ass'd., 40¢ Dz., Plastic Earrings, Ass'd., 40¢ Dz., Toy Banks, Cardboard Paint Set, 18 In. Batons, 28 In. Batons, Tinsel Head Batons, Flag Tabs, Wing Tabs, Good Luck Charm Card, Patriotic Clips w/ Cards, 4x4 In. Cardboard "15" Puzzle, Patriotic Buttons, 1 1/2 In. Comic Buttons, 2 In. Comic Buttons, Comic Books, 5x7 1/2 In., 20 pgs., Cane Rings, Var. Colored, 6-7 In. Fur Tails, 10-12 In. Fur Tails, 15-18 In. Fur Tails, 25% Deposit Required With C. O. D. Orders.

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BALLOONS

Table listing balloon prices: #10 \$0.15 Each, #100 .25 Each, #350 .30 Each, #700 .50 Each. PARK ROW NOV. CO. 139 Park Row New York 7, N. Y.

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50 Lb. Carton, \$12.50; 25 Lb. Carton, \$7.50.

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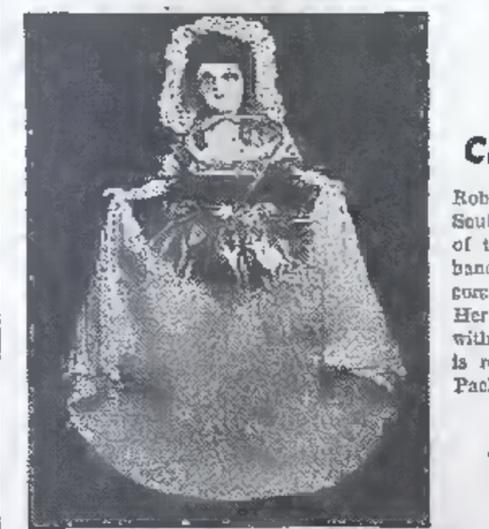
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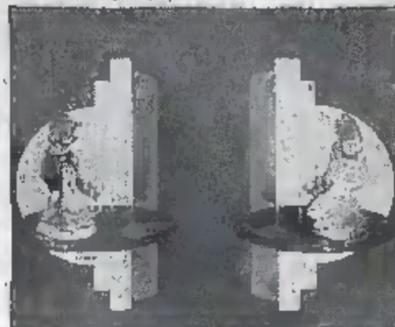
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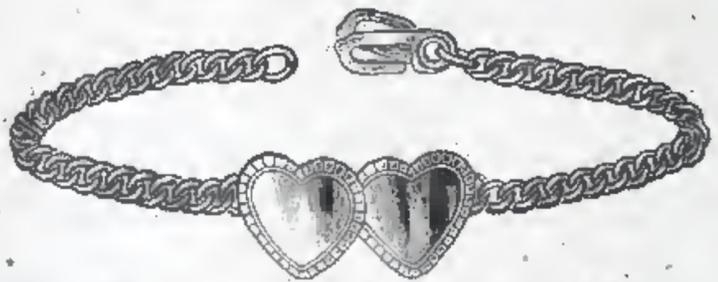
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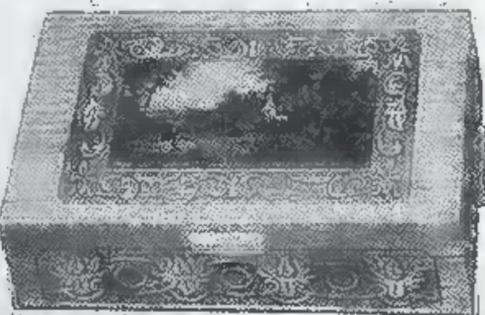
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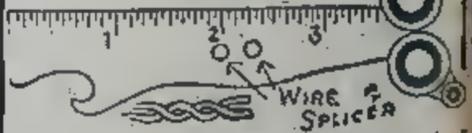
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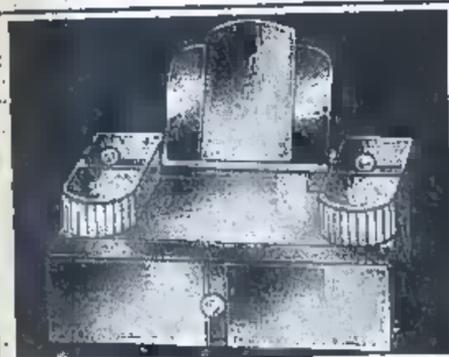
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"GOOD 'N FRESH CANDY"
AGAIN AVAILABLE TO LIVE DISTRIBUTORS

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F. O. B. Our Factory—Less Than 1,000\$1.25 each

NOVEL IDEA SALES CO. 56 Osborn St., Brooklyn 12, N. Y.

Pipes For Pitchmen

By Bill Baker

Communications to 25 Opera Place, Cincinnati, 1

CHIC DENTON and Alexander, who own the Rocking Chair Store, Dallas, recently jackpotted with old friends at a rodeo on the State Fairgrounds, Dallas. James E. Miller was with them.

JACK (BOTTLES) STOVER and Pat Malone are hitting the hills of West Virginia seeking a Christmas bank roll with sheet.

HOW'RE TAKES in the Sunny South?

DOC GEORGE M. REED, who broadcasts from Columbus, O., that he was 70 years old November 9. Wayne Garrison was with him, and they recalled the good times they had when Doc's wife, Mable, traveled with them in 1920-27 thru Pennsylvania, New York and West Virginia. Wayne is now in the H. L. Green store, Columbus, and reported getting the money. Ford Wayne, his brother, left Central Market there with folding green from can openers and is now in Youngstown, O. Walter Byers and wife are vacationing in Cumberland, Md., in a combo visit to parents of the missus and a bit of deer-hunting. When Doc Reed visited Circleville (O.) Pumpkin Fair recently he saw Rosa Dyar, Fergie Ferguson and Mary Ragan. He asks for lines from Art Cox, Doc Blue, Bob Wilson, Herbert Hull and the rest of the boys. He says his eyes are not too good but he is keeping on and has been pitching for half a century.

HEATED DISCUSSIONS require no fuel.

RICHARD ARCAND is with it following a four-year absence. He is in Newberry's downtown store in Los Angeles with jewelry and off to a slow start that he says will get going as Christmas buying begins. In addition to the spot in the store he manages the novelties concession at Lucas Kiddleland in Los Angeles week ends. He reports a jackpot session with Mr. Ross and V. Kelly, vitamins, and Brother Vinick, buttons. Others seen in the Los Angeles area, according to Dick Arcand, are Messrs. Stone, Mack, Ernie and Mann on bubbles and L. A. Harry with peanuts. Mr. and Mrs. Mead also visited his jewelry layout. He would like lines here from Harry Trosky, Mary Ragan, Morris Kahntroff and Hanley.

MEAT RATIONING'S a memory. Get the sharpeners out.

PVT. RUBIN BLUESTEIN stationed in Korea in the northern part of China near Manchuko, asks for lines from former boys and girls with whom he worked. Address him Casual Co. 24, 3d Platoon, A. P. O. 21322 in care P. M. San Francisco.

VIOLA T. SMITH reports from St. Paul that the Stevens & Mack Funshow will go out in the spring. Not out now due to lack of necessary merchandise.

NOW IS the time for those with new ideas.

Frank Muzzy

By E. F. Hannan

IF YOU WERE to drop into Pittsfield, N. H., and ask: "Who was that fellow who was showman, auctioneer, fair-ground announcer, exhibitor and all-around punster and wit?" you would quickly get the reply, "You mean Frank Muzzy."

If Muzzy had desired, he might have had a career in vaude that would have rated him among the tops. He was quick with the lip trigger and a natural comedian. His scope ranged from starter of trotting races to the exhibitor of a three-legged rooster; and his place was anywhere in between that you might find him. A good friend to any hard-up showman or pitchman, he was a pal of Deacon White, and when the deacon could get Muzzy upon the platform business in med always picked up.

One time Muzzy had a small animal show at a country fair and the week was being rained out. A bloomer was in store for all concessionaires, but on the last

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14 Broc. Adjustable, 35¢ ea.; \$4.20 per doz. In gr. Lots. 11 Broc. Hearts, 35¢ ea.; \$4.20 per doz. In gr. Lots. 12 Broc. Expanding, 35¢ ea.; \$4.20 per doz. In gr. Lots. 28 Heart With Set Stone, 8 1/2¢ ea.; 25¢ per doz. In gr. Lots. Also many other good numbers that sell fast. No single samples. Catalogs not ready. Samples of 12 different numbers, including the above, sent postage paid and insured on receipt of \$3.00.

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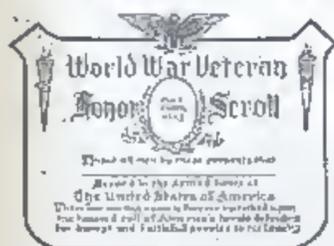
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day Muzzy moved his trick downtown, and taking space next to the town's only hotel, he kidded enough admissions out of the regulars around the hotel, and others, to pay shipping expenses to the next spot.

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Nylon Hose, Towels, Rick Rack, Leather Gloves, Canvas Gloves, Panties, Pipes all kinds, Playing Cards, Note Book Backs, Gun Shells, Flashlights, Knives, Forks, Pocket Knives, Shorts, Overalls, Candy Salesboards, Notions, Specialties, Drug Sundries, Toilet Articles and Carded Goods.

Send 3¢ Stamp for New Complete List.

H. L. BLAKE

112 East Markham St., Little Rock, Arkansas
308 Malvern Ave., Hot Springs, Arkansas

YOU CAN SELL THOUSANDS OF THESE SIGNS—NOW WELCOME HOME VETERANS

The Emblem OF THOSE WHO HAVE SERVED



No. 101—A Welcome Sign thousands want NOW and for next year. Beautiful GOLD AND BLUE, size 7x11. See prices below.

Hot Stuff!
DELICIOUS DELIGHTFUL



CHILI

No. 102—Every eating place wants this one. Assorted red with white letters and blue with yellow letters, size 7x11. Prices below.

IMMEDIATE—RUSH MERRY CHRISTMAS HAPPY NEW YEAR SIGNS

No. 100—A beautiful design—red background, white letters and design—size 7x11. Immediate shipment. Prices below.

HAMBURGERS

"To Go" Buy 'em by the bag

No. 103—Just what eating places need since meat is back with us. Assorted red with white letters and blue with yellow letters, size 7x11. Prices below.

ORDER TODAY!!
THESE ARE THE BIGGEST SELLING SIGNS TODAY! Wholesale Prices—12 Signs, \$1.00; 50 Signs, \$3.00; 100 Signs, \$5.00; 500 Signs, \$22.00, and 1000 Signs, \$40.00. One kind or assorted, 50% deposit, balance C. O. D., or send cash—and we will pay shipping charges.

RUSH YOUR ORDER NOW.
Randles Mfg. Company
17 W. 5TH HUTCHINSON, KANSAS

OUTSTANDING BANNERS

All heavy flocced with raised lettering. You'll appreciate them when you get them.
WELCOME HOME BANNER



2 sizes. Blue border, wreath and American eagle. Red slogan, 11 1/2" x 18 1/2", \$4.00 Doz. 18" x 22", \$5.50 Doz.

MERRY CHRISTMAS & HAPPY NEW YEAR BANNER



Green border, wreath and American eagle. Red balls, stripes and slogans. 11 1/2" x 18 1/2", \$4.00 Doz. In order to appreciate the above banners and how fast you can sell them send \$1.00 for samples, including Welcome Home Pendant, 7" x 20", 1/3 With Order, Balance C. O. D.

HARRY REITER
193 W. 20th St. New York 11, N. Y.

No Meat

By Tom Kennedy

COUNT SELDOM SKOFF AND DOC LUSHWELL recently worked Corn Husk, Ia. This time the Doc worked his tonic, which he claims is a boon to humanity. What others think about it doesn't matter.

When our two chums called on the mayor for a reader, he refused to issue one. He happens to be a Christian Scientist, and believes in using no drugs or medicines of any kind. But our two heroes finally got fixed to work, after they talked to the chief.

Corn Husk has a standing population of about 400. What it is sitting down, I was unable to learn. And this includes a dozen stray dogs and cats, as well as the freight agent.

Doc tells me the only reason he makes these rural communities, month after month, is because he has a following. The count told me the last place they worked, a couple of cops were following them around all evening.

Doc opened up Saturday on the main corner, right next to the butcher shop. Before going into his pitch on the tonic, Doc made one on his corn punk. After he got thru, a bleary eyed old dame told Doc she had a couple of corns that bothered her for years.

"In that case, madame," he told her, "you should do something for them." "Quit clownin'," she belched. "They never did anything for me."

When Doc started in on his tonic, he gave a lengthy discourse on the human anatomy, at the same time telling the natives they would enjoy greater health, if they refrained from eating meat.

"Meat is flesh from dead animals," he bellowed, "and I never touch it myself. You don't need meat just because you work hard all day. Horses are a lot stronger than you are, but did you ever see a horse eating a pork chop or a sirloin steak? If you have, now is the time to speak up!"

He then struck a pose like Napoleon, and glared at the tip out of his good eye. Truly, an awe inspiring figure.

As soon as the butcher heard this line of hooey, he figured it was a rib, so right away he put in a beef. However, the Count told me the chief was a vegetarian, and so the butcher's beef went unheeded.

The Count also told me the reason Doc doesn't eat meat, is simply because he hasn't any teeth.

Promotion Award Winners Selected In Five Divisions

(Continued from page 47)

Rowan, came thru with the only other unanimous decision—in a division which developed some of the hottest of competition and one in which virtually every agent wanted to be the winner. It was the Best Matinee Promotion Effort, and the effort Rowan made at Tonawanda, N. Y., won, going away.

In the other three departments, the going was close—so close that the judges did lots and lots of looking and thinking before casting the final ballots that settled the issues.

In listing the winners in these other three divisions, no effort was made at listing them in the order of their importance—in the eyes of *The Billboard*, each is as of much importance as the other.

In the best press campaign for a single date, the palm went to the sauve veteran, William B. Naylor and Al Wagner's Cavalcade of Amusements. It was the campaign Naylor engineered for the Cavalcade at the Meridian (Miss.) Fair. He presented his entry in book-binding, but the judges agreed that this neatness had no bearing on their ultimate decision.

Conklin Cops Display

When Conklin's Frolic-Land played the Kingston (Ont.) Fair, Neil Webb came thru with a Display Advertisement that caught the fancy of the judges, after there had been a tie vote split five ways. The resultant conference resulted in the judicial finger being placed on the Conklin entry.

The Best Tie-Up Promotion Division attracted a great field of entries, and it was the difficulty which must have been overcome in landing the tie-up that landed the award for the Johnny J. Jones Exposition and its representative, Herb Pickard. It was a department store tie-up, and the simplicity of the advertisement and its appeal to mothers was the deciding factor. There were many fine tie-up ads in the contest, but the Johnny J. Jones entry was designed to catch the fancy of mother, and the judges—all married men—finally ruled that the appeal to women readers would be of great value to the show.

Material on Display

All material submitted for the contest will be displayed in *The Billboard's* suite at the Hotel Sherman during the IAFE convention, and every carnival owner, operator and agent is invited to inspect it.

It is hoped that thru the inspection of this material, show owners will generally become more conscious of the promotional possibilities in their field of endeavor, and that more attention will be paid to this phase of this work.

Awards for the winners will be made in *The Billboard's* suite at noon Tuesday, December 4, when all of the winning show owners and their press representatives in attendance at the convention will gather.

Judges for the contest were J. Ray Hunt, Sunday editor of *The Chicago Times*; Vern Whaley, picture editor of *The Chicago Herald-American*; Edward Collins, account executive for the advertising firm of Foote, Cone & Belding, Chicago; Carl J. Harris, manager of Carl J. Harris and co-workers, publicity specialists, Chicago, and Frank Smith, Western divisional manager of RKO Theaters, Chicago.

MSA IN NEW SPOT

(Continued from page 48)

Joe E. Moss Michigan Showmen's Post of the American Legion, now being organized.

Building trustees, handling the details of acquisition and preparation of the property, are: Harry Stahl, trustee; Ben Moss, Ben Morrison, Glenn Hockett and Bernhard Robbins.

Club now has slightly over 500 members, according to President Jack Dickstein, and the present move represents the culmination of steady growth since its establishment in 1937.

Acquisition makes at least five "firsts" in the show world, according to association records. It is believed to be the first showmen's association (1) to establish a servicemen's fund; (2) to establish a mustering-out bonus for servicemen members; (3) to adopt an automatic death benefit; (4) to organize an American Legion post made up entirely of showmen, and (5) to buy and own its own permanent quarters.

In connection with the club's widespread activities for servicemen, it is noted that it had 40 members in the service, all of whom received monthly gifts, as did many non-members, and a substantial bonus is being given to every member as he receives his discharge.

DELICIOUS CANDY ASSORTMENT

24 5-Oz. Chocolate Pecan Milano Planks, 5 8-Oz. Pecan Rolls, white fluffy center, 1 11-Oz. Pecan Roll, white fluffy center, 800-hole specially imprinted Salesboard. Your cost \$12.05 per doz., P. O. B. Hays, Kan. Just send \$1.00 deposit for each deal ordered.

E. S. KRAUS

P. O. Box 509 Hays, Kansas

SLIP-NOT

"The Tie Not To Tie" A Perfect Knot in a Jiffy. 75¢ Seller—\$5.00 Per Doz. \$1.00 Seller—\$7.00 Doz. Sample of Each Grade, \$1.50.

SLIP-NOT TIE MFG. CO.

48 N. 10th St., Philadelphia 7, Pa.



Salesmen - Agents - Pitchmen

Complete Line

MEDICINES-COSMETICS and EXTRACTS

MIDWEST DRUG COMPANY

232 N. HIGH ST. COLUMBUS, IS. OHIO

RETAIL STORES, JOBBERS AND

DEMONSTRATORS

ATTENTION!!

ORIGINAL

HOLLYWOOD

MAGIC

BUBBLES

For indoor and outdoor fun. Sells on sight. Now being demonstrated in leading Hollywood studios and department stores. Featured in newspapers all over the country. Comes in liquid form with metal wand. Simply dip wand in solution and blow or wave through the air and watch hundreds of beautiful "RAINBOW BUBBLES" appear. Attractive four-color labels. NO OIL—NO GREASE—NO STAIN!!

SENSATIONAL WHOLESALE PRICES!

5 SIZES

2 oz. bottle	11c Each.	\$15.75 Gross
3 " "	13c " "	18.60 " "
4 " "	15c " "	21.50 " "
5 " "	17c " "	24.35 " "
6 " "	19c " "	27.00 " "

ALL PRICES F. O. B. HOLLYWOOD

HOLLYWOOD MAGIC

BUBBLE LIQUID

\$3.50 PER GAL.

1/2 Deposit With Order.

Hollywood Magic Bubble Co.

4206 SANTA MONICA BLVD. HOLLYWOOD 27, CALIF.

Phone: NDrmandy 7644

CHRISTMAS SPECIALS

Sell the Costume Jewelry that New York City stores are selling. Our prices are right, our merchandise is attractive and selling fast.

You may order any assortment you desire. COSTS YOU \$6.00 A DOZEN.

Gold Plated Earrings, Sterling Silver Earrings, Beautiful engraving, rhinestone settings, pearl settings, all metal. Assorted to the dozen.

Ladies' Pins, stone settings, trimmed with pearl clusters, all metal. Ass'd to the dozen. Ladies' Bracelets, gold plated, sterling silver, beautiful engraving, all metal. A real fast selling number. Ass. to the dozen.

Ladies' Necklaces, graduated, "genuine luella," full size. Order from 2 to 6 dozen, assortment. Don't delay.

Goods shipped same day your order is received. 25% with order, balance C. O. D.

MARLIN JEWELRY CO.

2391 Bedford Ave. Brooklyn 28, N. Y.

We Can Now Deliver IRIDESCENT PEARL PLATES

FOR WIRE WORKERS
WRITE FOR PEARL PLATE SHEET

Murray Simon Co.

114 E. 32d St. New York 16, N. Y.

DISCHARGE HOLDERS

We originated the Discharge Holders for Servicemen. Now watch the imitators. All leatherette, not paper or cardboard. Has brass corners. Folds up like a wallet and can be carried in pocket. Every serviceman and woman a prospect. Best seller of the year. Sample 35c in stamps. Also in genuine leather.

C. GAMEISER

146 Park Row NEW YORK 7, N. Y.

SILK AMERICAN FLAGS

Good for Magicians

11" x 15", doz. \$8.00; gross, \$78.00; sample \$1.50. 15" x 24", doz. \$12.00; gross \$120.00; sample \$2.50. Send deposit, balance C. O. D.

P. R. EMES

111 East 7th Street NEW YORK 3, N. Y.

Canadian Showman Gets a Belt Out of South African Circus

(Continued from page 44)

ancing act on a silver ball on a horizontal track.

- No. 13. Clowns.
- No. 14. Liberty camel drill, presented by Stanley Boswell.
- No. 15. Clowns annoy Mr. Leonard, equestrian director, with their grand opera singing.
- No. 16. Lions in the steel arena. Presented by Stanley Boswell.
- No. 17. Abdul Hamed, the Turkish fire-eater.
- No. 18. The frog man, contortion number.
- No. 19. American riding device, with rigging and mechanic belt.

The band played the show with great skill and nary a sour note.

Boswell is a top showman and as an animal trainer, his work is entirely original.

In his big act he is in the arena with nary a gun, chair or whip or anything to cue his lions with. They all go thru their pieces by word of command only.

His camel drill and also his bull and mule number are entirely original.

The Sheridan Twins, are Durban boys who have graduated themselves into a big-time act. Their bounding wire and silver ball numbers are tops. They design all their own costumes. When conditions become normal these boys hope to get bookings in the States.

The Boswell advance man, Sam Mayes, is another treasure on the show. He is a great guy and good company, and one night in the Boswells' private car he regaled us with some great yarns of by-gone days on the Pagel show, where he used to be in the band.

Clown Alley

Clown alley included the following: Dicky, Pim-Pim, the Inimitable Tickles and his co-conspirator, Ryko.

Durban was a 10-day stand and two shows per day were given, but on the one-day stands the show usually only gives one show at night and still makes money.

During the war years it played only in the Union of South Africa, owing to transport regulations. In normal times it played Rhodesia and Portuguese East Africa, Mozambique and South West Africa.

A great nuisance in playing a complete circuit as a railroad unit is that there are several different gauges of railroad tracks, but nuisance or no nuisance, the Boswells surmount the difficulty by changing their railroad equipment to suit the conditions at hand.

The name of Boswell has been synonymous with square dealing for more than 35 years, and Stanley Boswell is a showman who has a real show.

COLE SHOPS WORKING

(Continued from page 43)

in Peru, Ind., and Lorne Russell on a visit to his children in Pennsylvania.

Trainmaster Jack Biggar and his assistant, Whitley Warren, start work on the train next week. The No. 1 advance car is in the K. & I. Railway shops in Louisville for repairs.

The menagerie, housed in the steam-heated coliseum, has been open to the public two Sundays, and was also open Thanksgiving Day. Zoo attendance has been on a par with last winter so far, and is being aired over local radio stations by Col. Harry Thomas, with regular weekly programs over Stations WGRG and WINN. Zoo attendance for the five years the show has wintered in Louisville has been surprisingly large, due partly to the fact that the Cole zoo is the only one in Kentucky.

POLACK NAMES FEATURES

(Continued from page 43)

the current Peoria, Ill., date, and early biz indicated another winner.

Polack also announced the features of the annual Christmas circus he will present in the Orpheum Theater, Los Angeles, opening December 18. The Black Horse Troupe, Power's elephants, Marie and Her Pals, and Richards' Wild Animals top the hay and meat eaters, while Hubert Castle, the Four Sydneys, the Antaleks, Dorothy Morales, and Bobo Barnett with his act and clowns are other headliners. Polack intimated he will have a second unit on the road next season, but a question as to what it would be and where it would play resulted in a very chilly "Wait and see."

WON, HORSE & UPP

(Continued from page 43)

laundries and joined. With more or less a civil war being fought in China, the super spec had to include something in the laundry rice bowl line. So the famous Peking guards came to life, featuring a lightning military drill corps and a great wall-scaling number.

The new spec was titled *The March of the Victorious*, which included in the cast several of our side-show concessionaires in make-up. Without a dress rehearsal the premiere showing of our victory march was given last night. You may believe me when I say that I have never before seen anything like it. Every member of the show, from the bosses down, participated. For the modern part of it we used eight recently discharged vets who still had their uniforms. Everything went along swell until our Civil War section passed the seats. To our surprise we discovered that it was waivered with Yankee instead of Confederate uniforms. That would have upset the whole spec, but our quick-thinking flag carriers rushed in and our band played the national anthem. There isn't anything like flag waving to cover an act. Furthermore our recently discharged vets disliked carrying the flintlock rifles that came with the buy.

Manager Upp wore a powdered wig and did the part of George Washington. After the spec was over, Manager Upp discovered that his producer had guzzled his toupee out of the dressing room and had taken a powder, leaving him bald and holding the bag.

P. S.—While looking thru the trunks the boss found one filled with Christmas parade wardrobe. As a favor, Pat, if you know of anyone who has a couple of reindeer they'd like to dispose of, tell 'em we'll give them a swell barter in scripts, scenery and wardrobe. The show's barber gave the boss's powdered wig a feather-edged haircut, and he's again happy.

DRESSING ROOM GOSSIP

(Continued from page 44)

Incidentally, the Swingcopators have been booked for a Cuban tour this winter. Jack Neville marked his birthday anniversary at Selma, N. C., where the show had a fair matinee and an excellent night house.

Visitors have been numerous. Included were Mr. Hunt, CFA, who was seen riding one of the menage horses, accompanied by Tommy O'Brien; John Loy and Jimmy Ramsey, who visited the Conleys; the Schoensie family, owners of Burke's 5-and-10-cent stores in West Virginia (no relation to the writer); Mr. and Mrs. Edward F. Hoffman, of indoor circus note, and Williams and sons, of Durham, N. C., who plan a circus next season. The Williamses were booking acts for their indoor dates. Visitors at Fayetteville were Specs Gartin, formerly with Barnett Bros. and Wallace Bros.; Walter Hane, of Bailey Bros.; Herman Joseph, former Ringling clown, and Ben Thomas, former 24-hour man with Bailey Bros.

This will be the last report from this scribe. With Jack Neville I'm leaving for Chicago, where we will work for the U. S. Tent & Awning Company during the winter. My capable co-reporter will give you the post-mortem and the destination of personnel.

As the season comes to a close, there are many things we'll miss. Among them will be the dog owners walking all kinds of dogs outside the cars in the early morning, clad in everything from fox furs to house coats. The morning jackpots presided over by genial Red Rumble. The first sleepy gilly load headed for the lot. The hospitality of Mother Gertie, as we gathered in her cookhouse for breakfast. The noise and chatter in Club Allen, when the day's work is done.—BILLIE BURKE.

Dickman Bros.

Lee Bradley, transportation manager, and the writer were guests of Jim Conley, of the Conley riding acts on the Dalley Bros. Circus, when it showed at Mullins, S. C.

John McNeil replaced J. V. Grist, who returned to his Washington home, as advance agent. Spotted trained pony, stolen November 9 at Bolivia, N. C., was recovered by the sheriff of that county. Public announcement of a substantial reward turned the trick. Capt. Frank Doss and the writer made the 100-mile trip three days later to bring the pony back.—JIM STUTZ.

Agts. Have It Easy? Then, Look at This

MARSHALL, Tex., Nov. 24.—This piece might well be headed, "They'll Do It Every Time." It being a compilation by Robert M. (Hi-Brown) Bobby Burns, general agent of Sello Bros. Circus, of requests tossed at a g. a. by management and personnel. He should know, too, for he has several years as a general agent under his belt.

Management's requests include: Lots not too far out but plenty big. Lots way out with plenty parking space.

- Lots with running water.
- Lots with no rocks.
- Lots with grass.
- Lots with no grass.
- Lots that are smooth and flat.
- Lots with no trees.
- Lots with no weeds.
- Lots with good entrances.

Jumps not over 25 miles to keep gas expense down.

Long jumps so the natives can't tell each other if show is bad.

Stay off gravel roads.

Book only dry Sunday spots to keep personnel sober.

Personnel wants:

Lots in town, "So we can walk."

Lots with shade trees "to park our trailers under."

Lots away from houses, "so our dogs can run."

Towns with good \$1 hotels.

Towns with good eating joints.

Towns with Sunday movies to attend.

Towns that are wet and open Sunday, "so we can have some fun."

Towns with one-day laundry service.

Play Clothespin, La., "I have an aunt there."

Play Ottumwa, Ia., "I've got a broad there."

Play Hohokus, N. J., "My ex-husband lives there."

"It isn't so rough," Burns types, "and I know it seems ridiculous, but I try to accommodate these requests to the best of my ability."

Beaucoup Circus Folk in St. Louis Toy Departments

ST. LOUIS, Nov. 24.—As usual, this time of the year finds many circus and carnival people employed in the toy departments of local department stores.

A check-up revealed that the Famous Barr Toyland has the most impressive array. Here were found Otto Griebing, producing clown; the past season with Cole Bros. Circus; Lou Morgan, comedy bicycle act, who played fairs for Barnes-Carruthers and other booking agencies; Lee Virtue and Huffy Hoffman, clowns, also last season with Cole Bros.; Chick Kueser, magician; Ollie Sandel, musical director and organist; Arthur Craig as Santa Claus, former acro tumbler with various circuses and who comes out of retirement each year to play this date; James P. Murphy, last season general agent for the Lake State Shows, also Santa Claus; Eugene Franklin, concessionaire with Moore's Modern Midway last season, official announcer and chief usher; Dave Carroll, promoter and last season with Lake State Shows, floor director; William McCoy, concessionaire, last season with Page Bros. Shows, usher; Cliff Anske, calliope and piano player, formerly with the Bud E. Anderson Circus, usher; J. E. Deal, formerly with Beckmann & Gerety Shows, usher; Myron Katz, high pitchman with John Maher's Mighty Midway this season, usher.

At Scruggs-Vandervoort-Barney store: Charles DeMelo, clown, the past season playing the Tom Pucks and Ernie Young dates; Romaln and Ellen Proctor, Proctor's Marionettes, and James Craven, Santa Claus.

At Grand Leader Store: Lee Roy, magician, in from the West Coast to play this engagement; Henry Hesse, Santa Claus.

High in R-B Fire Suit Award

NEW YORK, Nov. 24.—Highest damage award yet allotted any victim of the Hartford (1944) Ringling circus fire, a sum of \$80,000 was awarded, eight-year-old Gerald Levasseur by the Hartford Board of Arbitration, which on Wednesday (21) passed on 15 claims of fire victims.

THESE \$MAKERS

APPLIANCES

Vacuum Cleaners, Electric Irons, Hot Plates, Radios, Edge-water Appliances, Box 013, Billboard, 155 N. Clark, Chicago 1.

BALLOONS

Write for prices. Canvas \$7 to \$14 ft. Crushproof Leds, \$3 per 100. Birds, Bats, Sticks, Blum, Unger Supply, Box 02, Billboard, 155 N. Clark, Chicago.

BIBLE COINS

Bible Souvenir Coins, silver dollar size. Lord's Prayer & John 3:16. 100, \$8; 1000, \$60; 15, \$1 postpaid. LaVita, Box 08, Billboard, 155 N. Clark, Chicago.

BIRDS

Whistling, ass't. colors, \$21 pr. Write for price list Glassware, other items. Quick shipment. Snyder Sales, Box 03, Billboard, 155 N. Clark, Chicago.

BOARD DEAL

Flame Oil Lighter. Compact deal. Gross profit \$30.00. Write for confidential circular and not prices. John Baker Co., Box 05, 155 No. Clark St., Chicago 1.

BINGO TICKETS

Stitched bingo tickets, 1280 to a deal, 50¢ per deal net. Midwest Novelty, Box 017, Billboard, 155 N. Clark, Chicago 1.

DISCHARGE HOLDERS

Best seller of the year. Boys at army camps cleaning up. Made of leatherette, folds like a wallet. Write for particulars. O. Gamelator, Box 6026M, o/o Billboard, 155 N. Clark, Chicago 1.

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.

DOLLS & TOYS

36" Part Plush Bears, \$40.00 doz. 13". Chenille Dolls, \$12 doz. The House of Dolls, Box 5027M, Billboard, 1554 B'way, N. Y. 19.

DRESSER SET

Beautiful 3-piece dresser set. Genuine Lucite in satin lined display box. Assorted colors, \$2.50 each. Write for catalog. Alex Sturt, Box 5032M, Billboard, 1554 B'way, N. Y. 19.

FURS

Luxurious line of finest furs from \$17.50 up. Every style to choose from. Write now for 1946 catalog. Bon Marche Fur Co., Box 5059M, Billboard, 1554 B'way, N. Y. 19.

HANDBAGS

Sell this Xmas number. Up-to-the-minute latest styles. Large assort. Retail \$2.00 seller. \$9.00 per doz. M. de S. Distributing Co., Box 5014M, Billboard, 1554 B'way, N. Y. 19.

HORSES

On Plastic Wheels, 12"x9", with saddle and bridle, washable coated fabric, ass't. colors. \$24.00 doz. Dichter & Nathan, Box 018, Billboard, 155 N. Clark, Chicago 1.

JEWELRY

Lockets, Bracelets, Anklets, Signet Rings, Earrings. Send \$10 or \$20 for samples. Maletto, Box 5038M, Billboard, 1554 B'way, N. Y. 19.

JEWELRY

Oceanwood and Lucite Costume Jewelry. Buy from Mfr. 65-piece sample, ass't. \$10. Free catalog. Allied Art Studios, Box 051, Billboard, 155 N. Clark, Chicago 1.

LIGHTERS

New windproof signet lighter in colors now available for immediate del. Sample postpaid \$1.00. Sylvan Co., Box 010, Billboard, 155 N. Clark, Chicago 1.

LIGHTERS

Windproof, plastic or metal case, \$2.00 Ea. Doz. \$9.60. Bengor Products, Box 5085M, Billboard, 1554 B'way, N. Y. 19.

MONEY CLIP

Genuine Lucite with highly polished duramin dollar sign. Will not tarnish. \$3.60 per doz. Nat Morris, Box 5088M, Billboard, 1554 B'way, N. Y. 19.

PEARLS

For jobbers and distributors, better grade. Sample line, \$25.00 to \$100. Also Pearl Boxes, Costume Jewelry. Box 5013M, Billboard, 1554 B'way, N. Y. 19.

POCKET KNIVES

Two-bladed, keen edged, sturdy, man-size. Minimum sample order 4 pocket knives, \$3.75. Per doz. \$8.60. S. Rabino-witz, Box 5049M, Billboard, 1554 B'way, N. Y. 19.

SISTER KNOTS

Pear shape, silver or gold plated, gr. \$5.50; 10 gr. or more, \$5.10; Sterling Silver, gr. \$12.00. Miller Creations, Box 04, Billboard, 155 N. Clark, Chicago 1.

TIES

Fast profile, attractively designed, Grade 1, \$1.40 doz.; \$12.00 gr. Grade 2, \$2.00 doz. Send \$1.00 for 4 ties. Scotch Co., Box 5021M, Billboard, 1554 B'way, N. Y. 19.

WASH-TOYS

Durable, ass't. colors, 8 1/2" long cord lace closing, \$6.75 doz. M. Vernon Novelty Co., Box 5006M, Billboard, 1554 B'way, N. Y. 19.

NOTE: All box numbers listed above are Billboard box numbers and your orders and inquiries will be delivered promptly to the firm you want to reach. Wire or write today.

BLACK LIGHTS

USED BY LEADING OUTDOOR SHOWS

All fluorescent and luminescent materials, satins, filters
LARGE STOCKS . . .
IMMEDIATE DELIVERY
 Mention Black Light Application You Wish To Use.

BLACK LIGHT PRODUCTS

450 East Ohio Street Chicago 11, Ill.

FOR SALE—RIDE-O

Best mechanical condition, new Wisconsin air-cooled motor. Can be seen Fair Park, Little Rock, Ark. Will be at Sherman Hotel, Chicago, December 2 to 5.

FUZZELL'S UNITED SHOWS

T. A. FUZZELL
 Phone 39451

SPACE FOR RENT IN PENNY ARCADE

Greeting Cards, Magic, Buddha, Bird in Cage Fortune Telling, Bubbles, Guess Your Weight or Age, Toys, Voice Recording or any other suitable Concession.

Playland Amusements

Charles Rubenstein

239 W. 125th St. New York, N. Y.
 Monument 2-7755

Diamond Midway Shows

WANT FOR 1946

Rides, Shows, Concessions and Free Acts. Show opens first of May. Address all mail:

J. W. DIAMONDS CAFE

518 E. 11th St. Kansas City, Mo.

LONE STAR SHOWS

WANT

A few more legitimate Concessions for New Orleans lot. Want Ride Help on Roll-a-Plane, Octopus and Merry-Go-Round. For Sale—3 U-Drive-Em Cars with plenty of new rubber. Cars in A-1 condition.

Address all mail and wires to
 820 South Claiborne, New Orleans, La.

GASOLINE BURNERS and TANKS

All Makes. Parts and Service.

I. SCHORE

118 Chambers Street New York 7, New York

MOOSE INDOOR SHOW

Moose Auditorium, Dec. 6-7-8, at Portsmouth, Ohio

Space available for legitimate Concessions on flat rate basis, 10,000 advance tickets sold. All replies to WILLARD WITHROW, Loyal Order of Moose, Portsmouth, Ohio.

WANT

To book Kid Rides and Concessions

PUNKIN CENTER

600 Lincoln Highway VALLEJO, CALIF.

WANTED

Bumper, Darts, Slim Spindle, String or other Slim Jolts, Peanuts and Pop Corn, Roll Down Ascents, Want Chair-a-Plane Foreman and Help. What have you? Come on, out all winter. Rison, Ark., Nov. 26 to Dec. 1; then Louisiana. Kay, notify Al Gynsey, Frank George join. Kohlets, wife. Slim Logan, Scotty, Tex has opening for you.
VICTORY SHOWS OF AMERICA.

UNDER THE MARQUEE

(Continued from page 45)

passed thru Fort Worth, so the camels continued on to Little Rock. Clyde had to send a truck after them.

THOSE WERE THE DAYS, when circus tinkers could step out of the cold and mud on closing nights into vaude houses, and were happy when spring came so that they could step back into the mud and cold.

VICTOR ROBBINS, of Beatty's circus, headed for Bangor, Me., and a visit with his mother after completing an engagement at Rochester, N. Y., where he was leader of the Spotlight Band for circus produced by Orrin Davenport. **NORMAN HANLEY**, Austin Bros. Circus band leader, has taken a job as night clerk at the Andrew Johnson Hotel in Raleigh, N. D., for the winter.

MR. AND MRS. BERT COLE, of Totenville, Staten Island, N. Y., gave a birthday anniversary dinner November 12 for Mrs. Elmer A. Kemp, of Trenton, N. J. Other guests were Mrs. Eunice Howe and Mr. Kemp. **TAKING TIME** off at winter quarters, J. C. Patterson and R. W. Couls (Patterson Bros.) brought down their bucks November 17, the first day of the Michigan hunting season.

REMEMBER the early-day boss butcher who always quizzed a new candystand agent with, "Can you drop a dime in the drawer without running your arm into it clear to your elbow?"

VIRGINIA TIFFANY closed her fourth consecutive season with Cole Bros. and, with her husband, jumped to Salt Lake City, where she opened at the Lyric Theater with her high pedestal acrobatic and acro-ladder act. Great Falls and Butte, Mont., and Spokane theaters were to follow. **H. A. (KID) MORRISON**, after spending more than three months in Jackson Hospital, Miami, was moved to the Masonic Home Hospital, Elizabethtown, Pa., where he reports he is receiving every attention, with the exception of enough mail from his friends.

ALE BARTON and **HARRY ELLIOTT**, who trouped together on the 101 Ranch, had a reunion after 28 years when they met at the Arthur Bros. Circus when it played Jacksonville, Fla., recently. **JOE WILSON** writes from Miners Oak, Calif., contending that the late Fred Brunk had started his career before 1914. Fred Wilson pens that he played the trombone in the band with the 101 Ranch in 1913. **CLOWN JAKE DISCH**, now in his sixth year as alderman in Cudahy, Wis., infers that he will be in Chicago for the annual meetings.

REMEMBER the old-time circus owner who stated that he would furnish the lot, license and billing for any show that cared to day-and-date him?

DAILEY BROS. advance closed November 17 at Atmore, Ala., and headed for various points for the winter. Crew members and destinations are Pee Wee Deckman, Williamsport, Pa.; Steve Kuzmiec, Shamokin, Pa.; George Gaynor, Pontiac, Mich.; Charles Brunk, Wichita, Kan.; Art Stiers, Nelsonville, O.; Juno Dilley and Roscoe McGuire, Decatur, Ill., and Walter Lawrence, Roanoke, Va. Car men opened March 21 and made 22 States in 35 weeks. "Not bad," declares Car Manager William L. Oliver from San Antonio, where he visited before heading for Chicago and the meetings.

DAVE FINNEBERGH hosted at a dinner party in New Bern, N. C., in honor of Sid Alcido and Gladys M. Crank, newlyweds. Guests were Eddie Elkin, George Rector, Wilfred Alcido, Alexis Barker and Barbara LaMarr. **S. W. BILL BAILEY**, who clowning it for Bailey Bros. the past season, worked the Houston and Fort Worth Shrine shows. **JACK GALLUPY** spent a lot of time writing a letter telling of the trials and tribulations encountered in trouping a show the past season, and he admits he handled the pole job at the runs when hands just were not there.

FRANK R. CARY, an insurance salesman by profession and a circus clown by popular demand of crippled kiddies at the Dowling School and the Shrine Hospital in Minneapolis, got himself—and the kiddies—a full-page color picture in the December issue of *American Magazine*. Frank, known as Bozo the clown to the kids, started clowning 16 years

ago, when he decided to doll up in an old dress suit to see if he could give the crippled kiddies a laugh at a picnic. Since then a professional clown showed him how to make up and how to go thru the regular clown routine. Now Frank is a regular part of the kiddies' lives. **CHARLIE O'BRIEN** drops a line from New York to say his grandson, Billy, 18 months old, has been given a screen test by Warner Bros. and will leave soon for Hollywood. The baby's grandfather has been in show business 25 years, being advance for Ringling, the Shuberts, Coban and Erlanger, to mention a few.

DON DORSEY played the Alpine Village, Cleveland, and moved into a downtown theater Thursday (22).

HAROLD VOISE, member of the Flying Thrillers on Cole Bros. Circus, received good news at Mayo Clinic when he was informed he will not have to undergo an operation as feared. Voise plans to start workouts in Cleveland soon to get ready for winter dates. **MR. AND MRS. TED MILLIGAN**, with Dalley Bros. Circus, are operating the Park Avenue Cafe in Evansville, Ind. Wintering with them is Rudy Earling, of the Annex attraction.

BLINKY HUFFMAN has signed a contract for next season with the James M. Cole Circus, a show he formerly worked with before James M. Cole went into the army. Huffman plans to play the Shrine date in Grand Rapids, Mich., January 22-26. **L. E. ROBA COLLINS** writes that, after closing the season with Austin Bros. Circus, he is resting at his home in Patterson, Mo., and plans to visit in St. Louis.

WHILE ON A BOOKING trip with his agent, an early-day mud show owner pulled the team to a stop in front of a country store. "Let's go in there and get some cheese and crackers," suggested the governor. "But I want a meal," insisted the agent. "You know what the restaurants in town will charge," answered the governor. "Besides, I know this man, and he'll take passes."

STANLEY DAWSON writes from Hot Springs: The town is crowded with showfolks. Everyone immediately registers at Red Reeder's Juice Emporium and gets all the info about Hot Springs.

Here is a list of some of the visitors: Bad Jack Housner, for 25 years with Ringling-Barnum, is taking the baths and awaiting the arrival of Eddie Gallagher, Ham Schultz and Dick Miller. Mr. and Mrs. Frank S. Wise; Mr. and Mrs. Eddie Grady, Charley Frank, Mr. Telford and Gus Schmuch, all of Cole Bros. Circus, arrived and Dutch Wise put them all to work at Oaklawn race track. Vern Williams, well known in circus circles, arrived from California and is working in the mutuels at Oaklawn. Koka Kola (the only name I know him by), from Columbus, O., and the Seulah Park race track, is here. Mrs. Drake and Mrs. Archie MacBeth, of the Austin Circus, took the baths here and then returned to Arkadelphia, Ark. The writer accompanied them and enjoyed visits with Yellow Burnett; Jack Burslem, Bennie Levine, Elmer Meyers and Gilligan and Mike.

Art Miller, general agent of the Clyde Beatty Circus, was a nightly visitor in Arkadelphia. Miller is now located in Little Rock representing a firm of advertisers. George Westerman also is there and handling promotion for Polack Bros. Dutch Loeber, 24-hour man with Dalley Bros. Circus, and Steve Byrd plan to come here soon.

Gotham, Newark, Turkey Day Parades Draw Mobs

NEW YORK, Nov. 24.—Traditional Thanksgiving Day parade down Broadway on Thursday (22) was favored by ideal weather which brought out crowds of spectators estimated at 1,500,000 along the line of march. Parade, annually put on by the Macy department store, was shelved during the war years. Circus and carnival motifs were featured in the five huge balloons and 17 floats in the parade. Seven bands set the tempo for the procession and a score of clowns, trampoline bouncers, tumblers, acrobats and jugglers kept a continuous performance going on the floats.

Similar holiday parade put on by the Bamberger store, Newark, N. J., was also favored by fine weather which brought out 175,000 spectators. Newark had six bands, numerous floats and costumed groups.

Rochester Shrine Hits New Four-Year Record

ROCHESTER, N. Y., Nov. 24.—Starting with two packed houses opening day, Monday (12), Rochester Shrine Circus settled down to three-quarter matinees and near-capacity, night houses until Thursday night, which was a turnaway. Friday matinee was capacity, and several hundred were turned away Friday night. Saturday, closing day, registered two turnaways, altho the committee added 500 chairs to seating arrangement for the final two shows.

Chairman Elmer Rathael stated the show made a larger profit this year than in any of the past four years. Actual figures are not yet available.

Orrin Davenport has signed to again produce next year's show. Publicity was excellent, local newspapers going all-out for the show with lots of stories and pictures. Radio stations carried several interview programs with performers as guest stars.

Showfolks of America

San Francisco

SAN FRANCISCO, Nov. 24.—After President Sammy Corenson opened the meeting Monday (19), Harry Seber paid a tribute to the late Frank Messina, of Los Angeles.

Mel Smith sent a letter to Walter Hale with some cash for tickets, \$20 for an ad in the Night of Stars program and some propaganda asking for support in his run for the PSCA presidency.

Mr. and Mrs. Orville Crafts and Roy Ludington wrote expressing regret they would miss the banquet and ball Saturday (8) because they would be at the meeting in Chicago. They sent cash for tickets and assured President Corenson that Crafts 20 Big Shows would be well represented. Letters also were read from Mr. and Mrs. Louis Gallup and Charles Camp, and Mr. and Mrs. J. E. Christensen enclosed \$10 for the Sick and Relief Fund.

Elected to membership were Mrs. L. E. Benjamin, George Evans, Leon Fielding, Pauline Fielding, Roy E. Hodges, Hershey Martin, Nino and Mrs. Milo and Clare H. (Hilo Hattle) Inter.

Members and guests introduced were Oscar Lowenthal, Al Compton, Lieutenant Anderson, Mr. and Mrs. Virgil Latiker, Mr. and Mrs. Wong, Mr. and Mrs. Ray Bendix, Jack Glassman, Mr. and Mrs. Carminetti and Eddie Harris. Mike Krekos suggested a microphone be installed so all members might hear what is taking place, and \$90 was donated and turned over to Andy Hynes.

Representing various shows on the rostrum were Krekos, of the West Coast Victory Shows; Hynes, of Linda Vista Park; Charles Albright and Jack Endress, of Foley & Burk Shows; Nick Kachur, of the Bob Schoonover Shows, and Harris, of Regular Associated Troupers and Pacific Coast Showmen's Association.

Vice-President Seber thanked Dan Michaels, Norman Shue, Dave Long, John Provenzale, Charles and Dora Pegin and Mrs. McClab for their work on the Home-Coming Party. Entertainment was furnished by Chief Capolican, Nino Milo, Doris Allyn, Fred and Sled, Billy Lyons, Hilo Hattle, Mickey Hogan and Harry Hurtle.

Dave McCarron split a yard note with the refreshment fund and \$18.16 was added to the Christmas bundle.

Winter Rhythm

THIRTY-FIVE YEARS AGO

when a circus closed in a Mid-western city a few of its side show actors decided to operate a store show there. The place was raided because of a little game. The old Dutch judge, who heard the cases, had no sympathy for the culprits. Finally the show's lecturer, wearing a pair of property-men's pants, stood before his honor.

"Ver did you get de fancy pantz?" asked the judge.

"Those are band pants, sr," answered the defendant.

"Ach! You plays de fiddle?" inquired the judge.

"No sr," answered the showman, "I beat a bass drum."

"Yah! Yah!" yelled back the judge, "beat rocks. Ten days!"

Clinton Anderson Talks to IAFE

BROCKTON, Mass., Nov. 24.—Clinton Anderson, secretary of agriculture in President Truman's cabinet, will make an "off the record" talk at the International Association of Fairs and Exhibitions at the Hotel Sherman, Chicago, Tuesday morning, December 4, it was announced today by Frank Kingman, secretary of the IAFE.

Mr. Anderson also will address the Chicago Rotary Club at its noon-day luncheon that day. He is expected to have a message that will interest all fair men. His subject has not been announced, but it is anticipated he will discuss the post-war plans of his department in relation to its future participation in the nation's leading annuals.

participation in the nation's leading annuals.

Harness Hoofings

TWO HARNESS-RACE meetings may be held in Goshen, N. Y., in 1946, with the historic half-mile track owned by E. Roland Harriman resuming for the first time since 1942. Stables and grounds are being repaired.

WALTER E. SMITH, Western Harness Racing Association (Calif.) president, and Emmett Doherty, secretary, were East in an effort to get Eastern harness horsemen to go to the Coast for the proposed 35-day meeting starting April 27. Meeting has the backing of prominent Los Angeles and Hollywood sportsmen. Smith and Doherty arranged to have Ed Keller as general manager and race secretary, and Joe McGraw as presiding judge. Other stops on their itinerary, besides New York, Goshen and Westbury, L. I., were Lexington, Ky.; Alken, S. C., and Pinehurst, N. C.

J. ALFRED VALENTINE, Roosevelt Raceway manager, is building a replica of the present half-mile track in the rear of the present racing strip, with the new track to be used for training. He is also building a new mutuel plant, which has been extended back 40 feet from the grandstand; new offices and dining room; grading the grounds and planting 600 trees. He plans to have everything in readiness for the season's opening, which will probably be May 24.

DELVIN MILLER, former trainer-driver for W. N. Reynolds, is awaiting shipment from India and discharge from the army. . . . AL WEILL, former trotting association director, plans to breed mares at his newly purchased Eastern (Md.) Shores Farm. . . . FRANK CHURCH, Cambridge, N. Y., farmer, who trained his horses on a dirt road in his home town last spring, took \$24,828.75 at Roosevelt Raceway and finished fourth in the list of drivers, behind Franklin Safford, Jack Brown and Paul Vineyard. . . . FINES to 46 drivers at Roosevelt Raceway in 1945 totalled \$1,025.

FINAL CURTAIN

(Continued from page 41)
Jersey City, N. J. Surviving are his widow, daughter and a sister.

TAGGART—Frank, 54, concessionaire, in Richmond, Ind., recently. He had been with the L. J. Heth, Sol's Liberty and other shows. Survived by a brother and a sister. Interment in Richmond.

TAYLOR—William Orvell, 79, former exposition promoter and publisher-editor of the *Archbold Buckeye*, at his home in Archbold, O., November 12, following a long illness. Taylor was a spleler on the midway of the World's Columbian Exposition and at other expositions and fairs. He was also a public speaker and critic. Survived by his widow; two sons, Orrin R. and Vincent W., and a daughter, Valetta M. Services at Gristler's Funeral Home, Archbold, November 15.

VAN CLEVE—Jay Leighton, 62, for 20 years manager of tent and road shows, November 6, at Portland, Ore. Survived by his widow, Jean, and a brother, Ralph, Toledo, Ore.

WATERS — James R., 72, radio and stage actor, at the Winkler Nursing Home, Woodmere, L. I., November 20. He appeared on the radio program, *The Goldbergs*, for 15 years. He was prominent as an actor and producer of Yiddish plays and helped organize Jewish theaters in Cleveland and Oakland, Calif., but was best known for his acting in *Abie's Irish Rose*, in which he appeared for seven years here and in England. He also played in *Potash and Perlmutter*. He was one of the oldest veterans of the New York stage, and co-starred with Jennie Moscovitz in *Hamon II* at Adler's National Theater more than 45 years ago. Surviving are his widow and two daughters.

WENZEL—Oscar P. A., 84, father of Paul Wenzel, manager of the Strand Theater, Newburyport, Mass., and widely known as a pianist and former theater player, at the Amesbury (Mass.) Hospital, November 8.

ZINN—Mrs. Dora, 83, former Shakespearean actress, in Philadelphia November 15 after a long illness. Surviving are two daughters, three sons, 13 grandchildren and six great grandchildren.

Orange Festival Revival Certain

WINTER HAVEN, Fla., Nov. 26.—"Quote me as saying, that the Orange Festival will be definitely revived in Winter Haven in 1946 and the dates have been tentatively set, February 17-23," John A. Snively Jr., president of the association, said here today.

Immediate efforts will be made to contract for a suitable midway and other attractions, and it is on the availability of these that the definite dates depend. "We have been assured that the army will vacate our grounds and buildings, now being used for housing German war prisoners, and we have been told that we can go ahead with our plans at once," President Snively said.

West Point Stacks It Up; Holds \$14,100 in Bonds

WEST POINT, Neb., Nov. 24.—The Cuming County Fair showed a net profit of \$5,765 from its 1945 exposition, and now has \$14,100 in War Bonds, which will be used for improvements.

Hans C. Horst, of Wisner, was elected president; Otto Schleuter, Wisner, vice-president; Gayle Washburn, treasurer, and Ed Bauman, West Point, secretary.

Georgetown Draws 25,000

GEORGETOWN, Ill., Nov. 24.—Approximately 25,000 visited the Vermilion County Fair here, according to Mayor C. E. Spang. Turner Bros. furnished the midway. Free acts included Leo King, clown, and the Allison Sisters, roller-skate dancers.

Fair Elections

SEWARD, Neb.—C. W. Maltby has been re-elected president of the Seward County Agricultural Society. Other officers are Henry Rolfsmeyer, vice-president, and Art Beck, treasurer.

NORTH PLATTE, Neb.—Paul Thomson has been re-elected president of the Lincoln County Fair Association. John Heubner is vice-president; Wesley Shoup, secretary, and H. E. Day, treasurer. Plans are being made for the construction of several buildings.

NORTH BATTLEFORD, Sask.—Officers of the North Battleford Agricultural Society for 1946 are: President, A. J. Bator; vice-presidents, J. H. Harold and W. O. Craig; secretary-treasurer, F. Wright.

CLARINDA, Ia.—Frank Coulter has been named president of the Page County Fair Association; Fred Meyer, vice-president; John Swanson, treasurer; and Alvin Sunderman, secretary.

ELKADER, Ia.—Joe Clark has been elected president of the Elkader Fair Board; H. J. Conrad, vice-president; E. F. Seifert, secretary, and R. L. Jipson, treasurer.

ROCHESTER, N. H.—All officers of the Rochester Fair Association were re-elected. They are: President, Dr. John A. Stevens, of Dover; secretary and treasurer, Ralph E. Carne, Rochester; directors, William L. McElwain, Willis S. Pease, Dr. Stevens, George F. Wilson and Albert D. Jones. The treasurer's report showed a surplus of \$9,271.57. A loan of \$5,000 was repaid during the past year. Improvements planned include renovation of the grandstand and erection of new cattle and horse sheds.

Name New Westchester Aid

NEW YORK, Nov. 24.—Col. Allen E. MacNicol, former assistant operating manager of the Munson Steamship Lines, has been appointed assistant to George B. Currier, director of Westchester County's amusement park, Playland.

Carnival Routes

Send to 25 Opera Place, Cincinnati 1, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- American Eagle: Rosedale, Miss.
- A. M. P.: Waycross, Ga.
- Arade: Navasota, Tex.
- Bill's Rides: Fort Deposit, Ala.
- Bistany Greater: Belle Glade, Fla.
- Blue Ribbon: Riviera Beach, Fla.
- Blue Bonnet: Alice, Tex.
- C. & B.: Columbus, Ga.
- Dixieland: Hammond, La., 26-Dec. 2.
- Endy Bros.: (Shrine Fair) Miami, Fla.
- Enterprise Am.: Cheneyville, La.
- Fay's Silver Derby: Valdosta, Ga.
- Florida Am. Co.: La Belle, Fla.
- Jay Way: Pineview, Ga.
- Great Southern Expo.: Green Cove Springs, Fla.
- Loe Star: (Galves & LaFitte Sts.) New Orleans, La.
- Madison Bros.: St. Martinsville, La.
- Magnolia Expo.: Chatoa, Ala.
- Majestic Greater: Tarpon Springs, Fla.
- Marion Greater: Bowman, S. C.
- Mid-West: Ajo, Ariz.; Somerton 3-8.
- Port City Am. Co.: Mission, Tex.
- Rain-Bo: (Fair) Helena, Ga.
- Ray & Helen's Rides: Silsbee, Tex.
- Shipley's Amusements: Luling, La.
- Sparks Bros.: Pascagoula, Miss.
- Victory Shows of America: Elson, Ark.
- Whitney & Scott: Boswell, Okla., 29-Dec. 2.
- Zucchini: Clearwater, Fla., Dec. 1-3.

Circus Routes

Send to 25 Opera Place, Cincinnati 1, O.

- Brodley & Benson: Cairo, Ga., 29; Quitman 30; Madison, Fla., Dec. 1.
- Clyde Bros.: Wichita Falls, Tex., 27-29; Fredrick, Okla., 30-Dec. 1; Lawton 3-4.
- Davenport, Orrin: Wichita, Kan., 27-Dec. 3.
- Dickman, Bob, Shows: Augusta, Ga., 28-30.
- Pan-American: Lakeland, Fla., 1.

Misc. Routes

Send to 25 Opera Place, Cincinnati 1, O.

- Amazo: Playing schools, Plaquemine, La., 28; Crowley 29.
- Bloch: Burlington, N. C., 28-29; Reidsville 30; Salisbury 3; Winston-Salem 4; Greensboro 5; Lexington 6; High Point 7.
- Campbell, Loring: Mitchell, S. D., 28; Madison 29; Volga 30; Redfield Dec. 3; Clark 4; Madison, Minn., 5; Dawson 6; Hanley Falls 7.
- Couden, Doug & Lota: School shows, Magnolia, Ark.
- Fayssoux: Selma, N. C., 28; Smithfield 29; Dunn 30-Dec. 1; Coats 4; Fuquay Springs 6; Broadway 6; Sanford 7.
- Gibson's Hollywood Sky Ballet (Shrine Circus) Wichita, Kan., 26-Dec. 2.
- Harvey's Instruments (Masonic Temple) Philadelphia, N. J., 1; (Shrine Club) Wilmington, Del., 8.
- Hubbard, Paul & Betty: Public schools, Warren, O., 26-Dec. 7.
- Jodar: Pasadena, Calif., 28; Santa Ana 29; Pasadena 20.
- Scheetz, Raymond: Claremore, Okla., 28; Tulsa 29; Checotah 30.
- Ehler: Lafayette, La., 28; Kaplan 29; Moreauville 30.
- Edwards, Evansville, Ind., 3; Indianapolis 4; South Bend 5; Grand Rapids, Mich., 6; Virgil, Grant; Sunnyvale, Calif., 29; Redwood City 30; Ventura Dec. 3; Oxnard 5.
- Woolidge: Houston, Tex., 20-Dec. 10.

WRITE FOR CATALOG TO-DAY

Amusement Enterprises

See **BILL SIROS** AT CHICAGO CONVENTION



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AUSTRALIA TAKES TO JUKES

Big Need for U. S. Machines

Visiting operator says few venders in country—dairy bars, arcades major spots

CHICAGO, Nov. 24.—George E. Davidson, operator of juke boxes, from Sydney, Australia, was in Chicago this past week. He arrived in this country, by way of South Africa, October 26. He is making a tour of the trade which will be completed when he reaches the West Coast in approximately three weeks. When asked about the prospective Australian market for U. S.-built coin machines, said conditions "were never better."

Davidson's enthusiasm for the potential Australian market confirms the trade's predictions. At the present moment, Australia is restricting imports to those commodities and machines which will be useful in rebuilding the country's economic and industrial program. Like England, Australia has had no coin machine imports since the beginning of the war in 1939, and operators there are anxious to re-open trading as soon as possible.

Most observers are of the opinion that coin machine exports to Australia will probably be resumed within six months, tho that opinion is entirely speculation. Foreign trade experts in Washington are of the opinion that the outcome of current discussions over a loan to England may have direct bearing on the opening of export trade.

Australia's principal coin machine needs, according to Davidson, are juke and arcade machines. In all of Australia he estimated that there are only 200 juke boxes. The potential market for juke is reportedly in the thousands.

1938 Vintage Jukes

First American-made juke boxes came into Australia in early 1938 but official figures show that there were few shipments made. In 1939, of course, the shipping lanes were cut off as Australia went to the aid of England in the war with Germany. As a result, the latest model juke boxes available on location in Australia are 1938 vintage.

When the juke boxes were first imported, according to Davidson, they created little stir. Operators felt that they were not profitable, while the public regarded them purely as novelties. Not until Yank soldiers began to arrive in Australia did the juke box catch on. Yanks taught the Aussies how to jive, taught them to appreciate sweet swing. Today, with Yanks leaving for home, the Australians are just as rabid juke box fans as Americans, and the potential market for juke box exports to that country is better than ever before.

As a natural consequence, there has been some drop in juke box play since V-J Day and the withdrawal of American troops. But play is still more than twice as high as in pre-war days, and Davidson expressed the opinion that it will stay that way.

Shipments of arcade machines—which started earlier than juke shipments and were in larger numbers—were likewise cut off in 1939. Both juke and amusement devices are now "barely hanging together," while Australian operators hope for early shipments from this country.

Arcades and Milk Bars

Arcades and "milk bars" are the two principal locations for coin machines, says Davidson. The arcades are quite different from the ones in this country, and if anything are more elaborate. Australian arcades, like many English ones, are entirely open in the front to attract customers. Standard equipment for each arcade, besides regular amusement devices, are two juke boxes—one for the front of the arcade and one for the rear. The juke is tuned loud to attract pedestrians.

Interior arrangement of Australian arcades also is quite different from Ameri-

Editorial

Crystal Gazing

By Walter W. Hurd

AS DECEMBER comes on, a general mood pervades the country to finish up the old year as soon as possible. Ending of the war and the consequent reconversion has brought many problems to all lines of business and the nation as a whole. There is a feeling of anxiousness to get into a new year to see just how well the country has advanced on a new post-war program.

Coin machine trade shares pretty much the same moods that affect the nation. A rapid reconversion and heavy flow of new machines was not possible for our trade, just as it was not possible for industry in general. In reality, the coin machine trade is having to wait for other industries because it depends so much on other industries for materials, parts and supplies.

For the coin machine trade it is naturally expected that December will pass quietly. Some announcements of new firms and new products will be made. But, mostly the biggest excitement is likely to be based on rumors and confidential reports not yet released for general publication.

During recent months manufacturers and distributors have been quietly making new connections, renewing old ones, and, in general, planning for the distribution of new machines when they are available. The delay in producing new machines has made possible a period during which manufacturers and distributors could get together on future plans without any great rush. Meanwhile, operators have been able

to go ahead making a comparatively high rate of earnings on old machines, as much as they would like to have new machines. Period of waiting has been used constructively by all groups of the trade.

January is expected to usher in a period of important announcements and enough new machines to give some idea of what the new era is going to be like. Several manufacturers are working on a schedule which calls for beginning shipments of really new machines in January. But a lot of pre-war mechanisms will still be on the market.

Then, March of 1946 is expected to be another pivotal month. By that time several of the manufacturers expect to be getting into a full production schedule. By that time the business as a whole should be striking a pretty fair pace toward a new era for the industry.

We are all naturally interested in the totally new ideas, the big expansion trends about which so many hints have been given. Most of this has related to new ideas in the vending of merchandise. Present indications suggest that the real developments into new fields may not mature before the fall of 1946. A lot of ideas are in the making, but much time is yet needed to demonstrate what can be done in producing the merchandising machines of the future. Juke boxes and games should hit a good stride in the first half of 1946.

We are all crystal gazing and that is just a summary of some of the opinions that circulate today.

News Digest

ARCADES—Winter season is bringing business into the arcades, operators report. All types of machines in such locations are drawing play. When the arcade is fortunate enough to have at least one new machine in location, the novelty pull of that machine serves to hypo business for all other machines.

CANDY—National Confectioners' Association will have its annual convention and show of new production equipment during last week of June, 1946. This may be the signal for a first showing of new-type vending machines for candy bars. Convention and showing will be in Chicago at Stevens Hotel.

CHANGER—A Chicago firm has a coin changer on several locations thruout the city. Changer is an adaptation of a slug machine, used in the days when Chicago pay phones took special slugs to operate. Machine changes dimes into two nickels. If operation is successful, the operator intends to branch out.

PARKS—The 169 National Park areas reported a total of 10,000,000 tourist visitors during 1945. Estimates by park officials place the tourist number at 21,000,000 for 1946. Attendance jumped 400 per cent after end of gas rationing.

RADIOS—More definite announcements are expected soon on coin-operated radio sets for tourist camps and hotels. Three of the nation's largest radio manufacturers are rumored ready to announce blueprints for coin-operated

can arcades. Instead of having row after row of machines, the Aussie operators break up the monotony with potted palm trees and other decoration. All amusement devices, including pin games, are mounted on a long bench. Operators (See TAKES TO JUKES on page 114)

sets, both radios and automatic record changers.

SUGAR—Department of Agriculture says that the bottom of the sugar barrel is now in sight. The worst pinch of all, say department officials, is coming just before January 1. After that, the sugar picture should gradually improve, and confectionery manufacturers should be able to find more sugar. Candy bar supplies are not expected to be back to normal until late 1946, if then.

HOLIDAY—Coinmen everywhere find business looking up since the holiday buying season got off to an early start this year. Larger-than-ever crowds are being reported in all metropolitan areas. Department store sales, a handy barometer of business conditions, reflect the steadily growing consumer spending. There may be a slump later in the holiday season. For the moment, however, coinmen are not complaining.

BONDS—As the last bond drive gets up full steam, the trade is lending full co-operation. Jukes—as they did in the first War Loan drive—are giving the Victory Bond drive full play. Many operators are putting bond-plugging songs on their lists of selections.

VENDERS—With every new development in the frozen food field, vending machine operators look forward to the day when many of those foods can be sold thru coin-operated equipment. At the moment, most vending operators interested in the field are watching progress of the automatic grocery store getting ready to open in Memphis.

CABARETS—A Decision in U. S. District Court, Tucson, Ariz., re-opened the cabaret tax confusion. Judge there ruled recently that cabaret tax paid on dancing to a juke box prior to November 1942 should be returned since the law did not make specific provision for juke box dancing until that time. Complete resume of the cabaret tax can be found in this issue of *The Billboard's* Music Machine Section.

Record Draw Forecast for Parks in '46

10,000,000 This Year

WASHINGTON, Nov. 24.—National Park Service officials blinked with amazement when they tabulated the total flow of tourists thru the nation's 169 park areas this year, then came up with a forecast for 1946 that promises handsome rewards for coinmen who operate along routes to the parks.

"We expect park travel next year to equal, if not exceed, the banner year of 1941, when some 21,000,000 visitors were recorded," A. E. Demaray, associate director of the Park Service, declared.

Here are the figures that made Demaray and other park officials so optimistic: In the season that ended September 30, 10,099,900 tourists visited the parks. This was an increase of 2,214,268 over the number who came to the parks in 1944, a rise of approximately 22 per cent.

Much of the increase, of course, came after gasoline rationing was lifted, but that was not until August, less than 60 days before the end of the season. During those last two months, however, travel in the parks jumped nearly 400 per cent over the same period of 1944, park officials said.

If that trend carries into 1946—and Park Service officials cannot see any reason why it will not with gas plentiful and new cars coming out—operators of arcades, juke, venders and other coin machines on locations in the vicinity of the parks should have a prosperous year ahead.

At the same time, operators of locations along main highways to the parks also should share in the increased business. Travelers usually are good players of amusement machines as well as customers for soft drink, candy, nut and other venders.

Long rationing of gasoline, of course, knocked out most highway and park area locations during the war, but already many operators of such spots are sizing up locations and making plans for re-opening next year.

Outlook for traffic in other parks will be discussed thoroly in the annual convention of the National Association of Amusement Parks, Pools and Beaches which will be held in the Sherman Hotel, Chicago, December 4-6.

Surplus Jukes To Hit Market

WASHINGTON, Nov. 24.—Announcement of the army plan by General George C. Marshall to reduce the size of the Western Hemisphere base garrisons and relying on air transportation for quick reinforcement, in an emergency came on the heels of the rumor printed two weeks ago in *The Billboard* that "further reductions in the size of the army will make juke boxes and pinball machines, owned by the army, available as surplus goods."

With the closing of bases—and the reduction in size of others—high officials claim that juke and pinballs will be declared surplus in the "very near future."

Trade Data

Latest estimates place the number of 5-and-10-cent candy bars sold thru vending machines at 600,000,000. This would be more than one-tenth of all bars sold in the United States last year.

Other estimates place the vending machine sales of bars at nearly 20 per cent of total output.

COINMEN YOU KNOW

Buffalo:

FRANK McDONALD, sales manager for the Western Merchandise Company, Columbia record outlet here, reports a 50 per cent improvement in record supplies lately, with increased allotments resulting to music ops and dealers. **JOHN SPRAGUE** is a new salesman in the Buffalo territory for Western Merchandise. **MRS. EILEEN LYDELL** handles firm's territory in Jamestown and Northern Pennsylvania area. **JOHN WAGNER** will rejoin Western as soon as he is discharged from the navy. He hopes it will be some time in January.

JAMES D. BLAKESLEE, Iroquois Amusement Company, was a visitor in Chicago and Minneapolis last week. He flew there on a business trip, spending several days seeing members of the coin machine industry.

J. H. WINFIELD has received a sample of Gottlieb's new five-ball machine, Stage Door Canteen, which shows promise of success. Seven veterans of the army and navy have been added to the staff of Winfield during the past few months. The shop now employs nine men and another eight work on the outside. **SGT. MASON WINFIELD JR.**, formerly with the company, is still stationed at Camp Croft, N. C., but may get his discharge after January, when his division of the camp will close. Meanwhile, he hopes to be home for the Christmas holidays.

MRS. ANITA GOODMAN, secretary at Redd Distributing Company, Buffalo, is wreathed in smiles this week. Her husband, **SGT. RAY GOODMAN**, is back from his army assignment in India. He is stationed at Holleran General Hospital, but will be moved elsewhere to recover from a troublesome knee. **TOM HAMMEL**, another veteran, is a new salesman at Redd. **HERBIE ROSS**, Playland Arcade owner in downtown Buffalo, has added two pilot-trainers to his present layout of about 80 games.

SI REDD, here on a one-day trip, and **VINCENT R. McCABE**, owners of Redd Distributing, were holding a confab about distributing their new Wurlitzer phonographs, which are due to arrive in limited quantities in December. Firm hopes to get into its new headquarters by February, and is now going ahead with a \$40,000 remodeling job on the newly purchased building. Redd now operates about 1,000 music machines, besides distributing. Firm just bought out **JOHNNY BILOTT'S** Rochester routes, which include surrounding towns and number about 114 pieces of equipment. It also bought partnership in Rochester's Eastern Sales Company (owned by Fred Iverson and Johnny Bilotta), which distributes amusement machines and operates music and games. In Buffalo, Redd recently bought a partnership in **SAR-KAS STEPHENS'S** music operating biz, and completely bought out Paul Peacock's operations in Laskawanna and South Buffalo.

Detroit:

MAX MARSTON, of the McNichols Music Company, is busily buying and selling music equipment, in addition to his standard route operations. **HARRY J. WHITE**, of the White Music Company, was in Cleveland for several days this past week on a business trip.

VICTOR DE SCHRYVER is heading the new Marquette Distributing Company, being organized as a Michigan corporation with a capitalization of \$50,000, and headquarters at 1216 Beaubien Street, to deal in juke boxes and other products. **JOHN B. DE HAVEN**, **HARRY BORWITZ** and **E. M. STINE** are forming the new Star Novelty Company at 909 Michigan Bank Building, to manufacture juke boxes and other products.

REUBEN RAY, juke box operator, was bereaved by the sudden death of his sister, Mrs. Marlon Morris, this past week-end. **SAM CALI**, operating the MC Music Company, is moving his headquarters from Ilene Avenue to an enlarged store location at 17302 Ilene Avenue. **EDWARD MOREY**, one of Detroit's few photomatic operators, is selling out his entire route in order to concentrate upon other amusement business activities, including Morey's Night Club, leading West Side spot. **AL WELLMAN**, another photomatic operator, is disposing of his route to various individuals, in order to concentrate his operation upon bowling alley games.

FRANK HEALEY, who has operated the American Coin Machine Company for many years, is moving

to a new enlarged location on Mack Avenue, a few doors from his old location. New site was a former garage, giving adequate storage and display capability. **HENRY C. LEMKE** and Mrs. Lemke are planning to hold open house the week after Christmas again this year, in their new home on the Grand Boulevard.

GEORGE RAMBAUM, nephew of Henry C. Lemke, with whom he was associated for 10 years prior to going into war work three years ago, has returned to the coin machine field as superintendent of the East Side route of Joy Novelty Company. **HARRY J. WHITE**, of the White Music Company, is back from a record buying trip that took him into a dozen States.

Baltimore:

CAPT. HAROLD WEBB has been named general manager of the Musical Sales Company, juke box distributors, according to an announcement by **MAG LESNICK**, owner. Captain Webb is still in the service, but he expects to be discharged this month and will then assume his new duties. By appointing Webb general sales manager, Lesnick hopes to find time to devote to expanding his business and enlarging its activities. At the same time, Music Sales announced the appointment of **SAMUEL RINZLER**, who will be in charge of the firm's disk department.

Chicago:

Adding to the estimated 10,000,000 electric and non-electric record players in homes today, is **JIMMY MARTIN**, well-known record distrib here in Chi, who is beginning assembly of his Martinola, a four-tube and a six-tube set. Jimmy has set up his production line in his Diversey Avenue headquarters and forecasts an output of 200 per day when they hit top speed. **JOE FRANK**, Nashville Automatic Sales exec, who made the rounds of Coin Row on the West and North sides laying the groundwork for some coin machine buying.

JOHN B. JONES and his partner were visitors here last week and stopped in at The Billboard offices to hello WWH and tell about their plans for opening extensive operations in the West Indies. Both spent several days contacting local distributors and manufacturers of varied coin-operated equipment to complete their list of machines which are tabbed as being essential to complete any successful operation of juke routes, amusement locations and arcades. Their stop in Chicago was one of many scheduled throughout the country to see coin-machine equipment and talk with trade authorities on foreign coin operation. Both Jones and his partner hail from St. John, N. E.

SHERMAN HOTEL for the past two weeks up to last Wednesday was the Chi stopover for **GEORGE DAVIDSON**, juke operator from Sidney, Australia, who was in town taking a look-see at whatever equipment he could for export

to South Africa, where he represents Ball Bros., large well-known coin machine house in Johannesburg, South Africa. Davidson had many interesting stories and facts to relate which have been embodied in the Coin Machine Section, Page 1, of this issue.

This column failed to mention last week that **SOL SILVERSTEIN**, exec from Hub Enterprises, Baltimore, districts, was accompanied on his trip here by his fellow exec, **ART O'MELIA**. Art is one of the highly regarded coinmen from down Balto way and during the week kept shadow with Sol contacting the trade here.

On his first official business trip to the Coin Machine Center of the World since the beginning of the war, **MAJOR IRA T. BYRAM JR.**, veteran coinman and proxy from Silent Sales System, D. C. coin firm, stopped at the Sherman and spied many an interesting tale about coin machines throughout the E. T. O., where he saw service thru the war in the Signal Corps. The major said he saw several Buckley consoles smack on the sidewalk getting a heavy play from G.I.'s and natives alike in Antwerp. With his eye on coin machines of all types while in service, Major Byram reported their presence in many surprising spots and cafes, and thus has made a prediction that the export of coin-operated machines will be an important part of the industry's production from now on.

Proof that the AMI is getting its sales ball rolling but fast is seen in the movement of staff sales execs to all major coin centers this past week. **JOHN W. HADDOCK**, AMI prez, and **HENRY R. BOSTON**, secretary and treasurer, visited their newly acquired Du Grenier plant at Haverhill, Mass., and after inspection of the plant announced plans to soon release new type cigarette and candy venders. AMI also sent **DE WITT (Doc) EATON** on a flying trip to confer with **SAM STRAHL**, of American Coino-Matic, in Pittsburgh. Strahl is AMI's distributor in Western Pennsylvania and Northern West Virginia.

With the eyes of the world on the first regularly scheduled commercial flight between Chicago and London, started here this week by the American Airlines, drawing attention to the coin machine industry was the presence among the 16 passengers of a top rank coinman, **LOUIS E. LEVERONE**, president of the Automatic Canteen Company of America, a flying enthusiast with over 1,000,000 miles to his credit, was the favored coinman who has gone to London to establish and cement contacts of his firm.

Leverone, also president of Canteen Food Service, will return via the London-Chicago plane on November 28. Trade here in Chicago feels that Leverone's presence on this first flight is indicative of the vast strides to be made in selling and shipping coin machines to Europe and other foreign lands via air transport in the coming years. The hats of coinmen throughout the industry are off to Leverone and his company for their enterprise in bringing highly favorable world-wide attention to the coin machine industry. (See COINMEN YOU KNOW, on page 114)

Arcade Owner Loses Battle for Lease To Bar Rival Next Door

PHILADELPHIA, Nov. 24.—Judge A. H. Ehrgood, Union Township Common Pleas Court, ruled that Arthur Abrams, who operates Pennyland Arcade on the border of Indiantown Gap (Pa.) Military Reservation, could not restrain Mrs. Jennie Shuey, owner of the land on which the arcade is operated, from leasing another portion of the premises to any one who intended to operate a similar amusement business.

Abrams's first lease with Mrs. Shuey contained a prohibitive clause. When the lease was renewed, the second agreement did not include the prohibitive clause. When another lease, taking part of the Shuey property in the immediate vicinity, opened an establishment, Abrams discovered the absence of the prohibitive clause and brought suit.

Judge Ehrgood denied the plaintiff's petition to have the lease "reformed" to include the restrictive clause, and the suit was dismissed at the complainant's costs. The court said that lessees must examine not only original agreements but also renewals in order to assure themselves that the contents are in line with what they are paying and think they are contracting for if they expect to be fully protected.

Abrams shares ownership of Pennyland Arcade with Mary Barnett.

Amusement men in the Philadelphia area have obtained copies of Judge Ehrgood's ruling and have distributed them to the various locations which are exclusively devoted to the coin machine industry. It is the first case of this sort to reach the court and since the decision did not favor the lessee, operators of amusement arcades were warned to read original and subsequent agreements they make with property owners.

Indiantown Gap is now a separation center and there's plenty of activity in the area for amusement machine operators. Many new locations have opened to try for a share of the forthcoming profits.



ABOVE CARTOON appeared in The Detroit News and other metropolitan papers last week. This drawing is a regularly syndicated feature, entitled "There Oughta Be a Law," drawn by Fagaly and Shorten and distributed by McClure Syndicate.

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We Are Happy To Announce Our Appointment as EXCLUSIVE FACTORY DISTRIBUTORS of Aireon PHONOGRAPHS AND MUSIC EQUIPMENT

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Lemke Starts Expansion of Detroit Bldg.

Pushes Popcorn Route

DETROIT, Nov. 24.—Continuing the series of expansion programs by old established Detroit firms which has made headlines in the trade news for many weeks, the Lemke Coin Machine Exchange broke ground this week for an addition to its present building.

Henry G. Lemke, owner of the business, established here for over a quarter century, acquired the present property last February and remodeled the existing building at that time, moving in shortly thereafter. Additional property was reserved for the post-war expansion program which is now under way.

An addition will be made to the present building along the west side and also at the rear, since the portion of the structure now occupied by Lemke for his own business does not extend over about halfway back to the rear property line.

Storage space will be provided on a second floor for adequate warehousing of stock, while display rooms and offices will be on the first floor. There will also be a three-car garage and a loading dock for indoor loading and unloading of merchandise, providing full facilities for customers and others.

Location is central, just a block off Woodward Avenue and at the fringe of the downtown district, where it may be readily reached from downtown offices or by car from any part of the city. Location is, in fact, on the geographical center of the city's main east-west highway.

Popcorn Machines

In connection with the expansion program, Lemke has reactivated his extensive route of popcorn machines, which have proved an excellent pre-war investment.

Today he is doubling his route of photomatic machines, making him probably the largest operator in the territory in this field.

In this connection it is worth noting that the provision of careful and consistent service has paid in the operation of the photomatic route. Lemke has some excellent locations, secured thru good salesmanship and maintained thru good servicing. In individual instances the play of the machines has been multiplied tenfold by careful attention to these details.

Typical of this service is the maintenance of a service call schedule so that each machine on a busy location is checked from five to seven times a day. With a mechanical limitation of capacity in the machines themselves—since they can only accommodate an even 100 pictures at a time—the machine speedily goes out of service and cannot be used when the location is getting a strong play. Result is that there may be service complaints from would-be customers to the location owner, and that in any case both the location owner and the machine operator are losing revenue while the machine cannot be used.

In consequence, Lemke has studied the

ADVANCE RECORD RELEASES

(Continued from page 26)

RIDIN' MOON 'NEATH THE ARIZONA	Dick Thomas	National 5009
RIP VAN WINKLE	Ella Mac Morse (Billy May Ork)	Capitol 226
RUMBA FANTASY	Carlos Varela and His Havana Ork	Coda 5010
RUMBA STOMP	Carlos Varela and His Havana Ork	Coda 6009
RUMBAMBA	Carlos Varela and His Havana Ork	Coda 5008
SE ME FUE MI AMOR (My Love Has Gone)	Carmen and Laura	4 Star 1017
SHAW NUFF	Dizzy Gillespie	Guild 1002
SHE'S A MIGHTY FINE WOMAN	Al Ammons (Sippie Wallace)	Mercury 2005
SHORTIE GEORGE	Al Ammons (Sippie Wallace)	Mercury 2005
SIN SAN SORE	Rapindecy (Orquesta "Batamu")	Coda 5010
SOMEBODY'S BEEN WORRYING	Joe Williams	Bluebird 34-0739
SOMETHING SENTIMENTAL	Connec Boswell (Vic Schoen Ork)	Decca 18727
SOPHIE TUCKER ALBUM		Decca A-390
No. One Woman Can Satisfy Any	Sophie Tucker (Ted Shapiro Ork)	Decca 23422
One Man All the Time	Sophie Tucker (Ted Shapiro Ork)	Decca 23420
The Older They Get the Younger They Want 'Em	Sophie Tucker (Ted Shapiro Ork)	Decca 23421
Who Wants Them Tall, Dark and Handsome?	Sophie Tucker (Ted Shapiro Ork)	Decca 23421
Why Go To Havana?	Sophie Tucker (Ted Shapiro Ork)	Decca 23422
You Can't Sew a Button on a Heart	Sophie Tucker (Ted Shapiro Ork)	Decca 23421
You've Got To Be Loved To Be Healthy	Sophie Tucker (Ted Shapiro Ork)	Decca 23420
STREAMLINER SYMPHONY	George Paxton	Guild 132
	Blag Crosby (Victor Young Ork)	Decca 18735
SYMPHONY	The Phil Moore Four (Billy Daniels)	Muscraft 15048
TAKE YOUR GIRLIE TO THE MOVIES	Dave Pritchard's Korny Klowns	Mercury 2028
TEDDY WILSON AND HIS ALL-STAR JAZZ ALBUM		Muscraft M-70
Blue Toe	Teddy Wilson Sextet	Muscraft 338
Bugle Call Rag	Teddy Wilson Sextet	Muscraft 313
I Can't Get Started	Teddy Wilson Sextet	Muscraft 332
I Surrender, Dear	Teddy Wilson Sextet	Muscraft 319
If Dreams Come True	Teddy Wilson Sextet	Muscraft 335
Memories of You	Teddy Wilson Sextet	Muscraft 318
Runnin' Wild	Teddy Wilson Sextet	Muscraft 319
Stompin' at the Savoy	Teddy Wilson Sextet	Muscraft 332
TELL IT TO A STAR	Charlie Barnet (Phil Barton-The Satisfiers)	Decca 18738
THE WENT OUT WITH BUTTON SHOES	Tommy Dorsey (Pat Brewster-Stuart Foster-The Sentimentalists and Tommy Dorsey)	Victor 20-1761
THE BLUE DANUBE	Spike Jones and His City Slickers (Carl Grayson-Del Porter and the Boys in the Back Room)	Victor 20-1762
THE FRIM FRAM SAUCE	King Cole Trio (King Cole)	Capitol 224
THE MOMENT I MET YOU	Tommy Dorsey (The Sentimentalists)	Victor 20-1761
THE TIMBER TRAIL	Sons of the Pioneers	Victor 20-1764
THIS MODERN AGE, VOL. IV. HISTORY OF JAZZ, ALBUM		Capitol CE-19
Balboa Bash	Stan Kenton	Capitol 10040
Hollywood Stampede	Coleman Hawkins	Capitol 10036
I'm Through With Love	Coleman Hawkins	Capitol 10036
In the Dark	Bobby Sherwood	Capitol 10037
Jumpin' at Capitol	King Cole Trio	Capitol 10038
Love for Sale	Benny Carter Ork	Capitol 10038
Moten Swing	Jay McShann's Kansas City Stompers	Capitol 10039
Oh, Lady, Be Good	Billy Butterfield Ork	Capitol 10037
On the Sunny Side of the Street	Jay McShann's Kansas City Stompers	Capitol 10039
Our Monday Date	Eddie Miller Ork	Capitol 10040
TIERRA VA' TEMBLA	Rapindecy (Orquesta "Batamu")	Coda 5009
UNLUCKY WOMAN	Helen Humes	Philo P-107
VITAMIN A	Joe Williams	Bluebird 34-0739
VOODOO DRUMS	Rapindecy (Orquesta "Batamu")	Coda 5011
WALKING BLUES	Jay McShann (Numa Lee Davis)	Philo P-108
WE LEFT OUR WIVES AT HOME	Dave Pritchard's Korny Klowns	Mercury 2028
WEARY NIGHTS AND BROKEN DREAMS	Dick Thomas	National 5009
WHEN I'VE BEEN DRINKING BLUES	Jay McShann (Numa Lee Davis)	Philo P-109
XANGO (Change)	Charlie Barnet	Decca 18736
YOU ALWAYS HURT THE ONE YOU LOVE	Spike Jones and His City Slickers (Carl Grayson-Red Ingle)	Victor 20-1762

trend of play in individual machines and routes his servicemen, or makes the calls himself so that each machine receives attention before it is actually needed. New chemicals, new frames and incidental servicing are handled at this time.

In the case of some of the all-night locations, which have proved among the best paying, this has meant a service call at 3 or 4 in the morning to provide the required attention to the customer's machine.

This resulted in an amusing episode recently that still has some local machine operators guessing. One of the city's leading operators found Lemke mopping the floor in a depot here early one morning and reported it to others in the business. Story went around that Lemke evidently wasn't doing so good in the machine business, so he had taken a job as night porter.

Secret of the situation was that there was an after-midnight service call which Lemke answered himself, and some kind of spill-over of the chemicals occurred during the call. Unable to find a porter to clean up the mess on the floor, Lemke got out a pail and mop and did the dirty work himself.

In addition to his expanded plans for route operation, Lemke will continue in the jobbing field in which he was very active prior to the war.

Mending Glass With Alum Proves Money Saver to Philly Op

PHILADELPHIA, Nov. 24.—Sam Lerner has turned up a new item which should increase machine efficiency and effect a saving for operators. One of the big breakage items in coin machines is glass windows which display the product and also act as protection for the intricate devices of the machines.

Alum has proved better than glue in mending cracked or broken glass. It holds the glass rigid and is much more inconspicuous than glue or even rubber cement. It can be melted in a tin container under a cigarette lighter or matches and glass can be mended at the location.

Lerner has successfully used alum in all of his locations without being forced to replace the machines or remove the glass. Glass mended with alum has a tendency to be stronger if the substance is spread over the inside portion of the glass. Since it is transparent, it does not destroy the display advantages of the machine but merely serves to cushion the glass when it receives jars or knocks.

Lerner now is experimenting with the idea of adding alum to the products which go into making glass and is testing the shatter-proof qualities of the product.

"Glass was always one of our biggest headaches," Lerner said, "but now that we discovered the advantages of alum, we are free to turn our attention to servicing other details of the machines to make for better all-round efficiency. We've had no complaints from locations where alum was used to repair machine glass instead of replacing the glass entirely."

Candy Firm, Cup Company Declare Cash Dividends

CHICAGO, Nov. 17.—E. J. Brach & Sons, Chicago candy manufacturer, declared quarterly and extra dividends totaling 75 cents per share of common stock. The two dividends, each amounting to 37.5 cents, are payable December 31 to stockholders of record December 8.

At the same time, the Lilly-Tulip Cup Company authorized payment of a 37.5 cent dividend December 15 to all shareholders on its books December 1.

FOR SALE

6 LATEST TYPE REBUILT PHOTOMATICS FROM FACTORY

Can Confirm This With International Mutoscope Corp.

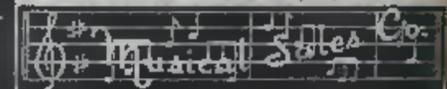
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Boston Theaters To Have Candy Stands

BOSTON, Nov. 24.—Ultra modern candy stands are being installed in theater lobbies around Boston by Standard Candies, Inc., to promote sales. Not only are these stands a point of beauty, but they attract considerable attention to the candy. This is part of the trend started by coin operated candy vending machines that are noted for their up-to-date ultra-modern cabinets, complete with lights—to enhance the locations.

Coin Radios

CHICAGO, Nov. 24.—Coin-operated radios with cabinets built for coin insertion are rumored to hit the market in March, 1948. Three of the largest manufacturers of radios are rumored having models now under consideration, say sources close to that industry.

WANTED FOR CASH!

25 ROCK-OLA 1939

COUNTER MODELS No Stands Necessary

Specify quantity, also if immediate shipment can be made. Phonographs must be in excellent mechanical condition as well as appearance. Write, wire or phone. Will issue shipping instructions.

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Practically new R & S Portable Photo Machine. Beautiful Duco Cabinet, fast Wollensak Lens. Takes 1 1/2 by 2 photo. Complete with lights, 1 roll paper, chemicals, etc., \$275.00. Have best location reason for selling. R. W. "TOMMIE" STEVENS P.O. Box 100, 410 Austin Ave., Waco, Texas

WANTED

First-class Mechanic on Music, Pin Balls, etc. If not first class, do not apply. Prefer war veteran. Write BOX D-83

The Billboard, Cincinnati 1, O.

Downtown Arcades Drawing Coin

Philly Spots Rate Top Biz

Football, returning G.I.'s, good publicity help boost amusement centers' trade

PHILADELPHIA, Nov. 24.—The 10 amusement machine arcades in midtown Philadelphia report that business is holding up to levels prevailing when war workers on swing shifts helped pile up the coins in the machines.

There was a big drop following V-J Day, but the play has increased by leaps and bounds since then and still is going strong.

Nearness of many permanent military installations keeps Philadelphia on the servicemen's lists. Near-by Fort Dix, N. J., and Indiantown Gap, Pa., have become separation centers and boys hit Philly during time off and on their way home. Local League Island Navy Yard is another important factor in the increased business for the arcades and is now a separation center for sailors. Closing of the Stage Door Canteen and the fact that canteens still open are running on small peacetime budgets, sends soldiers and sailors to arcades for amusement.

Vets Like Pins

Pinball machines are getting a terrific play from boys who have been overseas, who seem to think that pinball machines are as representative of America as fresh milk, ice cream and home cooking. Many of the arcades are located next to lunch and soda counters and it's a common sight to see a serviceman carry his hot dog or his milkshake from the fountain to the arcade to have a go at the machines. The boys also are dropping their coins into Photo-mats for a dozen or so pictures of themselves.

New equipment also accounts for the fact that passersby come in to look over a new and improved machine and stay to have a try at it as well as other machines. The arcades keep plenty of variety among their machine stock, and people who come in to watch someone else play usually end up having a try themselves. Most of the arcades have been redecorated and plans for renovation and enlarging many others are now under discussion. Shortage of available building material accounts for the fact

that plans are still in the discussion stage, but reconstruction is expected to get under way by the beginning of 1946. Operators report that the approach of the Christmas shopping season is bringing bigger and better crowds to the downtown district and some of the play is coming from men who get tired of tagging along when their wives or girl friends go shopping. There's plenty of money around town since most of the war plants have already converted to peacetime production. Folks still on the pay roll find they have cash to spare for amusement arcades despite the fact that peacetime pay rolls are lower than those of war plants.

Parleys Boom Plays

Convention boom is crowding local hotels and bringing more visitors to town. Amusement machine alleys in hotels are getting a heavy play from guests. This is particularly true of the Ben Franklin, which has one of the best arcades in the city. Football season also brought them into the center of town. University of Pennsylvania grid team has played some of the nation's top elevens.

The conservative *The Evening Bulletin* gave arcades a three-column picture for the first time in coin machine history. Picture angle was entirely favorable to amusement machines and it's the best publicity break the industry has had in this area. *The Bulletin* is one of the largest evening newspapers in the city and makes a big play for family readers. Fact that the strait-laced *Bulletin* opened its pages to the coin industry has been taken as a favorable omen by local operators, who expect the boom to continue thruout the holiday season.

Public Claims 'Fatter' Years Still to Come

NEW YORK, Nov. 24.—Most people believe they will be better off in a year or two than they are now, according to a survey conducted by the Association of National Advertisers and presented at the organization's meeting last week by Paul S. Ellison, chairman of the public relations committee. More jobs, lower taxes and wages at about the same level, or slightly lower, is the public's idea of the next year or two.

Survey, based on 5,000 personal interviews in 123 cities and towns, showed that 83 per cent claimed that they were as prosperous—or more prosperous—than two years ago. Forty-eight per cent planned to hold on to all that they have saved during the war, while 13 per cent intended to spend it all.

"A sharp swing toward greater optimism" in comparison with a similar survey in 1944 was reported by Ellison. Fairfax M. Cone, chairman of the executive committee of Foote, Cone and Belding, announced that the American Association of Advertising Agencies will poll several hundred directors of heavy and consumer goods companies, transportation and utilities companies, and labor leaders, to find their attitude toward future trends.

Employment Claims

Along with the announcement of the survey came the report of the Federal Security Agency which tended to support the results of the association survey by stating that reconversion joblessness has passed its first crest and leveled off temporarily. Unemployment claims, the agency reported, reached a peak total of 1,708,000 the week of October 6. By the week of November 10 it had decreased to 1,680,000 and is steadily going lower and lower day by day.

Joblessness will increase again, it was further stated, as demobilization of veterans progresses. But it is the opinion of most labor leaders that the peak has been passed and the next few years will bring "only breaks in the forward marker."

FSA said that, since Japan's surrender, about 3,400,000 different individuals have filed insurance claims. More than 40 per cent of them had found jobs by the end of October, the agency added.

ROCK-OLA WIRED MUSIC EQUIPMENT

One Factory Reconditioned 12 Turn Table Wired Music Studio complete with operator head set, 12 microphones and adapters for converting regular phonograph amplifiers to use with wired music. This equipment does not include location cabinets, coin slots, amplifier or speakers, but does include all other necessary equipment to make installation. The equipment has never been in operation since reconditioned. Price, \$875.00.

PANORAMS

3 MILLS PANORAMS @ \$950.00 EACH

MUSIC EQUIPMENT AND PARTS

2 12-Record Seeburg Symphonias @ \$105.00 Ea.	3,2 Fuztrens @ \$1.50 Per Doz. \$11.05 Per Hundred.
1 Tri-Way Lite-Up Speaker Baffle @ 12.50	3 & 5 Amp. Carriage Fuses @ \$4.00 Per Hundred.
1 Rock-Ola Chandelier Speaker with 8" PM Speaker @ 50.00	1 Large Model Northwestern Stamp Machine @ \$40.00
1.8-2.5-3.2 Fuztats @ \$1.50 Per Doz. \$11.00 Per Hundred.	1 Tom Thumb Fortune Telling Scale A-1 Condition @ 75.00
8 Amp. Plug Fuses @ \$5.00 Per Hundred.	

WERTZ SUPPLY COMPANY

811 WEST BROAD ST. (Phone 53377) RICHMOND 20, VIRGINIA

JAR DEALS and SALESBOARDS

120 TIP BOOKS	Profit \$30.00	\$1.75 Ea.	235.00 Gr.
2040 R.W.B. JAR-O-DO SINGLES	Profit 36.50	2.00 Ea.	245.00 Gr.
2170 R.W.B. JAR-O-DO SINGLES	Profit 36.50	2.00 Ea.	252.00 Gr.
2170 R.W.B. LA-TA-DO FIVE-FOLD	Profit 36.50	1.50 Ea.	188.00 Gr.
2170 R.W.B. PICK-WIN BREAK TAB	Profit 37.00	2.10 Ea.	288.00 Gr.
2180 R.W.B. ORIGINAL STAPLED FIVES	Profit 37.00	2.10 Ea.	280.00 Gr.
2280 COMBINATION JAR-O-DO SINGLES			

Size	Name	Profit	Price	Size	Name	Profit	Price
120	25c Fast Play	\$14.60	\$1.62 Ea.	1000	25c J. P. Charley, J.	\$53.00	\$2.25 Ea.
250	25c Speedy Action	27.25	1.60 Ea.	1050	5c Quick Set	27.10	3.00 Ea.
600	5c Prosperity Spec.	16.31	2.35 Ea.	1050	5c Ho Ho	27.10	3.00 Ea.
600	5c Jolly Tar	15.55	2.40 Ea.	1056	5c Prospector	28.28	3.45 Ea.
768	5c Just for Fun	20.38	3.30 Ea.	1056	5c Hotel Stratford	28.24	3.45 Ea.
900	5c Big Three, J.P.	22.84	3.10 Ea.	1056	5c Caliente	28.00	3.45 Ea.
1000	5c Old Wishing Well	24.78	3.00 Ea.	1056	5c La Rhumba	28.28	3.45 Ea.
1000	5c Encore	24.78	3.00 Ea.	1056	5c Round Up	28.00	3.45 Ea.

25% With Order, Balance C. O. D.

ERATH CO., SOUTH BEND 24, INDIANA

PHOTOMATICS

Late models . . . completely factory reconditioned.

WRITE - WIRE - PHONE TODAY

Ken Wilson

AMALGAMATED DISTRIBUTORS CO.

Distributors for International Mutoscope Corporation
226 West Randolph Street, Chicago 6, Illinois Telephone: ANDover 3544
(one block from the Sherman)

FOR SALE

5 Mills Three Bells	\$700.00	2 Paces Saratoga, 25c	\$225.00
2 Mills Four Bells, Late Head	550.00	5 Paces Reels, 5c	150.00
3 Buckley Track-Odds, J.P.	750.00	6 Jumbo Parade, 5c, Cash Payout	125.00
2 Bally Super Bells, 3-5c	750.00	2 Jennings Reels Silver Moons, 5c Automatic	125.00
2 Bakers Paces, 5c	450.00	2 Jennings Reels Silver Moons, 10c Automatic	150.00
1 Red Arrow Paces Races, 25c, Like New	500.00	Also 5-10-25 Mills Blue Fronts — Write.	
4 Paces Reels, 10c	175.00		

MID-WEST NOVELTY CO.

1375 SIMON AVENUE CARROLL, IOWA

YOU'LL LIKE TO DO BUSINESS WITH

EXCLUSIVE BALLY DISTRIBUTORS

Jack Rosenfeld

EAST MISSOURI • SOUTH ILLINOIS • WEST KENTUCKY

PIN GAMES

SHOW ROOM SAMPLES

1 New, Big Three, 1 Ball, Free Play	\$175.00
1 New Strip Tease, 5 Ball, Free Play	175.00
1 New Yankee Doodle, 5 Ball, Free Play	175.00
1 Used Foreign Colors, 1 Ball, Free Play	135.00
1 Used Big Three, 1 Ball, Free Play	135.00
1 Used Sea Hawk, 5 Ball, Free Play	45.00
2 Waiting Big Games, Free Play Consoles, Each	100.00

Write for Circular and Prices on Our Slot Machine Wonder, "THE BLACK FRONT SPECIAL"
Phone: Noon Hour—4-1109.

AUTOMATIC COIN MACHINE CORPORATION

339 CHESTNUT STREET SPRINGFIELD, MASSACHUSETTS

WANTED

PHONOGRAPHS—PIN GAMES

Write, giving information of equipment on hand.

McGLENN'S DISTRIBUTING COMPANY

612 FIFTH AVE., PITTSBURGH 19, PA. Phone: Atlantic 1818

International Features

- ★ 1 Rebuilt Muvves Liberty Striker . . . \$ 99.50
- ★ 1 Jennings 5c Blue Skin . . . 149.50
- ★ 1 Columbia Cigarette Reels, Wide Reels . . . 59.50
- ★ 2 Exhibit Rotary Merchandisers 200.00
- ★ 2 Hockeys . . . 185.00
- ★ Zig Zag . . . 69.50
- ★ Seeburg Shoot the Chufes . . . 94.50
- ★ Exhibit 1c Card Vendors . . . 27.50
- ★ 2 Mutoscope 2c Card Vendors 37.50
- ★ 1 Exhibit Ask Me Another . . . 24.50
- ★ 24 Drop Picture Machines, Wooden Base . . . 19.50
- ★ Rock-Ola Bar Boxes . . . 24.50

For Complete List of Five Ball F. P. Games Write:

Want All Types Phonographs—Give Serial and Makes

Terms: 1/2 Deposit With All Orders, Balance C. O. D.

INTERNATIONAL COIN MACHINE DISTRIBUTORS

2115 Prospect Ave., Cleveland 15, Ohio
Phone: Main 5769-70

NOW DELIVERING NEW GAMES

JENNINGS BRONZE CHIEF

BALLY VICTORY DERBY—One Ball Multiple Pay Table

BALLY UNDERSEA RAIDER—One Piece Upright Gun

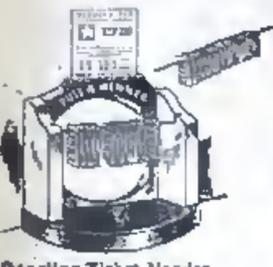
CHICAGO COIN'S GOALEE—Better Than Hockey

Write for List of Guaranteed Used Equipment

FRANKEL DISTRIBUTING CO.

2532 FIFTH AVE. PHONE 153 ROCK ISLAND, ILL.

BUY "FAIR PLAY" TICKET GAMES
And You Buy the Best . . . Costs You Less



Yes, buy "Fair Play" Ticket Games and you buy the BEST . . . We are the largest manufacturer of Tab Tickets . . . sold exclusively thru distributors and operators . . . Easy to handle for faster play . . . makes you the most profit. Made for Jar or Box use or for our "Dangling Ticket Vender" illustrated. Specializing in

TIPS	120's	BINGO	1050's	BASEBALL	120's
	136's		1250's		
RED-WHITE & BLUE 2160's - 2170's - 2180's 5 Pay-Out Labels					
COMBINATION 1440, 1836, 2032, 2280, 2520					

Dangling Ticket Vender
WRITE FOR PRICES AND SAMPLES. SALESMEN WANTED.

WORTHMORE DEPT. FP, 1825 S. MICHIGAN AVE., CHICAGO 16, ILL.

ANNOUNCING

OUR APPOINTMENT AS DISTRIBUTORS FOR CHICAGO COIN MACHINE CO., FOR THE STATE OF LOUISIANA

NOW DELIVERING GOALEE \$525.00

ORDER AT ONCE FOR PREFERRED DELIVERY

A. M. AMUSEMENT CO.

1000 POYDRAS ST. NEW ORLEANS, LA.

FOR SALE

2 5c MILLS ORIGINAL BLUE FRONTS, HAND LOAD, SERIAL NOS. 440775-440588 (Drillproof Cabinets, Knee Action and Club Handles) . . .	\$175.00
2 5c MILLS ORIGINAL BLUE FRONTS (New Drillproof Cabinets, Knee Action and Club Handles, S. J. Pot) . . .	175.00
3 10c MILLS ORIGINAL BLUE FRONTS (New Drillproof Cabinets, Knee Action and Club Handles, S. J. Pot) . . .	175.00
2 10c JENNINGS SILVER CHIEFS, 3/5 Pay . . .	165.00
1 10c WATLING ROLL-A-TOP, 3/5 Pay . . .	95.00
1 ROCK-OLA PREMIER PHONOGRAPH, Perfect Condition . . .	450.00

We have the following clean Bally Multiple Payout One Ball Tables, which are guaranteed mechanically O. K.

1 Bally Turf King	1 Bally Santa Anita
1 Bally Jockey Club	2 Bally Sport Kings
1 Bally Long Shot	5 Bally Grand Nationals
1 Bally Kentucky	

Write or call for special close-out prices on any part or the entire lot.

JONES SALES COMPANY

1330 TRADE AVE., HICKORY, N. C. DAY PHONE 107.

BANK ROLLS FOR SALE \$375.00

Reconditioned Better Than When New—Ready for Location
No Service Calls

WANTED BANK ROLLS AND WURLITZER SKEEBALLS In Any Condition

EDELMAN AMUSEMENT DEVICES

2458 GRAND RIVER AVE. DETROIT 1, MICH.
Phone: RAndolph 8547 or MAdison 6310

Coin Counters Will Show Many Novel Features

CHICAGO, Nov. 24.—Announcements of changes in pre-war equipment have not left coin counter, coin changer, money scales, coin wrapper, sorters, bag and coin stacker manufacturers behind. New features and improvements in equipment of this type have been disclosed to the trade and more will follow as soon as reconversion is completed.

Jimmy Johnson, Globe Distributing Company, has announced a new coin counter that will count, wrap and bag coins of any size. Claiming that no extra equipment is needed with his machine, Johnson states that it will do a complete job—even re-check itself. According to an Ace Coin Exchange Company official, new machines will be more attractive than ever before with most of the features of the better machines, "much the same."

"Improvements, and stand-by old faithfuls, are going to be released to the trade in the near future," a leader in the coin stacker field stated last week. He claimed that there will be few radically new features—if any—but machines will all be "better dressed" than the pre-war models. Money scale manufacturers reportedly claim no new features for their products—but promise increased production.

Coin wrapper and bag firms claim the only thing they can do to increase sales for themselves is to increase production, which was hampered by the huge demands of the armed forces on paper mills. They claim that more than ever the trend will be towards paper bags in the coin machine industry.

Coin changers, still in their infant stage before the war, have stepped out in front of the crowd with new features and precision operation. The Vendo Company, Kansas City, Mo., has come out with a changer that is now on location in the Middle West. It has received favorable publicity from newspapers. In Chicago, the Atlantic Machine Company has announced their "twins" changer as being on location in department stores, arcades and factories.

COINMEN YOU KNOW

(Continued from page 111)

ADOLPH RAYMOND reports that he has changed the name of his firm on W. North Avenue from the Raymond Novelty Company to the A & M Company. . . . AL ROTH and MAC McLAUGHLIN, newcomers to the coin machine industry, now with O. D. Jennings & Company, were kept busy this past week welcoming legionnaires from all parts of the country who recently answered a Jennings post card survey and indicated "when in Chicago they'd like to see Jennings Bell equipment being produced for American Legion club-rooms."

R. E. SMITH, formerly with O. D. Jennings & Company, recently switched across the street to Buckley Trading Post, where he has been put in charge of the parts department. "Smitty," as he is known to coinmen, is a brother of Pero Smith, of Exhibit Supply, and of late the reason for his walking on air is the return of two of his three sons from the service.

AL SEBRING, head of Bell Products, is now distributing a new arcade piece, Bank Ball, and Pilot Trainer as well in the States of Illinois, Iowa, Indiana and Wisconsin. Al has centered them in his display of equipment in the company's remodeled showrooms. . . . ROBIN ADIAR, shooting gallery operator here, is making plans for expanding his operations as soon as he can pick up additional equipment.

TAKES TO JUKES

(Continued from page 110)

say they find it a better practice to remove the legs from the machine and place them on this special bench, since the machines are held steadier.

Australian milk bars and restaurants are the best locations for juke boxes, Davidson said. Australia has no taverns, and the liquor laws prohibit juke in places where liquor is sold. All liquor sales are restricted to hotels and to package stores, and hotels stop selling at 6 p.m.

The milk bars are somewhat like the U. S. drugstore's soda fountain, a place where the teen-agers congregate to sip a coke and listen to their favorite disks. Restaurants are the usual congregating places for after-the-theater crowds, and they, too, are good juke locations, since

Surplus Goods

WASHINGTON, Nov. 24.—Surplus Property Administration issued an order, November 10, known as SPA Reg. 1, which classified the various kinds of goods that will be sold as government surplus. Order outlines many details about the sale of surplus goods, and the agencies that will dispose of them.

SPA Reg. 1, Order 1, also issued November 10, lists coin machines as being handled by the Consumer Goods Division, R. F. C., and classified in Group 39, miscellaneous machinery. In other words, coin machines appear on the list under the Code 38-60, coin-operated machines. Coin-operated scales are coded as 38-44.

Full revised list of regional offices and agencies handling consumer goods under Reconstruction Finance Corporation are contained in SPA Reg. 1, Order 2.

For copies of official orders, contact Surplus Property Administration Offices, or Municipal Center, Washington, D. C. For information on machines for sale, contact Regional RFC office or 811 Vermont Avenue, N. W., Washington, D. C.

they usually remain open until midnight. Australia, says Davidson, is full of American ideas. Even before Yanks arrived on the Continent, the Aussie was more like the American in the way he thought and acted. Standard of living, while higher than England's, is not quite as high as in America. Economically, the country is sounder than at any time in its history.

Surprisingly few vending machines are to be found in Australia, tho the railroad and bus depots do have a small number of nut vending machines. There are no coin machine distributors in the country, according to Davidson, but there are approximately 100 operators in the country. The war brought few changes in the trade; a few coinmen dropped out during the war, and few if any new men are entering the business at this time. The established firms, however, are in a strong position.

Australian juke box operators had a difficult time securing disks during the war. American and English recording firms send out master disks which are then pressed in one central plant located at Sydney, according to Davidson. Principal reason for the shortage of disks was the lack of manpower. Australia, being close to India's supply source, seemingly had no trouble getting sufficient shellac.

Disk Scarcity Eases

Disk shortage is improving now and operators are once again able to get more records. Highly preferred are the American artists, and even the English recording firms send disks by American artists. Australian juke box patrons are leaning toward vocals, says Davidson, but the strict instrumental numbers are strong—just so they are "sweet swing," Davidson commented.

Davidson put in a good word for The Billboard's disk popularity chart, which he consults regularly in making his purchases. Australian fans catch on to a tune some three months after it has reached the peak of its popularity here, says Davidson, and operators order to meet that demand. He ventured the opinion that disks pressed in the Sydney plant from American master platters are better than the American-made records. "They have less surface noise and wear longer," according to Davidson.

Approximately 20 per cent of the Penny Arcade machines now on location in Australia are British made, while the remainder were imported from America. During the war, some operators turned manufacturers, making their own penny amusement devices. Whether or not this practice will continue when American machines are again available is questionable, altho the Australians found manufacturing profitable when U. S. devices were impossible to obtain.

Duty on American-made coin machines runs approximately 72 per cent. By the time customs and transportation costs are added together, the price of each machine—whether it is new or used—is 100 per cent more than the seller's price. Despite this fact, Australian operators are anxiously awaiting the day when they can again buy new coin machines from manufacturers and distributors in this country.

COURT RULE ON CABARET TAX

Juke Boxes on Rise in St. Paul Thru War Years

ST. PAUL, Nov. 24.—Total of 580 automatic phonographs have been issued city permits in St. Paul so far this year, according to city records.

This represents an increase of eight over the 572 licensed in the calendar year 1944 and a jump of 31 from the 542 issued permits in 1943.

So far this year permits have been issued for 618 amusement machines of all types. This compared with 633 licensed last year and 706 issued permits in 1943. In 1942 a total of 571 juke boxes and 507 amusement devices were licensed. A. R. Anderson, city license inspector, reported.

Smith To Distribute Jukes in Central and Western Canada Area

VICTORIA, B. C., Nov. 24.—Appointment of the Smith Distributing Company as distributors for Wurlitzer juke boxes and auxiliary equipment has been announced by David O. Lee, export manager for the company's North Toronto (N. Y.) Division. Smith will serve Central and Western Canada, including the provinces of British Columbia, Saskatchewan, Manitoba and the Lakehead district of Ontario.

Hugh Smith, owner and general manager, plans the establishment of headquarters in Vancouver, B. C., and Winnipeg in the near future. His office is currently located in Victoria.

Export Manager Lee summed up Smith's qualifications by saying, "Hugh has more than a decade of varied experience in the coin machine operating field, over half of which has been in connection with automatic music."

Smith will personally direct the Vancouver office, while a manager will be selected to administer the activities of the Winnipeg branch.

Dan J. Cronen Named Sales Manager; Juke Box Distrib Expands

LOUISVILLE, Nov. 24.—Officials of the Southern Automatic Music Company this week announced the appointment of Dan J. Cronen, sales manager, in one of their first moves for widespread expansion of their sales organization.

Cronen in his new post will be in direct touch with the firm's offices in Louisville, Indianapolis, Cincinnati and Nashville. Company plans also include establishment of new offices in Evansville and Fort Wayne, Ind.; Chattanooga, Dayton, O., and Lexington, Ky.

With many years of executive sales experience behind him, Cronen and his employers predict a solid association between their new sales manager and music operators. Cronen is a native of Louisville and is well known in Kentucky and Indiana.

Victor Talking Mch. Founder Dead at 78

MORRISTOWN, N. J., Nov. 24.—Bridges R. Johnson, founder and president of the Victor Talking Machine Company, died last week at his home at the age of 78. He first became interested in the phonograph while on a visit to Coney Island in 1898, when he went into one of the phonograph rooms at the amusement center and listened to one of the first machines wheezing out the popular tunes of that time.

His company rose with loans of \$50 and \$100 from friends to the present \$40,000,000 organization of today. The company trade-mark, "His Master's Voice," is known around the world.



ANNOUNCING A NEW DISK with the same tune on both sides of the platter are (left to right) Louis Wolk, Buffalo record dealer; George Fearnought, Eastern district sales supervisor for Victor, and Music Operators Conrad Meyer and Victor Heblin.

Milk Ads Spotlight Jukes To Capture Teen-Age Drinkers

CHICAGO, Nov. 24.—"Want to be a shining light" is the catch phrase of the campaign designed by the Milk Foundation of America to attract more milk drinkers from the teen-age ranks. Juke boxes, already an accepted teen-age lure, is the center of the advertisements to be inserted in most of the nation's daily newspapers.

Three couples are shown "in the socket with five licks" in one advertisement run recently in Chicago newspapers. Another girl is shown in the foreground suffering from lack of pep to join her milk-drinking friends. Across the top is the caption "Want To Be a Shining Light?"

The ads are part of a campaign urging people to drink milk at least three times

New Baltimore Music Co. To Be Headed By 2 Ex-Servicemen

BAaltimore, Nov. 24.—Two ex-servicemen, just returned from overseas, have organized the Melody Music Company in this city, according to reports. The G.I.'s are Joseph Samuels and Eric Goldman, both of whom had experience in the coin machine field before they entered the service. The men formerly operated under the name Boud Coin Machine Company.

Melody Music Company will open at 140 West Mount Royal Avenue. Both men are now busy renewing their contacts in the operating field and acquainting themselves with changes in the business which developed while they were serving with the armed forces.

a day—even between meals. "It's illuminating—but def" according to the organization's copy writer.

Coast Record Firms Name Committees on Standards

LOS ANGELES, Nov. 24.—Committees to set physical standards for the production of phonographs and to render "advisory relief" were named at a meeting of the Pacific Coast Record Manufacturers' Association held in the show-rooms of the Jack Gutshall Distributing Company. Meeting featured a dinner.

Otis Rene presided as president and was presented with a gavel by Milton Dylre, of the A. S. Abbot Company, chemical manufacturers.

At the mention of the "advisory relief" committee, interpretations were asked from the floor. There was some arguing as to what this committee should cover. After Rene had named three members to serve it was decided that the committee should be elected. Those voted upon included Dick Nelson, Lou Goldberg, Hank Finn, Howard Courtney and Jack Gutshall. The latter three polled the largest number of votes and were installed on the committee. The committee will be available to any record manufacturer having difficulty in getting equipment or stock. They will also serve in any way possible to bring this manufacturer's business up to standard.

The establishment of the committee on standards also brought questions regarding its purposes. The members finally decided that the committee would rule on dimensional standards and equip-

ment. Jack Rosen and Cliff McDonald were named on the committee.

With a roster of some 50-odd members the association decided to seek additional members. Earle Smith, of General Records; Leon Rene, Exclusive Records, and Jules Bihari, Modern Records, were named.

Plan Plant Stamp

Charlie Eckart suggested that the association inaugurate an advertising campaign to keep the retailers advised of the group's activities. Jack Gutshall took the floor to explain that the best advertising the group could get was better records. His suggestion was that each pressing concern establish some manner of identification, so that in the case of an inferior product or short count the shipment could be traced to the proper plant. This move was favored. Without such a stamp used the distributors have little chance of ascertaining which plant turned out the product. Independent record concerns, as a rule, getting their pressings done at any one of several plants doing this type of work.

Cliff McDonald was installed as executive secretary. Franz Green, of Pan-American, was voted treasurer of the association. At a recent session he was named to represent J. F. Bard, who has returned to Chicago.

To Repay '42 Cabaret Levy

Arizona federal judge says levy didn't cover dancing to jukes before Nov., 1942

TUCSON, Ariz., Nov. 24.—Judgment against the Collector of Internal Revenue in a case involving cabaret tax paid in 1942 for dancing to juke box music was handed down in U. S. District Court here by Judge Albert M. Sames. This court decision is of interest to juke box operators and location owners nationally, since the case has its applications in many communities.

George Z. Rogers, owner of the Palm Grove restaurant and buffet at Douglas, Ariz., was given judgment for \$902.80. The return is for a 5 per cent tax on the gross for a period from February 1 thru October 31, 1942.

White Norman Herring, Douglas's attorney, brought the suit in Rogers' name. The court action was sponsored by the Arizona Retail Liquor Dealers' Association. Others who paid the tax in the same category for the 1942 period are now expected to take action to secure refund of their money.

Complaint Charges

In the Rogers' complaint, Herring declared that because the Palm Grove "had no admission charge, cover charge or performance for profit (floorshow) and did not increase prices of drinks" while dancing was permitted to the juke box, that the tax was erroneously and illegally collected.

The plaintiff had asked a judgment for the tax paid in November, 1942, but the court held that by November 1, 1942, the Internal Revenue Act of 1941 had been amended in Section 1700 (e) to clarify the point on dancing.

Shortly after the judgment was granted, Herring met with members of the Retail Liquor Dealers' Association and explained the procedure to be used in securing a refund of their 1942 cabaret tax if they fall within the same category as Rogers.

He said that they must first file a claim with the U. S. Collector of Internal Revenue for the District. If the claim is paid, that ends the matter. If the claim is refused, or no notice is received from (See CABARET TAX on page 118)

Jazbo of Dubuque Plugs Jukes With Newspaper Verses

DUBUQUE, Nov. 24.—Jazbo of Old Dubuque, regular contributor to the columns of *The Chicago Tribune* as well as author of the *Jazbo Yearbook*, put in a plug for juke boxes in one of his recent contributions. The verse, *Go Buy Yourself a Tune* is:

A waitress in the little cafe
Where I had breakfast today
Seemed just a little bit off the beam
Because of the smiles so gray:
"I know what I'll do," I heard her say,
As she hid down my fork and spoon,
Then she reached in her apron pocket,
"I'll go buy myself a tune."

And into the juke box jangled
A small share of her morning's tips,
And anon Bing Crosby was chanting
One of those lays that drips
With protests of true devotion,
Then something about the moon,
The waitress hummed right along with him.

And a brightness came into the room,
"Not a bad idea," thought I to myself,
Tho I've never been one to croon,
"Should I lose my grip I'll recall that
girl's tip—
I'll go 'buy myself a tune.'"

Singer Shifted

JESSIE ROGERS, cowboy singer featured on the WFIL, Philadelphia, *Hayloft Hoedown*, has been shifted from an early morning spot to a p.m. quarter-hour for his solo airshow on WFIL. Move was made because his popularity has increased and audience requested the change so they could stop down the station and watch his show. *Songs of the Plains*, a quarter-hour of folk tunes, shifts to his early morning spot.

LIPTON'S TEA is spotting transcriptions of folk tunes on Philadelphia radio stations to plug their product. Commercials are hillbilly on the programs, too.

JOE HUNTER, known to hillbilly circles as the *Jersey Wrangler*, is opening a bar and restaurant outside Camden, N. J. Continuous hillbilly entertainment will be one of the features of the spot. Folk dances will be taught, novices by old-timers who will double as entertainers. Old-fashioned hoedowns will be held once a month but Hunter plans to increase the schedule if public interest warrants the increase. Spot will be known as the *Wrangler's Roost* and home cooking will be a feature. Nightly broadcasts will emanate from the place

AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

All Communications to 155 N. Clark St., Chicago 1, Ill.

and will be carried over WCAM, Camden's station, according to a report from Hunter. A full schedule of ads will be carried by New Jersey and near-by Philadelphia newspapers. Trend toward hillbilly entertainment is increasing in the area and the spot is expected to click solidly.

Red Foley Writes

RED FOLEY, of WLS, has written four new songs, to be published soon by Leeds Music Corporation, *She Done Me Wrong; Let Your Conscience Be Your Guide; Love To You Is Just a Game and Why Don't You Change Your Lowdown Ways?* All have been introduced to WLS listeners by Red and other members of the talent staff.

COMEDIAN JIMMIE JAMES made his first outside booking appearance for WLS since his discharge from the

army November 16. He and SALTLY HOLMES participated in a *Victory Bond show at the Town Lake Community Modera Hall, last Friday (17).*

LULU BELLE AND SCOTTY took a breath of the old-time WLS National Barn Dance to Boston. They played a week's engagement at the RKO-Keith there, which began November 22.

PAT BUTTRAM, the Arkansas Wood-chopper; SALTLY HOLMES and LULU BELLE and SCOTTY gave a National Barn Dance show in the Memorial Hall, Dayton, O., November 18.

Roos Recuperating

CHARLES O. ROOS, well-known writer of Indian and Cowboy verse and music, is recuperating in his Glendale (Calif.) home from an attack of flu. Roos is co-writer of the currently popular *Corral Dust in My Heart*, with LARRY GOND-RINGER and NITA KINTIN ROOS.

MAX TERHUNE, popular "Lullaby" of Republic's "Three Mesquiteers," Western series and "Alibi," of Monogram's "Range Busters" series, entertained veterans at a Long Beach (Calif.) hospital November 9. Terhune is a favorite with all service men and women, having devoted considerable time to Victory Committee, U. S. O. and Western Minute Men activities since the outbreak of war. His next personal appearance is skedded for Las Vegas (Nev.) Last Frontier, where he appeared about a year ago. The La Casa Del Rio Publishing Company is now publishing the star's latest folk song collection, a de luxe edition containing old and new favorites of "Lullaby" and "Elmer" fans. His present plot and stage program indicates a postponement of further Eastern appearances until after the first of the year. Current horse opy is "Sheriff of Sundown," with ALLEN LANE and EDDIE DEAN.

COLUMNIST FLOY CASE reports *The Letter I Never Did Mail* to be one of JUSTIN WAYNE TUBB'S best numbers on WSM, Nashville, programs. Justin, son of Ernest Tubb, is known as The Little Texas Troubadour. *The Letter I Never Did Mail*, co-written by Bill Boyd and Leon Payne, continues to soar upward. Other artists featuring the tune this month are BILL NETTLES and His Dixie Blue Boys, KWKH, Shreveport, La.; CLIFF JAPHET and His Western Aces, WENT, Gloversville, N. Y., and WSNY, Schenectady, N. Y.; JIM BOYD and His Texas Mockingbirds, Texas Quality Network, originating in KRLD, Dallas; BILL CASE and His Melody Boys, featuring J. C. CASE, KDNT, Denton, Tex.; RAY WADE and His Rhythm Riders, ABO Network originating in Oakland, Calif., and others.

CECIL BROWER, recently of the U. S. Coast Guard, is back again with the popular "Coffee Grinders" program, WFAA-WBAP, Dallas and Fort Worth. The "Coffee Grinders, directed by Parker Wilson, were formerly known as "The Lighterust Doughboys, of radio and Okeh records.

I'm Beginning to Forget You, written by FLOY CASE and GOV. JIMMIE DAVIS, is proving one of the season's top favorite 'hillie-buster love tunes. The song, pubbed by Southern Music Company, was hyped into the upper brackets by an ERNEST TUBB disk.

They're still talking about TEX RITTER'S show at Natchez, Miss., recently. Ritter played in the City Auditorium to 1,400, giving them one of the finest shows of the type. With an auditorium committee ruling out Negroes and whites using the place at the same time and no balconies being provided for Negroes, the gate was most surprising. Opinion is and justly so, that if Negroes could have been admitted to this performance the receipts would have been tripled.

Featured in the 1 hour and 50-minute show, with Ritter, was DUB (CANNONBALL) TAYLOR, who is known here not only as a favorite cowboy comedian, but as a former member of the CHES DAVIS units that used to play the Natchez Grand Theater in the late '30s. Cannonball has many friends here and they all came to see him. Other features were a local favorite, SLIM ANDREWS, comic of Tex Ritter's West-erns; WESTLEY TUTTLE, platter star of Western tunes; the MILO

Jerry Benesch, Balt. Veteran, Slated To Head New Juke Firm

BALTIMORE, Nov. 24.—A new juke box operating firm, Music Box Service, Inc., will open for business at 1013 West North Avenue here in the near future. Company has been organized, with Jerry Benesch, president; Dewey Farbaum, treasurer, and Kathleen Benesch, secretary.

While the organizers are comparatively new to the music operating field, they have been indirectly identified with the trade. President Benesch is a cousin of Aaron Folb, a veteran operator who ran the Phoenix Novelty Company here until his retirement a few years ago. The new Music Box Service will have Folb's services as an adviser.

Benesch has been in the armed forces for the past four and one half years. For approximately half that time he saw service in the Pacific and he also served in the European theater of operations.

Benesch says that he will operate a substantial number of juke boxes, the initial number is not to be as large as those formerly operated by the Phoenix firm.

Philly Distributor Dies in Miami Beach

PHILADELPHIA, Nov. 24. — Morris Selig, 65, pioneer distributor of records and amusement machines in this area, died November 13 in Miami Beach, where he lived for the past six years.

Selig is survived by his widow, Rosa; two sons, Milton, and Warrant, Officer Joseph Selig, and four daughters.

TWINS, of the Grand Ole Opry, and the Fiddling Livvilles.

Publish Book

BITTER has collected, edited and is publishing a book called *Texas Folk Songs*.

Ozie Recovering

OZIE WATERS, the singing star of the "Hollywood Barn Dance" over KNX-CBS, has been suffering from a cold which has kept him from recording dates. Since Waters is recuperating nicely, Bill Abel, of Coast Records, expects to have another session featuring him at an early date.

SMILEY BURNETTE, who opens at the Los Angeles Orpheum for a week November 27, will feature his new ARA recording, *Hominy Grits*. This is the correct title of this record and not *Flaming Grits*. Burnette contends he's got a winner here.

RECORDS

HILLBILLY RECORDS

- At Least a Million Tears—Colorado Hillbillys . . . 70c
- Cool Water—Smiley Burnette . . . 70c
- Talking About You—Hank Penny . . . 70c
- A Little While Longer—Six Westernaires . . . 70c
- Why Don't These Blues Leave Me Alone?—Six Westernaires . . . 70c
- Honestly—Dick Thomas . . . 70c
- Half Way to Montana—Dick Thomas . . . 70c
- Baby, You Ours Flubbed Your Dub With Me—Carlisle Bro. . . . 70c
- Don't Sweetheart Me—Colorado Hillbillys . . . 70c
- Triffin' Gal—Colorado Hillbillys . . . 70c
- Stars and Stripes on Two Jims—Colorado Hillbillys . . . 70c
- Don't Hang Around Me Anymore—Tex Grande . . . 70c
- I Need Someone To Love Me—Tex Grande . . . 70c

RACE RECORDS

- Honey Dripper—Joe Liggett . . . 50c
- Tavern Hoopie—Roosevelt Byles . . . 50c
- Brother, That's the Wrong Gal—Flenoy Trio . . . 50c
- Baby, You're Running Wild—Ceel Gant . . . 50c
- My Baby's Bizness—Jimmy Rushing . . . 50c
- I'm Drunk Again—Johnny Crines . . . 50c
- Please Bellove Me—Frank Haywood . . . 50c
- Be Baba Leba—Helen Humes . . . 50c
- Blues at Sunrise—Johnny Moore . . . 50c
- Watch That Stuff—Ceel Gant . . . 50c
- Cock-a-Do-die-Do—Wynonie Harris . . . 50c
- The Things You Want the Most of All—The Four Blues . . . 70c
- I'd Do It All Over Again—The Four Notes . . . 70c
- He May Be Your Man—Helen Humes . . . 50c

LARGEST STOCK OF RECORDS IN THE COUNTRY

Send us your order for Records on any Label. Sample Service—Lists mailed on request. Immediate shipment.

LACLEDÉ MUSIC CO.

4080 Laclede Ave. St. Louis, Mo.

The Eyes are on OHIO and KENTUCKY

for ROCK-OLA



W. C. DEATON



WARREN C. DEATON, JR.

ANNOUNCEMENT

WE ARE UNABLE TO REVEAL OUR "PHONOGRAPH OF TOMORROW." But I can announce to my friends the good news that my Son is back from thirty-four months in the armed services of our country and is taking his place along with me in the Distribution of the Finest Automatic Phonograph that engineering skill can produce. The Phonograph that will proudly bear the ROCK-OLA crest, Again the symbol of Leadership to Millions.

Let me repeat, I will not divide my attention, it will be the distribution of Rock-Ola Phonographs and nothing else.

This is my ninth consecutive year with Rock-Ola. I pledge again to you in the Post-War developments.

Congratulations on your splendid record under wartime conditions.

WARREN C. DEATON

ASSOCIATES

GALION, OHIO

SACRIFICING

120 MUSIC BOXES ON LOCATION

In A-1 Condition — Centrally Localized

Reasonable Offer Accepted

PENNSYLVANIA VENDING CO.

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Pittsburgh 3, Pa.

PHONO OPERATORS . . . HERE IS

THE PERFECT SERVICE

STAR READY PRINTED PHONO TITLE STRIPS

FOR FULL DETAILS SEE YOUR BILLBOARD COIN MACHINE DIGEST . . . OR WRITE

STAR TITLE STRIP COMPANY, 708 ARCH STREET, PITTSBURGH 12, PENNA.



THE PHONOGRAPH OF TOMORROW

Look! Music AT ITS BEST



ROCK-OLA

Manufacturing Corporation

800 NORTH KEDZIE AVENUE • CHICAGO 51, ILLINOIS

Industrial Designer Says Making Turrets Same as Juke Boxes

CHICAGO, Nov. 21.—Barney A. Rosenfeld, Chicago industrial designing firm, is reported in the November issue of *Popular Science* to have shown a manufacturer of bomber turrets how to convert to making juke boxes.

According to the article, the designer traced the manufacturer of turrets and found that it had many similarities to juke making.

"The stylings of the firm created a new-type juke box of telescopic radiance and monumental size," the piece added. Manufacturer was not identified.

WE WANT TO BUY

Any type of telephone music. Advise price and condition in full letter. Write

CARL ARBETT

75 West 104th St. Syracuse, N. Y.

BEST-SELLING POPULAR RETAIL RECORDS

(Continued from page 21)

Week	Position	Title	Artist	Label
2	1	WAITED FOR THE TRAIN TO COME IN	Patricia Love	Capitol 211
3	2	IT'S BEEN A LONG, LONG TIME	Charlie Savary	Victor 20-1221
4	3	IT'S BEEN A LONG, LONG TIME	Stan Kenton	Capitol 212
5	4	IT MIGHT AS WELL BE SPRING (Pt. 1)	Dick Haymes	Decca 12706

Firm Names Oden F. Jester New General Sales Manager

CHICAGO, Nov. 21.—Oden F. Jester has been named general sales manager of the radio and phonograph division of Maguire Industries, Inc., according to a statement by the organization. He will be in charge of all divisions of the company that makes everything in these lines.

Trade Data

SAN DIEGO, Calif., Nov. 24.—Total of 413 automatic phonographs have been licensed in San Diego so far this year, R. C. Lindsay, city treasurer, reported. Permits also were issued for 331 amusement games.

CABARET TAX

(Continued from page 115)

the collector within six months, otherwise should institute court action to collect.

The cabaret tax has presented troublesome problems for locations with juke boxes since it was passed in 1941. A music bulletin, issued by *The Billboard* in 1943, carried the following explanation of the amended section:

Code Text

"Section 1700 (c) of the Internal Code as amended by Section 413 of the Revenue Act of 1941, effective at 10 a.m., October 1, 1941, imposes a tax equivalent to 5 per centum of all amounts paid for admission, refreshment, service and merchandise, at any roof garden, cabaret or other similar place furnishing a public performance for profit, if any payment, or any part thereof, for admission, refreshment, service or merchandise entitled the patron to be present during any portion of such performance. The tax is to be retained and paid by the person receiving such payments." This statement came from Clifford C. Anglin, office of the Collector of Internal Revenue, San Francisco.

"Public performance for profit" was defined in Section 101.14 of Regulations 43 (1941 edition) as follows:

"The phrase 'public performance for profit' includes every public vaudeville or other performance or diversion in the way of acting, singing, declamation or dancing, either with or without instrumental or other music, conducted by professionals, amateur or patrons, under the auspices of the management in connection with the serving or selling of food or other refreshment or merchandise at any room in any hotel, restaurant, hall or other public place. Every form of entertainment so conducted is included, except instrumental music unaccompanied by any other form of entertainment."

With specific reference to juke boxes, the collector of internal revenue said: "If instrumental music, made by wire or by a mechanical device is the only entertainment furnished and there is no space for dancing, the tax imposed by Section 1700 (c) of the Internal Revenue Code as amended by Section 413 of the Revenue Act of 1941, Section 1700 (c) of the Internal Revenue Code as amended by Section 413 of the Revenue Act of 1941, does not apply."

When Tax Applies

On the other hand "if the entertainment consists of instrumental music, made by wire or by a mechanical device, including a coin-operated machine (whether operated by the manager or the patron), and a space is provided for dancing the entertainment constitutes a public performance for profit at a roof garden, cabaret or similar place and the amount paid for admission, refreshment, service and merchandise by all patrons who are present or who are entitled to be present during any portion of the entertainment are subject to tax."

D. B. Hill, deputy collector, office of Internal Revenue, Washington, in a letter dated March 19 1943, further clarifies the 5% tax on juke boxes. The letter, addressed to the Southern California Tavern Association, says "It is stated that certain coin-operated machines, furnished mechanical music machines and placed in roof or other public places with rugs or tables to prevent the patrons from dancing prior to certain

Air Force Dischargee Enters Business With Father in Galion, O.

GALION, O., Nov. 21.—Warren C. Deaton Jr., recently discharged from the Army Air Force after 34 months active duty, has joined his father, W. C. Deaton,



WARREN C. DEATON JR.

Galion, distributor of Beck-Ort music machines.

Deaton's background makes him especially qualified for distribution and sales work. Prior to his entry into the service, he attended the University of Virginia and Ohio State University where he majored in business administration and commerce.

During the evening, advice is requested as to whether the amounts paid for refreshment, service and merchandise prior to the time the entertainment starts, are subject to the tax.

"During the time the floor is covered with rugs or tables and no dancing is permitted, the entertainment does not qualify as a public performance for profit within the meaning of the above section."

Even in those places which provide dancing space and permit dancing, write Hill. "The 5 per cent tax imposed by Section 1700 (c) of the Code, as amended, applies only to those amounts paid for admission, refreshment, service and merchandise at a cabaret or other similar place furnishing a public performance for profit, and it is held that coins deposited by patrons in a mechanical music machine do not constitute amounts paid for admission, refreshment, service or merchandise within the meaning of Section 1700 (c) of the Code."

SOMETHING MARVELOUS IN MUSIC IS COMING FROM



And it's something marvelously worth waiting for.

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Week in and week out, SOUNDIES offer star-studded, entertaining films that allow the operator the most from his playing time. Over 1,100 profit-producing subjects... the most complete library of 16mm. musical movies in the country.

All films approved by City and State Censors.

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704761 Replacement Adapter With Tube

For Sanyo W-100-W-10, \$2.75

Fiber Main Gears for Sanyo & Wurlitzer

Less than \$1.00 each, \$11.00 per 10.

Vol. Control Keys for Sanyo & Wurlitzer

Package of 25, \$1.50

Quantity Prices on Distribution and Jobbers Terms 1/30

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"THE HIGHEST BIDDER"

TURN YOUR USED RECORDS \$5 INTO CASH \$5

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WE'LL PICK UP WITHIN 100 MILE RADIUS

PACKARD

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STILL KEEPING FAITH

WITH THE MUSIC MERCHANTS OF AMERICA BY

DELIVERING THE GOODS

INSTEAD OF VISIONARY PROMISES

WE START SHIPPING THE FAMOUS PROFIT-MAKING

PLA-MOR REMOTE CONTROL WALL BOXES

ON OR BEFORE DEC. 1st, 1945

BEAUTIFUL AUXILIARY SPEAKERS, BAR BRACKETS AND
OTHER ACCESSORIES WILL FOLLOW VERY CLOSELY

Coming Soon

A NEW COMPLETE AUTOMATIC PHONOGRAPH

The mechanism will be simple, rugged and free from trouble or service . . . the cabinet a thing of beauty . . . and full of rich tone quality.

PACKARD MANUFACTURING CORP., 2900 Columbia Ave., Indianapolis 7, Indiana

Record Reviews

(Continued from page 37)
BING CROSBY-CARMEN CAVAL-LARO (Decca)

I Can't Begin To Tell You—FT; V.
I Can't Believe That You're In Love With Me—FT; V.

The Carmen Cavallaro piano, aided by the rhythm section, makes for some sparkling Steinway fingerling, but with such backing, Bing Crosby fails to whip up any real vocal enthusiasm. Nothing wrong in the selecting of *I Can't Begin To Tell You* and the evergreen *I Can't Believe That You're In Love With Me*, which spins at a bright tempo. However, the Bingle takes both ballads in stride most matter-of-factly, giving a listless rendition of both lyrical refrains.

In spite of the two big names on the same label, it will be hard to stir up any real phono interest in these sides.

LES BROWN (Columbia)

The Last Time I Saw You—FT; VC.
Aren't You Glad You're You?—FT; VC.

Les Brown adds much to his spinning stature with these sides, providing a highly imaginative rhythmic interpretation of two tunes that rate tops. *The Last Time I Saw You* makes for toothsome nostalgic needling with Doris Day projecting herself neatly into the love lyric. Tempo is stepped up for the whimsical *Aren't You Glad You're You?*, from the movie, *The Belle of St. Mary's*. Plenty of toe-tapping urge in Brown's sharp rhythmic treatment of the tune, with Miss Day capably handling the chant when the band and boss aren't cutting in with their expert instrumental rides.

Both of these sides, strong in tune content, should be good coin-catchers in the phonos.

JOHNNY LONG-DICK ROBERTSON (Decca)

Fishin' for the Moon—FT; VC.
Waitin' for the Train To Come In—FT; VC.

It's knock-'em-down commercial treatment that Johnny Long fashions for these two tunes, and in both instances, the band, emphasizing the blend of the

woodwind section, spins in more favorable light than the guest singer. Dick Robertson, for *Fishin' for the Moon*, gets the added advantage of Francey Lane raising her voice on a second stanza to make it a boy-belle combo. For *Waitin' for the Train To Come In*, also taken at a bright tempo, Robertson is entirely on his own, with the band's efforts counting for more than the chant.

Nothing here that might make for any real phono excitement.

LOUIS PRIMA (Majestic)

Robin Hood—FT; VC.
Angelina—FT; VC.

Two of Louis Prima's swing classics are brought back by the label, and for those late in hopping on the Prima bandwagon, the opuses are offered back to back. *Robin Hood* is the familiar jump opus with Prima scatting in song a live version of the history classic. *Angelina* is the Italian lullaby, alternating in march and fox-trot tempo as he sings the novelty ditty of the waitress at the Pizzeria.

Both sides have showed strength in the musical boxes, and this returning should help to bring in additional coinage.

Firm Plans To Spend Millions To Convert

CHICAGO, Nov. 24.—Plans to spend over \$7,000,000 on a reconversion program were announced last week by officials of Philco Corporation. A record total of 4,000,000 radio receivers are planned for 1946—almost double the volume of the last peacetime year, according to John Ballantyne, president of the firm.

Four home freezers, 43 radio receivers and radio-phonographs, and 12 refrigerators were introduced to the trade at a dealers' preview last week in the Medinah Temple. Interest was expressed by coinmen in the four freezers that will hit the market in volume very shortly.

Platter With Double Recording Is Held As Success by Trade

CHICAGO, Nov. 24.—Music operators are responding with substantial orders to RCA-Victor's offering of 15 platters with the same band waxing the same standard tune on both sides, according to indications here.

"It's a swell idea," was the consensus of operator opinion. "We've been asking for it for years, but this is the first time a record maker seems to have heard us," one operator said. "It ought to catch on quick, especially on standards, and it might be extended to some current numbers that look like definite hits. But they will have to stick pretty close to the juke classics or sure hits. The same dud on both sides would really be a dead one."

Frank J. Hassmer, sales manager of RCA's disk department here, reported that operators are showing their approval with "substantial orders." Same reports came from Buffalo and Cleveland, and operators here confirmed that they were putting in "good sized" orders. Deadlines on orders is November 30, Hassmer said.

Beer Barrel Polka

Most frequently mentioned number on the list was that juke box immortal, *Beer Barrel Polka*. Every operator queried greeted this selection with enthusiasm. In Buffalo, Victor's distributor, Bickford's, kicked off sales of the new platters with a dinner and cocktail hour in the Statler Hotel that drew operators from Western and Northern New York. Nearly 100 attended.

Main speaker was George Fearnought, Eastern district sales supervisor, who said he was planning a series of such sessions throught the East.

Louis and Paul Wolk, owners of Bickford's, naturally were on hand to start signing orders on the spot. Both said that operators' reaction was even more favorable than expected.

Forecast Choice

Louis said that it was too early to tell whether there was any marked preference for certain numbers among the 15, but leading operators present forecast that the *Barrel* and Artie Shaw's *Begin the Beguine* would be at the top of the list. Same disks plus T. Dorsey's *Hoogie-Weegie* and Wayne King's *Josephine* were most mentioned by Chicago operators.

No other dishing firm has yet hinted at any plans to follow suit, but general belief among operators seemed to be that the idea would catch on so strongly that other diskeries would match it.

Speculation Given To Coaxial Cable In Juke of Future

CHICAGO, Nov. 24.—Opening of the Bell Telephone System's television coaxial cable between Washington and New York December 1 touched off speculation here as to possible applications of such cables to juke boxes in the near future.

Use of the cables, which are capable of carrying nearly 500 separate messages or electrical impulses at the same time, opens tremendous possibilities for wide selections of records by remote control coin devices. Such a cable already is reported in use on a post-war juke box.

Combination of coaxial cables with a central turntable set-up might make possible a great extension of coin-operated telephone music or the development of a wall-box operated juke with several hundred selections. Selector circuit could be operated either by ordinary 60-cycle current or by ultra-high radio frequencies. Latter could be used on the cable without any danger of interference with radio sets in the vicinity, since the cable acts to prevent any radiation or "broadcasting."

GREENVILLE, S. C., Nov. 24.—C. A. Herlong, who has been active in the coin machine trade for the past 15 years as a distributor, has been appointed distributor for South Carolina for the Howard Radio Company, Chicago. Herlong, according to reports here, will concentrate on the Howard radio line, electrical appliances, as well as increasing and expanding his sales organization.

Trade Data

MADISON, Wis., Nov. 24.—Juke boxes licensed so far this year in Madison total 204, A. W. Barols, city clerk, reported. Amusement games numbered 98.

Announce Opening Information Bureau For Trade in Miami

MIAMI, Nov. 24.—Willie (Napoleon) Blatt, head of Supreme Enterprises, New York, and Melody Music Company, of Miami, announced that he has set up an information bureau for visiting coinmen in his office here.

Blatt said establishment of the office resulted from the fact that in the past few months numerous Eastern coinmen have called him for information on other coinmen vacationing in Florida.

"It's quite evident that, more often than not, vacationing coinmen manage to have a better time spending their vacation in the company of other coinmen," Blatt said. "Our information bureau is being set up to help them do that."

"Members of the trade are now being advised to contact my Miami office to let us know when they expect to be in Florida, what hotel they will be stopping at, and how long they intend to stay. This information will be filed and made available to all who are interested. Of course, there will be no fee for this service. I know how happy I am to meet business acquaintances, and I am glad to do what I can to help the boys get together."

the Bennett
TOP-LINER
finest of them all!

4000 PLAYS

- ★ Cushioned Shaft
- ★ Balanced Tone-Beauty
- ★ Full Record Protection
- ★ Smooth Playing

PRICE 1-49 44c ea.
 50-100 42c ea.

Special Prices on Larger Lots

Hermitage Music Co.

423 Broad Street Nashville 3, Tenn.

RECORD DISCS

For 61, 71 and all other Warlitzer Counter Models, reconditioned. I will make your old discs the same dimensions as when new and guarantee them to give satisfaction. Price \$7.50 for set of 12, or \$6.00 a set in lots of 5.

HUGO JOERIS

3208 Jackson St., Amarillo, Texas

FOR SALE

Two Routes in Northern Ohio comprising 175 Locations in Industrial Area. All in 20-mile radius. For prospectus write. BOX D-84, The Billboard, Cincinnati 1, Ohio

Dear Mr. Operator:

WE ARE PROUD TO ANNOUNCE OUR APPOINTMENT AS EXCLUSIVE DISTRIBUTORS IN NEW YORK AND NEW JERSEY FOR ROCK-OLA MANUFACTURING CORP.

The PHONOGRAPH OF TOMORROW **RMC**

WRITE TODAY FOR FURTHER DETAILS!

DAVE STERN HARRY PEARL TOM BURKE EVERETT MASTERSON

East Coast SALES AND DISTRIBUTING CO., INC.
 627-629 10th Avenue New York 18, N. Y.
 LOngacre 3-0740

NEW VENDER IDEAS COMING

Jacobs Venders In 2 Sizes; Big Set for Jan. 1

CHICAGO, Nov. 24.—F. L. Jacobs Company, automotive parts and home appliance manufacturer, will make two sizes of bottle vending machines, Rex C. Jacobs, president, disclosed in his annual report to stockholders.

"We will manufacture two sizes of vending machines for bottlers and will be shipping the large size by January and the smaller one soon after," Jacobs' report said.

Previously, the company had announced that it would make a new type vender for Coca-Cola bottlers. The new machine, it was said, then, would be distributed strictly thru a Coca-Cola distributor system to the accompaniment of a national advertising campaign.

The new vender was said to embody improvements recently patented by an unidentified bottler. The machines are to be made at the company's newly acquired Indianapolis plant, where its automatic washer Laundrell also will be manufactured.

Annual report of the firm also disclosed net earnings of \$1,513,014 in the fiscal year ended July 31. This was equivalent to \$2.37 per share on the firm's 637,261 shares of common stock outstanding. It compared with \$1.98 earned in the preceding fiscal year when net profits totaled \$1,266,036.

Jacobs said that the company's working capital now amounts to \$7,250,000. Its sales last year amounted to \$81,533,000 after setting aside \$3,250,000 in a contingent fund to take care of any sums it might have to repay the government as a result of renegotiation of war contracts. This compared with \$69,175,000 net sales in the 1943-44 fiscal year.

President's report also revealed that the company's automotive business is expanding with addition of new products. Firm has plants in Mancelona and Holly, Mich., and Danville, Ill., as well as Indianapolis.

Business Magazine Reports on Coin Vending Machine Outlook

CHICAGO, Nov. 24.—Under the heading "Nickel Paradise," the magazine *Business Week* surveyed prospects for the vending machine industry. Subheading of the article was "Automatic merchandising devices for brave new world under wraps at Chicago. But wondrous gadgets are coming."

Text of the article, reprinted by special permission, follows:

"No new or startling coin-operated vending machines made their debut at last week's meeting in Chicago of the National Automatic Merchandising Association. This is the trade group of vending machine operators and makers who, perhaps a trifle self-consciously, shun association with the more spectacular and profitable amusement and gambling coin-machine business.

Super Gadgets Coming?

"Never too chatty where there is a chance of tipping off competitors, most of the manufacturers in attendance confined themselves to general promises designed to cheer folks who can hardly wait for the post-war world of nickel-in-the-slot. Best news for the enthusiastic vending-machine shopper is the pre-war cigarette, candy, gum and beverage machines will be mechanically improved as well as duked-up in looks.

"But despite everyone's effort to keep competitors in the dark, there floated in the air reports of new and wonderful devices to vend automatically anything that can be packaged in standard sizes. Most talked-of supergadgets alleged to be on drawing boards: a dispenser that for a dime squeezes fresh orange juice before the buyer's eyes; a unit that furnishes hot coffee black, sweetened or with cream and sugar; a doughnut machine; an electronic grill that gives a choice of hamburger, hot dog, or toasted cheese sandwich. Coin-changing attachments to help consumers obey that impulse are definitely expected.

Beer, for Adults

"Beer dispensers were cautiously mentioned, always with the protestation that they can be placed only where minors cannot buy. (Chicago's Mayor Edward J. Kelly, ever solicitous that youth be not led astray, bans cigarette vending machines lest his city's school children fall, be precociously led into use of the weed.)

"Further in the future, promotion-minded dreamers foresee the day when

their industry will offer all manner of essential services to their fellow men (and women): vending machines for frozen foods, cosmetics, combs, handkerchiefs, hosiery, newspapers and magazines. Laundry centers with coin-operated washing machines, ironers, and dryers are already here.

Chains for Comfort

"One daring idea for entrepreneurs is a chain of comfort stations to be operated as independent enterprises for profit in scientifically traffic-counted best locations, entirely distinct from today's coin-slot concessions in hotels and railroad stations. These new additions to the American mechanical age could be completely maintained by their revenues from coin-operated facilities, according to this grandiose vision.

"Skeptical elements in the industry discount such rosy dreams. They are chary of the idea that machines to vend all kinds of new commodities will prove successful. Conservatively they believe that their real future continues to lie (See *Business Magazine* on page 129)

Makers Ready Varied Mchs.

Adjustable dispensers and coin changers topping list of peacetime innovations

CHICAGO, Nov. 24.—Many innovations for vending machines are in the offing for operators as soon as manufacturers get sufficient materials and enough manpower to insure quantity production.

A survey of vending-machine manufacturers, distributors and operators reveals that new venders will not hit the market much before January or February in sufficient number to ease the new demand for machines brought about by the return of cigarettes and new locations.

As these new vending devices come off the assembly lines they will embody many new features which manufacturers have planned and which distributors and operators have suggested as an improvement to selling vender products.

Cigarette operators here express a preference for cigvenders of six-seven or eight columns now that cigs are plentiful once again and are making a strong bid for sales thru venders. In Chicago cigvenders are banned, but the Windy City operators still operate thousands of venders in the suburbs and other parts of Cook County. Operators interviewed feel that cigvenders of more than eight columns create a possibility of "dead" columns. These latter designated columns occur if the operator attempts to sell a different brand in each column, and as the big name brands sell first, the others are left standing.

Now that the cig shortage is definitely over, smokers are being choosy, and many of the new brands introduced during the shortage will get the snub.

Operators of cigvenders, vendidrink and barvenders are looking forward to improvement in change mechanisms. Some manufacturers are giving much of their time to development of new change mechanisms which will give change for any coin up to a half dollar. Operators feel that sale of merchandise thru venders can be increased materially if the machine is equipped with a changer. The advantage of a changer makes it possible for factory customers to get their change right at the machine site and thus no time is lost to the ((See *New Vender Ideas* on page 130)

Vender Concern To Seek Listing On NY Exchange

CHICAGO, Nov. 24.—Nathaniel Leverone, president of Automatic Canteen Company of America, announced that his firm would seek a listing of its common stock on the New York Stock Exchange as soon as present plans for re-financing are completed.

Stockholders are scheduled to vote December 4 on a plan to issue 500,000 shares of a new \$5 par value common stock to replace its present no par shares. Of these, 29,112 shares are slated to be sold to the public.

If the firm's stock is accepted for listing, it will be one of the few coin machine companies ever listed on the "Big Board." Alrean Manufacturing Company and F. L. Jacobs Company both are listed on the Curb Exchange, and the Rudolph Wurlitzer Company is commonly quoted by financial papers in over-the-counter quotations, but none are listed at present on the stock exchange.

Frosted Vender For Candy Seen Industry's Need

CHICAGO, Nov. 24.—Possible new profits may await the ingenious coin machine operator who can contrive a refrigerated candy vender.

Currently the candy industry is seeking a means of holding up sales, particularly of chocolate and chocolate-coated bars, thru the hot months. The O. P. Baur Confectionery Company, of Denver, is reported to be prepared to launch a sales campaign next summer using refrigerated display cases.

Logical next step would seem to be installation of refrigerating units in candy venders, which would enable them to operate at full capacity with soft candies the year-round. As it is now, many operators are forced to switch to harder candies in the summer months. In many cases, this results in a drop in sales.

Loft Candy Declares Dividend

CHICAGO, Nov. 24.—Directors of Loft Candy, Inc., declared a dividend of 15 cents per share of common stock, payable January 9 to shareholders of record December 17.

BALL GUM
is still scarce and will be for the coming year; better order Marbles now, the best substitute!

CAN STILL SUPPLY
Glass, Agate, Assorted Color Marbles.
Barrel of 50,000 \$54.50
Keg of 21,000 23.80

NUTS-4-U
PISTACHIOS
100 Pound Carton, White \$65.00
100 Pound Carton, Red 72.00

PEANUTS
90 Pound Carton, Blanched \$24.30

CHARMS
Fine Selection, 15 Cr. \$13.25
Penny or Nickel Counter, 1c or 5c. Ea. 1.25
Parcel Post Paid

Full Cash With Order,
F. O. B. Factory

ROY TORR LANSDOWNE PENNA.

Be Smart--Be Advanced!

THE NEW "ADVANCE"
BULK VENDOR OF TOMORROW IS ON THE WAY!

When better machines are built "ADVANCE" will build them!
WRITE FOR INFORMATION

J. SCHOENBACH
1647 Bedford Ave., Brooklyn 25, N. Y.

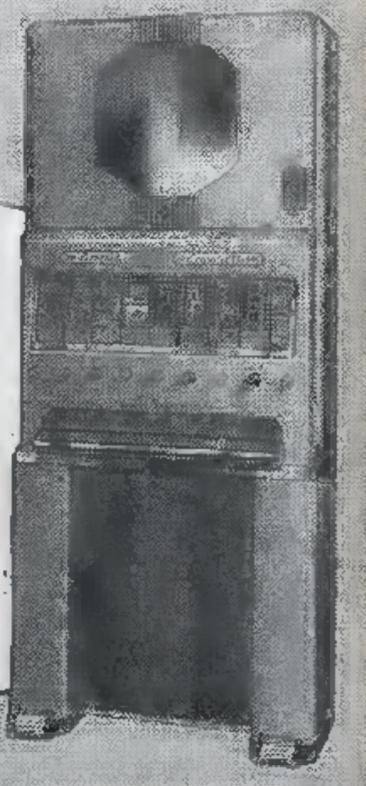
Vends them all

UNIVENDOR operators can set their machines to suit any location. Columns are easily adjusted to vend candy . . . gum . . . cigarettes . . . packaged peanuts . . . cough drops and other items ranging in price from 5c to 20c. It's an exclusive UNIVENDOR feature that means faster sales!

Wait for the Finest—

Univendor

STONER MFG. CORP., Aurora, Ill.



Plan New Machine Display At Candy Meeting in June

WASHINGTON, Nov. 24.—Candy industry will have its first show of new machinery and related equipment since 1942 in connection with the annual meeting of the National Confectioners' Association in Chicago the last week of June, 1946. It will be held in the Stevens Hotel.

Announcement came at a meeting of NCA executives with the steering committee of the Council on Candy here last week-end.

Vending machines naturally are expected to be among items displayed, since sale of candy by venders has been reported climbing steadily thru the war years.

Importance of the vender was further emphasized by a report to the session from George P. Dudik, Foodstuffs Division of the Bureau of Foreign and Domestic Commerce. Candy bars now represent 52 per cent of all candy sold, compared with 25 per cent 20 years ago, he reported. Bulk candies, meanwhile, dropped from 40 per cent to 16 per cent, and penny goods slipped from 16 per cent to 3. Packaged candies rose from 12 per cent of the industry's sales to 20 per cent.

Bar Drop

Earlier, J. C. Capt, director of the census, reported that manufacturers' sales of confectioneries, including chocolate products, in September, 1945, were 10 per cent below those of the same month of 1944. This was an increase of 19 per cent over August, but sales in dollars were just even for the first nine months of this year and were just even with

those of the same period last year.

Capt reported the average wholesale price per pound of candy, at 24.5 cents in September this year, compared with an average of 22.8 cents a year earlier.

At the NCA session here, the industry also went on record for what was termed a "four-star special" program of co-operation with agriculture, labor, government and the wholesale-retail distributive mechanism.

Points of co-operation approved by the directors included: Improvement and strengthening the industry's relationship with both government and labor; redoubling promotion thru expanded sales and advertising programs, and adoption of new merchandising techniques to cope with present and predicted trade conditions.

The Council on Candy, promotion wing of the association, announced that it would continue its industry-backed merchandising and educational program to "Reveal further not only the food values and general consumer acceptance of the industry's products, but also the glamorous part played by them in the American way of life."

Stress Co-Operation

Philip P. Gott, NCA president, declared it is "The industry's intention to greatly increase the income of American farmers by co-operating with agricultural lenders and by research, designed to enlarge both the volume and the variety of food products utilized in manufacturing candy." He said the industry already is buying raw products from farmers at the rate of \$300,000,000 a year.

Association already is financing research in further uses for farm products in candy at the Southern Regional Research Laboratory of the U. S. Department of Agriculture in New Orleans, he pointed out.

Co-operation with government agencies has taken the tangible form of the NCA opening an office in Washington, headed by Harold O. Smith Jr.

Candy Bars

Following is a list of candy bars and packaged hard candy, suitable for vending machines, currently advertised as available:

BIT-O-HONEY made by Schutter Candy Co., St. Louis 3, Mo.

BLACK CROWS made by Mason, Au & Magenholmer Confectionery Mfg. Co., 92 Pineapple St., Brooklyn 2, N. Y.

BUTTERFINGER made by Curtiss Candy Co., Chicago 13, Ill.

CHICKEN DINNER made by Sperry Candy Co., Milwaukee 4, Wis.

CHOCOLATE PEANUT CHEWS made by D. Goldenberge, Inc., Philadelphia, Pa.

CHUCKLES made by Fred W. Amend Co., Chicago and Danville, Ill.

DENVER SANDWICH made by Sperry Candy Co., Milwaukee 4, Wis.

DOLLY DIMPLE FUDGE made by Euclid Candy Co., Chicago, San Francisco, and New York.

FORESTWOOD FLASH made by P. Margarella, 477-481 Broome St., New York 13, N. Y.

FORESTWOOD MARSHMALLOW made P. Margarella, 477-481 Broome St., New York 13, N. Y.

FORESTWOOD WONDERBAR made by P. Margarella, 477-481 Broome St., New York 13, N. Y.

FULL OF ALMONDS made by Euclid Candy Co., Chicago, San Francisco and New York.

GO made by Euclid Candy Co., Chicago, San Francisco and New York.

GREENWICH VILLAGE FUDGE made by P. Margarella, 477-481 Broome St., New York 13, N. Y.

JUJUBES made by Henry Heide, Inc., Spring, Hudson and Vandam Sts., N. Y.

JUJYFRUITS made by Henry Heide, Inc., Spring, Hudson and Vandam Sts., N. Y.

LA FAYETTE MIXED made by Hawley & Hoops, 271 Mulberry St., New York 12, N. Y.

LIGORICE PASTILLES made by Henry Heide, Inc., Spring, Hudson and Vandam Sts., New York.

LOVE NEST made by Euclid Candy Co., Chicago, San Francisco and New York.

METRO made by Metro Chocolate Co., Inc., 159-171 Carlton Ave., Brooklyn N. Y.

NECCO CHASE MINTS made by New England Confectionery Co., 254 Massachusetts Ave., Cambridge, Mass.

NECCO CHOCOLATE PEPPERMINTS made by New England Confectionery Co., 254 Massachusetts Ave., Cambridge, Mass.

NECCO BOLSTER made by New England Confectionery Co., 254 Massachusetts Ave., Cambridge, Mass.

NECCO SKY BAR made by New England Confectionery Co., 254 Massachusetts Ave., Cambridge, Mass.

NECCO WAFERS made by New England Confectionery Co., 254 Massachusetts Ave., Cambridge, Mass.

OLD NICK made by Schutter Candy Co., St. Louis 3, Mo.

PLAYTIME TOYS made by Hawley & Hoops, 271 Mulberry St., New York 12, N. Y.

QUEEN ANNE made by Queen Anne Candy Co., Hammond, Ind.

QUEEN ANNE PECAN ROLL made by Queen Anne Candy Co., Hammond, Ind.

RED GAP made by Euclid Candy Co., Chicago, San Francisco and New York.

SCOTCH MINTS made by Hawley & Hoops, 271 Mulberry St., New York 12, N. Y.

SEVEN-UP made by Trudeant Candies, Inc., St. Paul, Minn.

SNOWS WILD CHERRY DROPS made by Snows Wild Cherry Drops, Inc., 255 W. 18th St., New York 11, N. Y.

TANGOS made by Bunte Brothers, 3301 Franklin Blvd., Chicago, Ill.

WELCH'S FUDGE made by James O. Welch Co., Cambridge, Mass.

WASHINGTON SQUARE PEPPERMINT made by P. Margarella, 477-481 Broome St., New York 13, N. Y.

Chi Meeting Is the First in NATD Plan

Three Others To Follow

NEW YORK, Nov. 24.—National Association of Tobacco Distributors this week announced plans to hold four regional conventions and merchandising fairs during the first four months of 1946.

Series will start with a four-day Midwestern meet in Chicago. It will be held at the Palmer House January 14-17.

Southern convention will be held in the St. Charles Hotel, New Orleans, February 14 and 15. Eastern meeting will be at the Pennsylvania Hotel, New York, March 18-20. Western session will be at the St. Francis Hotel, San Francisco, April 18 and 19.

Sales Clinic

In addition to the regular programs all conventions will feature sales managers' seminars, modern merchandising clinics and management analysis, the announcement said. Display and exhibit facilities may be arranged thru NATD headquarters at 300 Fifth Avenue, New York.

The association, which claims a membership representing 1,000,000 U. S. retail tobacco outlets, includes some cigarette vending machine operators. New models of venders probably will be among items on display in convention exhibit rooms.

STAMP FOLDERS

For Shipman and Advance
STAMP VENDING MACHINES
Immediate Delivery—Any Quantity.
UNIVERSITY PRESS

455 Sixth Ave., N. Y. C. Ch. 2-9806



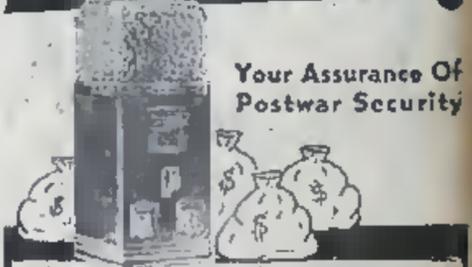
Possessing all the snap and sureness of the modern ring specialist, the new DuGrenier "Challenger" Cigarette Merchandiser will specialize in winning locations.

YOU MUST SEE DuGRENIER!



Arthur H. DuGRENIER, Inc.
15 Hale Street Haverhill, Mass.

Northwestern



Your Assurance Of Postwar Security

Time and time again Northwestern bulk venders have proved their worth as steady, dependable money-makers under any and all conditions. That's why so many operators, and others interested in a permanent income, are looking forward to the time when these machines will again be available. To make sure of your postwar success, plan now to invest in Northwestern—venders built for operating. In the meantime, keep in touch with activities through our free monthly paper The Northwesterner.

THE NORTHWESTERN CORPORATION
5 EAST ARMBROSE STREET, CHICAGO, ILLINOIS

ANNOUNCING

The New "CASH TRAY" Nut Vending Machine

- Two Models:
1c Model — 5c Model
- A Proven Machine
 - Beautiful in Appearance
 - Perfect in Operation
 - Low in Price
- Prompt Deliveries.

Distributorships Open at Leading Points in U. S. for Responsible Representatives.
RELIABLE NUT COMPANY
5721 W. JEFFERSON BLVD.,
LOS ANGELES 16, CALIF.

- 1 Sanitary Napkin Vender, 10c @ 522.50
- 1 New Dovel X-Ray, 5¢ @ 19.50
- 1 Electro Baseball Counter Machine @ 15.75
- 5 Porcelain Master Venders @ 6.25
- 1 Mills Jack-in-Box Stand @ 34.50

JOHN M. PORTER
R.F.D. 1, Asheville, N. C.

E. A. Ash Announced As Appliance Chief; R. Rodem Sales Head

DETROIT, Nov. 24.—Rex C. Jacobs, president of F. L. Jacobs Company, announced appointment of Edward A. Ash as director of the firm's major appliance division which includes Coca-Cola bottle vending machines, automatic home laundries and electric steam irons. Company also makes automotive parts.

Ash will also serve as advertising manager for the company. Robert H. Rodem will continue as sales manager of the Laundrell washers, Jacobs said.

SPECIAL!

Northwestern Model 33 Jr., all porcelain finish, \$5.95 EA. \$5.75 In Lots of 5 \$5.60 In Lots of 10 SILVER KING PEANUT MACHINES \$7.95 EACH



HERE WE ARE! VICTOR MODEL V'S ON HAND NOW! Send your orders in quickly! \$10.50 EACH

SPECIAL SALE MILLS VEST POCKETS FACTORY RECONDITIONED, CLEAN and IN 1st CLASS WORKING ORDER



BLUE & GOLD \$54.50 CHROME \$69.50

Pays Out 2-20 Nickels According to Combination

AMERICAN EAGLE

\$24.50

MARVEL LIBERTY MERCURY

16 or 5¢ Pin Oligarite Reels, F.P. Token or Quarter Award.

\$19.50



SPECIAL OFFER

Supers and Pennypacks and Other Best Reel Games—in Good Working Order!

5 FOR \$49.50 SAMPLE \$12.50

USED COUNTER GAMES

- Multiscope Counter Model Movies \$39.50 Victor View-a-Scope 25.00 Exhibit-Photoscope 17.50 Grip Tester, Counter Model 19.50 Bingo 12.50 Liberty Bell, 1¢ or 5¢ Token or Quarter Payout 10.50 Daval 21, Dwyler Model 9.95 Grip Tester, Arcade Style, with Heavy Cast-Iron Stand and Foot Platform 39.50 Marvel, Gtg. Reels, Token Payout, Like New 19.50 Cubs, 1¢ or 5¢, Gtg. 8ym 8.00 SHIPMAN STAMP MACHINES, Brand New, 1¢ & 3¢ Shipman-Moh., 3 Col., 1¢, 3¢, 8¢ Stamps 39.50 Folders, Per 1000 75 STEEPLECHASE, 1¢, Real Money Maker 19.50 Texas Leaguers 40.00

SLOTS & CONSOLES

- Waiting 10¢ Raindrops \$ 90.50 Jennings 5¢ Silver Diner 149.50 Jumbo Parades 99.50 High Hand 198.00 Jennings Silver Moon 99.50

MUSIC BOXES

- Master Rockolite \$395.00 Wurlitzer 91 Counter Model 149.50 Wurlitzer 71 Counter Model 219.50 Mills Throne 299.50 All Machines Checked, Grated, Ready for Shipment

1/3 Deposit Required With All Orders, Balance C. O. D. Full Payment Must Accompany All Orders Under \$20.00.

SEND FOR LIST OF ALL TYPES OF MACHINES!

RAKE COIN MACHINE EXCHANGE 609 SPRING GARDEN STREET PHILADELPHIA 23, PA.

See Increase In 1946 for Sugar Quotas

Price Rise Is Forecast

NEW YORK, Nov. 24.—George L. Wright, vice-president of the prominent New York sugar brokerage firm, Lamborn & Company, Inc., confirmed recent forecasts of The Billboard that soft drink bottlers and candymakers may expect more sugar after the first quarter of 1946. But Wright warned that sugar users must expect to pay considerably higher prices unless price controls are retained. B. W. Dyer & Company, another large Manhattan sugar wholesaler, joined in this warning.

"In fact, it seems more than probable that government price controls may have to be carried on well into 1947 to avoid runaway prices of sugar," Wright told a meeting of carbonated drink bottlers at Trenton, N. J.

Statement from the Dyer company pointed out that "the complete release of all sugar controls in the first nine months of 1946 would probably mean refined prices substantially higher than seven cents a pound." Present ceiling for fine granulated sugar refined in the (See Increase Sugar Quota on page 129)

Mag Article Figures Vender Sales Hitting \$500,000,000 a Year

CHICAGO, Nov. 24.—Vending machine industry is the subject of an article in the November issue of Magazine Digest under the title "Mechanical Mutes Market Millions."

Article features activities of Nathaniel Leverone and the Automatic Canteen Company. Writer estimates that more than \$500,000,000 worth of merchandise is vended by machines annually in the United States. He reports that before the cigarette shortage 750,000,000 packs came out of venders yearly along with 600,000,000 candy bars.

Quotes from Leverone bring out the necessity for machine servicemen to be neat, courteous and friendly, and the need for clean, sanitary machines. Also emphasized is "the major occupational hazard" of the industry—chiseling. Point is illustrated by the story of the operator of 200 peanut machines who found 14,000 slugs in his money boxes in the first month of business.

Bond Quota Set For Candy Firms

BALTIMORE, Nov. 24.—Candy industry here has accepted a quota of \$750,000 for the Victory Bond campaign. S. A. Spector, member of the firm of Specialty Candy Company, has been named general chairman for the candy manufacturers, jobbers and salesmen.

Ralph J. Klotzbaugh, president of Josselyn's, Inc., candy bar manufacturer, has been named chairman of the candy manufacturers' drive.

Because of the shortage of hotel space Baltimore's annual candy industry banquet was called off this year. In former years candy manufacturers and distributors, particularly those located in the East, attended the banquet. The Confectionery Salesmen's Club of Baltimore usually arranges for the banquet, working in co-operation with the Maryland Wholesale Confectioners' Association and the Manufacturers' Association of Baltimore.

Despite the fact that they had to forego their banquet, the confection salesmen held their own annual meeting last week and reinstated all current officers. Walter Wells is president; Walter Wintz, vice-president; Irvin R. Hosking, secretary-treasurer. Board of directors is headed by John A. Wintz and composed of S. A. Spector, G. Harry Gerwig, T. Donald Elliott, John G. Pentz and Samuel Rosenthal.

Officers will be installed at a meeting of the Salesmen's Club at the Lord Baltimore Hotel December 2.

Trade Data

Candy bars now represent 52 per cent of all candy sold, according to the U. S. Department of Commerce. Twenty years ago bars amounted to only 25 per cent. Packaged goods amount to 30 per cent of candy sales compared with 12 per cent in 1925. Penny candies amount to 3 per cent against 16 per cent then.

D. of A. Claims Bottom of Sugar Barrel in Sight

WASHINGTON, Nov. 24.—Bottom of the U. S. sugar barrel will be in sight for the next three months as we approach the new year with 1,000,000 tons less on hand than at the first of this year, says Earl B. Wilson, director of the sugar branch, U. S. Department of Agriculture.

Story that Wilson told the directors and officers of the National Confectioners' Association here this week had few bright spots in it. "We are in an emergency on sugar right now," he declared. "There is no opportunity to rebuild stocks over the operating basis."

"We are at a point, for example, where we are transporting beet sugar from our mountain areas to Ohio, which normally is supplied from the South and East. Our situation will be worst of all in the early part of 1946."

"In 1947 we look for very substantial improvement," he continued. "Europe's demands will be much less. Its beet sugar planting will be bigger. This year, only 70 per cent of France's beets could be harvested. Lack of fuel prevented shipping some of the beets to the mills, even after they had been harvested."

Short Till March

In reply to a question from the audience, asking whether sugar allotments might be increased in the first quarter of 1946, Wilson said, "I'll answer that this way: The cane production areas will get going in February. There will be no substantial arrival of sugar until March."

He said the allocations for that period would be made early in December.

Previously, Secretary of Agriculture Clinton Anderson announced that 4,000,000 tons out of a U. S. supply of 37,000,000 tons will be shipped to Europe and North Africa in the fourth quarter of this year. This was reported to represent about a 50 per cent increase in shipments to these areas. European shipments will go to England, Norway, France, Italy, Greece and the United National Relief and Rehabilitation Administration. None will go to Russia, Wilson said.

Anderson predicted that sugar rationing, at least for industrial users, would continue into 1947. George L. Wright, New York sugar broker, forecast that rationing for household users might end in the fourth quarter of 1946.

Wilson predicted a "very substantial improvement" in 1947; but added that control may run to the advent of the Cuban cane crop early in 1947.

Bottlers Plan Plant Changes

WEST PALM BEACH, Fla., Nov. 24.—Delegates at the annual convention of Florida bottlers last week heard Wilbur H. Glenn, of Columbus, Ga., say that soft drink bottling plants will spend \$50,000,000 in 1946 for improvements in plant enlargement, bottling and vending equipment. Glenn is director of the American Bottlers of Carbonated Beverages.

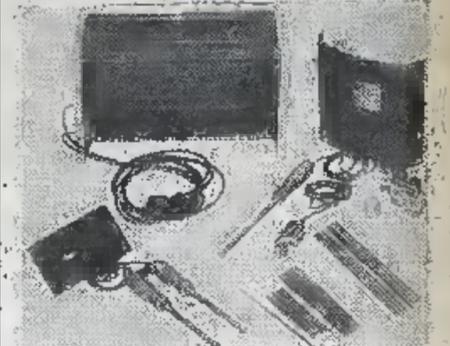
He also announced that the soft drink industry will give employment to at least 20,000 more workers than were employed by the trade during the pre-war years.

In a word of encouragement to citrus growers here, Glenn said that the citrus fruit industry will likewise benefit from extended use of juices by bottlers and from many improvements in bottling methods. Glenn also made the (See BOTTLERS PLAN on page 130)

Something New!

Be Your Own Welder!

IT'S EASY TO WELD Tools, Home Appliances, etc.



Compact, portable, easy to operate "SPITFIRE WELDER" outfit is yours for what it might cost to have a professional repairman do a few jobs! Plugs in any electric outlet, AC or DC, 110 Volts. Ideal for light work on all types of metal—iron, steel, brass, copper, aluminum, etc. Complete with all accessories and supplies. Full instructions. \$19.95 complete WITH CARRYING CASE: \$23.95

Coin machines, vending machines, amusement machines—all of them can be repaired now this easy way! Instead of having idle machines because of broken parts, instead of paying costly bills for outside welding or brazing, do it yourself in your own shop. Do it with the "Spittfire."

SUPER-WELDER MANUFACTURING CO. Dept. BB, 23 E. 20 St., New York 13

Super-Welder Mfg. Co., Dept. B 23 E. 20 St., N. Y. 13, N. Y. Engaged in payment for 1 welder on 5-day examination offer.

Name Address City & State



VICTOR'S MODEL "V" Famous Pro-War Vender

Model V capacity: 5 to 8 lbs. of bulk merchandise or 1,000 to 1,200 balls of gum. Vends 1/2", 3/4" and 3/8" ball gum. Model V Standard Finish, \$10.50 Ea. Model V Wall Bracket, 66c Ea. Combination 1¢ and 5¢ Coin Counter, \$1.25 Ea.

Orders Filled In Rotation We Have All the Available Parts for TOPPERS ESQUIRES MODEL "V's"

1/3 Deposit, Balance C. O. D. PIONEER VENDING SERVICE 461 Sackman St., Brooklyn 12, N. Y.

FOR SALE ESTABLISHED POSTAGE STAMP ROUTES

IN Philadelphia, Harrisburg, Scranton, McKeesport, Pittsburgh, Pa.—Trenton, Newark, N. J.—New York City, N. Y.—Cleveland, Ohio FOR INFORMATION WRITE

ASCO VENDING MACHINE EX. 55 Branford St., Newark 5, N. J.

SPECIAL

- 5 7/8 3-Way Gottlieb Grippers \$19.50 100 1¢-5¢ Nut Venders, Cap. 5 Lb. 8.50 50 1¢ Advance Peanut, Cap. 5 Lb. 8.00 10 1¢ Baseball Games, Counter 7.50 1 Four Roses, \$50.00; 1 Paradise 50.00 WANTED: Nut, Candy, Oligarite Machines.

Cameo Vending 432 W. 42d, New York

Bowling Alleys Prove Top Spots

Keglers Like Coin Devices

50,000 machines reported on alley locations drawing play from 18,000,000 fans

CHICAGO, Nov. 24.—With the nation's 18,000,000 bowlers rolling into the second half of the 1945-'46 season, attention has been brought to the thousands of amusement machines, vendors, juke and other coin-operated devices which have been serving bowling sportsmen and spectators throught the country.

Almost without exception, enterprising coin machine operators list bowling alleys near the top as good locations. The sport has proved so popular with spectators that coin machine operators, no matter how large the territory in which they operate, usually keep pretty close tab on available bowling alley locations.

Cocktail lounges, restaurants and bars often operate in connection with these bowling centers. All are ideal locations for coin machines, and in the 10,000 bowling alleys in the United States, trade authorities estimate there are an average of five amusement machines per location in addition to an average of one juke box per two locations. In all, it is estimated that there are approximately 50,000 coin-operated amusement devices in bowling alleys and about 5,000 juke boxes.

During the war bowling alleys were a bonanza for proprietors. Many alleys remained open 20 hours a day and at times were forced to limit play on certain days to servicemen only. Currently the situation has not eased much because of the shortage of new alleys and equipment.

Forecast New Alleys

Many new alleys probably will be built and operated during the next several years, however. Women bowlers who belonged to wartime industrial leagues will continue to follow the sport during peacetime. Many veterans who had their recreation restricted during service are expected to take up bowling balls, too. As new alleys are opened to accommodate the crowds each will present a potential coin machine amusement and vending location.

A breakdown of bowling alley potentialities reveals an interesting picture in Chicago, the leading bowling center.

Here, more than in any other major city, bowling alleys have proved a good location field for all types of coin-operated amusement and vending equipment. There are also numerous combination bowling alleys and lounge setups around town which draw many more thousand customers than their prime payees, the bowlers.

Trade sources estimate that in Chicago's 200-plus bowling establishments there are approximately 2,500 amusement machines. These are, of course, in addition to an average of one juke per bowling location in the Windy City. There are approximately 1,000,000 bowlers in Chicago, the bowling center of the nation say bowling authorities.

Play Runs High

While arcade play and tavern patronage of amusement machines has fallen off considerably in Chicago since V-J Day—with the exception of hypoped play on week ends and school holidays—bowling alley locations have had a bonanza of coin machine play since the beginning of the pin season.

In addition to the estimated 1,000,000 bowlers in Chicago, it is estimated that there are an additional 1,000,000 persons who come to watch the pins fall. Thus, a potential market of 2,000,000 people for coin-operated amusement machines and vending devices prevails throught Chicago's bowling season.

Reliable trade sources report that amusement machines in Chicago bowling alleys are operated by no more than 10 operators, these controlling 95 per cent. (See BOWLING ALLEYS on page 127)

Trade Data

In the 10,000 U. S. bowling alleys, nearly 18,000,000 keggers play regularly, according to trade sources. This traffic makes alleys top locations.

Between frames and games they drop coins into an estimated 50,000 coin machines from penny peanut vendors to ray guns, juke and photomats.

Hy-G Amusement Co., Minneapolis, Boosts Staff, Buys Building

MINNEAPOLIS, Nov. 24.—Hy-G Amusement Company, distributor of juke and other coin machines, has purchased a one-story building formerly occupied by the Benson Music Company. Hy Greenstein and Jonas Bessler, company officials, announced. It adjoins the company's present structure at 1415 Washington Avenue, South.

The building is being transformed into a workshop with floor space estimated at 40 by 65 feet. An entry-way is being cut between the firm's present quarters and the new building.

At the same time, the company shop located in the back of the firm's old building, is being remodeled into modernistic display quarters to show the new machines as they come off the assembly line.

While expanding its quarters, the firm also has added three men to its staff, two of them former employees.

Aaron Finn, who was with Hy-G until he joined the Federal Bureau of Investigation four years ago as an income tax investigator, has returned to the company as a salesman.

Wally Jones, former serviceman who has been working in a war plant the last three years, has returned to the shop. Ernie Haberman, one-time coin machine routeman in Minneapolis, has joined the company, heading the amplifier repair section of the shop.

Greenstein and Bessler reported that business has been holding up well with used equipment moving out just as fast as it is received.

FOR SALE

- 7 5¢ Mills Melon Slot, Ea. \$100.00
- 8 5¢ Mills Brown Fronts, Rebuilt, Ea. 105.00
- 1 25¢ Mills Melon Slot, Rebuilt . . . 135.00
- 1 25¢ Mills Silver Chrome, Rebuilt . . 190.00
- 2 25¢ Pace All-Star Blue Fronts, Ea. 90.00
- 2 10¢ Pace All-Star Blue Fronts, Ea. 75.00
- 4 25¢ Columbia Slot, D.J. Ea. 80.00
- All 3-5 Payouts
- 6 Sweepstake J.P.-P.O. One Balls, Ea. 540.00
- 40 Mills Lead Stands with Keys, Ea. . . 2.00
- 5 Mills Lead Stands without Keys or Locking Bars, Ea. 2.50
- R.W.D. Tickets, 2100 to 2170, Bag. . . 1.50

1/3 Deposit With Order.

FORST MUSIC & NOVELTY

1279 Main Street GREEN BAY, WIS.
Phone A-5082 & N-5117

WANT TO BUY PHONOGRAPHS

- WURLITZER
- SEEBURG
- ROCK-OLA

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5143 S. Ashland Ave., CHICAGO 9, ILL.

MAKE ME AN OFFER ON ALL OR PART

Mills Red Front Double Jackpot with slide vendor attached (later model than Blue Front); Keeney Air Raider; Wurlitzer 442's in like-up cabinets (minus tone arms). Following Tables (as they are), 515.00 each: Champ, Majors, Boom Town, Target Skill, Ten Spot.

PASTIME AMUSEMENT

214 Jones (No. 5086) Dayton 10, Ohio

- ### CONSOLES
- Bally Club Bells, F. P., C. P. Each. . . \$189.00
 - Bally Hi-Hand, F. P., C. P. 149.00
- ### ARCADE
- Mutoscope Automatic Photomat \$495.00
 - Mutoscope 5-Reel Selector 250.00
 - F. P. & K. Skee Barrel Roll (like new) . . . 295.00
 - Bally Rapid Fire 99.00
 - Scientific Baseball 79.00
 - Air Raider 129.00
 - Sky Fighter 225.00
 - Keeney Submarine 75.00
- ### PINS
- Grand Canyon \$199.00
 - Arizona 199.00
 - Sky Chief 145.00
 - 5-10-20 100.00
 - Shangri-La 125.00
 - Air Circus 100.00
 - Liberty 125.00
 - P. & S.—Torpedo Patrol 89.00
 - P. & S.—Paratroops . . . 89.00
 - Venus 65.00

- ### PHONOGRAPHS
- 600—Key \$425.00
 - 500 450.00
 - 700 625.00
 - 800 725.00
 - 850 795.00
 - 8800—E. S. R. C. 625.00
 - 8200—E. S. R. C. 675.00
 - 5c Seeburg Wireless Boxes 37.00

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810 Fifth St. Miami Beach 39, Florida Phone 2 58-1619

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COIN-OPERATED AUTOMATIC SALES BOARDS

Deals of all kinds Write for particulars.

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GUN LAMPS

For Seeburg and Bally Guns Original Mazda Bulbs 70¢ Each Minimum Order 10.

CITY-WIDE AMUSEMENT COMPANY

6415 N. Hamilton Avenue CHICAGO 45

FREE!
Metal Stand with each order

BINGO
1000 Size **85¢** ea.
50 Seal Bingo Jackpot Card **50¢** ea.
2200 Red, White, Blue \$38.00 Profit **\$1.50** ea.

2052 Combinations (101-102), \$1.50 ea.

ALL TICKETS MACHINE COUNTED, FOLDED and BANDED ON FINEST QUALITY KRAFT PAPER. These tickets are not cardboard, tabs or sewed.

SOLD ON MONEY BACK GUARANTEE!

Due to low prices, all items advertised sold only in lots of 12 or more.

TERMS: 1/3 Deposit, Balance O. O. D.

WRITE FOR OUR 1946 CATALOGUE SOON TO BE RELEASED

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1628 1/2 Farwell CHICAGO 28, ILL.

PHONOGRAPHS WANTED

We Will Pay Cash for

WURLITZER

61 — 71 — 81 — 616 — 24
— 500 — 700 — 800 — 850.

SEEBURG

Rex — Gem — Regal — Vogue — Classic — Colonel — Envoy — 8809 — 9800.

ROCK-OLA

Counter Models—Standard—Deluxe—Super—Masters.

State Price Desired. Write or Wire

BYRON NOVELTY CO.

2045 Irving Park Road, Chicago 18

ATTENTION!

We have a complete stock of hundreds of Arcade Pieces in perfect condition—ready for operation!

Write, Wire or Phone immediately for anything you need.

SIMON SALES, Inc.

215 West 64th Street New York 23, N. Y. Phone: YRafalegar 4-6900

CAB TRIPPE Price Plus Guaranteed Satisfaction
FIVE-BALL FREE PLAY-NEW REBUILTS

Always
A SQUARE
DEAL
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IDEAL

BIG THREE (Mills '39, 1-2-3)	\$185.50	INVASION	\$149.50
BRAZIL (De-Be-Mi)	235.00	LAURA	249.50
BOMBARDIER (Follies)	129.50	LIBERTY (Bally)	119.50
CASA BLANCA (Glamour)	189.50	MARVELS BASEBALL (Dixie)	179.50
EAGLE SQUADRON (Big Town)	138.50	OKLAHOMA (Leader)	235.00
FLAT TOP (Attention, Mascot)	250.00	SOUTH SEAS	250.00
FLYING TIGER (Play Ball)	175.00	SKY RIDER (Pan-American)	159.50
FOREIGN COLORS (Owl)	189.50	STREAMLINER (Stars)	235.00
STRIP TEASE (Stratoliner)	150.00	TRADE WIN (Sky Blazer)	250.00

USED FIVE BALL FREE PLAY — ALL A-1 RECONDITIONED

BIG CHIEF	\$ 37.50	MERRY-GO-ROUND	\$ 39.50
BIG TIME	30.00	MONIKER	68.50
BRITE SPOT	22.50	PARATROOPER (Powerhouse)	87.50
BOLWAY	69.50	PIN-UP GIRL (Silver Skates)	128.50
BOONTOWN	32.50	PYLON	26.00
COMMANDER (Fleet)	69.50	REPEATER	26.00
DIVE BOMBER	39.50	ROTATION	26.00
DIXIE	39.50	ROXY (Plastic)	29.50
DUDE RANCH	39.50	SEA HAWK	39.50
ENTRY	39.50	SEVEN-UP	29.50
FIVE-TEN-TWENTY	109.50	SHORT STOP	29.50
FOUR-ROSES	59.50	SINK THE JAP (Seven-Up)	49.50
FLYING TIGERS	129.50	SILVER SPRAY	35.00
FOX HUNT	42.50	SKY CHIEF	168.50
GUN CLUB	69.50	SLAP THE JAP	49.50
KEEP 'EM FLYING	125.00	SMACK THE JAP	49.50
LEAGUE LEADER	32.50	TARGET SKILL	35.00
LEGIONNAIRE	59.50	TEN SPOT	42.50
LONE STAR	25.00	UMP	30.00
MAJORS 1941	45.00	WILD FIRE	32.50
		WOW	30.00

NEW WINNERS
CHICAGO COIN GOALEE.....\$525.00
UNDER SEA RAIDER..... 399.50

TERMS: One-Third Deposit, Balance C. O. D.

IDEAL NOVELTY CO. Phone: Franklin 5544
 2823 Locust St.
 St. Louis 3 Mo.

FINEST BUYS THIS SIDE OF COIN ROW!

PHONOGRAPHS

Wurlitzer 412	\$125.00	Wurlitzer '42/600K with Adapter	\$525.00
Wurlitzer 516	189.50	Seeburg Vogue	425.00
Wurlitzer 600K	439.50	Seeburg Gem	349.50
Wurlitzer 800	695.00	Seeburg Envoy, ES	459.50
Wurlitzer 750M	725.00	Seeburg Hi Tone, 8800, ES	549.50
Wurlitzer 750E	735.00	Rock-Ola Imperial	199.50
Wurlitzer 850	750.00	Rock-Ola Master	399.50
Wurlitzer '42/24 Vic.	445.00	Rock-Ola 16	169.50
Wurlitzer '42/800K	495.00	Mills Throne	299.50

PARTS AND ACCESSORIES

Seeburg 20 Sel. Wall-o-Matic Boxes, 5c	\$37.00	Wurlitzer or Seeburg Main Gear	\$ 4.00
Seeburg 24 Selection Wall-o-Matic Boxes, 5c	27.00	Replacement Tube for 70L7	1.35
Wurlitzer -125 Boxes, 5-10-25c	18.50	Seeburg SD24TZ Adapter	19.50
Wurlitzer -430 Speaker and Box	79.50	Wurlitzer 304 Stopper	12.50
Wurlitzer 412 Amplifier, Less Tubes	35.00	Wurlitzer Coin Chutes, 5-10-25c Assembly	25.00
Cash Box Locks	.89	Wurlitzer Coin Chutes, 10c	8.50
Wurlitzer 331-332-111 Bar Boxes	10.00	Wurlitzer Coin Chutes, 25c	8.50
Buckley Chrome, Lite-Up, 32	12.50	Keeney Adapter	12.50
Keeney Boxes	2.50	Buckley Adapter	15.00
Seeburg GBR1 Receiver	15.00	Tone Control Keys, Per 100	5.00
Seeburg 20 Sel. Wallomatics, Remote, No Cover	17.00		

1/3 Deposit, Balance C. O. D., F. O. B. New York
WRITE—WIRE—PHONE!
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We offer you latest in Sales-boards with both Slot Symbols and Numbers.
 Plain and fancy boards—Including Jackpots
 Sizes 100 to 4000 Holes
 We save you duty, sales tax and Exchange
WRITE FOR SAMPLES AND PRICES
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WANT TO BUY
ROCK-OLA PHONOGRAPHS: Spectator-Playmasters, Deluxes, Standards, Supers, Masters, Counter Models, Windsors, Manicors or Playmasters' alone.
WURLITZER PHONOGRAPHS: All types of Counter Models.
PHONOGRAPHS MUST BE IN A-1 CONDITION!
PIN GAMES: Zombies, Sun Beams, Double Play, West Wind, De-Be-Mi, Stars, Leaders, Duplexes, Sky Blazars, Knockouts, Attention, Silver Skates, Mascots, Air Force, Pan American, Crystal, Mystic, Pursuit, Flicker, Playball, Speed Ball, Trailways, Crossline, Broadcast.
 PIN GAMES MUST BE COMPLETE BUT NOT NECESSARILY IN WORKING ORDER. WIRE OR WRITE TODAY. STATE QUANTITY AND BEST PRICE.
B. D. LAZAR COMPANY
 (Phone: GRANT 7818)
 1835 Fifth Ave. PITTSBURGH-10, PA.

SPECIAL:
 Konrad 2051 Tubes,
 \$4.16 Ea.
 Limited Quantity.

NOTICE: Metal and Black Crystal Pickups, now available without Trade-Ins.

F. Turner Cites Wartime Change For Rise in Biz

DETROIT, Nov. 24. — At least one branch of the coin machine industry has enjoyed—and continues to enjoy—prosperity beyond the actual capacity of the machines as a result of wartime changes. This is the field of toilet door lock machines, in which the Nik-O-Lok Company is probably the leading operator.

Fred E. Turner, divisional manager of the company, and a many-times president of the Automatic Merchandisers' Association of Michigan, reports that the machines have been doing more business than in any pre-war period. For the past three years the situation has been constantly good.

This may be explained largely by the amount of traffic and moving around from one part of the country to another. Coin lock machines are largely concentrated in two types of locations, hotels and railway and bus stations. Hotels and transportation agencies of all types have enjoyed unprecedented peak loads, and travel has probably boomed even more since the lifting of gasoline rationing. Result is that while most machine operators report some cessation of activity in their fields, this branch of the business finds grosses actually soaring.

Essential Service

Secret of success of the coin lock field has been the unobtrusive concentration upon an essential service, and the maintenance of a high standard of operation and cleanliness. The public has become accustomed to the expectation that suitable standards of service will be maintained by the locations where these locks are placed, and patronage has increased as people moved across the country into strange territories. It has been a case where the coin machine, in a specialized form, has become the definite trade-mark of quality, just as much as the trade-mark of any nationally known company has come to mean a definite standard of sales or performance.

The main problem has been to handle the volume of business during a time of help shortage. The collection system used is divided between direct collection by the Nik-O-Lok Company and collection by the individual location owners. The company's own operations, of course, are performed under wartime handicaps, but with constant insistence upon pre-war caliber of operation and service, under Turner's general supervision.

Help Problem

In the case of the many locations where the local manager is in charge of collection, however, another problem arises. Help has changed so frequently in these transient industries that the managers find they just about get a man broken in to handle the collections properly when he must be replaced. New help forgets to make the frequent collections which must be made. The machines are in such constant use that they must be collected far more often than before the war.

Result is that the capacity of the coin box is quickly reached, yet more customers want the essential service provided. They try to jam the nickels into the coin chute, and the result is a quick service call. Trouble has usually been that the coin has been jammed.

In recent months, the company has developed a new type of coin chute protection, as the result of assigning a special mechanic to research in this field. New device will prevent the jamming of additional coins into the machine after it is full, thus preventing the service difficulties which arise from over-use. However, the need for frequent collection from the machines, as long as the present demand keeps up, is essential, Turner indicated.



WE CAN REBUILD YOUR OLD SCALES AND MAKE THEM LOOK LIKE NEW
 Get your Scales rebuilt now and have them ready for your big season.
WATLING MFG. CO.
 4650 W. Fulton St.
 CHICAGO 44, ILL.
 Est. 1888—Tel.: COLUMBUS 2770.
 Cable Address "WATLINGITE," Chicago.



Jensen COIN MACHINE NEEDLE
 Designed especially for use in coin operated machines

Coin machine operators who have made breakdown tests of this osmium-tipped needle report two distinct advantages: (1) longer needle life assured by its construction and durability and (2) a definite saving in operation cost because records last longer under its cushioned playing action.

Use the Jensen Needle for dependability, safety and economy. Write or phone for prompt deliveries. A handy Servicekit is supplied with every 100 needles.

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 1407 W. Diversey Pkwy., Chicago 14, Illinois
 TELEPHONE LINCOLN 1010

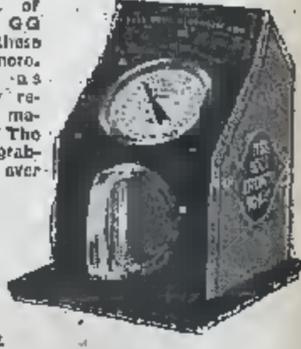
GRIP MACHINES

Just received our last shipment of brand new GG Grips. When these are gone—no more. Orders filled as received, money returned if no machines available. The fastest penny grabber you have ever operated.

ONLY \$19.95

\$5.00 Deposit, Balance C. O. D.

THOMAS NOVELTY CO.
 1572 Jefferson, Paducah, Ky.
 Phone 2131



SLOTS

1 Pace 25c Sluggproof, Blue Enamel Finish, 3/5	\$165.00
1 Pace 5c Sluggproof, Blue Enamel Finish, 3/5	97.50
1 Watling 5c Roll-A-Top, 3/5	75.00
2 Jennings 5c 4 Star Chief	120.00
1 Jenn. 5c Club Bell (exceptionally clean)	140.00
2 Jenn. 5c Dixie Bell	135.00
9 Mills Original Chromes, New Cabinet and Castings, Mechanism Rebuilt	245.00

ONE BALL

1 Sport King, P.O., Exceptionally Clean	\$220.00
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All Machines Guaranteed To Be in Good Operating Condition. Send 1/3 Cash Deposit, Balance C. O. D.
S. J. TRIDICO
 Phone: Norco 2881 GOODHOPE, LA.

NEW GOLD CHROMES → \$79.50

REBUILT and RECONDITIONED like NEW! All Mills Escalator Type Machines will fit into 5c, 10c or 25c Gold Chromes. Our job will compare to any NEW MACHINE. All this value is included for only \$79.50. Price includes: 3 Piece Castings and Accessories, Cabinet, Drill-Proofing, Award Plate, Coin Cup.

SLOTS FOR SALE!

25c Gold Chromes	\$275.00
10c Silver Chrome	250.00
50c Mills "Goose-neck," Single Jackpot (Repainted Blue Wrinkle Finish, Guaranteed Like New, had Very Little Play)	200.00

PARTS

Master DeLuxe Touch Up Kit	7.05	Nut and Bolt Kit	5.75	33463 Operating Lever	
Repair Light	1.00	Spring Kit	7.05	Lock & Pin Assembly	\$2.75
25c Tube and Hoppers	2.50	Jackpot Glass, Each	1.00	Chrome Award Cards, 2/5 or 3/5	3.50
Reel Kickers	3.50	Reel Glass, Set	.95	Mills Back Door Locks	2.50
Discs, CH or SP, 1-2-3	5.50	Escalator Glass, Each	.50	Denomination Buttons	
20 Stop Star Wheels	2.25	Jackpot Gates	1.50	Brown Front	.60
Main Clock Gears	3.00	Jackpots	12.50	Blue Front	.80
Idle Gears	2.50	Strips for Mills		Gold Chromes	.85
Disc Plugs	.25	"Jumbo," Set	1.00	5c, 10c or 25c Sills	
Mills Fully Chromed		10 FL Rubber Extension	.40	Posts	2.25
Handles	4.50	Cords With Rubber Plug	.40		

Write for all coin machine parts and supplies. Orders filled promptly.

CENTRAL MANUFACTURING CO.
652 W. Walnut - Tel. DEArborn 2034 - Chicago 6, Ill.

CAN'T OPERATE—GIVING 'EM AWAY!

25	5c Club Bells, Comb. F.P. & Payout	\$200.00
8	Pace Reels Jr., Same With Reels, Payout Models. All Have Fruit Reels	95.00
7	5c Rays, F.P., 5-10-25c Machines	140.00
11	5c Jumbo Parade, Payout	90.00
2	Pace Racers, Rebuilt by Evans, Like New, 50 Drum	295.00
1	Baker's Race, Rebuilt Like New	205.00
1	Buckley Track Odds, Belgian Model, No J.P.	285.00
1	5/5 Evans Lucky Lucres, '40 Model	185.00
4	3/5 & 2/25 Evans Lucky Lucres	285.00
1	Evans New Domino, Jackpot	375.00
3	Evans Two-Tens Domino, Jackpot	275.00
1	25c Bally Roll'Em, Payout	175.00
1	5c Bally Roll'Em, Payout	145.00
0	Boulah Parks (These Are Console Models with Jennings Machine in Them, All Have Fruit Reels, Payout)	110.00

ALL THESE MACHINES ARE UNCONDITIONALLY GUARANTEED TO LOOK AND WORK LIKE NEW AND CAN BE RETURNED FOR ANY REASON WHATSOEVER WITHIN 5 DAYS.

1/3 Deposit Required With Order, Balance C. O. D.

SUN SALES CO. 705 N. W. 62D STREET
MIAMI 38, FLORIDA
Phone 7-4533-4-5

THE O'CONNOR VENDING MACHINE CO.

Takes great pleasure in announcing that we have been appointed distributors for the Bally Mfg. Co. Also distributors for Chicago Coin Machine Co., featuring at this time the fascinating

- BALLY VICTORY DERBY
- BALLY VICTORY SPECIAL
- BALLY UNDERSEA RAIDER
- BALLY NEW PHONOGRAPH
- CHICAGO COIN GOALEE

We are also interested in the sale of Used Coin Machines which are reconditioned and guaranteed. We are further interested in helping you dispose of your idle equipment. For further information call at our offices.

O'CONNOR VENDING MACHINE CO.

611 Middle St.
Portsmouth, Va.

2320 W. Main St.
Richmond, Va.

Bergman Opens Sales Concern in Buffalo; Sons Due Back Soon

BUFFALO, Nov. 24.—Alfred Bergman has opened his new distributing firm, Alfred Sales, Inc., in new, modern quarters in the heart of Buffalo's coin machine district. He said the concern will handle a complete line of automatic phonographs, amusement and vending machines as well as parts, accessories and other products for coin machine operators.

Firm, however, still awaits return of Bergman's two sons, Alfred Jr., and Leroy, from the armed forces. Former will head the parts department and Leroy will direct the service end, he said. Both are slated for discharge soon. At present, Leo Pascink, formerly with Wurlitzer, is service manager. Helping him are John Berger, Wesley Schioerb, Lester Bergman and Joe Cosmano. Bookkeeper is Mildred Vastola, and secretary is Jerry Davis.

Bergman is reported to have spent more than \$25,000 in remodeling the company's newly acquired building at 1065-1068 Main Street. Layout has large showrooms on the main floor with nearly 2,500 square feet of display space. Front-keynotes the modern design carried out thru the showrooms and offices. Decorating scheme is blond and natural walnut panelling with a burnt-orange trim in the display section. Offices are on an elevation at one side of the building, and a large plate glass window gives full view of the showfloor. Repair, finishing and parts departments are in the rear.

Property extends from Main thru the block to North Pearl Street.

Bergman entered the coin machine trade in 1935 operating pin games and diggers and later branching into music boxes. He is continuing to operate his Royal Amusement Company. For a time, he operated a record shop, but sold it when the disk shortage struck and his sons entered the armed forces.



ALUMINUM DISCS for GROETCHEN TYPERS

Guaranteed Perfect
IMMEDIATE DELIVERY
WRITE FOR QUANTITY PRICES

10-KEENEY SUBMARINES, EA. \$119.50

Radio Rifle	\$49.50
Liberator (Floor Sample)	180.50
Air Raider	160.50
Jennings Golf Ball Vendor, 25c Play	80.50
Rocket Buster (Floor Sample)	175.00

1/3 Deposit With Order.

**WANTED
KNOCKOUT FIGHTERS
ANY CONDITION**

MAX GLASS
DISTRIBUTING COMPANY
914 DIVERSEY - CHICAGO 14, ILL.

Attention, Jobbers, Distributors & Operators

WANTED

NO ORDER TOO LARGE OR SMALL. WILL PURCHASE FOR CASH OR RENT FOR WINTER RESORT SEASON ON FLAT RENTAL FOUR MONTHS

MILLS THREE BELLS MILLS FOUR BELLS

5-5-5-5, Cash P. O., Fruit Symbols, E. H. or L. H.

KEENEY FOUR WAYS

5-5-5-5, Cash P. O., Fruit Symbols, Open Pocket or Drawer

ORIGINAL MACHINES

Need not be in working condition but must have all parts. We have our own mechanics. State serial number of each machine and number of each type available.

Give purchase price or season rental, number of each type and serial number of each machine in first letter. Send all information to

VACATIONLAND

Box D-76, Care The Billboard
Cincinnati 1, Ohio

FOR SALE

2 Seaburg \$800, Ea.	\$575.00
1 Mills Throne of Music	225.00
1 Bally Rapid Fire	89.50
2 Bally Defenders, Ea.	148.50
2 Bally Sky Battles, Ea.	149.50
1 Chicken Sam Converted to Miller Gun	89.50
2 Western Baseball Deluxe, Ea.	99.50
1 Rock-Ola Ten Pins	42.50
1 Keeneey Submarine Gun	99.50

ONE BALL TABLES

1 Whirlaway, Like New	\$224.50
2 Bally Thoroughbreds, Ea.	388.50
1 Bally Pimlico	348.50
1 Bally '41 Derby	309.50
2 Bally Sport Specials, Ea.	149.50

FIVE BALL TABLES

2 Gottlieb Liberty, Ea.	\$119.50
1 Gottlieb Keep 'Em Flying	108.50
1 Gottlieb Sea Hawk	32.50
1 Gottlieb School Days	42.50
1 Gottlieb Border Town	24.50
3 Genco Victories, Ea.	69.50
1 Genco Zig Zag	59.50
2 Genco Captain Kidds	69.50
2 Genco Hi Hats, Ea.	54.50
1 Genco Band Wagon	24.50
1 Bally Attention	32.50
1 Bally Flicker	29.50
1 Chi Coin Sport Parade	35.00
1 Chi Coin Jolly	22.50
1 Chi Coin Polo	22.50

1/3 Deposit, Balance C. O. D.

STATE DISTRIBUTING CO.

1701 GUADALUPE ST.,
AUSTIN, TEXAS

BETTER BUY



The Bell with the percentage you have been waiting for!

- Pays 3 on 1 Cherry • 5 on 2 Cherries
- 3 on 2 Bars
- No Lemons on 1st Reel

IMMEDIATE DELIVERY

EASTERN SALES CO.
1824-26 Main Street Rochester 0, N. Y.

SLOT BARGAINS

1 Set Original Club Bells, Mills 5, 10 & 25c, Perfect Condition & Appearance	\$895.00
1 25c Mills Original Melon Bells, 3/5	150.00
2 25c Rollatops, Treasures, 3/5, Ea.	75.00
2 25c Blue Fronts, Originals, 3/5, C.H., S.J., Ea.	135.00
1 25c Pace Comet, 2/4, Perfect Cond.	50.00
1 25c Mills War Eagle, 3/5, Perfect	125.00
2 10c Rollatop Treasures, 3/5, Perfect, Each	50.00
1 5c Rollatop Treasure, 2/4 Pay, Perfect	35.00
2 10c Galle Red Enamel with Chrome, 2/4, Ea.	35.00
2 5c Jennings 4 Star Chiefs, 3/5, Ea.	55.00
2 10c Jennings 4 Star Chiefs, 3/5, Ea.	90.00

J. EDWIN THAMERT
1212 FORT ST. BOISE, IDAHO

EXTRA SPECIAL! SLOT SAFES!
Brand New Double Revolver with Inside Lights, Slot Safe \$185.00
Brand New Single Revolver Slot Safe 165.00
Brand New Single Chicago Metal Slot Safe, Ea. 75.00
Baker Pacer Dally Double 145.00
Jenn. Club Bell, 5c 85.00
JULES OLSHEIN & CO.
4100-02 Broadway Albany 4, N. Y.

FOR SALE

- 8 Chrome Vest Pockets, \$57.50
- 7 Blue & Gold Vest Pockets, \$49.50
- 3 Super Bells Comb., 5c, \$249.50
- 1 Baker's Paer, D. D., \$265.00
- 2 Bally High Hands Comb., 5c. Each, \$175.00
- 3 Mills Jumbo Parades, 5c Comb. Mint Vender, Each, \$150.00
- 1 Lucky Luere
- 3 Mills 25c Gold Chromes, 2/5
- 2 Mills 25c Brown Fronts, 3/5
- 5 Gold Q.T.'s 5c Orig.
- A Wurlitzer Twin-12 Rollaway with 7 Packard Boxes and Speaker, \$475.00
- 1 Wurlitzer 950

1 Seeburg 8800, Wireless
 Terms: 1/3 Certified Deposit, Bal. C.O.D.

STERLING NOVELTY CO.
 649-671 S. Broadway, Lexington 20, Ky.
 Wholesale Distributors

Minneapolis Coin Op Has Poster Printed For Navy Recruiting

MINNEAPOLIS, Nov. 24.—Fred Gates, Minneapolis arcade operator, who took active part in patriotic efforts during the war, has not stopped working even with the end of hostilities. He heads the Playland Amusement Company.

Among other wartime public services, Gates financed telephone calls home for worthy sailors in Minneapolis who were lonely for their families. He plugged the sale of War Bonds and Stamps with neon signs in his arcade on Hennepin Avenue. Besides, Gates gave assistance to numerous servicemen in other ways.

His latest activity is the printing of handbills which call upon naval reserve men discharged from the service to re-enlist in the regular navy. The colorful posters are displayed in prominent locations thruout the city, pointing out the urgent need for navy veterans to re-enlist at the present time. The posters, which also are handed out in Gates' arcade, carry the addresses of the nearest naval recruiting stations in Minnesota and North Dakota.

Navy recruiters have praised Gates for effort and he has been called "one of the best friends the navy has in Minneapolis."

•By Dealing Fair With Our Great Number Of Jobbers and Operators Thruout The Country May We Again Call Your Attention To The Policy Of The Reputable Name Of PIONEER That...

"We Do Not Compete With Those We Serve"

Sales Boards With Pulling Power-Plus PROFITS



Pioneer
MANUFACTURING CO., Inc.
 2352 W. CERMAK ROAD, CHICAGO 8, ILLINOIS

VICTORY Conversion VALUES

ARTISTS AND MODELS for Star Attraction
 GIRLS AHOY for Sea Hawk FOLLIES OF '45 for Hi-Hat
 BASEBALL for Seven-Up
 \$9.50 Each F. O. B. Chicago.

Convert your old Pins now into a FLASHY—NEW—1945 MODEL. No mechanical changes necessary.

We send you a NEW FLASHY SCORE CLASS, NEW LARGE SIZE BUMPER CAPS, NEW SCORE CARDS, ETC.

RUSH YOUR ORDER TODAY or write for complete list

VICTORY GAMES
 3140 Southport Ave. Chicago 14, Ill.
 "America's Pin Game Conversion Headquarters"

BOWLING ALLEYS

(Continued from page 124)

of the locations, which display the aforementioned 2,500 amusement machines.

Most machines are placed in strategic spots near the alleys where the bowlers and spectators have ready access to them. Favorite sites seem to be close to the taprooms or the alleys proper. In a number of the city's top bowling centers machines have been set up in special arcade alcoves where enthusiasts may play machines without spectator traffic interference.

Duy and Night

At the Bowlum, operated under the same roof as Helsing's Vodvil Lounge, on the North Side gold coast, amusement machines are set up in an arcade by themselves. On location are 20 amusement games, all coin operated. In addition, this 30-alley establishment has one photo machine and one foot scale ray-gun machine. Machine-play potentialities here are heightened considerably by the fact that the establishment is open 24 hours.

At the Marigold Arcade, a near North Side 32-alley establishment, machines of approximately the same type make up a coin machine amusement layout of six machines.

Coranson's de luxe alleys on the west side of the city have 15 amusement machines which get a steady play from the bowlers and spectators who roll over 30 alleys.

As new amusement machines hit the market it is expected that bowling alley locations will be the first to try their mettle, and proprietors of these establishments and operators predict that distributors and manufacturers will be able to gauge rather closely the merits of new machines.

SALESBOARDS

Operators' Hits—25% Dep.—24-Hour Service.	Name	Profit	Price
200	5c Deluxe Charley	Def. \$10.00	\$ 7.75
1000	5c Nickel Charley	Def. 17.00	.96
1200	5c Bingo	Def. 20.00	1.21
1000	25c Jackpot Charley	Avg. \$52.00	\$1.24
1000	5c J.P. Big Forty	Avg. 24.25	1.05
100	5c J.P. Bell Boy, X Tk.	Avg. 20.40	1.78
1000	10c Ready Money, Jumb.	Avg. 50.70	1.88
1000	5c Roto Bowl	Avg. 24.48	2.11
1200	25c Texas Charley	Avg. 102.28	2.32
1184	5c Jumbo Hole Tens	Avg. \$33.25	\$2.30
1000	5c Best This Card	Avg. 33.00	2.59
1290	5c H.O.Y., X Thick	31.79	2.89
1800	5c J.P. Lulu, X Thick	31.75	2.89
1280	5c J.P. Giraffe, X Tk.	35.10	3.28
1684	5c J.P. Victory Bell, X Tk.	49.55	3.74
2170	5c Tab. Rd., Wh., Bl. Tickets	\$38.00	\$1.16
2040	5c Gingle Rd., Wh., Bl. Tickets	30.00	1.60
120	Single Banded Tip Books, Daz.		1.80

Write for List & Catalog Top Flight Boards.

WORLD'S BEST BOARDS; TICKETS, CARDS
DELUXE MFG. CO.
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6 PANORAMS
 6 BAR BOXES

All in Good Condition; Have Been Overhauled. Write to

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TAKES NICKELS; PAYS QUARTERS

LIBERTY BELL FRUIT REELS



Takes 5c per play, pays quarters automatically. Retains 60% for the house. Jackpot is created by inserting 50 to 1 token with quarters in payout tube, token to be redeemed for cash. Reconditioned, like new. Also can be operated on tokens only—paying 3 to 1 to 100 to 1 free plays to be redeemed for cash. Tokens included.
\$34.50 Ea. In lots of 3, \$92.00 Ea.
 Write for quantity prices.
 Liberty Bell Fruit Reel for token operation only—\$27.50 Ea. In Lots of 3, \$25.00 Ea.
 20% Dep., Bal. C.O.D., F.O.B. Chicago.
 Many Other Makes of Counter Machines; Tell Us Your Needs.

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 Headquarters for Counter Games.
 We Repair All Makes.
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\$7.50 Per M.
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 Packaged 100 to a Box



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IN ALL GROETCHEN METAL TYPER MACHINES
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BRAND NEW DOWNEY-JOHNSON PORTABLE
COIN COUNTING MACHINES

COUNTS ALL SIZE COINS
\$147.50 each

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ACME PLASTICS!

EXCLUSIVE DISTRIBUTORS
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"PILOT TRAINER"

MARCUS PARTS!

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David Rosen

855 NORTH BROAD STREET, PHILADELPHIA 23, PA.
PHONE: STEVENSON 2258-2259

Chicago Firm Plans Extensive Plant Remodeling Program

CHICAGO, Nov. 17.—In anticipation of increased activity along West Lake Street's coin machine row here soon after the first of the year, manufacturers of coin amusement equipment are getting their plant faces lifted!

Altho still working on government radio and radar equipment for the naval submarine service, Exhibit Supply Company is readying its coin machine assembly lines and forces for rapid production of amusement machines.

In line with expectations for intense activity at the turn of the year, the firm has already begun extensive remodeling of office and plant quarters. Coinmen coming to Chicago to conduct business with the firm recognize the location by its attractive glass brick front which is now being renovated and extended considerably.

Enlarge Quarters

The office quarters and display rooms are to be entirely changed by the time distributors and operators come calling in force in about a month. Heretofore, Exhibit had a display room to the west of the general offices, but company execs felt that these pre-war facilities would not be adequate to display and house machines. Thus, the remodeling of the office quarters is devoted to the complete rebuilding of a new display room. Walls have been knocked out, the floor torn up and larger glass brick lighting facilities made. Fluorescent lighting within the display room is to be provided. General exec offices off the display room are to be available for company sales and distrib confabs. Stemming from the display room which in itself is to be as large as the general offices themselves will be two other modern private offices and an experimental laboratory.

As remodeling commenced after paper plans were made for an expenditure of an amount of five figures in the lower brackets, plans have developed to the point where the company bank roll is to be peeled for as much again to meet remodeling expenses.

As workers get into the plant assembly room proper, a large stock room to hold tens of thousands of parts going into coin machines is to be built along the west wall. A complete reshuffling of assembly lines and stock quarters is to take place before the company gets rolling with full steam.

In keeping with distributor service of the highest caliber, John Chrest has announced that adequate parking facilities will also be available for visitors. During the war as Exhibit enrolled

itself 100 per cent in producing radio and radar parts, many of their male employees left for army and navy service. It was thru the experience the company had in hiring women workers that they decided to hire many more women for coin machine assembly work than they did prior to the war.

"This does not mean we are not going to hire as many men," said Chrest, "but it does mean that our production is going to be much greater than before the war, and with expansion of our line of coin machines we'll need all the skilled help we can get."

"Comfort facilities for employees are also being modernized and expanded, and when the job of renovation is complete we will have one of the most modern coin machine manufacturing plants in the Midwest," said Chrest.

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Coin-Operated Machines
on or off location.
Highest Prices.

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READY FOR LOCATION

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- AMI HI-BOY
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Ranges \$149.50
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\$17.50; Lots of 3 14.75

SAM STERN'S SPECIALS

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- ZINGO, NEW 289.50
- BOWLING LEAGUE 195.00



- Pfanzstichl Coin Machine Needles (Orders filled only to operators in the Eastern Pennsylvania and South Jersey territory). Over 100 \$.38 Ea.
- Ovr 20045 Ea.
- Permo Point Round Coin Phonograph Needle30 Ea.
- Five-Conductor Cable for Rock-Ola Remote Installation12 Fl.
- Two-Wire Rubber Covered Zip Cord, 500' Roll 8.75 Roll
- 1000' Roll 19.00 Roll
- Main Fibre Gears for Wurlitzer Phonograph 4.50 Ea.
- Star Wheels for Wurlitzer Phonograph35 Ea.
- Star Wheel Pins for Above35 Ea.
- Micro Switches, Red and Green, for Rock-Ola and Wurlitzer Phonographs. Order of 5 or More 1.00 Ea.
- Crystal Pick-Up for Rock-Ola Phonograph, Bakelite and Metal 5.00 Ea.
- Crystal Pick-Up for Mills Phonograph, Bakelite 5.00 Ea.

- Catalins, Top Corners and Lower Sides, for 1939 and 1940 Rock-Ola, Red or Yellow \$12.75 Ea.
- 2 1/2 Volt Filament Transformer, 110 Volt A.C. Primary to 2 1/2 Volt Output. For filament supply for any amplifier using 2 1/2 volt filament tubes. 2"x1 1/2" \$9.25 Ea.
- 7 1/2 Watt Bulbs, White, 120 Volt, Case of 120 8.00 Case
- 10 Watt Bulbs, Inside Frost, 120 Volt, Case of 120 11.80 Case
- 15 Watt Bulbs, Inside Frost, 120 Volt, Case of 120 8.00 Case
- 25 Watt Bulbs, Inside Frost, 120 Volt, Case of 120 8.00 Case
- Rock-Ola Rectifiers for 1937 to 1940 D. C. Remote Control Power Supply Units. Eliminates Wound Selection 7.50 Ea.
- Electronic Tubes for Use on Automatic Phonographs, 25% Off OPA List
- Fustata, 1.6 Amp, 1.8 Amp, 2.25 Amp, 3.2 Amp, Box of 475 Bx.

CIGARETTE MACHINES

- DUGRENIER 4-V, 14-VD, 14-W, 1 Champion, 11 Cel.
- U-NEED-A-PAK 5-E, 28-6E, 41-8E, 2-8E, 2-12E, 1-15E, 1-15, "500." Write for Prices.

1/2 Deposit, Balance C. O. D., F. O. B. Phila.

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1423 SPRING GARDEN STREET PHILADELPHIA 30, PA.

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- SKEE BALLS | MUSIC BOXES | SKEE BARREL ROLL

- | PIN GAMES | | PIN GAMES | | ARCADE EQUIPMENT | |
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| Boamtown \$ 24.50 | Jeep \$125.00 | Sky Fighter \$195.00 | Sky Fighter \$195.00 | Air Raider 165.00 | Shoot Your Way to Tokyo 125.00 |
| Texas Mustang'... 69.50 | Victory 79.50 | Air Raider 165.00 | Air Raider 165.00 | 1 Sky Battle 185.00 | 1 Rapid Fire 150.00 |
| Pin Up Girl, Conv. from Silver Skates 97.50 | C. I. Joe 69.50 | Shoot Your Way to Tokyo 125.00 | Shoot Your Way to Tokyo 125.00 | 1 Rapid Fire 150.00 | 1 Shoot the Chutes 119.50 |
| 5-10-20 115.00 | Dude Ranch 45.00 | 1 Shoot the Chutes 119.50 | 1 Shoot the Chutes 119.50 | Radio Rifle with Film 50.00 | |
| New Champ 55.00 | Majors, '41 55.00 | | | | |
| Gun Club 60.50 | Stratoliner 45.00 | | | | |
| Ten Spots 49.50 | Defender \$195.00 | | | | |

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S & W COIN MACHINE EXCHANGE 2416 GRAND RIVER AVE. DETROIT 1, MICH. Phone CLifford 1956

BETTER BUY



The Bell with the percentage you have been waiting for!
• Pays 3 on 1 Cherry • 5 on 2 Cherries
• 3 on 2 Bars
• No Lemons on 1st Reel
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WANT TO BUY

MILLS 4 BELLS

WURLITZER AND SEEBURG PHONOGRAPHS
Advise Serial Number and Price.

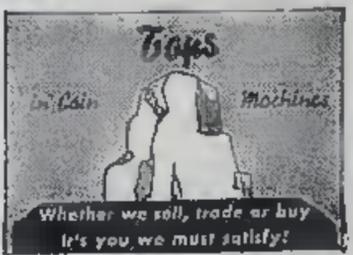
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PM SPEAKERS

Stock No.	Diameter	Magnet Weight	Volco Coll Ohms	Price
5P	5 Inch	5 Oz.	6	\$ 2.99
E6P	6 Inch	7 Oz.	8	4.07
T2P	12 Inch	12 Oz.	8	8.45
E12P	12 Inch	20 Oz.	8	12.52
G12P	12 Inch	46 Oz.	8	18.38

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it's you, we must satisfy!
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ARCADE EQUIPMENT

- All A-1 Reconditioned.
- CHICAGO COIN HOCKEY (Newly Painted, Thoroughly Checked) \$225.00
- SEEBURG RAY-O-LITE - SHOOT THE CHUTES MODEL, Newly Painted, Equipped With a Duck Target 155.00
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- SCIENTIFIC BATTING PRACTICE (Newly Painted, Thoroughly Checked) 125.50
- WE HAVE 3 WESTERHAUS BIG "S" Never Used—Make an Offer.
- 1 BALL FREE PLAY PIN GAMES
- Terms: One Third Deposit, Balance C. O. D.
- NOVELTY W. B. CO., INC.**
1903 Washington Ave., ST. LOUIS, MO.

Survey Reveals Income Levy in New City Taxes

CHICAGO, Nov. 24.—Just how cities derive tax revenue was revealed here this week in a report by the Municipal Finance Officers' Association. The association pointed out how cities have developed new forms of taxation to bolster or replace property tax.

Philadelphia, the association reports, now has a local income tax which produced \$22,315,000 in 1944—more than one fourth of that city's total revenue during that year. Philadelphia is the only city in the United States which levies such a tax, according to the association. Payment is on a pay-as-you-go basis, with the major share of the 1 per cent tax on gross income being deducted by the employer.

Outside of property tax revenues, the largest single revenue comes from State aid. The association pointed out that Wisconsin paid out over 50 per cent of the total State revenue to local governments, Alabama gave local cities 31 per cent, while New York supplies the average New York State city with one fifth of the city's revenue.

INCREASE SUGAR QUOTA

(Continued from page 123)
continental U. S. is 5.5 cents a pound. "Memory of skyrocketing prices after the last war are too vivid to allow any such premature release," the Dyer firm added.

Wright estimated the 1946 U. S. supply of sugar at 8,200,000 tons without figuring on any important deliveries from the Philippines or Java because of unrest prevailing in these countries. That would be about 800,000 tons more than the 1945 supply.

Wright was not optimistic about the U. S. share of the 1,600,000 tons of sugar found in Java. How much of it we may get he termed "anyone's guess," but he added that even if our share were small, it would serve to ease the pressure for exports of U. S. sugar to other sugar-furnished parts of the world.

Main factors pointing to increased sugar supplies next year are the reduction of demands by the armed forces, halt of lend-lease shipments, and government plans to increase production of sugar beets and cane in the U. S., Wright said.

Principal dangers are the possibility that Cuba may seek to hold larger re-

serves of its sugar and manpower shortages in both beet and cane fields, he said.

At the same time, in Washington, John R. Riley, secretary of the American Bottlers of Carbonated Beverages, declared that the sugar shortage is keeping nearly 50,000 workers out of jobs. He estimated that there are currently fewer than 70,000 workers employed in the soft drink industry whereas there would be jobs for 120,000 in the industry.

Soft drink bottling is at the lowest point since outbreak of war, he said. Many bottlers who plan expansion are continuing with present equipment because it is "more than adequate for the present reduced output," he added.

BUSINESS MAGAZINE

(Continued from page 121)
in such stable lines as cigarettes, candy, gum, peanuts, and soft drinks.

"Placement First—The industry has been converted 100 per cent to war production for four years. Its well-tooled shops, especially its batteries of automatic screw machines, were a godsend to such programs as shell fuses. Now, facing the dammed-back demand to replace machines worn out by war-workers' pocket money, manufacturers intend to concentrate first on supplying standard models.

"These should begin to roll soon after January 1, 1946. One type—candy and beverage machines—will probably be delayed until 1947 because of the continuing sugar shortage squeezes output of candy and of soft drink syrups.

How Many Operators?

"Machine merchandisers characteristically are not statistic-minded. The trade's estimates of past and future volume vary. Best guesses place the number of operators who own and service strings of machines at anywhere from 3,000 to 10,000. Number of machines in operation, projected from 1939 census figures, is estimated at close to 2,000,000.

"Vending machines are thought to account for 18 per cent of total cigarette sales, 10 to 20 per cent of 5-cent candy bars. Unsegregated jobber sales to small operators make such estimates largely guess work.

How Much Profit?

"War veterans who contemplate becoming operators are advised by one manufacturer that they can expect an average net monthly profit per cigarette machine of \$4. A penny gum and candy machine operator needs 400 to 500 machines to net \$300 a month.

"The Simon-pure merchandise vending-machine men dislike to admit it, big money in coin-operated devices still comes from the juke boxes, pinball games, and one-arm bandits."

NEW COINEX RIFLE RANGE

Converted from Seeburg Chicken Sams and Jap. Cabinet is completely refinished and repainted. Entire mechanism rebuilt from top to bottom. Looks like a brand-new machine—operates like a brand-new machine. Has top player-appeal and is a consistent year-round money-maker. Hundreds of units already on location. Ask the operator who "owns" one.

NEW LOW PRICE

\$149.50

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WANTED AT ONCE—Phonographs and all types of Coin Machines. Send list. All replies answered within 24 hours.

CONVERSION ONLY!

Can be installed on location in twenty minutes. Pays for itself and allows a profit in one week's time. Colorful, with top player appeal, it makes a new piece of equipment out of your old Seeburg Chicken Sams, Convict or Japs. Complete conversion ready for installation.

Sample \$17.50

\$14.75
Lots of 3

Send for Descriptive Circular

FACTORY CONVERSION

Send us your old Seeburg Chicken Sams, Jailbirds or Japs. We will completely rebuild, refinish and convert them into the new Coinex Rifle Range for only

\$69.50 Plus Parts

SEEBURG RAY GUN AMPLIFIERS, RIFLES AND MOTORS REPAIRED — 24-HOUR SERVICE

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LOCATIONS ARE TOO IMPORTANT TO NEGLECT!

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A letter or a post card will bring you a message of vital importance. There's no hitch to this. A little of your time now will save you TIME and MONEY later. Absolutely no obligation on your part in any way.



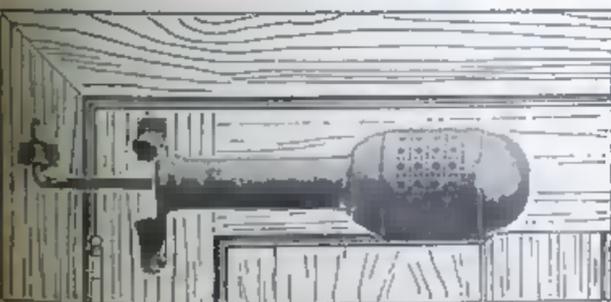
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- Simple to Install
- Refills Locked by Special Tool

U. S. Pat. No. D-142949, and Other Patents Pending.

Establish your own route and business. Insured monthly dependable income. Every dollar invested worth three dollars 4 months after units are installed. Every public-serving establishment and building your prospect.

SMALL INVESTMENT—ACT NOW WHILE SOME TERRITORIES OPEN!

Write, Wire or Phone for Details

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NEW NOVELTY SENSATION — DON'T WAIT — ORDER NOW

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PHONOGRAPHS

1 Wurlitzer 850	\$775.00	2 Wurlitzer 24's, ea.	\$290.00
1 Wurlitzer 950	675.00	1 Wurlitzer 716 Light Up	225.00
2 Wurlitzer 750E, ea.	700.00	3 Wurlitzer P-12.	
1 Wurlitzer 500	450.00	Each	125.00
6 Wurlitzer 616 Light Up, ea.	225.00	1 Rockola Deluxo	375.00
6 Wurlitzer 616 Plain, ea.	200.00		

TERMS: ONE-HALF DEPOSIT, BALANCE SIGHT DRAFT OR C. O. D.

ALL EQUIPMENT OFFERED SUBJECT TO PRIOR SALE

Chester 7637-9300

EAST COAST MUSIC CO.

Write for Our List.
10TH & WALNUT STS.
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**WE DON'T BRAG, BUT...
OUR EQUIPMENT IS TOPS!**

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Wurlitzer 860	\$725.00	Wurlitzer 12-Record	\$120.50
Wurlitzer 850	825.00	Seeburg Cadet, RC	475.00
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Wurlitzer Twin Twelve Buckley	185.00	Rock-Ola DeLuxe	385.00
Wurlitzer 300	725.00	Rock-Ola Standard	365.00
Wurlitzer 616	190.00	Rock-Ola Menarch	235.00
		Rock-Ola 12-Record	110.50

ACCESSORIES

7 Seeburg Wireless Bar-a-Matics	\$44.50	Buckley Adapter, Comp.	\$22.50
1 Seeburg Colonel Amplifier	45.00	12" PM Speakers, Now	7.50
8 GSR1 Selection Recorders	22.50	15 Wurlitzer #125 Boxes	24.50
Wurlitzer 300 Adapter	22.50	4 Wurlitzer #332 Bar Boxes	19.00
Complete Wireless Set-Up for Wurlitzer	37.50	Seeburg Wireless Boxes, 20 Sel.	37.50
Original Tone Arm Screws for Wurl. Box	1.75	Seeburg Wireless Boxes, 24 Sel.	27.50
4 24 Seeburg Wireless Adapters	15.00	8 Seeburg 20 Sel. 3-Wire Boxes	35.00
Motor for Wurlitzer Counter Model	15.00	5 Seeburg 5-10-25 Wireless Boxes	52.50
1 Wurlitzer #331 Bar Box	14.00	3 Seeburg 5-10-25 3-Wire Boxes	47.50
1 Wurlitzer #304 Stepper	10.50	Zip Cord, Per Foot	.02 1/2
2 Seeburg Playboys	25.50	150 Now-Ultra 8" P.M. Speakers	3.95
Rock-Ola Motors, Any Type	22.50	Pre-War Rubber Casters, Per Set	1.25
Wurlitzer Motors	25.50	Sakelite Crystal Pick-Ups	5.00
Wurlitzer Tone Arms	21.50	Main Gears	4.50
Wurlitzer Trays, Now	.75	Buckley Chrome Boxes, 24 Sel.	17.50
Packard Adapter, Comp.	24.50	Buckley Chrome Boxes, 32 Sel.	17.50
Seeburg Trays, New	.60	Wurlitzer 800 Amplifier with Tubes	57.50
Brackets for Any Type Box	2.50	Wurlitzer 616 Amplifier with Tubes	45.00
Wurlitzer #130 Adapter	27.50	Cash Box for Seeburg or Rock-Ola	1.25
D.C. Converters	10.00		
Wurlitzer D.C. Motors	10.00		
Line Cord, Per Ft.	.05		
Wurlitzer #145-Stepper	45.00		

KEYS FOR ANY MACHINE

WE HAVE RESISTORS, CONDENSERS AND TRANSFORMERS
We have parts for all Phonographs—Write your needs!

All Mds. Subject to Prior Sale! 1/3 Dep., Bal. C. O. D., F. O. B. N. Y.
All equipment guaranteed in perfect condition. We pride ourselves on our clean reputation!

WRITE—WIRE!

WEST SIDE DISTRIBUTING CO. 612 10th Ave., N.Y. 18, N.Y.
Phone: Circle 6-7533

**Pierson to Head
Business Group
At Kansas City**

KANSAS CITY, Mo., Nov. 24.—Elmer F. Pierson, president of the Vendo Company, was elected president of the Kansas City Chamber of Commerce for the coming year.

He was recently named a director of the National Association of Manufacturers, and vice-president of the National Automatic Merchandising Association. He also is a trustee of the Midwest Research Institute.

Trade Data

Eighty-three per cent of 5,000 people queried by public opinion surveyors in 123 towns and cities recently reported they are as well off, or better off, than two years ago. Moreover, they expect things to be better still in another year. Forty-eight per cent said they were hanging onto their wartime nest eggs, 13 per cent said they intended to spend them all.

shortage of skilled punch press operators. As these re-enter the industry production will speed up, they said.

As for new types of venders, many manufacturers state that their plans include venders which will be revolutionary in operation, design and utility. One large manufacturer reports having received several inquiries on vitamin venders, but nothing definite has been done in the way of a "go-ahead" order. It is pointed out that vitamin venders are frowned on by the various medical associations and drugstores. These groups claim such sale will cut the effectiveness of the vitamins.

There will be a definite trend toward "twin" venders, according to another leading manufacturer. Machines which will vend peanuts on one side and gum or candy on the other will be much in demand, he predicted. It was even suggested that food and drink venders be combined to create natural double sales.

An interchangeable gum and peanut vender also is being readied for manufacture soon. It will allow the operator to adjust the product chute to vend either peanuts or gum. It also will be adjustable to vend in one or 5-cent quantities.

BOTTLERS PLAN

(Continued from page 123)
prediction that a new porous plastic material may soon replace cork in bottle caps.

Speaking for the State Association of Bottlers, H. S. Pelton, of Miami, predicted that many new firms and personalities, representing "big capital," will be entering soft drink beverage field soon.

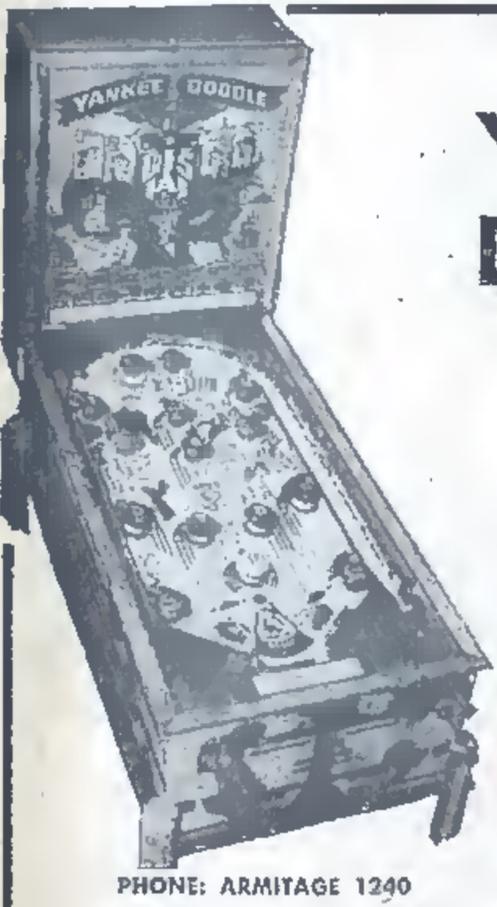
NEW VENDER IDEAS

(Continued from page 121)

employee or the employer in seeking change from others in the plant. Operators feel that the adoption of a changer in a vender increases the sales possibilities of selling locations on placing machines.

There is a definite preference and trend toward manufacture of smaller venders so that a minimum of space will be taken up on location. There has been a revival of talk about selling "breakdown" packages of cigs, this being the act of packaging bulk cigarettes in packs of one-two or five cigs to sell for 1 cent or 5 cents, but experienced operators feel this means of selling will never be successful.

Operators and distributors have once again begun a steady stream of inquiries to manufacturers on when to expect new candy, gum and peanut venders, but manufacturers have only been able to tell them that production will not hit its peak before the summer of 1946 and until then machines will be distributed as fairly as possible. Vending machine operators are still suffering the material shortages which were prevalent thru the war, and many manufacturers who did 100 per cent war work find, in re-converting, many war workers are not skilled at the type of work necessary for vender production. Altho most workers have been retained by manufacturers, there will be a lapse of time before workers attain a skill to compare with the knack acquired on war work. Manufacturers in Chicago attest to a



**YANKEE
DOODLE**

Send in Your
SPORT PARADES

WRITE TODAY FOR
DESCRIPTIVE CIRCULARS
OF ALL OUR GAMES

SEE YOUR DISTRIBUTOR
OR WRITE TO US

**MARVEL
MANUFACTURING CO.**

2124 MILWAUKEE AVE.
CHICAGO 47, ILL.

PHONE: ARMITAGE 1240

THIS YEAR MORE THAN EVER!

Yes, men, this year more than ever (little as there is left of it) you'll need to keep those faithful games in working order. Don't neglect ANY location for lack of parts while WAITING for new games NEXT YEAR!

PARTS? You bet we've got them. Name it—we've GOT IT!

WRITE FOR OUR UP-TO-DATE PRICE LIST

COIN MACHINE SERVICE CO.
PARTS FOR EVERY OPERATOR'S NEED
2307 N. WESTERN AVE. Phone HUMBOLDT 3476 CHICAGO 47

2 COMPLETE AUTOMATIC AIR RIFLE GALLERIES

Used only 4 months. 1 Compressor, brand new; 14 Rifles, extra Parts and Targets, 700,000 3/16 Ball Bearing Shot, 5 Rows of Moving Targets, ALL IN PERFECT CONDITION, with 4000 Steel Tubes, Tumble for cleaning shot. EVERYTHING GOES WITH THE TWO COMPLETE GALLERIES. GUARANTEED PERFECT CONDITION. PRICE FOR ALL, \$6,800.00.

1/3 Deposit, Balance C. O. D., F. O. B. Denver.

J. KING

1766 HIGH STREET Phone: East 1423 DENVER, COLORADO

THOROUGHLY RECONDITIONED AND READY TO GO!

5 BALL F. P. GAMES

All American	\$ 45.00	Star Attraction	\$60.00
Bandwagon	40.00	Ten Spot	50.00
Gun Club	65.00	Velvet	50.00
Monicker	75.00	Victory	80.00
Knockout	115.00	Wild Fire	50.00

TERMS: 1/3 DEPOSIT, BALANCE C. O. D. OR SIGHT DRAFT

"You Can Always Depend on Joe Ash All-Ways"

ACTIVE AMUSEMENT MACHINES COMPANY

900 NO. FRANKLIN ST. Phone: Market 2656 PHILADELPHIA 23, PA.

NOW MAKING DELIVERIES ON

GOALEE \$525.00

TOTAL ROLL \$425.00

WE ARE EXCLUSIVE MICHIGAN DISTRIBUTORS FOR LEADING MANUFACTURERS

ROBINSON SALES CO.

7525 Grand River Ave.
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YOU CAN always buy with confidence from Cleveland Coin. This week we offer—

MUSIC

- 1 Wurlitzer 950 \$750.00
- 5 Gingling Towers with R.C., Like New 950.00
- 2 Mills Thrones of Music 325.00
- 1 412 Wurlitzer 125.00
- 14 Packard Wall Boxes 35.00
- 10 Buckley Chromes, 24", Late Model 17.50
- 6 #320 Wurlitzer Wall Boxes 25.50
- 1000 Ft. New 30-Wire Coded Cable WRITE
- 1000 Ft. New 6-Wire Cable WRITE

BRAND NEW KLEER TONE LITE-UP SPEAKERS, COMPLETE, \$39.50.

ARCADE EQUIPMENT

- 19 Ft. Bow-a-Bomb \$150.00
- 2 Keeney Submarine Guns 135.00
- 1 Mutoscope Liftograph 225.00
- 2 Keeney Air Raiders 150.00
- 3 Brown Anti-Aircraft Guns 75.00
- 4 Rapid Fires 135.00
- 8 Ft. X-Ray-Pokers 110.00
- 3 Battling-Practices 115.00
- 2 Jennings Barrel Rolls 125.00
- 1 Gottlieb Skee Balleto 85.00
- 1 Keep Em Punching 110.00
- 1 Bank-a-Ball 125.00
- 10 Bumper Bowlings 75.00
- 1 Ask Me Another 28.50
- 6 Exhibit 16 Card Vendors, Late Models 29.50
- 2 Mutoscope World Fair 24 Card Vendors 29.50
- 8 Model F Card Vendors 16.00
- 8 Mutoscope Reels, Metal Cabinets, Late Girl Reels 30.00
- 1 Mutoscope 16 Card Vendor 18.50
- 1 Flip Skill 30.00
- 1 Striking Clock 95.00
- 2 Pacific Strength Lifters 89.50
- 1 Mynves Liberty Striker 125.00
- 1 Rattle the Devil 85.00
- 1 Hi Striker 125.00
- 3 Chicken Sams 125.00
- 3 Blue Bonnets 15.00

SLOTS

- 1 10¢ Blue Front, Q.T. \$ 85.00
- 2 10¢ Glitter Golds, Q.T. 110.00
- 1 25¢ Mills Melon Bell 225.00
- 1 10¢ Watling Club Console 175.00
- 1 10¢ Mills Gold Chrome 225.00
- 1 5¢ Mills Original Chrome 225.00
- 1 10¢ Mills Blue Front 185.00
- 2 Columbia, D.J. 85.00
- 2 Columbia, G.A. 75.00
- 6 Mills 5¢ Vest Pockets 55.00

20 CABINET SLOT STANDS WITH LOCKS AND KEYS—\$17.50.

BRAND NEW METAL FRAMES FOR PHOTOMATICS—WRITE.

PIN GAMES

- Zig Zag \$ 69.50
- Ten Spot 85.00
- Gold Star 49.50
- Metro 49.50
- Spotcha 125.00
- Dude Ranch 48.50
- Seven Up 64.50
- Big Chief 49.50
- New Champ 895.00
- Sara Suzy 39.50
- Sea Hawk 48.50
- Wild Fire 55.00
- Barrage 45.00
- '42 Home Run 74.50
- Stars 74.50
- Repeater 39.50

POPCORN MACHINES

- 1 U-Pop-It \$ 85.00
- 30 Like New Marbletop Bally Popcorn Vendors 125.00

CIGARETTE VENDORS

- 12 Stewart-McGuire S.P. Model, 7 Col., 20¢ Operated, Complete with Bases \$ 39.50

TERMS: 1/2 Deposit With All Orders, Balance C. O. D.

CLEVELAND COIN MACHINE EXCHANGE
2021-25 Prospect Ave., Cleveland 15, Ohio
Phone: PProspect 6318-7

Legion Members Find Manufacturer's Rest Lounge Noise Refuge

CHICAGO, Nov. 24.—As Legionnaires roamed the streets of Chicago last week enjoying themselves at the American Legion convention here, there were few places in Loop hotels they could go for peace and quiet. This condition was evidently foreseen by O. D. Jennings & Company, manufacturer of bell machines and vending machines.

Beginning Monday (19) the Jennings Company reserved the Bullfight Room in the Sherman Hotel for Legionnaires interested in stopping to rest or seek refreshment. The headquarters were particularly set up to accommodate Legion club representatives who indicated to the firm that they would be in town for the convention and would like to look over the new model Jennings bell machines now being produced. Jennings for years has specialized in the sale of bell machines to Legion clubs thruout the country, according to J. R. Bacon, vice-president and general manager of the firm.

During the three days Jennings played host to the vets from Legion clubs all over the country, they displayed their equipment to some 300 visitors from 26 States.

The Chicago Daily News Tuesday (20) printed a story on the Jennings Company's display of equipment and reception for vets.

"The Bullfight Room on the third floor of the Hotel Sherman," the story said, in part, "is a cozy, out-of-the-way spot for men of the Legion to gather for a free drink or two and a chat with friends.

"The welcome is hearty, the service quick and it's away from the hurly-burly of the convention.

"There are tables to pound in emphasis of a point. Clean white tablecloths. Boy, oh, boy!"

OPERATORS

YOU NEED THIS PHONOGRAPH SUPPLY CASE FOR SERVICING YOUR ROUTES

WITH IT ONLY ONE TRIP IS REQUIRED BETWEEN CAR AND LOCATION



A sturdy, leatherette-covered supply case, 15" x 8" x 14" high. Weight about 25 pounds when fully loaded. Separate compartments for 20 records, needles, route keys, coin wrappers, collection book, two screw drivers, pliers, oil can, jar of grease, miniature and standard bulbs and tubes.

PRICE \$37.50 F. O. B. Galesburg. Immediate shipment. Terms C. O. D. Plans hand oiler and two screw drivers can be furnished for \$2.50 additional.

HARMAN ENTERPRISES

803 Monroe St. Galesburg, Illinois

BETTER BUY



The Bell with the percentage you have been waiting for!

- Pays 3 on 1 Cherry • 5 on 2 Cherries
- 3 on 2 Bars
- No Lemons on 1st Reel

IMMEDIATE DELIVERY

AUTOMATIC COIN MACH. CORP.

338 Chestnut St. Springfield, Mass.

BANG TAILS!



BREWER'S NEW THRILL PACKED THICK STYLE PUNCH BOARD

5¢ A PLAY OVER 120 WINNERS



1200 HOLES • COLORFUL • QUICK SELLER
Takes in \$60.00 • Average Pay Out \$31.51
NOW READY • ORDER BANG TAILS.. Price \$5.70
BREWER & SONS 6320 SO. HARVARD AVE., CHICAGO 21, ILL.

MILLS ORIGINAL SLOTS

- Blue Fronts
- Brown Fronts
- Cherry Bells
- Original Chromes
- 5¢-10¢-25¢ Play
- COMPLETED REBUILT BY GENUINE FACTORY MECHANICS
- ONE BALLS
- Record Times \$160.00
- Dark Horse 160.00
- Blue Grass \$160.00
- '41 Derby 315.00
- Pimlico \$315.00

Each table clean and guaranteed in perfect mechanical condition

SPECIAL

Nickel Slide to fit any Wurlitzer Phonograph from 616 Model to 500 and 600 Model—\$1.85 Each.

SPECIAL

War Eagle and Roman Head Castings, lower and upper—\$4.00 Each.

SPECIAL

Coin Advancing Bars and Coin Holding Bars for MILLS QUARTER ESCALATORS. \$2.75 Per Set.

LATE SPECIALS

- 2 Jennings Cigarolas \$59.50 Each
- 2 Mills 25¢ Dico Machines (with Stands) 50.00 Each

SOUTHWEST AMUSEMENT COMPANY

2916-18 MAIN STREET (RIVERSIDE 5141) DALLAS 1, TEXAS

FOR SALE

- 5¢ Mills War Eagles, 3-5 Pay \$149.50
- 5¢ Mills War Eagles, 2-5 Pay 169.50
- 5¢ Mills Gold Chromes, 2-5 Pay 274.50
- 10¢ Mills Gold Chromes, 2-5 Pay 309.50
- 5¢ Mills Brown Fronts, 3-5 Pay 198.50
- 10¢ Mills Brown Fronts, 2-5 Pay 249.50
- 25¢ Mills Brown Fronts, 2-5 Pay 149.50
- 5¢ Mills Extraordinary, 2-5 Pay 149.50
- 5¢ Mills Roman Heads, 2-5 Pay 149.50
- 5¢ Mills Cherry Bells, 3-10 Pay 179.50
- 10¢ Mills Cherry Bells, 3-5 Pay 189.50
- 25¢ Mills Brown Fronts, 2-5 Pay 149.50
- 25¢ Mills Extraordinary, 2-5 Pay 149.50
- 5¢ Mills Roman Heads, 2-5 Pay 149.50
- 5¢ Mills Cherry Bells, 3-10 Pay 179.50
- 10¢ Mills Cherry Bells, 3-5 Pay 189.50

MILLER VENDING COMPANY
42 Fairbanks Street, N. W., Grand Rapids 2, Michigan
Phones: 9-8632, 9-6047

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.

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New England Operators

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1289 Washington St., Boston 18, Mass. Telephone: Devonshire 8381

LOOK WHO'S HERE!



Al Bergman of Buffalo

Announces his entry into

THE COIN MACHINE FIELD as a DISTRIBUTOR of all types of coin-operated machines for New York State and Northern Pennsylvania as Alfred Sales, Inc.

LOOK WHAT HE'S GOT!

- ★ A newly remodeled building centrally located in Buffalo.
- ★ The most beautiful showrooms and complete service department.
- ★ The leading lines of nationally known coin machines and devices.

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Distributors of Coin Operated Machines and Devices
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PACE
WATLING

ALL MODELS



All Machines Carry
Money-Back Guarantee

Twin Ports Sales Co.

Distributors of AMUSEMENT MACHINES

230 Lake Avenue South Melrose 2889 Duluth 2, Minnesota

FOR SALE—MILLS SLOTS

Blue Front, 3/5, P. O., 5c. \$ 95.00	Brown Front (2), 10c Play.
Blue Front, 3/5, P. O., 25c. 195.00	Each \$150.00
Brown Front (2), 5c Play.	Brown Front (1), 25c Play. 225.00
Each 125.00	Jumbo Parades, Cash Pay.. 65.00

Third Deposit

MORRIS HANNUM

232 E. UNION STREET BETHLEHEM, PA.

MARCUS FOR PARTS

While Marking Time For New Equipment!

Keep Your Amusement Games, Phonographs, Vendors and Other Coin Operated Equipment In GOOD REPAIR With Parts From a Concern of GOOD REPUTE!

"Parts and Supplies for Coin Machine Service"

HARRY MARCUS COMPANY

816 WEST ERIE STREET CHICAGO 22, ILL.

Philly Hotels Feature Coin Typewriters

Shortage Limits Idea

PHILADELPHIA, Nov. 24.—Philadelphia's first coin-operated typewriters were installed in a mid-town hotel and the experiment is being eyed by similar establishments and operators. Current shortage of typewriters limits the idea for the present but it is expected to be put in general use during the early part of 1946.

Hotel now using the coin-typewriters has devoted wall space to desks in a quiet section of the downstairs lobby and five machines are lined up ready for use. Machines unlock when dimes are inserted and user can type about two pages before another coin is required. Guests are permitted to use hotel stationery in the machines.

During the first day's use, machines were in constant operation and minor repairs were necessary before they could be operated the following day. Since each typist has a different touch, machines must be keyed to take terrific beatings from patrons. Serviceable old-type models, which can take hard use are used in the experiment.

Local hotels are crowded with conventions, holiday crowds, big football week-ends and lots of city folk who can't find apartments or houses during the current shortage. Hotel stenographers are overworked and the machines have already relieved the staff of the one hotel using coin-typewriters of some of the pressure.

City's 15 top hotels have shown enough interest in the experiment to cause a scramble among columnists who want to line up the best locations for the machine trade in typewriters, but the typewriter shortage will limit action for the present. The new type of machine, which has already proven successful in army camps, can be installed in office buildings, railroad stations and other locations where a transient trade is heavy.

ROLL-A-BALL

THE NEWEST, FASTEST MONEY MAKING LEGAL GAME SINCE 1641.

PRICE \$349.50

F. O. B. Poughkeepsie, N. Y.



We have a distributor deal if your local and experienced warrants consideration.

Phone, Wire, Write

- TODAY!
- A Skee Ball Alley with a Revolving Barrel, adding a thrill skill shot to an already proven money-making game.
 - Manufactured and Location Tested by Coin Machine Men who know how.
 - Absolutely fool proof.
 - 8 1/2 ft. long—easily handled.
 - Solidly constructed.
 - Flashy Colored Backboard Lito-Up.
 - Giant Cash Box.
 - Legal everywhere—wonderful money maker for closed territory.
 - Guaranteed workmanship.

JOHN A. FITZGIBBONS

JAFCO, INC.

776 Tenth Ave. NEW YORK 19, N. Y.
(Phone: COlumbus 5-7996)

Perfect Operation for Parks, Piers, Beaches, Arcades and Concessionaires. Set Up a Complete Battery!

MILLS ORIGINAL SLOTS

ALL CLEAN—HIGH SERIAL NUMBERS

24 5c Blue Fronts, 3-5 P.O.	\$145.00
3 5c Blue Fronts, 3-5 P.O.	110.00
12 10c Blue Fronts, 3-5 P.O.	115.00
3 25c Blue Fronts, 3-5 P.O.	140.00
8 5c Pace Club Bell, 3-5 P.O.	95.00
5 10c Pace Club Bell, 3-5 P.O.	115.00
2 25c Pace Club Bell, 3-5 P.O.	150.00
4 5c Calico Club Bell, 3-5 P.O.	75.00
3 10c Calico Club Bell, 3-5 P.O.	85.00
3 25c Calico Club Bell, 3-5 P.O.	100.00
2 5c Pace Deluxe, 3-5 P.O.	95.00
2 10c Pace Deluxe, 3-5 P.O.	110.00
2 25c Pace Deluxe, 3-5 P.O.	140.00
1 5c Jennings Silver Chief, 3-5	125.00
1 5c Watling Rotolop, 3-5 P.O.	85.00
1 10c Watling Rotolop, 3-5 P.O.	85.00
1 5c Mills Goose-neck, J.P.	95.00
1 1c Mills O.T. with Stand	45.00
1 5c Columbia, Cig. Reels, New	60.50
1 1c Imps. Cig. Reels	4.95
8 1c Yankee Divider Model	4.95
24 Mills Stands, Locking Bar, Key	7.50
3 Revolve Around Stand, Keys	20.00
1 Mills 4 Ball, 4/5c, Orig. Head	250.00
1 5c Pace Saratoga, Cash P.O.	85.00
17 Chicago Metal Weight Stands, Ea.	7.50

1 BALL PAYOUT TABLES

28 Bally Peckness	\$12.50
10 Bally Sport Pages	37.50
16 Bally Grandstands	50.00
8 Bally Thistledowns	55.00
3 Bally Grand National	55.00

Plus Crating

1/3 Deposit With Order, Balance O. O. D.

UNION SALES CO.

409 N. Adam St. GREEN BAY, WIS.
Phone: Howard 2995

1 BALL FREE PLAYS

GUARANTEED USED GAMES SOLD ON MONEY BACK GIFT CERT.

One-Two-Three, 1940 \$ 90.00
Gold Cup with Base 50.00

CONSOLES—CASH PAYOUT

Baker's Pacers, D.D., 25c \$375.00
Track Time, 1938 125.00
Liberty Bell (Slant Top) 55.00
Liberty Bell (Flat Top) 40.00
Multiple Racer 50.00
Vest Pocket Bell, Bf. and Gold J.P. 55.00
Slot Machines Write

MISCELLANEOUS

Play Pool \$150.00
Keanty Submarine Gun 150.00
O. D. Jennings Scales 25.00

WE WANT TO BUY 5-BALL FREE PLAY PIN GAMES.
SEND US YOUR LIST.

1/3 Deposit, Balance O. O. D.

OLIVE NOVELTY CO.

2025 LUCAS AVE. ST. LOUIS 3, MO.
(Phone: Franklin 9820)

\$250.00 Takes 'Em All!

READ THIS LIST TWICE!

Over fifty counter games, including Imps, Cuba, Bally Babys, Pikes Peaks, 3-Way Grip Testers, Sweepstakes, Fortune Tellers, Panel Balls, etc., etc. Also Wurl. Speakers and Haffles, several Amplifiers used in the Mills Strollers with Tubes, 3 Chicken Sam. Amplifiers, A few older Slots, Wurl. 71 Stand, Mills 5-in-1 Pin Game, 40 large Skee Alley Balls. Plus many other items. Worth triple the price we ask. Will ship to sender of first deposit.

JULES OLSHEIN & CO.
1100-02 Broadway ALBANY 4, N. Y.

FOR SALE

Coin Machine Route. Price \$8000: 8000 down, 0 Automatic Juke Boxes; 12 Pin Tables; P.P. or G.P.; 33 Slot Machines, 5c-10c-25c; good supply Sales Boards, lots of Parts, Chevrolet Panel Service Car. Nets \$750 per month; possibilities.

JOHNSON MUSIC CO.
1027 Arthur St. Klamath Falls, Ore.

NOW DELIVERING! "BIG TOP"

Streamliner	\$175.00
Brall	175.00
Santa Fe	175.00
Pin-Up	135.00
Grand Canyon	155.00
Midway	125.00
New Champ	59.50
Texas Mustang	65.00
Western Major League	125.00
Marines at Play	125.00
Chrome Vest Packets	65.00

1/3 Dep., Bal. C.O.D., F.O.B. Phila.

LEON TAKSEN COMPANY

2035 Germantown Ave., Phila. 22, Pa.
Phone: Poplar 3638

Late Belgian 10c Play Pool Table with Accessories, \$145; Blue APT Targets, \$20; Submarine (no. operating), \$115; Mills Punching Bag, extra new bar, \$75; Mills Latest Blue 5c Q.T., \$60.50; Pace 5c Double J.P. Comet, \$65; Jennings Automatic Libraries, 10c play, 300 Books included, \$75; Senator, \$10; Bally Torpedo, \$155; Calliope, \$25; Anti-Aircrafts, \$50; Skill Shot, \$25; Bullseye Conversations for Seaburg and Bally Ray Guns, no scenery, \$8.50; Bally Bull with conversion, \$85; Tommy Gun, \$135. One-third deposit.

W. McLENNAN, 17704 John R., Detroit 3, Mich.

MARKEPP VALUES

SLOT MACHINES & CONSOLES

25c Cherry Bell, Original	\$235.00
5c Cherry Bell, Original Cabinet, Refinished	175.00
5c Blue Front, Original	150.00
25c Blue Front, Original Cabinet, Refinished	275.00
Jumbo Parade, C.P.O., Factory Rebuilt, Like New	135.00
Jumbo Parade, F.P.	98.00
Big Game, F.P.	85.00
'38 Track Time	85.00

ARCADE EQUIPMENT

Mutoscope Sky Fighter	\$175.00
Air Raider	145.00
Bally Rapid Fire	145.00
Keeney Submarine Gun	115.00
Tail Gunner	95.00
Chicken Sam Target Conversion	95.00
Shoot the Chutes	79.50
Scientific X-Ray Poker	99.50
Chicago Coin Hockey	185.00
Mutoscope Crane	69.50
Buckley Electric Hoist	59.50
Bally Torpedo	98.00

NEW GAMES

Rush Your Order for Early Delivery, Conco Total Roll	\$425.00
Chicago Coin Goofee	525.00
Gottlieb New Pin Game	
Stage Door Canteen	249.50
Bally Undersea Raider	399.50

5-BALL PIN GAMES

Gold Star	\$99.50	Stratoliner	\$49.50
Four Aces	125.00	All American	49.50
Big Parade	129.50	Clover	89.50
Slap the Jap	39.50	5-10-20	116.00
Maker '41	69.50	Jeep, Rev.	119.50
Stage Door Canteen, Converted	\$185.00		

All Machines Carry Markepp Guarantee.

WANT TO BUY
Photographs All Makes and Models. Send Us Your List With Your Best Price—Do It Now!!

THE MARKEPP CO.
(Established 1928)
4310 Carnegie Ave.,
Cleveland 3, Ohio
Telephone: Henderson 1043

Detroit, Police Appoint 16mm. Movie Censor

DETROIT, Nov. 24.—Establishment of 16mm. film censorship on an official basis, comparable to that for theatrical 35mm. films, was made in Detroit this month when Max Blumenthal, operator of the Film Exchange Studio, purchased a new 16mm. projector. Blumenthal, who has operated the studio for about 25 years, has screened all theatrical and special purpose 35mm. films of all distributors since that time for the Detroit police censor. The new equipment will be used for review of the 16mm. field.

As a result of a test by the censor about two years ago, it has been held that the police have a right of censorship over all films publicly exhibited, whether 35mm. or 16mm. The test was made in connection with a coin movie machine film which was considered to be offensive. However, it was not film distributed regularly thru ordinary 16mm. film channels, but special film purchased by the owner of the machine and was shown in a cafe.

The 16mm. field will be expanded still further with Blumenthal as key man in the field. He plans to establish a 16mm. film library, on a scale unknown in the Detroit area, which will be used for non-theatrical distribution. Blumenthal will also handle 16mm. projection service, on a portable basis, for organizations, industries and individuals.

New Blumenthal organization headquarters will be right in the Film Exchange Building, which is the 35mm. film distribution center for Michigan. Building is well organized with centralized shipping and film handling facilities.

EXHIBIT

GAMES AND ARCADE MACHINES

QUALITY material and workmanship
PLAYER APPEAL that surpasses all others
GREATER EARNINGS for Operators
OVER 40 YEARS' EXPERIENCE
BEHIND THEIR MANUFACTURE

"ASK ANY SMART OPERATOR"

Be Sure Your Name Is on Our Mailing List

EXHIBIT SUPPLY CO.

4222-30 W. Lake St. Chicago 24, Illinois

"JACKPOT BELL"
\$49.50
Brand New
TAKES NICKELS—PAYS QUARTERS!!!



A fast little honey of a money maker! Soon pays for itself! Unconditionally guaranteed. Three fruit reels. Costs player 5c per play. Pays off one quarter automatically on two cherries, etc. (Retains 60% for house; 40% winnins for player.) Also can be operated to pay off tokens, 25c size, bearing odds from 3 to 1 up to 100 to 1. Complete with 121 metal tokens. (Jackpot is 100 to 1 token, which player redeems for \$500.) Size 10x10x10 in. All-metal pre-war construction. Wt. 16 lbs. Send \$10.00 deposit, balance C. O. D., F. O. E. Chicago. Immediate delivery. Each \$49.50.

Webb DISTRIBUTING CO.
312 NORTH MICHIGAN AVENUE CHICAGO 11, ILLINOIS

CONSOLES

5c Keeney Super Bell (Comb.)	\$300.00
5c Jennings Derby Day	25.00
5c Jennings Multiple Racer	50.00
5c Keeney Track Time '37	35.00
5c Paces Reels, '40	100.00
5c Bally Royal Draw	65.00
5c Mills Jumbo Parade, C.P.	75.00
5c Exhibit Chuck-a-Lette	50.00
5c Paces Races, Brown (As Is)	90.00
5c Paces Races, Red Arrow (As Is)	90.00

SLOTS

1c Callio, 3/5, Red	\$ 99.50
5c Callio, 3/5, Red	49.50
10c Callio, 3/5, Green	69.50
10c Jennings Golf Ball	75.00
25c Jennings Golf Ball	75.00
5c Watling 'Rol-a-Top, 2/4, G.A.	75.00
5c Jennings Victory Chief, 3/5	200.00
5c Mills War Eagle, 2/4	96.00
10c Mills Roman Head, 3/5	175.00
25c Mills War Eagle, 2/4	145.00

FOLDING STANDS (All Makes) 2.50

KING PIN GAMES CO.
826 Mills St. KALAMAZOO, MICH.

AVAILABLE

Family man and business minded young man with 18 years' experience in Phonograph and Pin Table operation. Former owner-operator. Can take full charge of Music or Pin Table business, repair, install and refinish all types of equipment. Willing to travel anywhere. I have my own late model car. Position must be progressive. Salary open to living conditions and responsibility. Address all replies to BOX D-77, The Billboard, Cincinnati 1, Ohio.

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LATEST
P & S
CONVERSION

Send In Your PUNCH OR TOPS

8 DIFFERENT FREE PLAY GAMES

SEE YOUR DISTRIBUTOR OR WRITE DIRECT TO

P&S MACHINE CO.

3017-19 N. SHEFFIELD AVENUE CHICAGO 14, ILLINOIS

CARD VENDORS

Mutoscope Metal, 3 Slots	\$85.00
Mutoscope, 2 Cards, 5c, Floor Size	35.00
Mutoscope, Floor Size	35.00
Exhibit Floor Size Lite-Up	35.00
Exhibit Floor Size	25.00
Exhibit Floor Size, Streamlined Lite-Up	45.00
Original Mazda 1480 Gun Lamp, Ea.	.60

ALSO 500 FACTORY REBUILT ARCADE MACHINES, BEAUTIFULLY SPRAYED! READY FOR DELIVERY!
Complete List of Machines, Parts and Supplies sent free!

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Announce New Coin Changer On Location

Holds \$11 in Nickles

CHICAGO, Nov. 24.—Twin coin changers for dimes and quarters were announced this week by P. J. Kilday, Atlantic Machine Company, as being on location in the Chicago area. Large department stores, bowling alleys, arcades and factories are numbered among the group that have already installed the changers.

Starting five years ago on a part-time basis, Kilday designed a dime coin changer and a coin slug changer—to give a telephone slug and a nickle for a dime. Since the phone boxes no longer take special slugs, Kilday has also converted these machines to coin changers. Holding \$11 worth of nickles, the coin changers have caught on with the amusement locations along with the growth of the coin machine industry and the national publicity that have been given machines of this type.

Claiming the machines as cheat-proof, foolproof and a time and money saver, the company has found factory locations "ideal" and, according to Kilday, "Factories that have installed vending machines so that employees may purchase milk, ice cream, Coca-Cola, candy or cigarettes have been interested in the automatic coin changer, which is, I think, the first successful model that appeared on the market."

Rent Machines

The machines are given out on a rental basis, with a \$3 a month charge for each machine on location. However, Kilday has plans to sell some machines outright to a distributor, who will in turn sell them to operators of amusement machines. The operator will get additional play with the "twins" installed in fast locations—he can stand the cost himself, it was pointed out, or charge a small fee to the location owner.

According to distributors interviewed on the idea, most of them declare that the idea is "smart business" and that "it should prove to be a boom to the local trade." For example, as one distributor stated, many men enter a location, see a machine they would like to play, but haven't any nickles in their pockets. They sometimes go to the counter and get change, but most of the time the clerk is busy. Rather than wait, they forget about it—or maybe they don't even try to get the change. If the changer is right in front of them and they don't have to give it a second thought, most people will slip a dime or quarter in, get the nickles, play the machines, and added profit is given to the location owner as well as the operator's pockets.

Wieboldt's, the Fair Store, and Carson's are some of the department stores that now have the machines on location. Plankinton Arcade owners in Milwaukee have used the machines in their location, which attracts mostly teenagers, and have four of them in the amusement arcade, refilling them about three times a day with nickles.

At the present time, parts for the machines are manufactured in sections by different companies—but further expansion of the organization is expected to establish a fast belt-line method of production. With 200 machines on hand that he has converted from slug machines, besides his regular production, Kilday claims that his backlog orders will be filled in rapid order. Shortage of labor to install the machines is the reason that production is now in advance of installation of the "twins," and that is expected to be solved in short order, says Kilday.



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How To Choose Locations Is Topic of New Survey

WASHINGTON, Nov. 24. — Coin machine operators, looking forward to expansion in the peace years, will find helpful advice on choosing profitable locations in prosperous communities in a study by Sarah C. Saunders, of the Division of Small Business, Bureau of Foreign and Domestic Commerce.

Saunders lists the number of important factors which are to be considered in choosing business locations, and these factors are easily adapted to the trade.

First important factors, according to the study, is the trade situation in the community. How many wholesale, retail and service establishments are in the town? How many people do they employ? What is their pay roll? What are their receipts? The latest United States Census of business and a Rand McNally Atlas and Market Guide—both of these may be obtained in any large public library—will furnish the answers to all of these questions.

Comparisons between the latest figures and earlier ones will indicate, says Saunders, whether business in the community is in a healthy state. This can be ascertained by a study of the increase in number of firms, or whether large numbers of firms have disappeared recently, many of which can be assumed to have failed. This information can be used, too, as a measure of the competition which can be expected if the proposed new business is in the distributive or service class.

Sources of Data

It is frequently necessary, according to the study, to think in terms of more than one community, as two towns within convenient driving distance of each other may vie for the same patronage. Measuring a market area is never a very exact procedure, nor is it a simple matter. Facts are available in every community, tho, which will permit rather definite comparisons between places. For example, the limits of a shopper's

market for retail and service purposes can be estimated by the circulation area of local newspapers.

Presence of one or more live business associations within a community—such as a chamber of commerce, a Better Business Bureau or a retail merchants' association—is an indication of healthful business conditions. These associations are often a fine source of information about local business conditions, trading areas and local regulations under which firms must operate.

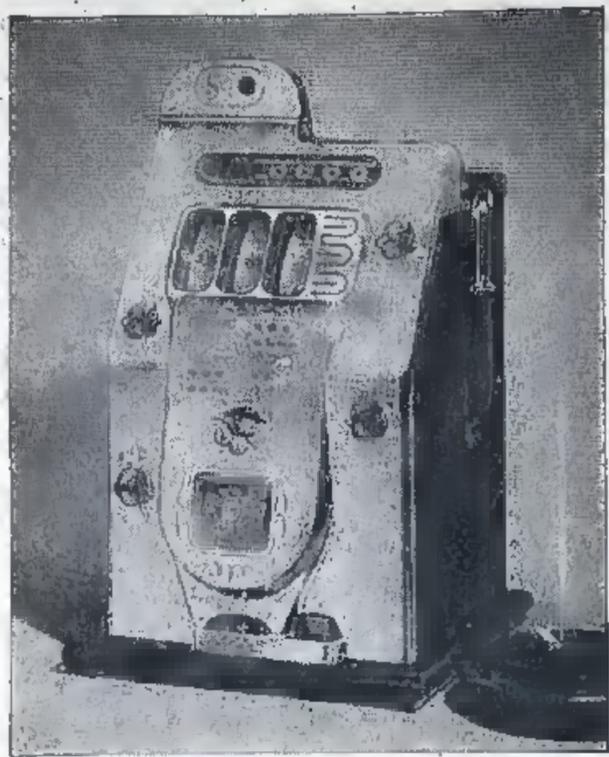
Size of the community, the kind of people, their occupations and the degree of their literacy also affect the potential market for goods and services. While statistical data, as given in the census reports for cities and counties, furnish some clue to local economic characteristics, on-the-spot observation, or interviews with local business men, bankers or trade association officials are particularly helpful.

Look Over Banks

These factors, as the study points out, are by no means complete; but they are representative. Ease in obtaining money for investment and working capital needs is an important factor in any business. Perhaps the person who is contemplating a new business already has sufficient investment capital; in that case banks and other financial facilities of the town under consideration as a location need be examined only as a source of working capital. It is well not only to become familiar with that town's capital resources to visit the local bankers and discuss the needs of the business, but also to compare conditions in several towns before arriving at a final decision.

Best advice the study had to offer was: take time to go into several promising communities; stay there long enough to study carefully the factors mentioned. Make a final decision about the business location only after a point-by-point balancing of all available facts.

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10¢	\$225.00; 25¢ 250.00
Mills Copper Chromes, 25¢	225.00
Mills Cherry Bells, comp. refin., club handles, drill proof, 5¢	199.50
10¢	\$185.00; 25¢ 195.00
War Eagle, Orig. 3/5, Rebuilt by Mills and Refin., 50¢	395.00
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10¢	\$125.00; 25¢ 150.00
Jenn. Master Silver Chief, 5¢, 5¢	119.50
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10¢	\$59.50; 25¢ 79.50
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\$2.00 NICKELS	17 M to Case	1 CASE	65c Per M
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6 Latest Model Watling Big Game, F.P. 89.50	

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2 Wurlitzer '42/800R	489.50	2 Wireless Wallomatics, 20 Sel., 5-10-25¢	49.50
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1 Wurlitzer 24, Hideaway, Original		2 Wurlitzer Original Like-Up Speakers	30.00
Cabinet, R.C.	324.50	3 Wurlitzer =300 Adapter	32.95
1 Wurlitzer 412	139.50	4 Wurlitzer =130 Adapter	37.85
1 Wurlitzer 818	189.50	1 Wurlitzer =304 Stepper	22.50
3 Wurlitzer 600K	469.50	1 Wurlitzer =145 Stepper	45.00
1 Seeburg Cadet, ESRC	510.00	4 Metal Chandelier Baffles	10.00
1 Rock-Ola 16 Record	169.50	3 Seeburg 3-Wire Selectomatics	32.50
1 Rock-Ola Standard	375.00	10 AMI Amplifiers, Less Tubes	21.95
2 Rock-Ola DeLuxe	389.50	20 Rock-Ola Standard Curved Front Glasses	2.85
1 Ideal Scale, Back Door Missing	49.50	10 Solonoid Drums for Wurlitzers	21.95
1 Watling Fortune Teller Scale, Like New	99.50	17 5¢ National Slug Projectors	3.85
WALL BOXES AND PARTS		70L7 REPLACEMENT TUBES	2.95
2 Wurlitzer =320, Sweet Music Boxes	\$24.85	Zip Card, 500' Rolls, Per 1000'	17.00

NEW ORIGINAL WURLITZER TRAYS
65¢ EACH — \$55.00 PER HUNDRED

AEROPOINT NEEDLES
46¢ EACH — \$44.00 PER HUNDRED

WE CARRY A COMPLETE LINE OF TUBES, ALL SIZES OF LAMPS, LUMILINES, PAPER TITLE STRIP HOLDERS, COIN WRAPPERS, ETC.

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Castings, Chrome Plated, with Cups, Ornaments, Award Plates. Machined. All Steel Parts

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520	5¢	EASY ACES, DEF. PROFIT, SLOT SYMBOLS	13.00	1.25
520	25¢	EASY FINS, DEF. PROFIT, SLOT SYMBOLS	55.00	1.25
720	5¢	BABY BELL, SLOT SYMBOLS	17.37	1.75
1000	25¢	ALL OUT CHARLEY, DEFINITE PROFIT	60.00	3.25
1000	\$1.00	JACK POT CHARLEY, THICK & PROTECTED	185.30	2.50
1000	5¢	OUT DOOR SPORTS, THICK, JUMBO HOLES	28.40	3.25
1000	5¢	SPOT OF GOLD, THICK, JUMBO HOLES	28.14	3.25
1000	10¢	BIG DIME DOUGH, THICK, JUMBO HOLES	42.76	3.25
1200	5¢	TEN BIG FINS, THIN, JUMBO HOLES	35.20	2.50
1200	5¢	VICTORY BELL, THICK, JUMBO HOLES	38.57	3.60
1200	50¢	TEXAS CHARLEY, THICK & PROTECTED	162.75	3.00

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All Slots thoroughly overhauled and worn parts replaced, most have new award cards and reel strips. All beautifully refinished.	
6c Jennings Red Skin	\$145.00
6c Jennings Four Star	125.00
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Super Bell, 5-5, P.O.	375.00

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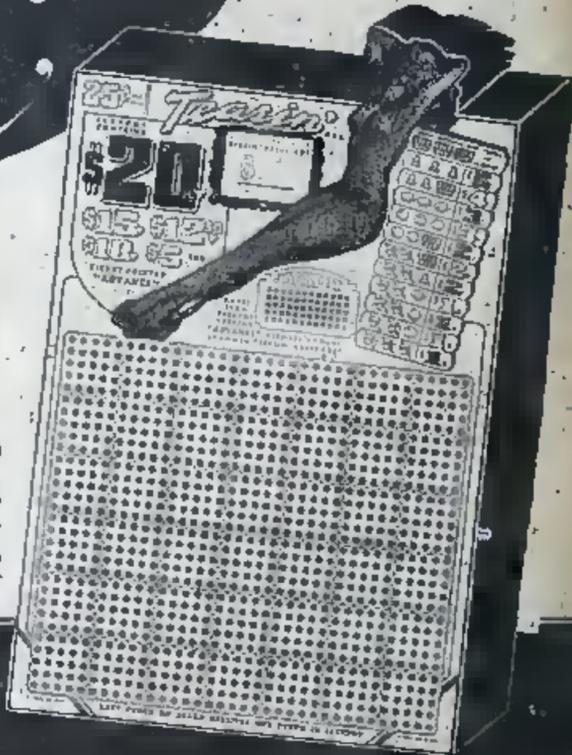
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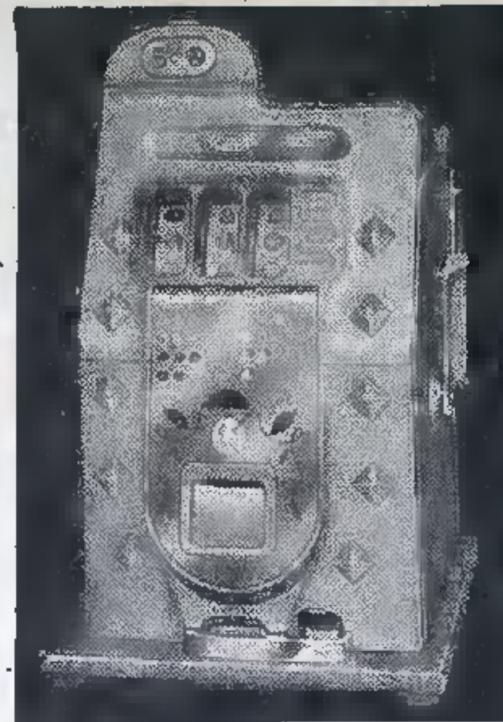
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Gold Chrome, 10¢ . . 315.00	Orig. Chrome, 10¢ . . 275.00	Black Front, 5¢, HL . . 225.00
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Blue Front, 5¢ . . . 150.00	Cl. Bell Cons., 5¢ . . 350.00	Q.T., 5¢, Late 100.00
Blue Front, 10¢ . . 175.00	Cl. Bell Cons., 10¢ . 400.00	Q.T., 10¢, Late . . . 125.00
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Paces Races (Brown) 125.00	Triple Entry 100.00
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5c Silver Chrome . . 235.00	5c Q.T. Glitter Gold 97.50	25c Gold Chrome . 230.00
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Astrology Scale 60.00	Merchantman Claw 65.00
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RAPID FIRE GUN CASTINGS, NEW	19.50	NEW BALLY CLUB BELL, P.O. Unit	34.50
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JENN. BOB TAILS	104.50	5¢ CHERRY BELL, 3-10, C.H.	189.50
JENN. SILVER MOON, F.P.	104.50	5¢ F.P. Q.T. DIAL VENDOR	49.50
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GOLD CUPS	49.50	SET OF JENN. SILVER CHROMES	550.00
BLUE GRASS	195.00	5¢ Q.T., Late Model	79.50
'40 1-2-3, F.P.	89.50	5¢ Q.T., Glitter Gold	109.50
PIMLICO	395.00	5¢ VEST POCKETS, Green	49.50
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Brown Front, 25c	229.50	Orig. Chromo, 2/5, 5c	240.00	Pace Kitty, 5c	75.00
Jenn. Console, 5c	120.00	Jenn. Console, 10c	140.00	Pace Deluxe, 5c	90.00
Blue Fronts, C.H., K.A., S.J., 5c	\$135.00	Brown Front, Reb., New, 10c	\$200.00		

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Jockey Club	300.00	Dblo. Stands, Enamel	39.50	Rapid Fire, A-1	145.00
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Sport King	165.00	Zingo, Floor Sample	160.00	Buckley Bxs., 20 Set	4.50
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Pace Twin Reels, 5¢ & 25¢ Chutes	350.00	Super Bell, 3/5 & 1/25¢	505.00
Pace Twin Reels, 5 & 10¢ Chutes	325.00	Club Bell, F.P. & Payout	250.00
Jumbo Parade, 25¢ 210.00		Super Bell, 5 & 25¢	450.00
Jumbo Parade, 5¢ 145.00		Boblati	125.00
Pace Twin Reels, 10¢ & 25¢ Chutes	375.00	Big Game	125.00
Super Bell, 4-5¢	475.00		

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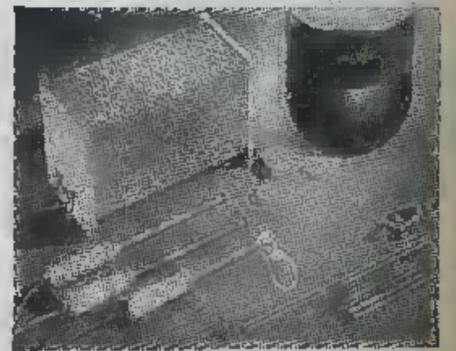
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5c Blue Front, Glitter Gold, Knop-Action, Club Handle	\$150.00	5c Jumbo, Free Play	\$ 85.00
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5c Jennings Chief	100.00	Chicago Metal Double Door Single Stands	45.00
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GOLD CHROMES

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BROWN FRONTS

5c 10c 25c

BLUE FRONTS

All above Machines have Knee Action,
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5c Q. T.'s Originally Blue Made

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With SPECIAL 3/5 PAYOUT.. WRITE
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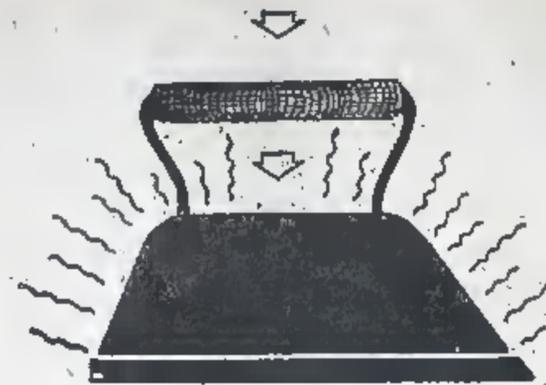
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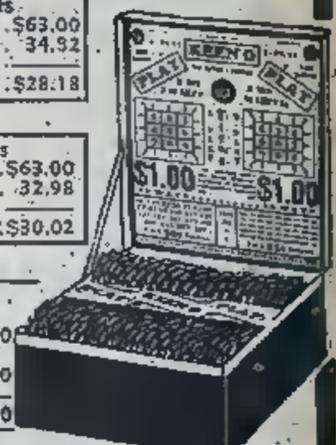
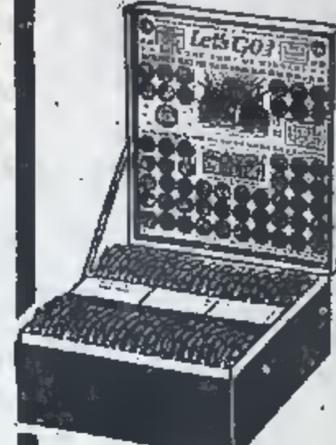
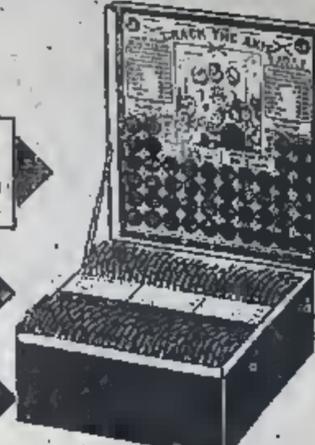
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Jockey Club	Bobtail, totalizer ... 110.00
Kentucky	
Long Shot	SLOT MACHINES
Sport King	Blue Fronts—KA, CH, set of 3
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Flying Champ	Brown Fronts—KA, CH, set of
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CONSOLES 600.00
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cab. 650.00
Bangtails—J.P., life cab. ...	Master Chiefs, set of 3 ... 450.00
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..... 125.00	
Buckley Track Odds	
..... 275.00	

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AMI Singing Towers, Brand New in Factory Crates. WILL TAKE ANY MAKE PHONOGRAPH IN TRADE WITH LIBERAL ALLOWANCES. **\$598.00** ea.

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50 Buckley Boxes, 20 & 24 Record Lite-Up, Swing Door, Latest Model	\$19.95	10 Wurlitzer 412 Amplifiers, Less Tubes	\$95.00
10 Rock-Ola Boxes	17.50	5 Rock-Ola Amplifiers, Less Tubes	30.00
5 Rock-Ola Bar Boxes	24.50	3 Seeburg 24 Record, 5¢ 3-Wire Boxes	28.50
4 Wurlitzer #320, 2-Wire Sweet Music, 5¢ Boxes	24.50	50 Keeney Boxes	2.50
10 Wurlitzer #125, 5-10-25¢, 2-Wire Boxes, Plastic Covers, Like New	24.50	5 Wurlitzer #304 Steppers	27.50
20 Wurlitzer #125, 5-10-25¢, 2-Wire Boxes, Metal Covers, Like New	24.50	10 Wurlitzer #145 Fast Steppers	49.50
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Toplo	88.50	Sea Hawk	58.50
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Victory, Genco	89.50	Vonus	89.50
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Mills Owl	89.50	Majors, '41	68.50



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5c Super Bells, Comb. F. P. C. P.	\$295.00	Jumbo Parades, C. P., late	\$109.50
25c Super Bells, Comb. F. P. C. P.	395.00	Jumbo Parades, F. P., A-1	79.50
2 Way Super Bells, C. P., 5c-5c	435.00	Bally Club Bells, A-1	219.50
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3 Bells, like new	875.00	25c Bobtail, F. P.	169.50
Track Odds, D. D., ser. 12,000	595.00	5c Bobtail, F. P.	99.50
Super Track Time, 9 coin	249.50	5c Silver Moon Totalizer	99.50
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Bakers Pares, D. D. P., A-1	299.50	Saratogas, Comb. F. P. C. P.	139.50
Kentucky Club, A-1	89.50	Mills 3 Bells, like new	875.00

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Mills 3 Bells	875.00
Rapid Fires, A-1	169.50
Bally Convoy	189.50
9 Ft. Skee Rolls	179.50
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5-10-25c Blue Fronts
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5-10-25c Copper Chromes
5-10-25c Gold Chromes
100 Box Stands, \$15.00 Ea.

MUSIC WALL BOXES

15 Wurlitzer #125 Boxes, 5-10-25¢, Ea.	\$25.00
40 Rock-Ola Wall Boxes, Ea.	17.50
10 Wurlitzer #120, 5¢, 2 Wire, Ea.	25.00
15 10-Record Buckley Boxes, Ea.	8.00
8 32-Record Buckley Boxes (New), Ea.	19.50
Buckley Adapter for 32 Record (New)	15.00

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LOS ANGELES
See BILL HAPPEL

KEENEY RECONDITIONED SUPER BELLS

Keeney Super, 5¢, F.P., P.O.	\$325.00	Keeney Twin, 5¢ & 6¢, P.O.	\$395.00
Keeney Super, 25¢, F.P., P.O.	385.00	Keeney Twin, 5¢ & 25¢, P.O.	450.00
Keeney 4-Way, 5¢-5¢-5¢-5¢	495.00	Keeney Twin, 5¢ & 6¢, F.P., P.O.	550.00
Keeney 4-Way, 5¢-5¢-5¢-25¢	595.00	Keeney Twin, 5¢ & 25¢, F.P., P.O.	595.00

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New Drill-Proof Cabinets, Knee Action, Single Jack Pot, Etc.
Write for New Low Prices.

Gold Chromo, 50¢	Write	Jenn. 4-Star, 10¢	Write	Blue Front, 25¢	Write
Gold Chromo, 5¢	Write	Blue Front, 5¢	Write	Bonus Balls, 5¢	Write
Gold Chromo, 10¢	Write	Blue Front, 10¢	Write	Bonus Balls, 10¢	Write
Gold Chromo, 25¢	Write	Paco Deluxe, 10¢	Write	Bonus Balls, 25¢	Write
Paco Deluxe, 5¢	Write	Paco All Star, \$1.00	Write	Paco Deluxe, 25¢	Write
Paco All Star, 50¢	Write	Jenn. 4-Star, 5¢	Write	Weighted Metal Bands	Write
Paco All Star, 5¢	Write	Mills Chromo, 5¢	Write	Mills Q.T., 5¢	Write

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Evans Bang Tails, Late D.D., J.J.	295.00	Paco Reels Twin, 5¢ & 25¢, P.O.	385.00
Evans Dominoes, Late D.D., J.P.	285.00	Bally Hi Hands, F.P., P.O.	189.50
Evans Lucky Lucre, 3-5¢, 2-25¢	350.00	Mills Late Head 4 Bell, 5¢-5¢-5¢-5¢	585.00
Evans Lucky Lucre, 5-5¢	185.00	Bally Club Bells, F.P., P.O., 5¢	248.50
Bally Roll 'Em	169.50	Bally Sun Ray, F.P.	169.50
Evans Lucky Stars	169.50	Mills Jumbo, Comb. F.P., P.O.	213.75
Paco Baratogas, Late, F.P., P.O.	149.50	Mills Jumbo, Late High Head, P.O.	148.50
Paco Baratogas, Late P.O.	98.50	Mills Jumbo, Late High Head, F.P.	129.50
Mills Original 4 Bells, 5¢-5¢-5¢-25¢	595.00	Baker Pacors, Dally Double, 5¢	289.50

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Reconditioned, Refinished \$249.50

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Rock-Ola Standard New Rock-o-Lite	425.00	Wurlitzer Victory Model 24	495.00
Seeburg Casino	395.00	Wurlitzer 24, Hide-A-Way Adaptors	295.00
Rock-Ola Deluxe New Rock-o-Lite	445.00	Wurlitzer Twin 12 Adaptors	225.00
Buckley Chrome, Ill. Boxes	22.50	Packard Pla-Mor Boxes	37.50
Rock-Ola Bar, 5-10-25	48.50	Rock-Ola Late Bar Boxes	24.50
Rock-Ola Wall, D.O. or A.C.	19.50	Seeburg 30-Wire Boxes	12.50
15 In. Cabinet and 12 In. P.M. Speaker	16.50	39 In. Cabinet and P.M. Speaker	27.50
Wurlitzer & Seeburg Main Gears	0.75	P.M. 12 In., 20 Oz. Speaker	0.75
Wurlitzer Star Wheel and Pin	1.00	Crystal Pickup Cartridge	5.00

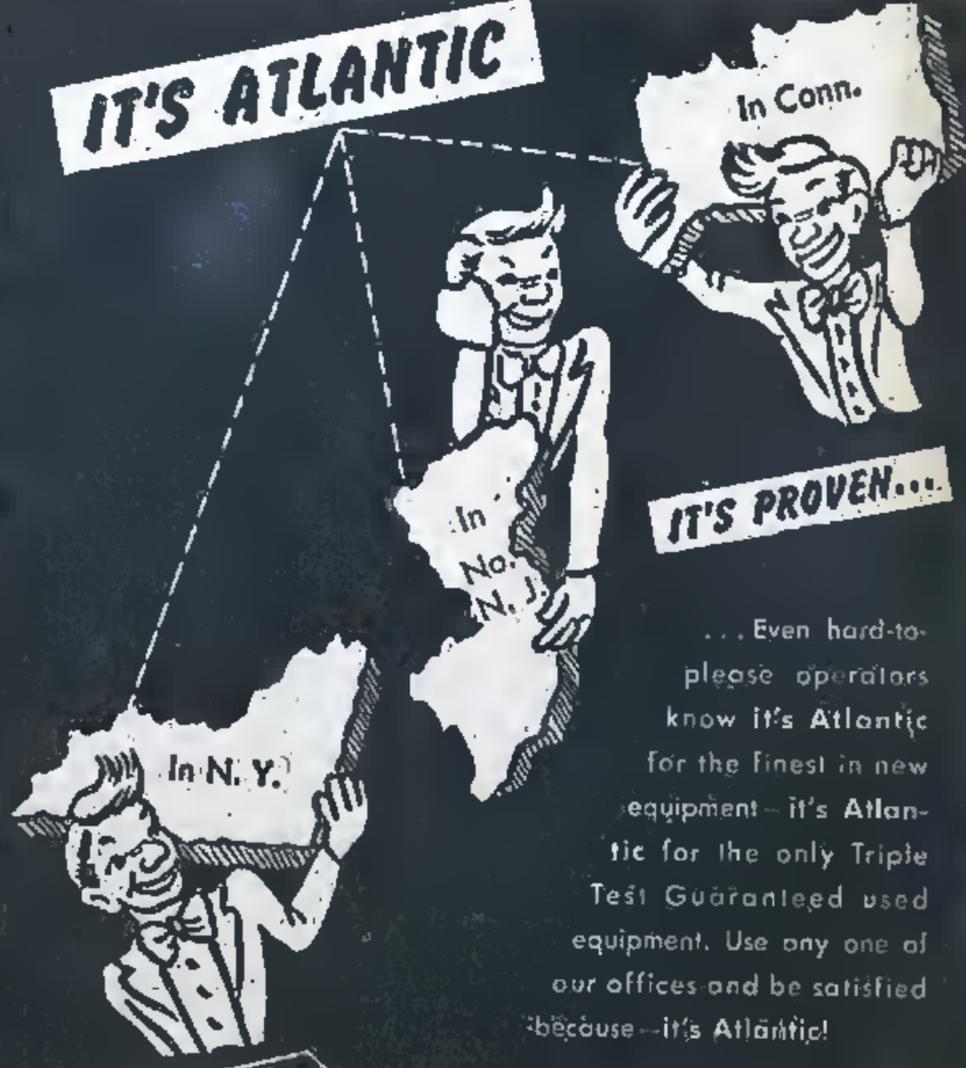
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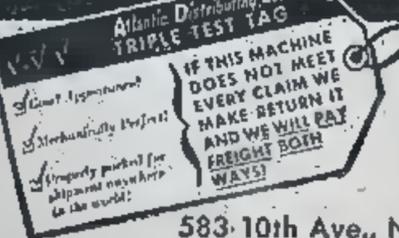
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MANUFACTURING CORPORATION

BETTER BUY FROM BUCKLEY

JACKPOT BELLS

5c — 10c — 25c

GENUINE CHROME — COPPER CHROME
GOLD CHROME

BROWN FRONTS — BLUE FRONTS

SOLD ON OUR

30 DAYS' MONEY-BACK GUARANTEE

BUCKLEY DAILY DOUBLE TRACK ODDS

REBUILT—LOOK AND OPERATE LIKE NEW

PACES SR. REELS (Brand New) \$196.50

MILLS FOUR BELLS — Excellent Condition

PERFECT FIT NEW ALUMINUM CASTINGS ORIGINAL CHROME, GOLD CHROME, COPPER CHROME, BROWN FRONT, ALSO COMPLETE NEW LIGHT CABINET ASSEMBLIES WITH NEW CASTINGS, CLUB HANDLE, REWARD PLATES, PAYOUT CUPS, D. P. PLATES. WRITE FOR COMPLETE LIST REPLACEMENT PARTS.

BUCKLEY TRADING POST

4225 W. LAKE ST. CHICAGO 24, ILLS. Ph: Van Buren 6636

NOW SHOWING BALLY'S NEW GAMES

"UNDERSEA RAIDER"

New Photo-Electric Target Game

"VICTORY DERBY"

New Multiple Pay Table

CONSOLES

Mills 3 Bells, 5-10-25, Like New	\$895.00	Bally Hi Hands, F.P. and P.O.	\$199.50
Mills 4 Bells, 3-5, 1-25, Late Head, Like New	925.00	Bally Roll 'Em, C.P.	179.50
Mills 4 Bells, 4-5, Late Head, New Cabinet	595.00	Keeney Super Bells, 5c, F.P. and P.O.	349.50
Mills 4 Bells, 4-5's, Reconditioned	450.00	Keeney Super Bells, 5 and 5, C.P.	435.00
Mills 4 Bells, 3-5, 1-25, Old Head, Reconditioned	645.00	Keeney Super Bells, C.P., 5 and 25	525.00
Mills Jumbo Parade, C.P., Late Head, Refinished	149.50	Keeney Super Bells, C.P., 3-5, 1-25	595.00
Mills Jumbo Parade, Combination, F.P. and C.P.	199.50	Baker's Paces, D.D., C.P., 5c	299.50
Bally Club Bells, Combination, F.P. and P.O.	269.50	Evans Bangtails, J.P., C.P.	375.00
		Evans Lucky Lucre, 5-5, C.P.	235.00
		Bally One-Ball Turf King	395.00
		Bally One-Ball Long Shot	275.00
		Bally One-Ball Sport King	275.00
		Bally One-Ball Rockingham	325.00

SLOTS

MILLS GOLD CHROME, NEW DRILL PROOF CABINET, KNEE ACTION, SINGLE JACKPOT, ONE CHERRY PAY

Mills Gold Chrome, 5c	\$395.00	Mills Blue Front (Refinished Like New), 5c	\$209.50
Mills Gold Chrome, 10c	449.50	Mills Blue Front (Refinished Like New), 10c	259.50
Mills Gold Chrome, 25c	499.50	Mills Blue Front (Refinished Like New), 25c	309.50
Mills Gold Chrome, 50c	545.00	Mills Blue Front (Original), 50c	595.00
Mills Brown Front (Original), 5c	299.50		
Mills Brown Front (Original), 10c	279.50		
Mills Brown Front (Original), 25c	349.50		

ARCADE EQUIPMENT

Bowling League (New)	\$189.50	Zingo (New)	\$279.50
Periscope (New)	199.50	Liberator (New)	189.50

TERMS: 1/3 Deposit, Balance C. O. D.

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HAS THEM FOR YOU NOW!
THEY'RE NEW! RUSH YOUR ORDERS!

- ★ UNDERSEA RAIDER . . . \$399.50
- ★ CHICAGO COIN "GOALEE" \$525.00

OTHERS COMING SOON!

KEEP IN TOUCH WITH ATLAS!

YANKEE DOODLE—OUTSTANDING PIN GAME REVAMP \$249.50

COLUMBIA, JACKPOT, CONVERTIBLE, 1c, 5c, 10c, 25c 107.50

CONSOLES

Twin Super, 5 & 25, P.O.	\$469.50	5c Super Bell	\$295.00	Mills Club Bells, 10c	\$295.00
Hi Hand	199.50	4-Way Super, 3/5, 1/25	679.50	Three Bells, Like New	795.00
Bally Club Bell	239.50	Mills Club Bells, 5c	275.00	Watt. Big Game, P.O.	94.50

PIN GAMES

Grand Canyon	\$249.50	Laura	\$249.50	Oklahoma	\$249.50
Idaho	249.50			Santa Fe	249.50

PHONOGRAPHS

Singing Towers	\$375.00	Rock-Ola Commando	\$625.00
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SPECIALS: MILLS BLUE FRONTS — GOLD CHROMES
READY FOR OPERATION . . . WRITE FOR LOWEST PRICES

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Offices: ATLAS NOVELTY CO., 2219 FIFTH AVE., PITTSBURGH, PA.



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Bally

PROFIT-PRODUCERS

1 VICTORY DERBY (One-Ball Multiple Pay Table)

2 VICTORY SPECIAL (One-Ball Multiple Free Play)

3 NEW CONSOLES (For Every Type of Location)

4 NEW 5-BALL NOVELTY SENSATIONS

5 NEW PHOTO-ELECTRIC TARGET GAMES

AND OTHER ARCADE TYPE GAMES

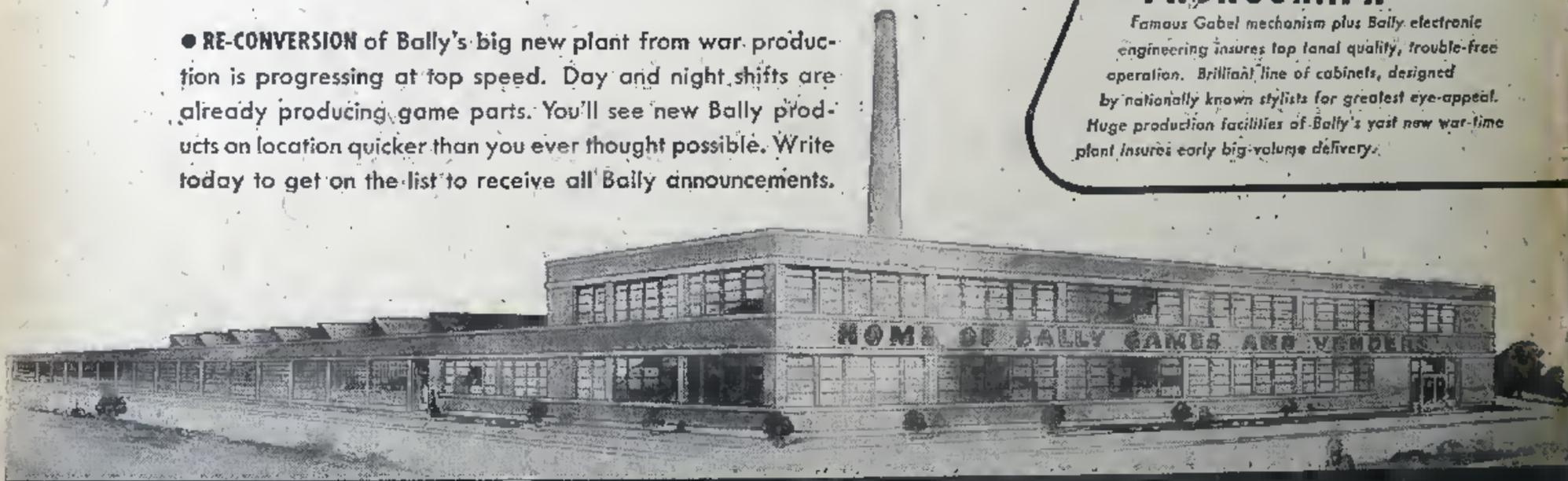
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Famous Gabel mechanism plus Bally electronic engineering insures top tonal quality, trouble-free operation. Brilliant line of cabinets, designed by nationally known stylists for greatest eye-appeal. Huge production facilities of Bally's vast new war-time plant insure early big-volume delivery.

● RE-CONVERSION of Bally's big new plant from war production is progressing at top speed. Day and night shifts are already producing game parts. You'll see new Bally products on location quicker than you ever thought possible. Write today to get on the list to receive all Bally announcements.



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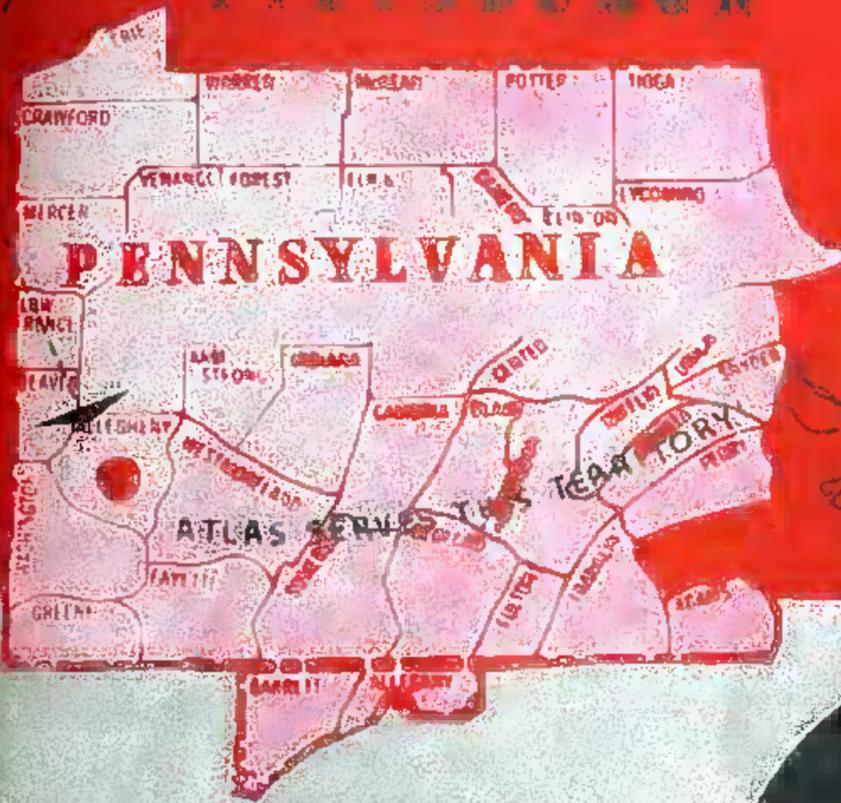
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1945

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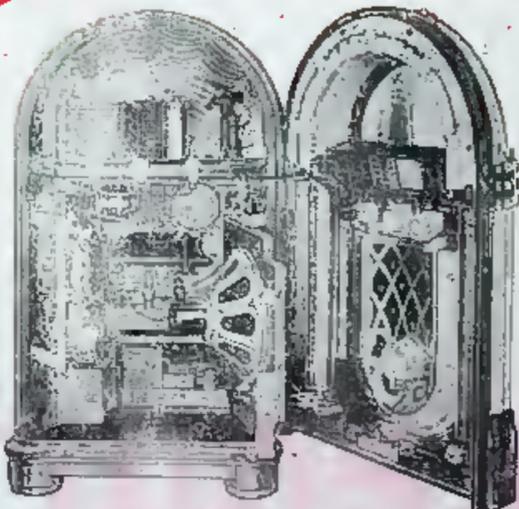
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Only the New
WURLITZER Model 1015
gives you
EYE STOPPER Styling

A new gleaming, scuff and stain-proof, nickel-plated base! New, non-tarnish, fast-color plastic pilasters! Brilliant bubble illumination and automatic starting fluorescents! Highly polished woods! They're all combined in the new Wurlitzer Model 1015 to give it "eye-stopper" styling. No location patron can miss this magnificent phonograph. All will gladly pay to hear it play—drawn by the magnetic appeal of its beauty.



Plus "CLEARED FOR ACTION" Service



Service accessibility hits a new high in the Wurlitzer 1015. The whole front opens wide. The entire mechanism is instantly available for quick, easy service. A money maker! A money saver! "Cleared for action" service clips time and cost from

every service operation. Soon you will be able to see for yourself at your Wurlitzer Distributor's all the beauty and utility features of this striking new Wurlitzer Model 1015! The Rudolph Wurlitzer* Company, N. Tonawanda, N. Y.

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