

# The Billboard

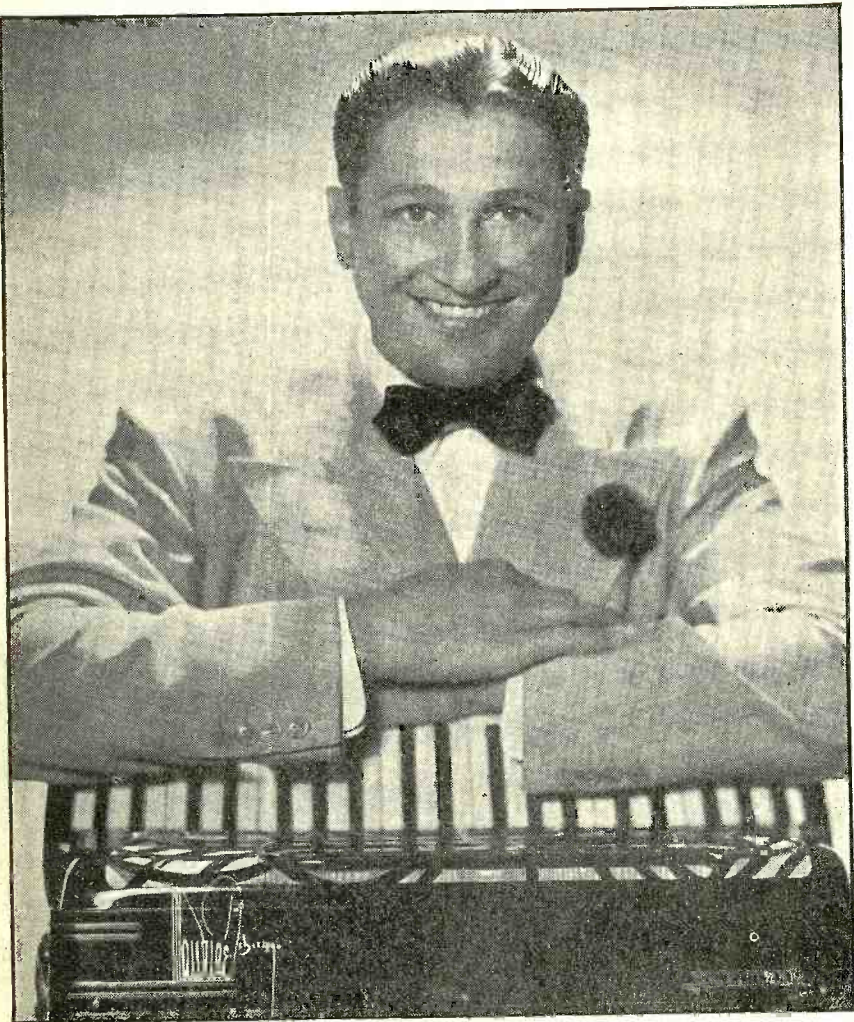
NOVEMBER 11, 1944

25 Cents

THE WORLD'S FOREMOST AMUSEMENT WEEKLY

GENERAL NEWS

FIRST '44-'45 DRAMA CRUX TAB



LAWRENCE WELK  
*His Champagne Music Bubbles at Box Office*  
(See page 4)

AMUSEMENT MACHINES

M'f'rs Prepare for Post-War  
With Lines for New Fields

COCKTAIL COMBOS

Locals Move In When  
No-Names Ask Name Dough

TELEVISION

MOODS ON AIR-PIX PROGRAMS

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# First '44-'45 Drama Crix Tab

## Over-All P-W Plan Is Urged For Outdoors

### Hamid Exhorts for Action

NEW YORK, Nov. 4.—In outdoor showdom as annual convention time in Chicago, December 4-7, approaches some groups and individuals feel it is urgent that some sort of post-war plan covering requirements of the whole industry be discussed and adopted at the gatherings. George A. Hamid, whose interests embrace practically every field of outdoor amusement activity, is one of the ardent crusaders for an amusement post-war plan.

"All branches of industry excepting the outdoor show business already have post-war plans. In our field everybody is waiting for the other fellow to take the initiative. Now is the time and Chicago the place for discussion and action," Hamid declared.

"Instead of the individual organizations of showmen each formulating something of their own, a plan serving all groups should be agreed upon. Round-table discussions of the various show groups convening in Chicago should be followed by a joint meeting of all showmen's organizations at which views and suggestions of the different categories—circuses, fairs, carnivals, parks and pools—would be considered and a comprehensive post-war plan covering the entire outdoor field adopted.

"It should be possible," he pointed out "to ascertain approximately the amount (See Urge Outdoor P-W Plan on page 54)

## Internat'l Ballet Group Okay BO But Nix on Toes

NEW YORK, Nov. 4.—A third Ballet Theater group opened this week and proved that good, bad or indifferent there are plenty of audience dollars for top-drawer terps and even for toes that don't get any higher than the second drawer. Preeming in a theater that is noted for its flops, the Ballet International, strictly a Yank organization, got under way Monday (30) with more tails than have been seen at a New York debut since before the war. Mixed with the tails were sport clothes and that peculiar odor that marks a certain group of followers of the toes without the heels.

There were also that collection of bravo throwers who shout huzzahs at the proper moments, despite the fact that at least in 10 cases there was nothing in the moment to make any audience articulate.

The opening program indicated a desire on the part of the new group (it's well heeled with all the dough this side of China) to experiment, and experiment they did, tho not too intelligently. For a *Pas De Deux* they had Andre Eglevsky set *Sentimental Colloquy* (inspired by a poem by Paul Verlaine) before a setting by Salvador Dali. It would have been fun just to hear the music and look at the setting. The choreography didn't mean a thing. The idea was supposed to suggest loneliness. It didn't, and while credit must be given to a new group for trying, the try should at least have been professional.

The evening's opening was *Les* (See Ballet Good B. O. on page 29)

## Broadway Crix First '44-'45 Standings

	Right	Wrong Or No Opinion	Accuracy Percentage
John Chapman ( <i>News</i> )	20	4	83.4
Robert Coleman ( <i>Mirror</i> )	20	4	83.4
Louis Kronenberger ( <i>PM</i> )	20	4	83.4
Howard Barnes ( <i>Herald-Tribune</i> )	15	5	75
Robert Garland ( <i>Journal-American</i> )	15	5	75
Lewis Nichols ( <i>Times</i> )	19	5	79.2
Burton Rascoe ( <i>World-Telegram</i> )	17	6	74.6
Ward Morehouse ( <i>Sun</i> )	8	3	72.7
Wilella Waldorf ( <i>Post</i> )	17	7	70.9

(Note: Voided in this tabulation are revivals with fixed or limited runs. Also not tabbed are 14 shows which have preemed too recently for an opportunity of proving themselves.)

## Four Nets Co-Op On Sixth Loan Drive Preem Seg

WASHINGTON, Nov. 6.—For the first time in radio history the four nets will toss a show from one to another when the Sixth War Loan Drive opens Sunday November 19, with Coast-to-Coast tie-up topped by special appeal by the President.

Blue will open the Sunday night kick-off show at 8. Half hour later Blue will pass the ball to NBC, urging listeners to pick it up. NBC passes to Mutual at 9 and Mutual in turn passes it to CBS at 9:30. Plans are for all four to give final time to Presidential appeal.

Net and independents will again devote several special days to the War Bond drive, vieing in each case to outdo each other. NBC will have November 23; independents, November 28; Blue, December 1; CBS, December 7 (Pearl Harbor), and Mutual, December 16. Nets have already named special war drive committees and special events reps to plot out bond-selling ideas, as Treasury, acceding to industry suggestions, is leaving main selling job up to the stations.

### Plenty of Packaged Shows

War Finance Division has again turned out plenty of sponsorable War Bond shows that are free for the asking. Division radio officials say stuff is top-flight compared with best of previous drives and should be quick sellers, particularly for independents in wide awake towns because of popularity in last drive. The *Salutes* to war heroes have been upped to 24 for coming drive. Hector Chevigny, Forrest Barnes and Peter Lyon handle the writing assignments, with Howard Clancy, John Conte, Arnold Moss, Martin Gable and Berry Krueger doing narrations. Acting roles are handled by Joan Alexander, Walter Kinsella, Frank Lovejoy, Elizabeth Morgan, Joe Julian, Margaret McDonald, Albert Aley, Ted Osborne, Jackson Beck, John Gibson,

(See 4 Nets on 6th Drive on page 30)

## Sutphin and H-M Frame New Idea For Cleve. Arena

NEW YORK, Nov. 4.—Al Sutphin, manager of the Arena, Cleveland, in co-operation with George A. Hamid and Bob Morton, is readying a new formula of indoor entertainment which will be presented at the Cleveland Arena January 7-14. Show will be along the lines of Ringling's *Spangles*, housed at Madison Square Garden last summer, but will be streamlined and routined to form a package suitable for a touring unit with enough box-office appeal to operate sans sponsorship of any sort.

Sutphin and his Arena staff have already worked out the basic details of the project and have sold the idea so well locally that the Arena has been sold out for the first two nights to large Cleveland firms. George Hamid and Bob Morton are personally supervising details of the spectacle, which will be made up of name attractions, outstanding circus acts and a line of 24 girls, with special attention given to scenery and lighting.

A huge stage will be constructed at one end of the Arena, and a circus ring installed in front of the stage. Rigging for aerial numbers will be hung on both (See Circus "Idea" Set on page 54)

## No Bull

LONDON, Nov. 4. — Objecting to his name being lavishly displayed on billboards in heavy, red type, Richard Tauber, eminent Viennese operatic and musical tenor and latest headliner on the English music hall stage, now has a clause in his future contracts stating that red will not be used on any billboards or posters advertising his appearance. He says that the color is cheap and that it infuriates him.

## In This Issue

Bands & Vaude Grosses	21	Legitimate	28-29	Reviews, Night Club	24
Burlesque	30	Letter List	46	Vaude	26
Carnival	32-36	Magic	30	Rinks-Skaters	42
Circus	38-39	Merchandise-Pipes	47-51	Roadshow Films	43
Classified Ads	44-45	Music	13-20	Routes, Acts	21
Cocktail Combos	22	Music Merchandising	63-65	Carnival	55
Coin Machines	57-84	Music Popularity Chart	15-19	Circus	55
Corral	39	Night Clubs	23-27	Dramatic & Musical	29
Fairs-Expositions	40-41	Parks-Pools	37	Ice Shows	4
Final Curtain, Births, Marriages	31	Pipes for Pitchmen	51	Sponsored Events	36
General Outdoor	52-56	Radio	5-12	Television	11-12
		Repertoire	43	Vaudeville	23-27
				Vending Machines	66-67

## Pickin' Better This Season

Chapman, Coleman run neck 'n neck with Kronenberger, with rating of 83.4

By Bob Francis

NEW YORK, Nov. 4.—Closing in on the 1944-'45 legit season's halfway mark, several of the Stem crix are running neck and neck in accuracy. Also, the whole group shows a 4 per cent improvement in drama I. Q. on the over-all inventory of last year. At the end of the 1943-'44 legit stretch, the aisle experts rated a general accuracy average of 73.8 per cent. From May 1, 1944, to date, the tally is 77.9. Either the aisle boys are getting smarter or the going has been easier.

So far the experts have been asked to judge 38 productions, of which 14 cannot be included in the tab because they have not been on the Stem long enough to have an opportunity to make the 100-performance grade which spells success. Not rated are *Song of Norway*, *Anna Lucasta*, *Star Time*, *Soldier's Wife*, *Bloomer Girl*, *Meet a Body*, *The Visitor*, *Snafu*, *Violet*, *The Perfect Marriage*, *No Way Out*, *Embezzled Heaven and Sleep*, *My Pretty One*. Obviously, some of these are due to hit the jackpot and others the skids, thereby shifting the pewsters' individual scores according to their recorded first-night guesses. *The Billboard* will add these and future newcomers to the list, as they fail or stick, and carry a month-to-month tally of the dents or boosts in local critical averages.

On the basis of 24 shows which have proven or disproven themselves as of today's date, five are rated successful and 19 have fallen on their faces. Louis Kronenberger (*PM*), John Chapman (*News*) and Robert Coleman (*Mirror*) saw all of them and each went off the beam on four. They lead the field at the moment with individual scores of 83.4 per cent. Lewis Nichols (*Times*) is a short length behind. He also saw all the shows but went wrong on five of them for an average of 79.2 per cent. Howard Barnes (*Herald-Tribune*) and Robert Garland (*Journal-American*) are riding nose to nose in third position with averages of 75 per cent. Each saw 20 shows and booted five out of the lot. (Garland actually had four wrong guesses, but slipped in a "No Opinion" review, which in *The Billboard* tally rates a wrong guess, as it is obviously an expert's duty to make up his mind one way or the other.) Right with them is Burton Rascoe (*World-Telegram*) with a tab of six wrong judgments out of 23 for a total of 74.6 per cent. Ward Morehouse (*Sun*) runs in fifth place with a rating of 72.7, with three errors chalked against him out of 11 shows covered. Wilella Waldorf (*Post*) brings up the rear. She saw all 24, but tagged seven incorrectly for an average of 70.9 per cent.

Assistant or second-stringers are not tabbed unless they have sat in on sufficient judgments to have a bearing on the tally. It should be mentioned, however, that Herrick Brown (*Sun*) covered 11 shows that Morehouse missed and was wrong only twice for an 81.2 average. This really puts him in second slot among the current experts. (Who asked what had become of a second-string crix?) It may be interesting to watch how he and some of the others stack up as the season progresses.

# Des Moines Scrambles for Net Wire With Local, Out-of-Town \$\$\$ Eying Mutual Franchise

## Cowles Cut to One Station Inspiration for Other Ops

DES MOINES, Nov. 6.—Competition for the Mutual outlet in Des Moines and additional radio biz here has turned into a highly competitive race, with interests from Minneapolis and Chicago vying with local money for control.

The situation reached a new peak this week, with a series of conferences which included representatives of a newly formed corporation, the Independent Broadcasting Company; Capital City Broadcasting Company, representing strictly Des Moines interests; Tall Corn Network, which represents six Iowa stations, and a representative of MBS.

Net results of the conferences remained in doubt, except that everyone sought the Mutual wire now held by KSO which also has the Blue Network.

The Des Moines network wires formerly were in control of the Cowles family and WHO, Des Moines, until recently, when the monopoly ruling forced the Cowles' to dispose of one of their stations, which resulted in KSO going to the Murphy interests of Minneapolis. This left NBC with 50,000-watt WHO; CBS with KRNT, and KSO with Blue and Mutual.

With Cowles relinquishing one of their stations the situation became ripe for outside competition. A group of six smaller Iowa stations formed what is called the Tall Corn Network and a group of East Des Moines business men asked for a new station to be called KEDM with 1,000 watt on 1600, the only available spot on the dial for Des Moines.

Then a Chicago group asked for a same power and wave length, but at latest reports FCC has rejected the application because of insufficient data furnished.

This week articles of incorporation were filed for the Independent Broadcasting Company of Des Moines, headed by John Boler, of Minneapolis, and a group of Des Moines business men. Boler showed up in Des Moines and ran into a meeting of operators of the Tall Corn Network, along with a representative of the Mutual network. On top of this, representatives of KEDM met with the same. Everyone was trying to get the Mutual wire.

On top of this, representatives of the Tall Corn Network let it be known they intend to file an application with FCC

for a station with the same power as that sought by KEDM and the same wave length. Boler disclosed he was seeking Station KICD at Spencer and planned to move it to Des Moines. Station KSO was discussed as a possible feeder station for the Tall Corn Network.

As a result, the situation remains tense—everyone else is watching other organization moves and no one can actually predict what will happen. Some predict there will be five stations. Actually only KEDM has on file a boni fide application, which would make the fourth station. There have been plenty of verbal promises made and it all sums up to one fact—the Cowles stirred the radio pot in Des Moines by relinquishing control of one of their twin stations.

## Chi Legit Gets Four in 12 Days

CHICAGO, Nov. 4.—The local legit season, which has been going along at a fast clip, will be sharply stepped up with the opening of four shows in the next 12 days. A musical, a whodunit, a comedy and a wacky farce are on the sked. First to get under way is Clyde Elliott's *Sleep No More*, which opens tonight at the Civic Theater, with Taylor Holmes in the lead. On Monday (6) *Ten Little Indians* moves into the Harris. *Over Twenty One*, the present tenant, is still selling out but closes tonight, efforts to extend the engagement locally having failed because of hard and fast previous bookings. It moves to Milwaukee, St. Louis, Pittsburgh and Washington prior to a Christmas night opening in Philadelphia. *Wallflower* comes into the Great Northern November 12.

Most important of the openings is Mike Todd's *Star and Garter*, due at the Blackstone November 16. Todd has been in Chicago all this week supervising rehearsals of the show. Principals will include Willie Howard, Lois Andrews, Carrie Fennell and Chaz Chase.

Two long-run shows and one that gives promise of a lengthy stay are going along at top speed. *Oklahoma*, which ended its 50th week last week and passed the \$1,500,000 figure, is selling out weeks ahead. It closes January 6 to make way for Helen Hayes in *Harriet*. *Kiss and Tell* has passed its 700th performance and is doing almost as well as the Studebaker as it did at the Harris. *The Voice of the Turtle*, at the Selwyn, is playing to capacity.

## Cincy Sympher Wins Round 1 Vs. Local 1

CINCINNATI, Nov. 4.—William Morgan Knox, violinist, has been granted permission to return to his job with the Cincinnati Symphony Orchestra, with which he had been connected for 27 years until suspended by Local 1, AFM, here last spring as the result of a decision of the musicians' board to oust him as a result of his alleged heading a meeting of the symphony longhairs at the time of contract renewals between the union and the ork management. Case was settled out of court after a preliminary hearing before Common Pleas Court Judge Frederick L. Hoffman here Wednesday (1).

Joseph A. Padway, Washington, general counsel of the AFM, represented the Cincinnati local, and Clare G. Yarwood, former prexy of the Cincinnati union, was there for Knox. Suit was for \$5,000 damages from the union, with Knox alleging that his six-month suspension and fine of \$2,500 was illegal. Padway said temporary reinstatement of Knox was on latter's plea of claimed financial straits. Knox had paid \$500 in order to bring his case before national body in Chicago which sustained the finding of the Cincinnati local last spring. Case will be reopened in December or January when Padway can be here.

## U. S. S. R. Listens?

NEW YORK, Nov. 4.—WNEW, indie here, has a show called *Meet the Russians*, a public service program dealing with the customs and culture of the Soviet Union. Nobody paid too much attention to the thing, least of all official circles. It was just another sustainer.

WNEW discovered the other day, tho, that they had at least two listeners, Ambassador and Mrs. Grymko, the Soviet ambassador to the United States, and they discovered it when a card came to Milton Robertson, the show's scripter, inviting him to a reception at the Soviet Embassy in Washington November 8 in honor of the 27th anniversary of the October revolution.

## Shuberts Making Philly Ace Tryout Town; 7 Preems Sked

PHILADELPHIA, Nov. 6.—Local theatergoers, long complaining that the Broadway successes either skip this burg or come around when the scenery has faded (*Oklahoma* comes here next April 30), have finally found a responsive ear. The Shubert interests, operating the four legit houses in town, are once again making Philadelphia an ace try-out town, with seven preems skedded to unfold here before the year runs out.

Following two break-in nights in Wilmington, Del., Laurence Stallings brings his new play, *The Streets Are Guarded*, to the Locust Street Theater next Monday (16). Week after brings three first-showings to the city. On November 13 Dave Wolper will preem his new musical, *Glad To See You*, starring Jane Withers, Eddie Davis and June Knight, at the Shubert Theater. Same night brings Arthur Miller's new drama, *The Man Who Had All the Luck*, to the Walnut Street Theater. Two days later (15) Meyer Davis and Sam H. Grisman, who presented *Wallflower*, will try their joint luck again with a new piece by Mary Orr and Reginald Denham, *Dark Hammock*, starring Elissa Landi.

On successive Mondays three more important preems come to town. Billy Rose will unfold his *Seven Lively Arts* at the Forrest Theater November 20; Locust Street Theater, November 27, gets the new comedy by George Ross and Rose C. Feld, *Sophie Halenczik, American*, starring Katina Paxinou, and *A Lady of ??*, presented by the Shuberts, with Carole Landis in the musical's lead, will have its first showing at the Forrest Theater December 4. Sandwiched in with all the new openings is a local stand for *The Cherry Orchard* at the Walnut Street Theater November 20, and Katherine Dunham's *Tropical Revue* at the Locust Street Theater December 11.

Currently, *Sadie Thompson* and Dorothy Baker's *Trio* are playing their initial stands at the Shubert and Locust Street theaters, respectively. Since the season's starting city has been the preem site for *Bloomer Girl* and *Soldier's Wife*. With the bumper crop of bookings ahead, it brings to rest the chronic complaint that the townfolks have to junket to Gotham to get a glimpse of a new show.

## Canuk Poster Paper Free

OTTAWA, Nov. 4.—Canada has revoked wartime prices and Trade Board Order 332, which restricted the use of newsprint and fine papers for display and other advertising printed matter, including posters. The order was introduced in 1943. The Prices Board said there was "little prospect" of immediate improvement in the general paper supply position but each purchaser of commercial printing now will be "free to make use of the paper available to him as he sees fit."

## U. S. Forum N. C. Switch Hits Terp Gang in Halifax

HALIFAX, N. S., Nov. 4.—Night spot congestion will be greatly increased when the United Services Forum nitery is converted into an ice skating and hockey rink. Dancing had been available every night except when shows were booked into the big enclosure. On Saturday nights the dancers totaled 2,200. There are accommodations for 1,200 dancers at one time on the floor. E. L. Cousins, wartime port administrator for the Dominion Government, recommended that the Forum be continued thru the winter for the dancing on the ground that more of the sailors, soldiers and airmen of the United Nations are interested in dancing than in skating and hockey, but decision has finally been reached to suspend the dancing until late in March, or perhaps mid-March. This, mainly to provide a place for ice hockey this winter.

The Halifax danceries have been operating at capacity despite the huge accommodations at the Forum, which was originally part of the local fair plant and bought by the government to furnish recreational facilities for servicemen, not only of Canada but of the United States, Britain, Russia, France, etc. Even with the 2,200 at the Forum each Saturday night, the other night spots have been crowded or practically so every Saturday. With shortage of females prevailing everywhere, but not so potent at the Forum night club as elsewhere, owing to the staff of hostesses available every night. Sponsors of the smaller places have followed suit and installed hostesses, but in much smaller number than at the Forum. Predominating among the night spot patrons in Halifax are naval and merchant sailors from about every country except Germany, with the United States second to Canada in the number of sailors patronizing the nocturnal locations.

## The Yardbirds See The World for Our Mr. Whisker's G.I.'s

CALCUTTA, India, Oct. 14.—Now touring U. S. army posts in the China-Burma-India theater of operations, the Yardbirds have given nearly 1,000 performances to U. S. troops and the American public between September 21, 1941, the date of their establishment, and the beginning of September, 1944. They have played in dozens of Red Cross theaters and clubs from Africa to India. Their record includes 22 weeks at the Belasco Theater, Los Angeles, where they presented their show, *Hey, Rookie*, to the public, after which they sold the motion picture rights to Columbia Pictures. From the theater run and the motion picture, the Yardbirds grossed \$351,891, which they turned over to the Fort MacArthur athletic and recreation fund. A glassed-in swimming pool and gymnasium was erected for G.I.'s on the post.

In May, 1943, the Yardbirds received permission to take their new variety show overseas. With them they took many of their original costumes which had been designed at Fort MacArthur by Mrs. Kate Drain Lawson, of the American Red Cross. Mrs. Lawson, a former actress in Hollywood, now runs a Red Cross club in Western India.

By August 7, 1943, the group was giving its first performance in North Africa. There it was made into a self-sufficient unit with trucks, drivers, mess sergeants, etc. Even a stage, complete with backdrops and curtains, was built in such a way that it could be carried on a two-and-a-half ton truck.

The group spent five months crossing Africa and played 172 shows and gave 35 (See *Yardbirds See World* on page 30)

## LAWRENCE WELK

His Champagne Music Bubbles at Box Office

OF COURSE champagne is different in wartime and so is the brand of music that Lawrence Welk delivers across the bandstand—but in spite of the change of the brand—it's still musical champagne to millions of Midwestern Welk fans. They still think his vintage is theirs.

Welk is the corn country's gift to music, and the commercial surprise is that he's starting to be the same thing in the East. He's doing just what he's been sending at Chi's Trianon Ballroom and thruout the niteries where he's been better b. o. than any other aggregation that has ever hit the area.

He's due at the Hotel Roosevelt in Washington, just to take it easy a bit after his recent trek, and come January 1 he'll be back bringing 'em in for the 15th consecutive time at the Trianon. Air time, Decca diskings plus a personality and brand of music-making that justifies that "champagne music" title all contris to building a band that hasn't stopped growing since it broke in at the William Penn Hotel in Pittsburgh in 1938.

Welk is set to get a special build-up by the Music Corporation of America. It has solid plans for opening a lot of those pop bottles that hold champagne. There'll be plenty of customers drinking in the Welk brand who never tasted it before.



<b>STOCK TICKETS</b> One Roll . . . . \$ .75 Five Rolls . . . . 3.00 Ten Rolls . . . . 5.00 Fifty Rolls . . . . 17.00 100 Rolls . . . . 30.00		If war is a great responsibility, then peace is more so.  We Manufacture <b>TICKETS</b> of Every Description. <b>THE TOLEDO TICKET CO.</b> Toledo (Ticket City) 2, Ohio	<b>SPECIAL PRINTED</b> Cash with Order. Prices: 2,000 . . . . \$4.29 4,000 . . . . 4.33 6,000 . . . . 5.57 8,000 . . . . 6.51 10,000 . . . . 7.15 30,000 . . . . 10.45 50,000 . . . . 13.75 100,000 . . . . 22.00 500,000 . . . . 88.00 1,000,000 . . . . 170.50 Double coupons. Double prices.
<b>ROLLS 2,000 EACH.</b> Double Coupons. Double Prices. No C. O. D. Orders. Size: Single Tkt., 1x2".			

# PI's Sneak Thru Tight Time

## NAB Chi Meets To Tackle ABC; CRMA on Watch

CHICAGO, Nov. 4.—Two NAB meetings, out of which is expected to come concrete developments of benefit to the entire radio industry, will be held in Chicago during the next few weeks, and the station and agency execs here are talking about them, planning to get in their licks to see that what is decided is fair for all.

The first meeting—that of the board of directors—will be held here, according to communication received from NAB headquarters, around November 15. At this meeting it is expected the board will take the second step in NAB's efforts to set up an audit bureau of circulation of radio. Now that the resolution passed at the recent NAB national confab here to have such a bureau has been okayed by the AAAA and ANA, it is expected that the next step will be the setting up of a board whose job it will be to work out exact details of the plan.

### Board To Be Set in November

The board of directors is expected to appoint such a board here in November. It is expected that one thing done will be the setting up of a budget under which this board will operate. One thing that still has to be done, it is said, is to have members of this board travel to stations throughout the country to get opinions of all station managers concerning the amount they want to spend for an ABC of radio and what exactly they want it to do.

### NAB Sales Managers Meet

The sales managers' committee of the NAB will meet here about the second week of December. On December 13, according to letters received from NAB headquarters, it is hoped to have a joint meeting of the NAB sales and survey committees. It is expected that the members of the Chicago Radio Management Club, who are largely responsible for the movement which resulted in the ABC resolution, will be called to this meeting to give their views on what they want any nationalized ABC of radio to be like.

Some of the members of the radio trade here have said that, since they were largely responsible for getting the ABC-of-radio ball rolling, they are going to see to it that no NAB committee sets up the working operations of such an organization without including in it the things wanted by Chicago trade leaders.

In the past, radio execs here have said that when radio gets an equivalent of an ABC of radio and the trade sets up its own survey org, they want to see plenty of concentration upon devising ways of surveying rural listeners. It has been said that present surveys are not doing the best job possible, on network shows, for example, because most of the calls are made in urban areas while the large segment of population in the farm lands is missed too often.

### Professorial WJR

DETROIT, Nov. 4.—WJR staff appears to be turning academic. At any rate, two of the active members are turning college profs in their odd moments. Larry Payne, producer-announcer, has just joined the staff of Wayne University, teaching a general radio course. Franklin (Bud) Mitchell, the station's director of operations, has been teaching radio speech at Wayne for some time.

### WBIR in New Building

KNOXVILLE, Nov. 4.—Station WBIR has moved into its new building purchased a few months ago. Building has been extensively remodeled and redecorated. It is now one of the most modern in Knoxville. WBIR, a Nunn station, John P. Hart, manager, is Knoxville's Blue and Mutual affiliate.

## CIAA Gets Into Active Air Battle Against Argentina

NEW YORK, Nov. 4.—The Coordinator of Inter-American Affairs, at the express request of the State Department, has put on the air a new show designed to tell the Argentine people how Fascism arose in their country and the danger that their present government represents to them and to future world peace. The show, broadcast over NBC short wave, goes out each Thursday night in Portuguese to Brazil and in Spanish to the rest of Latin America.

Using the factual adventures of an anti-Fascist Argentine newspaperman as a base, the program tries to present dramatically the story of the Peron government to the people of the Argentine in an effort to win them away from Fascism. It emphasizes the German influence on the dictatorship.

Most significant part of the show is the fact that it is the first time that

the U. S. has attempted to present a program directed against a government with which we are not at war. Radio men predict that if the show has any psychological effect on the Argentineans, the same technique will be used in other countries where governments are regarded as a threat to our security.

## Chesterfield Show Has Color Trouble

NEW YORK, Nov. 4.—Decish to cut out all Negro musicians on the three Chesterfield shows, 7:15, Tuesday, Wednesday and Thursday over CBS, had show in a furore last week. Teddy Wilson, Specs Powell, Al Hall, Roy Eldridge and Charlie Shavers, all top-ranking Negro sidemen, were hired for the show when edict came along that reportedly said that no Negroes were to be used on the show. Local 802 immediately jumped into fray, sending Paul Baron, ork leader on the show, a wire saying Negroes must be rehired since by-laws of union say that men cannot be discriminated against because of political opinion, color, creed or religion.

Jimmy Middleton, ofay musician on show, quit when they were ousted. MCA, agency on show, reportedly had to admit that they gave the order, but it evidently goes back to higher ups. Last show last week saw Negroes back in harness excepting Eldridge, who has since joined Artie Shaw, and Al Hall who is out on the road with Mary Lou Williams.

## MBS Adds 3; Count Now 246

NEW YORK, Nov. 4.—Three new stations, WHLN, Harlan, Ky.; WAOV, Vincennes, Ind., and KIUL, Garden City, Kan., have been added to the Mutual web, bringing the net's total to 246. All three operate at 250 watts, WHLN at 1230 kc., WAOV at 1450 kc., and KIUL at 1240 kc. KIUL increased its power from 100 to 250 watts upon its affiliation November 1.

## Fellows New Eng. CBS Boss

NEW YORK, Nov. 4.—Harold E. Fellows, manager of WEEL, CBS station in Boston, has been appointed to the newly created post of manager of New England operations for the web. Fellows will administer plans for CBS expansion in Boston and New England.

## White Ships for War Fronts After Election Fracas

NEW YORK, Nov. 4.—Paul White, director of CBS's news department, leaves for Honolulu and the Pacific theater of operations after the election. White will lay plans to set up the web's coverage of impending developments in the war against Japan.

At the same time it was announced that White had assigned John Adams, formerly CBS correspondent in Rio De Janeiro, to cover the Pacific. He will leave shortly.

White's imminent departure follows on the heels of the announcement that William Brooks of NBC is on his way to the European theater and puts news heads of both senior nets on the fronts.

## Bramah New CBC Treasurer

OTTAWA, Nov. 4.—Harry W. Bramah, Ottawa, has been appointed treasurer of the Canadian Broadcasting Corporation. He succeeds Harry Baldwin, who resigned November 1. Bramah joined the CBS in 1937 and has been assistant treasurer for the past three years. Winner of the Military Medal in the first great war, he came to Canada from Aberdeen, Scotland, in 1923. He spent 12 years on the staff of Denison & Armstrong, Ottawa accounting firm.

## Majority of Stationmen Go Along With WMCA's Prexy on Airing Congress

### NAB Prexy Registers Objection to Idea

NEW YORK, Nov. 4.—A poll of the radio industry made by Nathan Straus, owner of WMCA, indie here, shows that 69.2 per cent of the 133 execs quizzed favor the now pending Pepper resolution that Congressional debates be put on the air. Straus, following his personal endorsement of the measure, sent a letter last week to a sample of radio men asking them to express their opinions.

Thirteen and five-tenths per cent of the letter's recipients were opposed to the Pepper resolution, most of them on the ground that such airings would place

radio between Congressional pressure on one hand, and audience disinterest on the other. J. Harold Ryan, president of the NAB, expressed his personal disapproval in a letter which said that the technical difficulties in the way of such a move were overwhelming.

The majority of those who like the suggestion felt that it would make a major contribution to raising the general tone of Congressional debate.

Straus said that the 15 per cent sample is a valid one, since it went to a wide geographical distribution and expressed his gratification at the favorable response.

## Some Smallies Tap the Till

Agencies no like deals but mail catchers find contingencies good biz

NEW YORK, Nov. 4.—Per-inquiry deals, thought by radio to be dead-duck when wartime advertising made time tight, are popping into the picture again. Recent series of projected deals have the station reps up in arms, but many stations are taking the deals despite the opposition.

Most of the new operators in the mail-order deals are the smaller agencies. The outfits which did a big biz in PI's before the war are keeping away from them, finding more profitable fields in political advertising during past months and small accounts the year 'round.

There have been a number of contingency deals offered in recent months, after a two or three-year hiatus. The most recent one was a set-up that the George Gale Agency plugged three weeks ago. Gale was looking for time to sell a package of six pin-up pix that photog, Murray Korman, was offering. Agency used standard pitch in his letter to stations, telling them that he wanted to buy time but that payment was contingent on selling a certain number of the packages. The pix sold for a buck, and 50 cents per sale was offered to the stations.

Several small Midwestern stations took the deal. PI's, even today, appeal to small percolators which haven't been getting their share of the radio gravy and who, consequently, are still on the lookout for easy dough. They also explain that stations with a strong mail response take them, feeling that they can coin more dough that way than thru regular card rate.

The recent reappearance of PI's—some estimate that there have been between 10 and 15 of the deals offered in the past three months—is regarded as a danger by the radio trade. Some biggies are talking about trying to pass NAB or web affiliate rules prohibiting them, admitting that as long as they pay off some station ops will take 'em.

## Elgin Says "Thanks" With All-Star Show

NEW YORK, Nov. 4.—The annual Elgin Watch Thanksgiving show, a year feature, is being set by J. Walter Thompson Agency. Program will hit the air 4-6 p.m. over CBS, Thursday, November 23.

Twelve Hollywood and radio names have been set so far, including Edgar Bergen, Ed Gardner, Lina Romay, Lou Silvers and ork, Spike Jones, Allan (Falstaff) Reed, Elsie Janis, Frances Langford, Ken Carpenter and Freeling Foster. Don Ameche will emcee.

## WHO Shelley Off to Front

DES MOINES, Nov. 4.—Jack Shelley, news editor of Station WHO, Des Moines, has been accredited as a radio war correspondent in the European theater and has left to make a series of broadcasts for the Des Moines station. He will be gone approximately 90 days.

## FM Vs. Tele in Hollywood?

WASHINGTON, Nov. 4.—The Times-Mirror Company owners of *The Los Angeles Times-Mirror*, yesterday applied to the FCC for permission to construct a video station in Hollywood. The paper, it is understood, has been interested in FM for several years but decided that tele would be a more profitable operation.

# St. Louis's Promotional Station

## Show Buildup Station Credo

**KXOK uses every listener-getting medium and proves that advertising sells ads**

CHICAGO, Nov. 4.—No matter where you go in St. Louis and surrounding counties you see the advertising and promotion of KXOK, Blue Network, 5,000-watt affiliate of that city. If you're riding on a bus or streetcar, traveling in your own car, enjoying an evening at a movie theater, reading a newspaper or even working in a war plant, the promotional messages of this progressive, but youngest station in St. Louis make their impression upon you.

If you're in the advertising business—no matter what ramification—KXOK's promotional staff reaches you with its trade paper advertising and with socko mailings. In advertising agencies throughout the country you hear them talking about those "smart boys at KXOK."

Finally, if you're on the board of directors of the Blue Network you have to give in and give the station an award for doing "outstanding audience promotion on Blue Network programs." For KXOK is doing a job—as the trade says, an outstanding job of promotion.

### 100C Annual Promotion

The fact that there is a station in St. Louis doing a top-notch job of promotion is of itself worthy of little more than passing comment. But what is important, and what makes the story of KXOK's promotional activities worthy of being included in *The Billboard* series explaining the unexpected work of small stations throughout the Midwest, is the reasons for this promotion, the philosophy of the station's manager and promotional manager, and the way in which a small station does a job that costs them more than \$100,000 a year and rivals the savvy and class of any network promotional office.

The philosophy of Chet Thomas, KXOK manager, and M. H. Medearis, promotional manager for the station and *The St. Louis Star-Times*, owner and operator of the St. Louis Blue affiliate, is simple. Yet, in these days, when most station operators are content to rest on their oars because they can make barrels of money without putting in a stroke of effort, it is unusual, and because it works for one thing by building prestige for the post-war future, when dog will eat dog again, it is worthy of notice. And the ways in which this philosophy is put into action is worthy of study by all in the trade.

### "Programs Must Be Sold"

The philosophy, as expressed by Thomas, is simply this: "Programs are the backbone of radio. If you don't promote them you sign your death warrant. And indirectly you're killing radio."

Another facet of the philosophy: "We don't care how much or how little we're making. Our promotional budget is not figured on a per cent of profit basis. When we see that promotion has to be done, we do it, no matter what it costs us." KXOK has increased steadily its promotional budget during the more than six years it has been in existence. Next year, undoubtedly, it will increase it again.

Now how is all this dough put to use so that it will bring about the greatest amount of good? There are many ways, but it all can be best summed up by the statement that KXOK doesn't miss a bet.

### 100 24-Sheets

The station uses billboards in St. Louis and surrounding area, for one thing, and uses them as few stations do. On alternate months of the year it has full-color, 24 sheets on 100 locations throughout the city, and in addition has in the downtown area of the city one display of triple billboards. It is estimated that

all the billboards account for 30,000,000 sales impressions per month on the city's 1,750,000 dwellers.

### All Media Correlated

One noteworthy fact about the entire KXOK campaign is that the use of all media is correlated. For example, the display content of the billboard advertisements are reproduced in 21-inch by 27-inch posters and placed in seven county bus lines servicing the St. Louis area. And trade paper advertisement utilizing the same copy plans are bought in full page and half-page insertions. Blotters reproducing the billboards are mailed to the all-embracing list of advertising agencies and potential and present advertisers.

### And County Newspapers, Too

That's only the beginning. Streetcar and city bus lines carry on the fronts of 150 cars and busses displays selling specific KXOK programs. Daily impressions of this medium number about 150,000. Extensive advertising is also done in city newspapers, in the publications owning competing stations as well as in *The Star-Times*. And, for just that extra touch which indicates the work of the true promotion man who misses no chance to sell his wares, space is bought in 24 papers in the counties serviced by the station. KXOK is the only station in the city that uses county papers regularly. That is especially remarkable in view of the fact that the station is competing with a 50,000-watt station, and with stations that have been in operation for 21 and 16 years and with other stations that are all older than the Blue Network baby.

Of course, the station, like so many others, also sends out to advertising agencies sales brochures, coverage maps, broadsides and program schedules. And, of course, it uses e. t. promotional spots.

### Hotels Get Promoted

But even then the staff does not relax. Newspaper and other trucks are plastered with a different KXOK pro-

(See ST. LOUIS KXOK on page 31)

## Editorial

### Now That the Election Is Over

THE time has come for radio to look at itself—to look at its actions during the Presidential campaign. What has happened to broadcasting during the past eight weeks hasn't been pleasant. These eight weeks have put radio back half a decade. A few stations, by forgetting the paramount rule of radio—impartiality, honesty, fairness, have planted in the ears of radio's audiences the seeds of distrust and suspicion.

One network has taken action, and a commercial commentator who forgot himself many times during the campaign will not be acceptable after December (when his contract runs out). It wasn't, however, the networks that sold their birthright—but the small stations—the fringe stations, the stations associated with certain newspaper interests. Unfortunately the listener, for the most part, is not too discerning. What he hears thru his loud-speaker dirties all who send programs thru the air.

In other words there is now a question mark in the minds of the people about radio—a question mark that never has been there before. "I heard it on the air," up to electioneering time, used to mean—it's a fact . . . it doesn't any longer with a great section of the public.

It's got to be built back into being a fact again. There were at least three e. t. series that contributed to today's distrust of the medium. True, almost as many stations refused to broadcast these spots and programs as have actually accepted the dough for the time. These three series *Lee O'Daniel*

*News, Clear It With Sidney* and *Four Fears* were of the type that, were they selling anything but politics, would never have been permitted on the air. They were of the type of selling that brought many early station owners to the courts in the '30s. Even the staid *New York Times* was forced to run an editorial on the *Clear It With Sidney* spots—because it all started in Arthur Krock's column, and Krock had asked the sponsors of the series to stop misinterpreting what he had printed at the time of the Democratic National Convention.

Now that the election is over, radio should start cleaning its own house and make certain that the current "Dr. Brinkleys" don't get another opportunity. These are trying times and crucial days in the world and if, as many of us think, this world of ours is the best of all possible worlds, then it is no place for the shabby opportunists. It would have been bad enough if the stations that carried these transcriptions had to have the cash to stay on the air. They didn't.

Lucky for the industry enough broadcasters had the guts to say "No," and to remember their responsibility to their listeners. Unfortunately, however, enough radio station operators forgot themselves long enough to blacken, in many areas, the entire industry.

The commercial charlatans and opportunists have been cleaned out—their political carbon copies must get the same treatment—stations must continue to be run "in the public interest."

## SESAC Plugging Music Via Disks; Sells Own E.T.'s

NEW YORK, Nov. 4.—SESAC, one of the four music licensing orgs, has completed and is ready to sell a series of packaged e. t.'s designed to get more SESAC music played on the air. Following the lead set by BMI, which has been sending out music disks but putting a new twist on it, the outfit has prepared 39 15-minute shows, complete with comics, emcees, singers and ork.

Altho BMI, AMP and ASCAP have sent out scripts and BMI, as mentioned before, has been sending out disks and albums, this is the first time that a whole show, designed to plug an org's music has ever been waxed.

Music and radio trade figures that the latest move by SESAC, combined with BMI's aggressive policies, means that ASCAP had better wake up and do something to maintain its pre-eminence. Altho there was little general enthusiasm for the BMI free disks when they first came out, SESAC's move is regarded as proof that idea of disks carrying one org's music has received plenty of attention in lots of circles.

## Samuels New S. M. On West Coast Blue

SAN FRANCISCO, Nov. 4. — Frank Samuels, San Francisco sales manager for the Blue, has been appointed sales manager of the web's Western Division, succeeding Tracy Moore in the post.

The Samuels appointment is regarded here as part of a Blue attempt to get going on the large plans it has for post-war expansion on the Coast.

Part of those plans, the appointment of a Western v.-p. to succeed the recently resigned Don Gilman, is expected to mature shortly.

## Porter and Durr, One and Two For Fly's Slot; Industry Is Sorry To See Chairman Go

### Matter of Dough Stands in Way of New Chairman

WASHINGTON, Nov. 6. — Democratic publicity chief Paul Porter, had the rail in the initial jockeying as FCC Chairman James L. Fly's successor but Commissioner Clifford J. Durr was also receiving serious mention in New Deal quarters here today, altho appointment will probably not come for some weeks, according to White House sources. Stephen J. Early, presidential secretary, was a one-day candidate for the job which Fly quits November 15. Early, planning to enter "private enterprise," announced that he was not a candidate. Porter had the backing of the industry for the job as well as top White House standing and appeared a cinch for the post if he wanted it. Some here contended he did not want it and would not accept, but industry, knowing that post will go to a New Dealer, was putting heat on Porter, former CBS employee, to accept. Money appeared the main stumbling block to Porter, who has confided to friends that he wants to get out and grab some hay.

### Durr Opposed By Industry

Durr, altho opposed by the industry, looked like a good second-choice bet for several reasons. He is a staunch New Dealer, has good White House standing, would carry on Fly's policies, is known publicly as a "fighter" and protector of "public interests." FDR, reportedly peeved at industry's handling of campaign, par-

ticularly the "Clear Everything With Sidney" slogan, might think it just a Durr demand to put industry in its place. Prediction here among some is that if Durr got the place he might, like Fly, earn the industry's respect and grudging admiration in time. Industry might also find Durr a heady in-fighter should the "wild men" on Capital Hill go berserk in 1945, a year likely to be one of most critical in radio's history.

Fly, stepping down for New York law practice, reported tie-up with Benton & Bowles, had earned industry's respect, public kudos, and some bitter congressional enemies in five years on job.

Famed as the man who whipped the late Wendell L. Willkie in the now famous TVA case, Fly could point to FCC policies that some feared as "regimentation," others as "public radio," during his chairmanship.

### Fly's Contributions

Notable Fly contributions were: Chain broadcasting rule of May, 1941, limiting network control; ended "exclusivity" clauses. FM commercialization, now a post-war reality; television standards set July 1, 1941. Limitation of FM ownership outlets to five, and AM to one, in same locality. Investigation of newspaper outlet ownership, altho no decision reached. Radio intelligence set up in June, 1940, to watch espionage. (See PORTER, DURR, 1-2 on page 8)

## Art Hayes Heads Committee for G.I. Homesickness Cure

NEW YORK, Nov. 4.—The New York committee assigned to prepare the *Home Town* series of e. t.'s recently suggested by General Eisenhower to help cure homesickness, will be headed by Arthur Hull Hayes, general manager of WABC, CBS station here. Hayes was appointed by the NAB to help fill requests for disks about New York, for servicemen from this area. Chairmen of groups to cut the recordings for other regions will be appointed shortly.

## Ivy Leaguers?

NEW YORK, Nov. 4.—The Sportscasters' Association, making a pitch for cushier broadcast booths for football and baseball coverage, has decided to rate the facilities that stadia around the country afford them. The spielers decided that Notre Dame, Harvard, Yale and Princeton do right by them.

Maybe it's snobbery that they chose so many ivy league colleges or maybe the ivy league has the most dough for stadia.

## Six Hollywood Segs For Chi Loan Drive

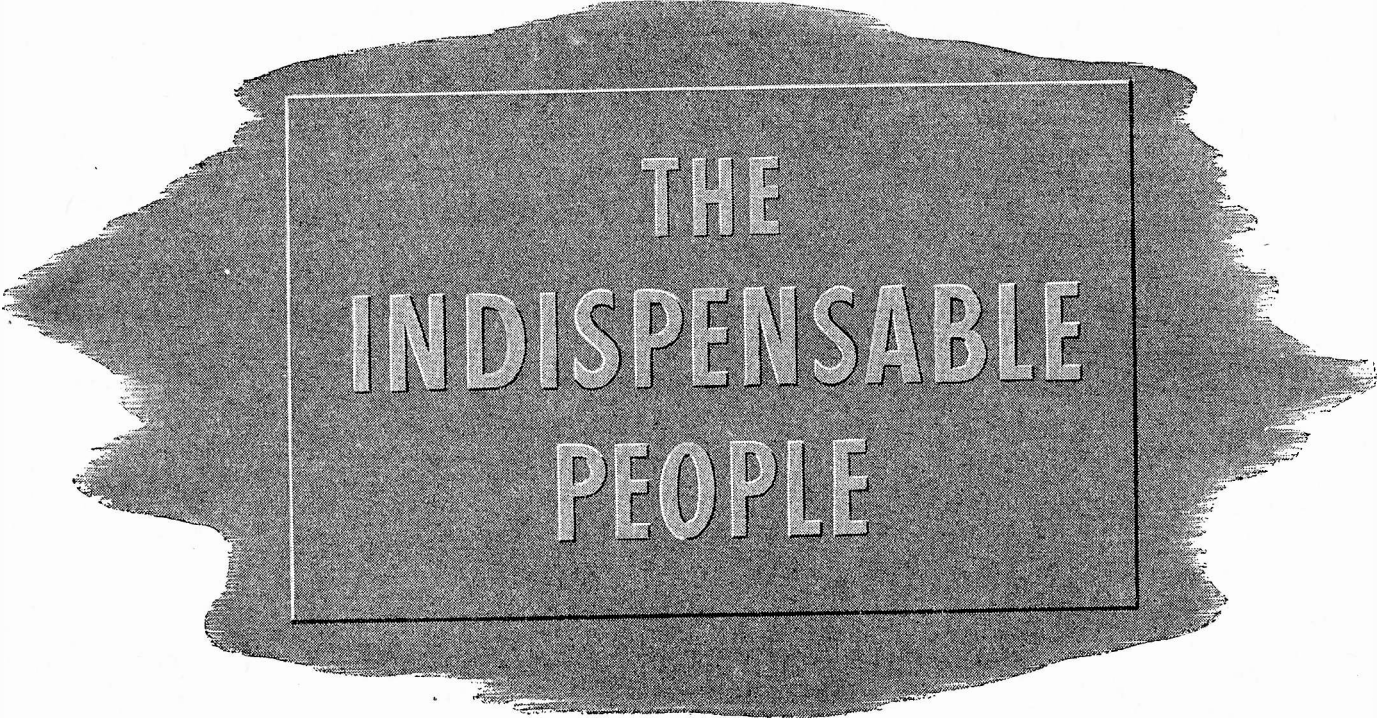
HOLLYWOOD, Nov. 4.—Six topflight NBC shows will make the trek to Chicago during the Navy's 6th War Loan Exhibit entitled *Pacific Theater*, which will be open to the public from November 19 thru December 3. Shows that will make the jump for the broadcasts are: Bob Hope, November 21; Kay Kyser, November 22; *Fibber McGee and Molly*, November 28; Eddie Cantor, November 29, and *The Great Gildersleeve*, December 3. Bob Burns is tentatively set for an appearance November 23, depending upon cast clearances.

## WHN Back in Taxis

NEW YORK, Nov. 4.—WHN, indie here, is reviving the taxi car-card pitch with a campaign tie-up that is expected to hit at least 2,000 New York cabs. The promotion piece, which the station has sent to the Parmelee System, large fleet operators, plugs WHN's news coverage. Gummed paper stickers are being used instead of the usual cardboard signs.

## Direct From Paris to MBS

NEW YORK, Nov. 4.—The first fashion program to be broadcast out of Paris since 1940 hits the Mutual air November 9 from 1:30 to 1:45 p.m. when New York and Paris designers carry on a bit of trans-Atlantic chit-chat about clothes.



# THE INDISPENSABLE PEOPLE

A wise man once observed that living through a heated political campaign is the most remarkable experience that comes to an American. For six months he works himself into a mounting frenzy about his candidate. He carries a torch for his man to the breakfast table, to the office, into conferences, and into heretofore friendly and pleasant social gatherings. By election night, he is filled with fear and trembling and drifts off to sleep contemplating the cataclysm that must follow, should any but his man become President of the United States.

The next morning he awakens to hear that his man, by some error of judgment on the part of more than half the American people, was not elected. He stumbles to the bedroom window—and outside what does he see? The sun is shining. The neighbor is taking in his milk. On the same old street—still there—is the same old traffic. Men and women are on their way to the same jobs they had yesterday, and all the days before. Youngsters are going to school to pick up where they left off before the election holiday. The nation is moving on.

Once again the voice of the people has risen, and we have a newly-elected President. Some are

happy about it. Some aren't. But before many weeks have passed, the Great Truth about our democracy will emerge once again. It is this:

Perhaps as a result of an election—any election—long range progress will be handicapped; and yet, perhaps progress will be expedited—who can tell? No one man, no single administration has ever, single-handed, saved a nation populated by a hundred million strong, stubborn people who need no saving; nor, on the other hand, has one man or administration ever been able to block the nation's inevitable destiny. The people, with vision and confidence, and an insatiable appetite to find the truth, are the final arbiters of their country's fate. It is the people who are indispensable in these United States; people who have shown through a hundred and sixty odd years that they can survive any election campaign, any shock—from droughts that impoverish whole sections of the republic, to wars that detour the basic economy for months or even years.

To these indispensable, indestructible people—to this groping, progressing mass of citizenry, the Blue dedicates its facilities and its future.

The Blue is in the service of the people.

"THIS IS THE *Blue* NETWORK"

THE AMERICAN BROADCASTING COMPANY, INC.

# NAB Yardstick Gets Rumor Treatment But It's Going Thru Despite Conversation

Awaiting ANA and AAAA Official Okays Caused Time-Marking

WASHINGTON, Nov. 4.—Rumors to the effect that the NAB yardstick idea was being quietly dropped by the industry and other rumors that the bureau will not give sufficient coverage to be valid were spiked by NAB officials here this week. They say that the whispering campaign was started by execs of one of the lesser-known researcheries in an attempt to head off the effort.

Lack of action since the NAB convention, big-wigs say, was not an indication that the thing was being allowed to die a quiet death. What it was waiting for, NAB says, was complete approval by the ANA and the AAAA. Approval came thru last week, and a meeting to set up a board of directors will be held next Saturday (11) in New York.

### Rumors At Work

Another of the rumors, shot in the direction of WACU, (Philly), had it that the method would not give the station adequate coverage. WACU was told that the NAB yardstick would include only six of the counties in the station's signal area and would cost a cool \$40,000.

NAB says that the rumor is completely untrue and that its method will give adequate coverage to all stations subscribing. The rumored figure, NAB adds, is completely out of line.

Still another whisper had it that there

was great dissention in the industry over the choice of a managing director for the bureau. To this the NAB replies that no director had yet been set and that the matter won't even come to discussion until the board of directors is chosen. (See NAB Chi meet on another page.)

### CBS Not Piqued

It has also been said that CBS is piqued over the adaptation of an idea which some say to be the web's, without credit. And others feel that if CBS did get credit it would alienate the other webs. NAB answers that while the idea is similar in many respects to CBS's, other angles have been added to it which change the whole outlook. Furthermore, says the trade org, CBS doesn't want the credit.

The whole series of whispers, NAB feels, is part of a deliberate attempt on the part of a researcher to prevent the development of the industry's own research yardstick.

## Clete Roberts Okay; Rates Purple Heart

NEW YORK, Nov. 4.—Clete Roberts, Blue correspondent who took it from Jap bomb flackments during the Philippine invasion, will be awarded the Purple Heart for his wounds.

Roberts, severely injured when the Nips dropped a buster next to a hut where he was working, carried one of his colleagues out of the fire and then continued broadcasting. He has sufficiently recovered from his wounds to return to the air.

# Allocation Hearings End With Everyone Crossing Fingers, Hoping for Yule Good News

Fly's Resignation Gets Waveband Interpretation

WASHINGTON, Nov. 4.—With FCC post-war allocations hearings packaged Thursday (2), radio execs here are asking today if Fly's resignation means that AM, television and FM bands have already been parceled and only wait announcement with his quitting November 15.

Two answers to that were: "Fly wants to get out before allocations are made, so that in private practice he cannot be charged with connivance."

"FCC has determined commercial allocations will take time to settle. Hence, the allocations that have been made will be announced before Fly steps down. The rest sometime later."

Some here were betting chips on each, but *The Billboard* had it from one FCC member that no allocations have been made. None will be made until a thoro digest of long hearing testimony is made. This lent substance to the view that Fly wants to get out before allocations are made so that later he will be "free" to hit as hard from the outside as he did from the inside.

### Leaders Would Give Plenty

Leaders here would give plenty today to know FCC's mind, but hints were few, tho many predicted that the Jett dual-transmitter plan was still a safe tele bet when assignments are handed down.

RTAB (Radio Technical Planning Board), in wind-up Thursday (2), still held fast to lower tele band, with emphasis on the 60-100 mc. channels. They continue to recommend higher frequency

## Gobbler Weaver

MINNEAPOLIS, Nov. 4.—Luther Weaver, ad agency man, spent hours going thru recordings at KSTP looking for a suitable dub-in of a turkey gobbling that he could use for e. t.'s being prepped for Fairway Food Stores to be used between now and Thanksgiving.

None of the platters or sound effects pleased Weaver. Jimmy Valentine, station gabber, walked in and heard Weaver moaning low.

"You looking for a turkey gobbling?" he asked. "How's this?" And he went into his act, which was better than the gobbler can do himself.

"That's it!" exclaimed Weaver. So now Valentine is busy doing the sound effects for the e. t. series. Valentine said he learned how to make with the gobble when he did radio work at flea-power percolaters.

## Bromo-Seltzer Changes Sleuths

HOLLYWOOD, Nov. 4.—*Ellery Queen*, mystery seg bank-rolled by Emerson Drug (Bromo-Seltzer), bows off the air December 30 and will be replaced by *The Saint*, another mystery show. Package was sold by the James Saphier Agency here to McCann-Erickson ad house. It goes into the same slot (NBC, Saturday 7:30-8 p.m.).

Switch, trade says, is part of not uncommon practice of getting rid of a name once it is so strongly established that it commands more dough than a sponsor is willing to pay. Idea is to replace it with another mystery program (in the same mood) which is established on other entertainment media. *The Saint*, well known in pix, books and pulps, fills the Emerson Drug bill.

It is said in radio circles here that a number of other switches will bring pulp characters like Doc Savage into radio.

## Ex-G.I. Talent Okay On NBC Mike Tests

NEW YORK, Nov. 4.—NBC's *Welcome Home* auditions, designed as a gimmick to give returning servicemen a crack at radio jobs, has unearthed more talent than expected. Web says that one of every three veterans interviewed thus far has been found worthy of professional employment, top figure for any auditions.

Large number of applicants has forced NBC to add another time to its vets' audition sked. New one is Wednesdays from 9 a.m. to noon.

## RWG Elects Lyon; 190 New Members In Eastern Division

NEW YORK, Nov. 4.—Radio Writers' Guild, in its annual meeting, reported that yearly salary increases granted to members by the War Labor Board ranged from a low of \$730 to a high of \$24,000, as a result of RWG negotiation.

The Guild elected Peter Lyon national prexy of the org. Robert Newman takes over as Eastern region v.-p. for the next year. Goodinan Ace, Norman Corwin, Clifford Goldsmith, Kenneth Webb and Ruth Adam Knight were elected to the council to serve two-year terms. David Hall was elected to fill out an unexpired council term until 1945.

Membership was told that since October 1, 1943, the RWG has gained 190 new members in the Eastern region alone. Contracts with NBC short wave, and Blue, NBC and CBS drama and continuity were concluded and passed by the WLB. Still in negotiation are agreements with CBS short wave and Station WQXR, New York.

The Guild will hold a national executive board meeting in New York November 13, which will be attended by two delegates from each of the three regions.

CHICAGO, Nov. 4.—The Midwestern region of the Radio Writers' Guild this week elected Pauline Hopkins Midwestern vice-president of the coming year and confirmed the Eastern region's election of Peter Lyon as national president of the Guild.

HOLLYWOOD, Nov. 4.—The Western region of the Radio Writers' Guild this week elected Sam Moore as vice-president for its area. The Western guild also confirmed Peter Lyon's election as national president.

## Ed Gardner Idea

HOLLYWOOD, Nov. 4.—Ed (*Duffy's Tavern*) Gardner, who has been having Miss Duffy trouble, may have the cure in his back pocket. Gardner put Bob Graham, singer who appeared on his show last week, under a personal five-year contract.

Idea may help Gardner to hold on to his Miss Duffy's (he's been losing them regularly) since he can no longer marry them, as he did with the first, Shirley Booth.

## "All Blue Changes Are Made," La Roche

NEW YORK, Nov. 4.—Chet Laroche, top man at the Blue, told a meeting of web department heads last week that no new appointments or resignations are expected at the Blue for some time and that they can now all settle down and get about working out the net's expansion plans.

It is understood that the announcement came as a relief for execs who had been worried about the future of their jobs.

N. B.: This story does not cover any changes that have taken place but have not been announced.

## Peggy Byrne WLIB Flack

NEW YORK, Nov. 4.—Peggy Byrne, formerly of the WBBM, Chicago, press staff, has been appointed head flack at WLIB, Brooklyn indie recently purchased by Mrs. Thackery of *The New York Post*. Miss Byrne takes over her duties immediately.

## PORTER, DURR, 1-2

(Continued from page 6)

Cracking of NAB code. He also fought thru long congressional inquiry touched off by Congressman Cox (Georgia) after latter was accused by FCC of taking \$2,500 fee from WALB in Georgia.

Finally, he sponsored post-war allocation hearings which wound up last week, gave thoro airing of technical, political, public problems facing industry in years ahead. Quitting, Fly had the respect of the industry generally, with most admitting they hate to see him go.

## Reverse Deutsch

NEW YORK, Nov. 4.—Gen. Charles DeGaulle, head of the French government, will shortly present to Gen. Dwight D. Eisenhower a complete radio station, built by Vichy engineers to German specifications, as a gift of the French people. The entire station is mounted on two railway cars.

It will be attached to Eisenhower's train and used for psychological warfare against the Nazis.

## C&O Joins UP; MBS' Second RR

NEW YORK, Nov. 4.—The Chesapeake & Ohio Railroad becomes the second railroad to use radio when it preems *Let's Face the Issue* over Mutual November 26, replacing *You Can't Take It With You*. Program will be a combination forum quiz, with a board of experts answering questions on current affairs. It will hit the air from 5 to 5:30 p.m. Sundays.

Commercials, in the beginning will be institutional, but it is expected that they will shift to travel selling as soon as restrictions lift. (*The Billboard* reported several months ago that travel people were getting set to sell loose feet via radio.)

It is understood that one of the biggest convincers to the C. & O. people to buy MBS time is the Hooper, 4.2 that Union Pacific's show, *Your America*, got when it shifted from NBC Saturday to MBS Sunday.

for "experimental" purposes only. Insiders here, who predicted that CBS "higher frequency" would win out, thought the Jett plan a compromise that would save face all around.

In its wind-up, RTPB suggested allocations that would cover spectrum from 23.5 mc. to 30,000 mc., the latter reserved for experimental relay. RTPB plans would put FM on 43-58 mc. channel, which some held is not sufficient or high enough.

### Yule Present?

With testimony all in, the industry can do little now but sit back with a prayer and hope. FCC hearers were giving few signs today as to when allocations will be made tho some predicted that they will come out all tied up in time for Christmas.

Radio leaders here hope that a Christmas deadline will be observed, in any event on commercial assignments. Reconversion planning is likely to be job of many months and until allocations are made, particularly in tele, little if anything can be done. As one "wit" put it here this week-end, "Time is awastin'."

FCC knows the urgency of the situation and even without Fly pressure it seemed a good bet that the job will be hastened.

## Jack Douglas Doubles

HOLLYWOOD, Nov. 4.—Jack Douglas, who has signed on the Ozzie Nelson show as gag writer, has come up with an acting contract in addition.



# Comes the Revolution; Philly Bulletin Prexy Admits Public Likes Its News Via Aircasting

McLean Claims, However, That Press Profits From Air

PHILADELPHIA, Nov. 4.—Radio's news coverage is an aid and comfort to newspapers and not to be viewed as competition, Robert McLean, president and publisher of *The Philadelphia Bulletin* and president of the Associated Press, told delegates of the 28th fall convention of the Interstate Circulation Managers' Association, at the Benjamin Franklin Hotel here.

"We have much to gain and nothing to lose from radio," the publisher said. "If we use it right, we can even welcome it. We cannot overcome the factor of speed which the radio enjoys, but we can turn it to our advantage and we can meet all other competitive factors by keeping the quality of our product high."

*The Bulletin* is awaiting FCC approval of its purchase of WPEN and WPEN-FM here, and McLean's observations are significant because the newspaper was at the start very much anti-radio to the extent of almost ignoring the medium in its printed pages.

Basing his findings on the newspaper's own researches since the advent of radio some 20 years ago, McLean told the Fourth Estaters that the broadcasting of news, including local news, appears to have stimulated the circulation sales of newspapers wherever the event broadcast catches the interest of the potential reader; that the broadcasting of news has provided the public with a basis of comparison with the news in their own newspapers as to its accuracy and objectivity; and that the listener, who is also a reader, in a majority of cases has greater confidence in his newspaper than in the radio.

## Newscasts Sell Papers

By checking daily sales with the calendar of events, particularly before and after the advent of radio, McLean found further factual basis for his contention that radio news aids newspaper circulation.

High-water marks in *Bulletin* circulation were attained at the time McKinley defeated Bryan in 1900. Next largest increase was the election of Woodrow Wilson over Charles Evans Hughes in 1918. Election in 1928 of Hoover over Smith gave the first true experience of what happens when newspapers compete with radio.

"In that year and each of the succeeding presidential elections, in 1932,

1936, and in 1940," said McLean, "the number of extra copies sold and the percentage over normal in every case has exceeded any prior national elections despite the fact that the result in each of those four elections was known early on election night. It was therefore clearly apparent that the broadcasting of a national event of major importance created a larger extra sale for *The Bulletin* than had been the case without broadcasting."

One need only look to the growth of daily circulations in the last 15 years from the time of the development of national broadcasting of news until today, McLean added. Total circulations of daily newspapers in the U. S. was 39,589,172 in 1930, it jumped to 44,392,829 in 1943.

One of the things that he "inherited" when he became president of Associated Press in 1938, said McLean, was the question whether AP should permit radio broadcasting of its news. At that time he asked one of the better known poll groups to make a confidential survey, having in mind the question of public confidence in the news and the extent to which it is affected by radio broadcasting.

## Readers Listen Regularly

The survey showed, he disclosed, that those who read newspapers and listen regularly to news broadcasts has increased in six years from 68 to 82 per cent.

"It is not surprising that some 86 per cent today, as compared to 74 per cent six years ago, learn first of an important event from the radio" he pointed out, "tho it would seem important that news editors keep this in mind in their handling of national and foreign news. It is not surprising, tho it is interesting, that among those who listened to broadcasts six years ago some 85 per cent turn to their newspapers for additional information.

"However, it is worth noting that the number who prefer to get their national and foreign news on the radio, as compared to the newspapers, has increased from 54 per cent six years ago to 63 per cent in 1942, tho it is encouraging to find that this figure is back to 61 per cent in 1944, a loss of 2 per cent to the radio and a gain of 2 per cent to the newspapers. On the other hand, those who prefer to get their war news from

the daily newspapers, as compared to radio, has increased in the last two years from 66 per cent to 69 per cent.

"But not to be overlooked," he stressed, "is the sustained evidence in all of these surveys that a bare majority of those who read newspapers and listen to the radio, in case of a different presentation of the facts by the newspapers and the radio, are more likely to accept the newspaper report. The *Fortune* survey indicated that in certain types of news the public has come to question the validity and the accuracy of the newspaper report; as, for example, in political news and to a lesser degree in news of labor and of business."

A disconcerting note, said McLean, was disclosure by means of the special poll he instituted that a majority of women and youths, if they had to make a choice, would prefer to get their news from the radio than from the newspa-

Vandeventer to WOR;

John Denman to WJR

DETROIT, Nov. 4.—Station WJR is losing one and gaining one on its news staff, with the resignation of Fred Vandeventer, newscaster, to join the staff of WOR, New York. Vandeventer also formerly handled publicity for the station.

Staff addition is Lieut. John Denman, who sustained injuries in service in the Central Pacific theater. He was formerly news editor and sports and special events director of WTJS, Jackson, Tenn., and WBIG, Greensboro, N. C.

pers.

This address by the AP executive was the first public disclosure of the special poll on the newspaper vs. radio issue taken for the newsgathering agency he represents.

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During  
THE WAR  
★  
After  
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... the most profitable per dollar station for advertisers!

# Sports Broadcasts Aces With G.I.'s on All Fronts; Pigskin Sessions Top Sat. & Sun. Skeds

132 A. E. S. Record and Rebroadcast Key Games

HOLLYWOOD, Nov. 4.—Interest of G.I. Joes in sports has not diminished even tho thousands of miles separate them from playing fields, according to Col. Tom Lewis, commanding officer of Armed Forces Radio Service, who states that response from servicemen and women overseas following shortwaving of World Series was terrific. Letters began coming in last week, with many isolated areas still not heard from. At close of each game, AFRS asked that listeners send in their comments on reception quality and amount of interest on the baseball broadcasts.

Following in line with its sports coverage, AFRS is now shortwaving the top football games each week. The AFRS shortwave station is now operating a regular Saturday sked which gives play-by-play accounts of one Eastern game to the European area and one Western game to the Pacific area straight from the playing fields. On top of this, a pro game is aired every Sunday, with resume of all games

played being sent overseas.

World Series was carried by wire from Sportsman's Park, St. Louis, to shortwave stations on the East and West coasts and transmitted direct to troops who heard play-by-play descriptions of each game. In order to insure complete overseas coverage, broadcasts were recorded by AFRS's 132 American expeditionary stations and then rebroadcast at more convenient hours to G.I.'s.

Letters have come into AFRS from all overseas combat areas, Col. Lewis stated. Messages came from "aboard an LST in the Mediterranean," "26 paratroopers in Holland," an ordnance company repairman speaking "on behalf of 172 enlisted men and six officers in France," and "a guy writing for a tank battalion in Southern France." Other letters came in from India, Iran, New Caledonia, Alaska, Africa, Iceland and New Zealand.

Overseas reaction to sports broadcasts will undoubtedly enlarge AFRS coverage in this field.



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\*Including Sunday P.M.

NIGHTTIME PROGRAMS	SPONSOR IDENTIFICATION	PRODUCT IDENTIFICATION	Identification: Wrong Product Correct Sponsor	Incorrect Identification: Wrong Product Wrong Sponsor	DON'T KNOW	AGENCY	SPONSOR	NET	Hooperating
RADIO THEATER	88.8	88.7	0.1	0.6	10.6	Thompson	Lever Bros.	CBS	23.1
WALTER WINCHELL	81.6	81.6	—	2.8	15.6	Lennen & Mitchell	Jergens	Blue	25.3
TAKE IT OR LEAVE IT	80.7	80.7	—	2.5	16.8	Biow	Eversharp	CBS	16.1
YOUR HIT PARADE	78.1	78.1	—	3.2	18.7	Foote, Cone & Belding	Lucky Strike	CBS	16.2
BOB HOPE	76.6	76.6	—	3.3	20.1	Foote, Cone & Belding	Pepsodent	NBC	25.8
THANKS TO THE YANKS	74.8	74.8	—	5.4	19.8	Esty	Camels	CBS	12.6
CHARLIE McCARTHY	73.5	73.2	0.3	6.2	20.3	Thompson	Chase & Sanborn	NBC	22.3
BURNS & ALLEN	71.6	71.6	—	2.8	25.6	Young & Rubicam	Lever Bros.	CBS	14.5
JOAN DAVIS-JACK HALEY	70.5	67.8	2.7	2.7	26.8	McKee & Albright	Sealtest	NBC	15.4
KAY KYSER (1st half hour)	70.3	69.7	0.6	2.7	27.0	Foote, Cone & Belding	Lucky Strike	NBC	15.7
KAY KYSER (2d half hour)	70.0	70.0	—	4.0	26.0	Foote, Cone & Belding	Lucky Strike	NBC	15.3
FITCH BANDWAGON	68.2	68.2	—	1.3	30.5	Ramsey	Fitch	NBC	12.9
DR. I. O.	67.4	59.9	7.5	8.7	23.9	Grant	Mars	NBC	10.7
TELEPHONE HOUR	66.4	66.4	—	5.3	28.3	N. W. Ayer	Bell Tele.	NBC	7.2
LOWELL THOMAS	66.3	66.3	—	3.7	30.0	R. W. & C.	Sun Oil Co.	NBC	13.4
PAUSE THAT REFRESHES	66.2	66.2	—	1.3	32.5	D'Arcy	Coca-Cola	CBS	6.6
KRAFT MUSIC HALL	64.2	62.1	2.1	1.4	34.4	Thompson	Kraft	NBC	15.9
GINNY SIMMS	62.2	62.2	—	4.9	32.9	Biow	Philip Morris	NBC	11.5
H. V. KALTENBORN	61.6	61.6	—	3.3	35.1	Burnett	Pure Oil Co.	NBC	16.2
SCREEN GUILD PLAYERS	60.0	60.0	—	3.6	36.4	Biow	Lady Esther	CBS	16.6
JACK BENNY	59.2	58.1	1.1	6.9	33.9	R & R	Lucky Strike	NBC	18.3
CRIME DOCTOR	59.0	59.0	—	4.3	36.7	Biow	Philip Morris	CBS	14.2
JIMMY FIDLER	58.9	58.9	—	6.1	35.0	Small & Seiffer	Arrid	Blue	10.5
GABRIEL HEATTER (MWF)	58.7	58.7	—	7.9	33.4	Wasey	Kreml	MBS	10.3
FIBBER McGEE & MOLLY	58.2	58.2	—	3.6	38.2	N, L & B	Johnson	NBC	25.6
<b>DAYTIME</b>									
BIG SISTER	70.7	70.2	0.5	2.3	27.0	R & R	Lever Bros.	CBS	7.5
AUNT JENNY	70.5	67.6	2.9	4.7	23.8	R & R	Lever Bros.	CBS	5.5
BREAKFAST AT SARDI'S (Kellogg)	69.9	63.2	6.7	16.7	13.4	K & E	Kellogg Co.	Blue	6.9
MA PERKINS (NBC)	69.4	65.6	3.8	7.6	23.0	D-F-S	P. & G.	NBC	5.8
BETTY CROCKER	67.7	13.1	54.6	10.5	21.8	D-F-S	Gen'al Mills	NBC	3.2
MA PERKINS (CBS)	67.6	65.3	2.3	5.0	27.4	D-F-S	P. & G.	CBS	6.8
HYMNS OF ALL CHURCHES	67.0	14.7	52.3	2.1	30.9	D-F-S	Gen'al Mills	NBC	4.0
KATE SMITH SPEAKS	63.6	34.7	28.9	6.6	29.8	Young & Rubicam	Gen'al Foods	CBS	7.8
THEATER OF TODAY	63.3	52.7	10.6	10.2	26.5	B, B, D & O	Armstrong Cork Co.	CBS	5.4
TODAY'S CHILDREN	63.2	16.4	46.8	3.7	33.1	Knox Reeves	Gen'al Mills	NBC	5.6

R, W & C—Roche, Williams & Cleary  
 R & R—Ruthrauff & Ryan  
 N, L & B—Needham, Louis & Brorby  
 K & E—Kenyon & Eckhardt  
 D-F-S—Dancer-Fitzgerald-Sample  
 B, B, D & O—Batten, Barton, Durstine & Osborn

## Unhappy Wynn On Happy Island Show Revamped

NEW YORK, Nov. 4.—Paul Douglas has been signed into the Ed Wynn *Happy Island* show as part of the general strengthening and streamlining job that Young & Rubicam is trying to do on the program.

Y&R originally wanted Ben Grauer for the splicing but he was not available. *Island*, which has been in the lower Hooper brackets since it went on the air, despite a big build-up, had a preliminary cast-trim job done last week.

Latest pruning has been in the writing staff, which lost three gagsters. Whole shake-up, trade feels, is not only an attempt to strengthen show thru simplification but also to save dough thru reduced talent costs. It is said that the sponsor, Borden, once willing to sink any amount of money to build a top ailer, is becoming leary of unproductive spending.

### Leideker for Lever Bros.

NEW YORK, Nov. 4.—Garrit Leideker, former contact man for Young & Rubicam on the Lever Bros.' show, has been upped to v.-p. on account. Leideker replaces Gordon Cates, new general manager of the radio department.



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# Moods on Air Pix Programs a Plus?

## Cine-Tele Org Looks Toward Video Film Web

NEW YORK, Nov. 4.—Newest of the air-pix org to set up experimental work is Cine-Television Studios, headed by Fred H. Fidler, former Coast radio head for J. Walter Thompson. Fidler has the title of managing-partner in the company but the names of other stockholders have not been revealed.

General idea of Cine-Television is to establish a film web for tele stations which will service them with original productions. Temporarily, the company will only act as a consultant to video orgs.

## WIP Final Net Op To Go Tele

PHILADELPHIA, Nov. 4.—WIP first commercial radio station in the city is the latest to hop on the television band wagon. Benedict Gimbel Jr., station proxy, today filed an application with the FCC for a television license. Application was made in the name of the station op, Pennsylvania Broadcasting Company, which also includes the station's FM outlet. Move brings all the local network stations into the tele picture, WIP being linked with Mutual. Applications for tele were made earlier by WCAU, KYW and WFIL with WCAU already having purchased a center-city building to house its proposed tele set-up.

## WFIL Obrist Emsees Philly Video Seminar

PHILADELPHIA, Nov. 4.—Edward C. Obrist, WFIL program director, has been signed to conduct a television seminar in co-operation with the Charles Morris Price School of the Poor Richard Club in Philadelphia for students, business men and advertising personnel.

Opening date has not yet been set. Seminar is to be offered in conjunction with the Price School's advertising and journalism curriculum.

## Ordinary Phone Wires May Still Carry Video Pix If Packard Mfg. Discovery Okay

### Test Indicates That Homer Capehart's Firm Has Something

CHICAGO, Nov. 4.—A discovery that will revolutionize the television industry if it can do all its manufacturers claim was announced this week by the Packard Manufacturing Corporation of Indianapolis, and demonstrated to a group of civic leaders and newspapermen in that city. The discovery, according to Homer Capehart, president of the corporation, makes possible the transmission of high fidelity transmission over a standard telephone circuit.

At the demonstration similar television pictures were transmitted by coaxial cable and then with equal fidelity by the use of the Capehart method over ordinary telephone wires for 10 miles over a circuit that traveled from the demonstration point thru Indianapolis and back to the plant.

The transmission of television over telephone wire is in itself nothing new. But the fact that the Packard org, using a discovery of one of its engineers, Raymond Binney, was able to use a 10-mile circuit without using special equipment

on the wire along the way indicates that the Indiana firm might have something.

### RCA Has Used Phone Circuits

RCA since 1939 has used ordinary telephone wire to transmit television signals from Madison Square Garden to Radio City. But this is possible because in the amplifying terminals at the point of the telecast's origin special circuits "squeeze" the wide frequency band of a television signal into a more narrow form in a manner comparable to the work done by a funnel.

However, the signal cannot be transmitted with this method unless equalizers such as those used in the terminal circuits are set up about every five miles. When they are used for television transmission ordinary telephone wire becomes as expensive as transmission over coaxial cable.

W. F. Struby, general manager of Packard, told *The Billboard* that the Binney method also involved funneling (See *Phone-Wire Pix* on page 30)

## REVIEWS

### CBS

Reviewed Thursday (2), 8-10 p.m. Style—News, variety, audience-participation and pix. Sustaining on WCBW, New York (CBS).

Not much new on this two-hour bill.

The most remarkable thing about most television presentations is the way mistakes are repeated time and time again. There is, of course, plenty of reason for technical mistakes. That's because many of them can't be corrected until new-equipment day. However, when production errors come thru week after week, someone or something is at fault and something ought to be done about it. There were plenty of both kinds of lack of intelligence on this telecast.

Technically there were bad camera shots in the variety portion of the show, the usual four-foot men and women (due to fore-shortening) in the *Missus Goes a Shopping*, and materials in *Fashions of the Times* that washed out entirely before the ike.

Production-wise there were errors of judgment which turned the style show into a talkfest, that cut action to a minimum, that designed a swell work-room setting and then did nothing in

(See CBS on page 12)

### Paramount

Reviewed Wednesday (1), 8:30-9:30 p.m. Style—Variety. Sustaining on W6XYZ, Hollywood.

This weekly variety show engineered by Klaus Landsberg, head of Paramount Studios' television activities, puts the emphasis on novelty. Landsberg's opening announcement, wherein he told the viewers that they were due for a surprise on their television screens, was actually substantiated later on in the show.

While endeavoring to give the audience a good show, Landsberg is always trying experiments with lighting and camera action, worrying little about the background. He is of the opinion that action and clear pictures are more important now than elaborate sets.

Show started off with amateur boxing bouts offered by Jim Davies, physical di-

(See PARAMOUNT on page 12)

### DuMont

Reviewed Tuesday (31), 8-10 p.m. Style—Interview, pix, variety. Sustaining on WABD, New York.

Bob Emery, who has been struggling along trying to do variety shows for WOR over DuMont, reverted Tuesday to his most noteworthy talent, kid shows, and did rather well at it. If he cleaned up some of the very rough spots, changed the angle from Halloween, a one-shot at best, and put it on at 5 o'clock as a kid's barn dance, he would have a salable format.

General idea was a Halloween barn dance with variety acts and a hodge-podge of several other ideas thrown in the stew. A couple of teen-agers sang well enough; the entire cast did a square dance; a quartet went thru a standard chirping routine; people played games; there was a costume contest and an exhibit of Halloween masques. All of that might conceivably fit into a general pattern. It did not come off too badly.

What we couldn't understand, tho, was the purpose of having one of the cast switch on a prop radio and have everyone sit around listening to an e. t. of Bob Emery reciting something or other about goblins. It was certainly not visual and had no place in the show—except perhaps to satisfy a "director's" ego.

The camera was handled in such a way as to make the viewer feel that Director Emery played little part in setting the shots. A stronger hand on the helm, trying and getting definite angles, would have eliminated the deadening succession of routine long and close shots. One effect, in particular, was intriguing. That was the certainly unequal and charming idea of having an out-of-focus doughnut, suspended from a string, swinging in front of the faces of a singing duet. A little rehearsal and planning could prevent miscarriages like that. Most of the music was dubbed (See DUMONT on page 12)

### Balaban & Katz

Reviewed Thursday (2), 7:30-9 p.m. (CWT). Style—News interview, variety, drama. Sustaining on WBKB, Chicago.

If anyone, other than this reviewer and the production staff at WBKB, looked at the station's entire program tonight it must have been because he was tied to a chair in front of a video set while someone threatened him with a blackjack. There just wasn't enough in the program to make anyone want to stay around and watch it for an hour and a half. It was good in parts, but those parts came too far apart to retain attention thruout the program.

Ann Hunter, far from her usual standard of excellence, started the program by interviewing S/Sgt. Harold Sheehan, a Chicago boy, who described his life in a German prison camp. Subject matter, altho it would seem to be interesting, was dull because the interviewer didn't lead Sheehan down the right road. This portion of the program proved, however, that a blonde can wear light-colored clothes on a television program and the lack of contrast will not ruin the picture. Ann wore a light tan dress that televised almost white, and the similarity between its shade and the shade of her hair made for eye-straining harmony.

After Ann, and after the showing of the same patriotic slide for a five minutes that seemed like five hours, Commonwealth Edison presented another *What's Cooking With the Scotts?* opus. This series is on the right track, but it still could use a lot of improvement. For one thing, the writers still persist in making too many references to cooking with electricity. For another thing, it's getting mighty tiresome seeing the Scotts in their kitchen night after night. To increase necessary dramatic plausibility, writers of the series should put their cast into other rooms in the house once in awhile. What if they do sacrifice the (See B & K on page 12)

## Execs Say It's Ahead of Time

### Radio program man points to losing audiences as proof themes are a must

NEW YORK, Nov. 4.—Of all the things that tele has to learn from radio the most important thing, in the opinion of an important web program exec who has been studying video programing thru the years, is the significance and potentialities of program

moods. With tele biggies already admitting that they lose a substantial part of the visual impact thru unsustained viewing, he feels that more and more, video is taking on radio characteristics.

And the closer it comes to radio, the more it will have to harken to what radio has learned about audiences.

### Moods Hold 'Em

"The most important thing we have learned about radio audiences," he says, "is the fact that moods hold them. By moods we don't mean playing the same tune all evening long. What we do mean is playing on the same theme and making gradual transitions. There has been no attempt by any television program man in the country as yet to program his two or three-hour segment along mood lines. True enough, there are not now a sufficient number of listeners to make a great difference, but experimentation should be carried on so that the medium will be ready to go ahead when the war ends.

"CBS in New York has had such diversified programs as ballet, boogie-woogie and a forum during the same two hours. NBC has televised a long-haired pianist just before a barn dance. DuMont has placed a lecture next to a variety show. All of that adds up to just what radio did years ago—slap programs on at any time without regard for psychological factors.

### NBC Went "Mood" Once

"I have been looking at television for a long time and never once have I seen an occasion where the over-all programing was intentionally handled so as to hold an audience. On one occasion I remember, NBC did quite well with *Carmen*, songs of the last war, a Toscanini film and two middle-brow Russian movies. But that was not only a rarity, but it was not consciously an example of tele mood programing.

"The survey recently conducted by General Electric, which has been putting shows on the air for five years, has some interesting figures in it. The most interesting is the tabulation which proves that GE audiences prefer full-length plays and full-length film to shorts. GE's Bob Gibson told the American Marketing Association luncheon last week that 79 per cent of their audiences want full-length movies.

### Full-Length Plays Desired

"Sixty of 118 people quizzed say that they prefer full-length plays to half-hour ones. To me, that proves that you can hold an audience with a sustained mood. Of course, I am not advocating two-hour shows along the lines of *Esquire's The Boys From Boise*. What I do advocate is experimental programing attempting to utilize what radio has learned."

When quizzed, New York tele men said that the idea, while basically sound, falls down in view of today's personnel and technical problems. One producer said: "What worries us right now is not what shows to put on the air but whether we will get anything on the air at all."

### Classen Says "Impossible"

Ed Classen, in charge of programs at W9XZV, Zenith station in Chicago, was (See AIR-PIX MOODS on page 12)



# "Soundies" Getting Air-Pix Test

## Don Lee-B&K Tests Made

Big name backlog means 16mm. box film available when video starts rolling

HOLLYWOOD, Nov. 4.—Potential video market for films is being scanned by producers of RCM "soundies," with all current and future reels being made with the new field in view. RCM says it has a stockpile of 1,500 subjects gathered over a period of four years, all three-minute novelties and musicals, which could be instantly used for video.

In the past there has been no particular thought in mind about utilizing the backlog of subjects at RCM for television but now the trend is definitely that way and the firm's engineers are making ("Soundies" Getting Air-Pix on page 62)

## AIR-PIX MOODS

(Continued on page 11)

a bit more vehement. He feels that it is impossible to hold an audience for two hours no matter what is done. Even a 15-minute show, in view of the small present screen, is too long, Classen says. "We'll have to wait quite a while," he said, "before it is worth our effort to program for two hours with a show with the same mood using the same class of subject matter."

Still another objection was offered by Helen Carson, station supervisor, at WBKB, the Balaban & Katz set-up in Chicago. She said that it may be a good idea for the future, but right now they were interested in presenting as many types of programs as possible in order to find workable formats. In view of the limited time allotted to video, she feels, mood sequences are out of the question.

Nevertheless, the radio exec who started the controversy still feels, after looking at tele for several years and going over the program skeds of stations, that moods should be worked on right now. He says

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## Hayride for a Critic

NEW YORK, Nov. 4.—Staff of CBS's tele station, WOBW, is tossing a hayride at the home of technician Rudy Bretz (inventor of the Britzicon) in Croton, N. Y., next Saturday (11). General purpose of the hayride is "to promote good fellowship." Trade says this will be difficult to accomplish in view of the fact that critics have been invited.

(Note to desk: In case, after November 11, *The Billboard* finds itself shy one tele reviewer, a sealed envelope containing, as yet, an unprinted review will be found in the file cabinet under M. S. The plea is hereby made that it be printed in its unabridged form.)

that experimentation in the psychology of audience reception deserves as much attention, as format development.

## CBS

(Continued from page 11)

it. And atmosphere weighed down the audience-participation seg.

No matter how video workers like to avoid it, what comes thru the receiving tube in the home must stand comparison with home motion pix. If it doesn't

Ev Holles opened the evening with his usual newscast. It was, as it has always been, swell. The recent tendency of shifting almost immediately to the maps is okay. The continued use of news pix is also a plus. However, when someone has a little more \$\$ to spend it might be wise to televise from negative film rather than from the photographs themselves. The reflection factor makes much of the pic detail a blur. This wouldn't happen if negatives were televised.

Second "attraction" was *The New York Times* fashion show. Ben Finer and a group of fashion authorities kicked the ball around plenty about fashions, and a considerable number of models did their stuff—but not enough. Not once did they permit the models to show what they were wearing underneath. Beach robes covered bathing suits, but no one saw those suits—they trotted out different girls for the bathing suit sequences, etc. In other words, altho movement must be the essence of video, movement was cut to a minimum. Finer looked quite a fashion plate himself in this sequence, which is a definite advance, as he has been televised frequently looking as tho he had slept in his suit. A white carnation helped his sartorial elegance. As a break, in the fashion presentation, they took the camera to a workroom, and then did nothing in the workroom but describe fabrics and how acetate cloth is woven. Apparently the selection of the cloth was not made by a television expert because much of the

printed fabric came thru the iconoscope plain white.

This *Fashion of the Times* was a step forward for television. It indicated that stage fashion-show technique is not for the camera eye. It was a good show in the Times Hall but just filler on the home receiver.

Amanda and the Three Barons did a few songs which were not too hard on the ears but meant nothing to the eyes. It was obvious that neither of the four were at all certain what would come thru the ike. That came thru.

Final seg on the program, as usual, was *The Missus Goes a Shopping*. G.I. Johnny Grant subbed for John Reed King, who was making G.I. appearance. Johnny is supposed to be a King protege and didn't do any worse than JRK himself. In fact, much of the routine was far more visual than previous segs caught, even tho at least one of the stunts was lifted bodily from a *Truth or Consequences* warmer-up consequence, i. e., a man getting into girde, slip, etc.

It must be possible to make game sessions enjoyable in the home and the studio. This video seg is not it—or else we've caught the bad ones. Camera work, both from a fore-shortening point of view and an unintelligent focusing on what the audience members are doing would not even be passable for a rank 8mm. fan let alone a professional cameraman. There is a million dollars worth of human interest in a show like *The Missus Goes a Shopping*, and it isn't video-worth a coin from the bowl from which contestants are given the opportunity of grabbing a handful. (All the coins are copper.)

Everything is excusable on an air-pix presentation if only the producers show a willingness to experiment. It's only the routine that becomes bad looking.

Joe Koehler.

## PARAMOUNT

(Continued from page 11)

rector for Paramount Studios. Davies came over the cameras well and managed to promote enough dialogue from the boxers to make the between-round spots interesting to the audience even tho the action lagged at this point. Camera work on the two bouts showed what can be done with sports.

Audrey Young, Paramount starlet, did two numbers, *What a Difference a Day Makes* and *Getting Sentimental Over You*. She had a nice voice and was very telegenic. A singer can be effectively presented on television if she is pretty enough. Young proved that. The audience is inclined to get restless no matter what the quality of the voice unless the subject has enough physical appeal. Lighting and camera work was good on this, sustaining the picture on close-up so that none of her features were washed out.

Next on the show was Samson McDonald, billed as the Old Ranger. Using a bull whip, he went thru the standard routine of tricks, such as cutting paper, etc. Thad Swift stepped out of his emcee role to act as his stoooge and had cigarette cut from his mouth by the whip end. It was hard to get all the action into a small picture, but considering technical difficulties it came over well. McDonald and Swift kept up a cross fire that livened up the act, making the chatter appear ad libbed.

Following McDonald there was a cowboy with a guitar, Luck Pendleton, who sang some of his own original compositions without too much enthusiasm. However, Pendleton was at a disadvantage, for his blondness made him a poor subject on the tele screen.

Punch of the show was Joe Atkinson and his trained horse. Nag showed high i. q. and came over very well, with Atkinson keeping the talk going all thru act. Horse pulled handkerchief from Atkinson's pocket, bowed, counted his age by hoof taps and threw a kiss to the audience.

By this variety line-up Landsberg has proved that he will stop at nothing if he feels it has any possible chance of being a tele subject. He gives the set owners plenty of excuse to stay home and watch the screen. Keynote of the entire evening was action, and even in

## B&K

(Continued from page 11)

atmosphere of cooking and kitchen fixtures that is intended to help sell electricity? The primary objective in television, as in any other advertising medium, is to hold an audience.

Gloria Foster, featured vocalist with Chuck Foster's band, now playing at Chicago's Blackhawk Restaurant, followed the *Scotts*. Gloria's beauty plus her mood-expressing voice make her good video fare. But here, too, the station's production staff made foolish mistakes. Once they had a girl walk on stage to hand Miss Foster a pair of maraccas. This completely disrupted the mood created by Gloria's singing. It's in making little mistakes like this that 'WBKB excels.

Other offerings on the program were the magic of Lee Phillips and the comedy routine of Jay Laurrye. Phillips, is getting better each week. The television audience sees just enough of his movements to arouse interest but not enough to give away his tricks until he is ready to explain them.

Laurrye did one of those routines made popular by the Imaginators. He pretended to sing a few songs that were being played by recordings. For television it just didn't go over. Most of the time when he jumped about he got himself out of focus. His antics were very hard for the television cameras to follow even when he moved about in the focal plane. Too often he was out of the picture.

Cy Wagner.

## DuMONT

(Continued from page 11)

on a disk but part of it came from a piano in the studio. The music cues, also because of insufficient rehearsal, came in slowly or overlapped.

In one portion of the show one of the characters told a ghost story that was handled very nicely. General idea of the tale was about a dead woman who comes back to haunt the living. A lap dissolve was used to show the ghost appearing in the mind's eyes of the kids to whom the story is told. It came thru effectively, giving an eerie overtone to an otherwise gay scene. There was, however, one error. The sound cue preceded the visual cue by at least three minutes. The woman who did the talking was almost half way thru her spiel before the camera moved over and singled her out, giving the viewer the momentary impression that she was off camera rather than in the background of the shot.

A few production pointers would not be amiss. There were far too many people on the set for ease, camera convenience and clarity. The square dancing, theoretically a gay, happy and lively part of a party, was singularly uninspired. One Mary Healy was introed to judge the costume party. Just who she is was never explained, nor why she is an authority on costumes. Too many of the people in the show were obviously not actors and their ages ranged, literally, from 6 to 60, giving the impression that Emery had invited all his friends to be on the show, whether they had anything to contribute or not (most of them had not). The finale, in which everyone waltzed around the place, was dismal, as half the people didn't know how to waltz and those who did had no waltz room. Emery might also be more careful to see that his credits are centered on the screen. Some of them were not Tuesday night.

Doug Allen opened DuMont's evening with one of his *Thrills and Chills* shows. It was neither thrilling nor chilling. It was, however, a fair enough way to intro the films taken in China by Capt. Ray Scott, signal corps photog who spent many years covering the early phases of the Sino-Japanese war. The interview was handled well enough and Capt. Scott's pix, while losing a great deal of their effectiveness in tele, still had much interest. Allen's show, certainly no sensational flash of genius, was a decent vehicle for educational material on film.

Marty Schrader.

the case of the singer, Audrey Young, Landsberg helped keep up the audience interest by close-up.

Dean Owen.



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## "Square Deal" Slaps Blue; Unity Hits 'Em

### Three-Way Battle Boils

NEW YORK, Nov. 7.—With the national political air being cleared, the AFM Local 802 elections have started on their way to filing day (November 17). Few changes in the three slates published last week have been announced. Ted Brown has been added to the trial board line-up for the New Dealers and the delegate set-up for the Central Labor Trades of the Unity Group is now James Barton. Al Green-Gold and Calmen Flesig.

All the platforms are being set during this week and since the two biggest groups of "outs" are interested in telling every segment of the profession what they will do for it, there is bound to be plenty of planks, at least a plank for every musical ache and pain, from the Stork Club down to that Irish joint with three boys fiddling away in the back room.

### Square Deal Send Out Mailing

This week the voting members of 802 receive their first mailing piece from the Square Deal group. This political document ignores the Unity Group and directs its big guns on the administration. Actually most of the first page of the circular hits, by implication, at Jack Rosenberg, whose "door is closed to the very members who put him in office, whose lengthy vacations and outside business are more important to him than is the welfare of 802," etc. It credits five members of the Square Deal party as "the five who did the good work (while they were part of the administration) the others claimed the credit for."

### Campaign Line Set

The Square Deal party thru this mailing piece has laid out plainly its line of campaign. They will fight the "ins" (knowing, they feel, all the ills of the administration, having been in many cases part of it) and ignore the other "outs."

How long they will be able to keep on this line is a question among the rank and file, since the Unity Group, for its part, takes the simple approach that the Square Dealers and Blue Tickets are "simply the halves of a rotten apple that have fallen apart," to quote a Unity release.

Unity is making capital of the fact that the Square Dealers are concentrating their attack on the Blues and that the Blues (it's claimed) will be devoting their time slapping down the ears of the Arons group.

### Unity Platform First

The Unity Group is expected to be the first to have its complete platform available. The apparent reason for withholding it, is that it's supposed to be a complete formula for the administration of the local. The Square Deal is withholding its because they, too, have an ace up their sleeves (something for every segment of the profession that has been ignored by the administration in the past).

Odds among 802 members (musicians are noted for their gambling) are that at least five fist fights have taken place between partisans whose tongues haven't been kept too well under control, and more are expected by La Guardia's boys in blue, who are staying away these days from musical hangouts.

### Heidt Hit With "Idea" Suit

NEW YORK, Nov. 4.—Suit against Horace Heidt was filed in Brooklyn Federal Court last week charging that Heidt pilfered "Mr. Band Leader" idea from plaintiff, Jay Harvey. Latter is asking \$30,000 damages saying that he submitted idea to Heidt in 1939 and that ork leader has used gimmick in theaters off and on during past few years without compensation to Harvey.

Heidt's attorney, Len Zissu, asked for a bill of particulars this week.

## Shaw May Be Set For N. Y. Strand; 12½G Per Week

NEW YORK, Nov. 4.—Artie Shaw looks definitely set to play the Strand Theater here some time after first of year, with theater pitching up \$12,500 per for newly formed band. At present, both the Capitol and Strand theaters are vying for the band, with those close to the situation reporting that bookers are using every bit of personal pressure to get band into their respective theaters. Capitol has offered same figure as the Warner house. Pic with Shaw will probably be WB's *Burma Road*, with Errol Flynn, and will probably do big biz. Band will go in for from four to six weeks.

Meanwhile, Shaw is set to do around 15 one-nighters on the Coast before breaking in at Minneapolis December 1. He heads East, getting around \$15,000 guarantee in theaters against a high percentage in most places. Shaw's pay roll, with Roy Eldridge reputedly getting \$750 a week, will run over \$5,000 a week, a plenty high figure for some 18 musicians.

## Gale - Ink Spots Fight Contract in Supreme Court

NEW YORK, Nov. 4.—Suit was filed in New York Supreme Court last week by Billy Kenny, member of the Ink Spots, against Moe Gale, Inc., for an accounting of all funds received and paid out for the Ink Spots. Kenny, who last week reportedly refused to allow Deke Watson to rejoin the group at the Club Zanzibar, claims that Gale's contract calls for a 50 per cent booking employment contract and a 10 per cent personal management contract.

Gale will file his reply within the next week, and has admitted that his contract calls for 50 per cent of the Ink Spots' revenue, but that it also calls for paying off of such expenses as advertising, arrangements, publicity, and half of train fare for the group. Kenny's complaint charges that Gale has a "body and soul" contract, which is interpreted in legal terminology as meaning more than he is entitled to.

Ink Spots renewed their contract with Gale last year for another five years, having signed original paper in 1939. New contract extends until 1949. Gale submits this fact that group signed renewal of contract, including Kenny, and therefore they must have been satisfied with original terms of contract.

## AHA - ASCAP Fracas Gets Going As Hotel Group Nixes Present Music-Licensing Fees

### Music Group Agrees To Sit Down and Talk It Over

NEW YORK, Nov. 4.—With the American Hotel Association taking the "irrevocable stand that ASCAP's present rates are not justly applicable to hotels," meeting between AHA and Society execs last week saw ASCAP concede to negotiate next week with AHA in an attempt to arrive at a mutually acceptable formula. AHA's contention was that ASCAP's present licensing of hotels in which hostilities have to pay for each operation in the place, a fee comparable to an outside operation, is unfair. That is, if a hotel has a cocktail lounge, ballroom and night club, the fee is equivalent to sum total of all three as compared to operations on outside.

AHA contended that in case of niteries, which are licensed by municipalities when run as separate operation (not in a hotel), charge much more than do niteries in a hotel, consequently price for music

## BMI Trying Again To Get ASCAP Writers To Set Up Their Own Publishing Biz

### Long Green Dangled Before Professional Managers, Too

NEW YORK, Nov. 4.—Renewed vigor on the part of Broadcast Music, Inc., to back ASCAP writers for publishing houses was seen last week when it was learned that BMI had approached two important Society writers with juicy propositions. Altho the story isn't new, it's the first real activity BMI has shown in this line since they offered to set up Jimmy Van Heusen and Johnny Burke in a publishing house a little over a year ago. (Latter now have ASCAP house affiliated with Morris Music.)

Writers approached this time were Julie Styne and Sammy Cahn, but they reportedly nixed the deal. In fact both writers are now in process of negotiation for their own ASCAP house, in a tie-up with Paramount pictures. However, according to reports, the deal BMI offered Styne and Cahn was a tempting one. It involved a \$50,000 royalty guarantee a year for each writer. BMI execs would not affirm story, but M. E. Tompkins, vice-prexy and general manager of BMI in denying the story said that "He would like to get Rodgers and Hammerstein II, if he could, and would offer them a substantial sum." (This is not to be taken as a serious offer to R. and H., but indicates BMI's attitude that they have made solid offers to top ASCAP writers in the past and now are more than ever interested in the field.)

### Like Burke-Van Heusen Offer

Altho details of the offer were not revealed, according to the trade, it's tempting, and if like the one offered to Burke-Van Heusen, in which the amount was reportedly \$250,000 a year apiece, and "tax-free" dough at that, there's possibility that some ASCAP writers will really nibble. It is not known whether the sum offered to Styne and Cahn was a "tax-free" deal. The B.-Van H. deal reportedly almost jelled, but when it came up to Treasury Department in Washington, the whole thing was nixed because of tax clause.

### Plenty Problems

How the deal would work out for ASCAP writers owning a BMI-affiliated firm hasn't been determined in the field, as there is no precedent in this particular case. However, it is known that if both writers sign the consent decree, which automatically gives radio stations the right to perform the songs free of charge, they can work with BMI. In the case of owning a pub house, the writers would benefit from royalties on sheet sales, record performances and small

performing rights on BMI stations (as publishers), not as writers. In other words, so far today, ASCAP writers have placed tunes with BMI firms, but only in conjunction with a BMI writer. This means that the ASCAP writer still gets small performing rights on his tunes, but he collects them thru the Society.

Where an ASCAP writer signs the consent decree with a BMI house and waives small performing rights from radio, this is done to help get the tune exploited via BMI stations and so help sheet sales. Buck Ram did this last year with E. B. Marks on a Christmas song.

In conjunction with BMI's increased effort in the writer-pub set-up, their activity in signing up some 36 band leaders, including Abe Lyman and Tommy Tucker, both signed within past two weeks (see another page in this issue), looms as definite inroads into music biz.

### BMI Tempt Pro. M'grs.

To round up the picture, BMI made a new advance into the field of prof. mgrs., recently offering to bank-roll one well known prof. mgr. in his own firm. It's known that they've tried to get Harry Link and Sidney Kornheiser to handle professional activities of BMI, but offering to bank-roll a prof. mgr. is a new wrinkle. And, of course, with b. r. goes a high five-figure guarantee yearly as an advance.

Situation in the Alley is becoming increasingly tense between ASCAP and BMI, not out-and-out as in their clash in 1941, but in competition with BMI attempting to drag ASCAP pubs and writers away from the Society. According to one gen. prof. mgr. now with an ASCAP firm, if he was offered pub house bank-rolled by BMI, if guarantee was sufficient and conditions correct, he'd take BMI proposition . . . and plenty feel that way.

## Proser Must Pay Up or No Name Bands for Copa

NEW YORK, Nov. 4.—Local 802 clamped down on Monte Proser last week, reportedly serving notice on prop of Copacabana that unless he paid up debts he owes to Ben Bernie estate, Larry Clinton and remote air time taxes on his summer venture at Madison Square Garden four years ago, there would be trouble continuing his name band policy at the Copa. At the present time Abe Lyman is in until November 18, with four weeks open between that date and time George Olson comes in around mid-December. Enric Madriguera was talked to about coming in, but negotiations have halted until union matter is cleared up.

Proser is said by the union to owe around \$6,000 to the Bernie estate, and other dough to Clinton and remote taxes. Proser hasn't answered the union's demand, and is trying to get Lyman to double from Strand into Copa, meaning missing only first two sets at niterie.

## Three More Pubs Join MPPA Org

NEW YORK, Nov. 4.—Board of directors meeting of MPPA last week saw three new members admitted to the publishers' protective org.

They were Barton Music, Charles K. Harris catalog (owned by Ralph Peer, Southern Music), and the recently formed Irving Berlin Music Company. At a recent meet, Brown-Henderson and Burke-Van Heusen, latter a subside of the Morris music group, also became MPPA members.

Barton, with Frank Sinatra as one of the backers, is now engaged in moving to the eighth floor of the Brill Building and larger quarters.

**They brought you  
profits before**

FOR NOVEMBER — CAPITOL PRESENTS...

5 FAVORITE ARTISTS IN 10 WONDERFUL TUNES



**No. 175 Andy Russell**  
'I Dream of You'  
'Magic is the Moonlight'

*Remember your profits on 'Amor' and 'Besame Mucho?'*



**No. 176 Ella Mae Morse**  
'Why Shouldn't I?'  
'Hello, Suzanne'

*Remember your profits on 'Cow Cow Boogie' and 'Shoo Shoo Baby?'*



**No. 178 Stan Kenton**  
'Sweet Dreams, Sweetheart'  
'Gotta Be Gettin'

*Remember your profits on 'Her Tears Flowed Like Wine' and 'How Many Hearts Have You Broken?'*



**No. 177 Paul Weston**  
'Don't You Know I Care?'  
'Sleigh Ride in July'

*The 'G. I. Jive Band' in a new profit-maker.*



**No. 179 Tex Ritter**  
'We Live in Two Different Worlds' · 'Jealous Heart'

*Remember your profits on 'Have I Stayed Away Too Long?' and 'Jingle-Jangle-Jingle?'*

You can always count on CAPITOL because its tunes and artists are chosen by master-minds of music...men who really know. They insist on the highest quality recording and record material. That's why Capitol Records sound better, wear longer in your machines. We hope we will soon be able to give you all the records you need.



FIRST WITH THE LATEST



# PART 1—The Billboard Music Popularity Chart

Week Ending  
Nov. 2, 1944

## SONGS WITH MOST RADIO PLUGS

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

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

TITLE	PUBLISHER
A Kiss to Remember	Lincoln
Always (F)	Berlin
Anchors Aweigh	Robbins
An Hour Never Passes	Shapiro-Bernstein
Come With Me, My Honey (F)	Santly-Joy
Confessin'	Bourne
Dance With a Dolly	Shapiro-Bernstein
Don't Fence Me In (F)	Harms, Inc.
Don't You Know I Care?	Famous
How Many Hearts Have You Broken?	Advanced
I Don't Want to Love You	Chelsea
I Dream of You	Embassy
I'll Walk Alone (F)	Morris
I'm Making Believe (F)	Bregman-Vocco-Conn
Is You Is or Is You Ain't? (F)	Leeds
It Had To Be You (F)	Remick
Let Me Love You Tonight	Robbins
Strange Music	Chappell
Sweet and Lovely (F)	Feist
The Day After Forever (F)	Burke-Van Heusen
The Very Thought of You (F)	Witmark
Tico Tico (F)	Harris
Together (F)	Crawford
Trolley Song (F)	Feist
Turn Off the Rain	Brown & Henderson
Twilight Time	Campbell-Porgie
Two Again	Southern
What a Difference a Day Made	Marks
Whispering	Miller
You Always Hurt the One You Love	Sun

## Lucky Strike HIT PARADE

November 4 program canceled due to a political broadcast

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

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

## BEST SELLING SHEET MUSIC

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

POSITION Last/This Wk./Wk.	NATIONAL	East	Mid- west	South	West Coast
5	2. TOGETHER (F) Crawford	2	4	5	2
2	3. DANCE WITH A DOLLY Shapiro-Bernstein	4	2	4	4
7	4. ALWAYS (F) Berlin	7	5	2	6
3	5. THE TROLLEY SONG (F) Feist	3	3	8	7
4	6. HOW MANY HEARTS HAVE YOU BROKEN? Advanced	9	6	3	3
6	7. SWINGING ON A STAR (F) Burke-Van Heusen	8	8	6	5
—	8. I'M MAKING BELIEVE (F) Bregman-Vocco-Conn	6	—	7	—
10	9. YOU ALWAYS HURT THE ONE YOU LOVE Sun Music Company	5	—	—	—
—	10. I'LL BE SEEING YOU Williamson	—	7	—	10

## "HARLEM" HIT PARADE

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

POSITION Last/This Wk./Wk.	TITLE	ARTIST	Label
1	1. Gee, Baby, Ain't I Good to You?	King Cole Trio	Capitol 169
2	2. Into Each Life Some Ink Spots and Ella Fitzgerald Rain Must Fall	Ink Spots and Ella Fitzgerald	Decca 23356
4	3. Cherry Red Blues	Cootie Williams	Hit 7084
3	4. Hamp's Boogie- Woogie	Lionel Hampton	Decca 18613
7	5. I'm Lost	Benny Carter	Capitol 165
8	6. I'm Lost	King Cole Trio	Excelsior 2986
5	7. I Wonder	Pvt. Cecil Grant	Guiltege 500 G G 1
6	8. You Always Hurt the One You Love	Mills Brothers	Decca 18599
—	9. I'm Making Believe	Ink Spots and Ella Fitzgerald	Decca 23356
—	10. I Realize Now	King Cole Trio	Capitol 169

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

## Sinatra & James Pub Firms Grow

NEW YORK, Nov. 4.—Two smaller pubs are expanding, with surprise move in biz that of Charlie Ross, professional manager for Paramount Pictures-owned Paramount Music, leaving to head up Barton Music. Latter last week moved to eighth floor of Brill Building, took five rooms, and hired Ross, who is on a percentage-of-copies-sold deal. Latter deal is prevalent in biz, with Ross working on *Hot Time in Town of Berlin*.

Barton is partly bank-rolled by Frank Sinatra and run by Ben Barton, whose daughter, Eileen, sings on Sinatra radio show. Barton is opening Coast offices and now has offices in Chicago and is asking for an increase in ASCAP on basis of 200,000 copies of *Berlin* that's already been sold.

George Weiner's Weman and Grant firms are also in expanding stage, with

## Philly Gets a Band Nemo

PHILADELPHIA, Nov. 4.—Dewey Yesner's Shangri-La, midtown nitery switching from star-studded floorshows to names on the bandstand, brings back radio dance remotes to the town. WCAU, local CBS outlet, has hitched a wire to the Shangri-La stand, giving the town a total number of one in the dance remote register, picking up the music of John Kirby on Mondays and Thursdays. Nitery negotiating for either Louis Armstrong or Duke Ellington or both as follow-uppers. Only a few years back Philly boasted a half dozen or more radio remotes spots, including a number of net feedings.

Weiner putting on four men all over the country. Harry James has a deal with Weiner in the Grand firm, with James reportedly getting \$20,000 tax free from Weiner for James' originals.

Sinatra was said to have talked about putting dough into new firm by Julie Styne and Sammy Cahn, writers for his pix, but Barton says that this is not true.

## Oxley Gets Reynolds; AFM Clinches Deal

NEW YORK, Nov. 4.—Switch of Tommy Reynolds from Frederick Bros. to Harold Oxley management which took place recently, came after American Federation of Musicians told F. B. agency it had to give Reynolds the release he asked for.

Reynolds asked for release on various accounts but F. B. wasn't willing to give up band until union stepped in and backed Reynolds. This is taken as one of the reasons for new union ruling on 40 out of 60 weeks employment where agency has to offer band leader equivalent to average earnings for past six months. Reynolds charged that agency offered him bookings at scale, etc.

Reynolds is also asking Frederick Bros. for some \$2,800 he claims is coming to him for engagement at Pacific Palisades Ballroom. He played spot for two weeks last April but Al Yohe, who had leased place, failed to pay off.

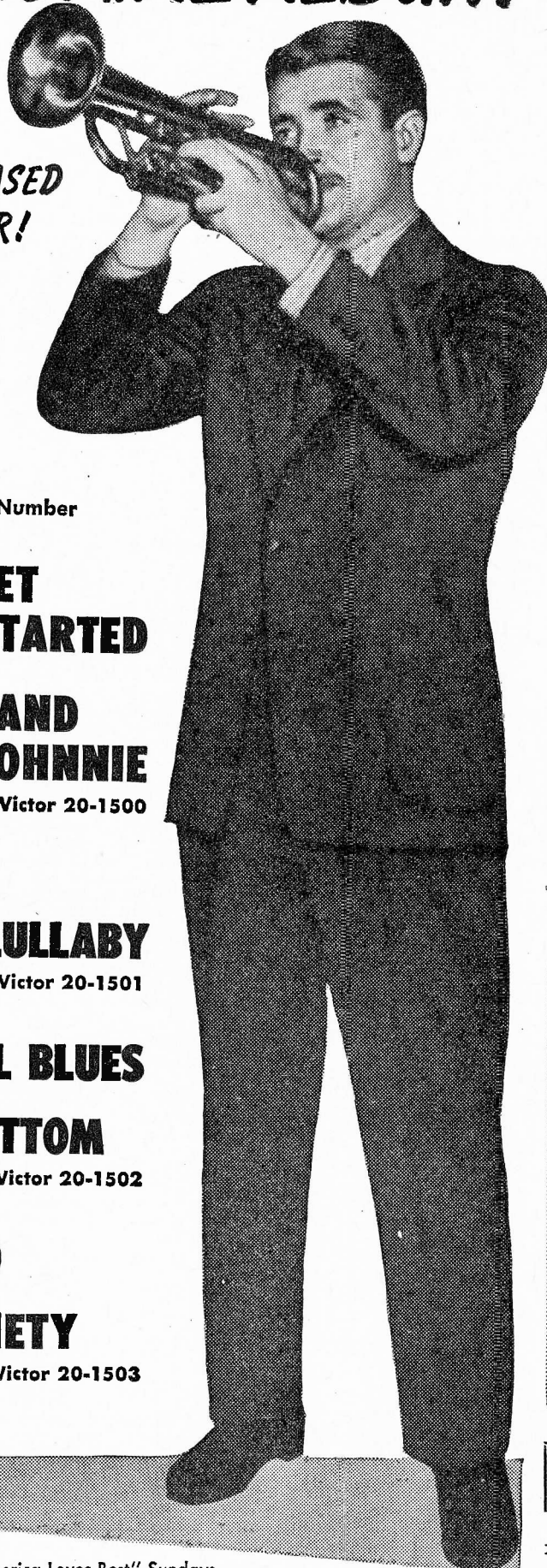
## T. Tucker Turns BMI; 3-Year Pact

NEW YORK, Nov. 4.—Newest band leader to sign with BMI is Tommy Tucker, who will have affiliated firm known as Time Music, Inc. Terms of the deal are not known, but it's for three years.

Reason for move on Tucker's part is the fact that BMI pays off for performances on disks, and Tucker has plenty of Columbia products around now. Also, figuring that ban may be lifted in near future will give him more disks out once he starts recording and, consequently, increased revenue from BMI.

Broadcast Music, Inc., as noted in a previous issue, also recently signed Abe Lyman, who now has Blane Music Company. He's getting \$12,000 against royalties, with 10 tunes immediately becoming available to BMI-licensed stations.

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## PART 2—The Billboard

### BEST SELLING RETAIL RECORDS

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

POSITION		NATIONAL				
Last	This		East	Mid-	South	West
Wk.	Wk.		Coast	west		Coast
1	1	1. I'LL WALK ALONE (F) ..... Dinah Shore—Victor 20-1586 <i>It Could Happen to You (F)</i>	1	2	2	5
2	2	2. YOU ALWAYS HURT THE ONE YOU LOVE ..... Mills Brothers—Decca 18599 <i>Till Then</i>	2	1	1	—
—	3	3. THE TROLLEY SONG ..... The Pied Pipers—Capitol 168 <i>Cuddle Up a Little Closer</i>	7	4	6	3
6	4	4. IS YOU IS OR IS YOU AIN'T? (F) .... Bing Crosby-Andrews Sisters— Decca 23350 <i>Hot Time in the Town of Berlin</i>	4	6	3	—
3	5	5. TOGETHER (F) ..... Dick Haymes-Helen Forrest—Decca 23349 <i>It Had To Be You (F)</i>	5	9	5	10
8	6	6. AND HER TEARS FLOWED LIKE WINE. .... Stan Kenton—Capitol 166 <i>How Many Hearts Have You Broken?</i>	—	7	—	1
7	7	7. I'LL WALK ALONE (F) ..... Mary Martin—Decca 23340 <i>Goodnight, Wherever You Are</i>	3	10	—	—
5	8	8. I'LL WALK ALONE (F) ..... Martha Tilton—Capitol 157 <i>Texas Polka</i>	—	—	—	2
4	9	9. TOO-RA-LOO-RA-LOO-RAL (F) ..... Bing Crosby—Decca 18621 <i>I'll Remember April</i>	—	5	—	8
—	10	10. DANCE WITH A DOLLY ..... Russ Morgan—Decca 18625 <i>There Goes That Song Again</i>	—	3	—	—

#### Other Records Reported in Best Selling Lists by Sections

EAST: *Angelina*—Louis Prima, Hit 7106; *How Many Hearts Have You Broken?*—Three Suns, Hit 7092; *Swinging on a Star (F)*—Bing Crosby, Decca 18597; *I'm Making Believe (F)*—Ink Spots and Ella Fitzgerald, Decca 23356.  
MIDWEST: *How Many Hearts Have You Broken?*—Stan Kenton, Capitol 166.  
SOUTH: *Till Then*—Mills Brothers, Decca 18599; *Together (F)*—Dinah Shore, Victor 20-1594; *Swinging on a Star (F)*—Bing Crosby—Decca 18597; *I'm Making Believe (F)*—Ella Fitzgerald and Ink Spots—Decca 23356; *How Many Hearts Have You Broken?*—Stan Kenton, Capitol 166.  
WEST COAST: *Dance With a Dolly*—Tony Pastor, Bluebird 30-0827; *Cuban Sugar Mill*—Freddie Slack, Capitol 172; *What a Difference a Day Made*—Andy Russell, Capitol 167; *It Had To Be You*—Artie Shaw, Victor 20-1593.

### MOST PLAYED JUKE BOX FOLK RECORDS

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

POSITION			
Last	This		
Wk.	Wk.		
1	1	1. Smoke on the Water... Red Foley ..... Decca 6102	
2	2	2. You're From Texas... Bob Wills ..... Okeh 6722	
3	3	3. Soldier's Last Letter... Ernest Tubb ..... Decca 6098	
4	4	4. We Might as Well For- get It ..... Bob Wills ..... Okeh 6722	
5	5	5. Too Late To Worry... Al Dexter ..... Okeh 6718	
5	6	6. I'll Forgive You But I Can't Forget ..... Roy Acuff ..... Okeh 6723	
—	7	7. Write Me, Sweetheart. Roy Acuff ..... Okeh 6723	
—	7	7. There's a New Moon Over My Shoulder... Tex Ritter ..... Capitol 174	
—	8	8. I'm Wastin' My Tears on You ..... Tex Ritter ..... Capitol 174	

### ADVANCE BOOKINGS

CHARLIE AGNEW: La Salle Hotel, Chicago, Nov. 21 (indefinite).  
GUS ARNHEIM: Sherman Hotel, San Diego, Calif., until Dec. 28.  
COUNT BASIE: Royal Theater, Philadelphia, Nov. 17; Stanley Theater, Pittsburgh, 24; RKO-KEITH, Boston, Dec. 7 (week); Lincoln Hotel, New York, 18 (8 weeks).  
BILLY BISHOP: Club Madrid, Louisville, until Nov. 20; Trianon Ballroom, Chicago, 28 (4 weeks).  
ACE BRIGODE: Rainbow Ballroom, Denver, until Jan. 4.  
CAB CALLOWAY: Sunset Terrace, Indianapolis, Nov. 13; Cotton Club, Dayton, O., Dec. 18; Sherman Hotel, Chicago, Dec. 31 thru January.  
FRANKIE CARLE: Pennsylvania Hotel, New York, until Dec. 9; Palace Theater, Akron, 12-14; Circle Theater, Indianapolis, 15 (week); Palace Theater, Fort Wayne, Ind., 22-25; Orpheum Theater, Minneapolis, 28 (week).  
BENNY CARTER: Memorial Auditorium, Buffalo, Nov. 12; Queensway Ballroom, Toronto, 13; Apollo, New York, 17 (week); Town Hall, Philadelphia, 24; Armory, Orange, N. J., 25; New Albert Hall, Baltimore, 30; Palace Theater, Columbus, O., Dec. 12-14; Palace Theater, Cleveland, 15 (week); State Theater, Hartford, Conn., Jan. 5-7; Temple Theater, Rochester, N. Y., 12-14; RKO-Keith, Boston, 18 (week); Club Bali, Washington, 26-Feb. 8.  
XAVIER CUGAT: Ciro's, Hollywood (indef.).  
JIMMY DORSEY: Adams Theater, Newark, N. J., Dec. 28 (week); RKO-Keith, Boston, Jan. 4 (week); Frolics Club, Miami, 16 (3 weeks).  
SONNY DUNHAM: University of Georgia, Athens, Dec. 1-2; French Restaurant, Hattiesburg, Miss., 6; St. Charles Theater, New Orleans, 7 (week); Tune Town, St. Louis, 19-Jan. 1; Frolics Club, Miami, Feb. 6 (3 weeks).  
DUKE ELLINGTON: Armory, Louisville, Nov. 13; Armory, Akron, 15; Royale Theater, Baltimore, 17-23; Apollo Theater, New York, 24 (week); Kleinhans, Buffalo, Dec. 10; Carnegie Hall, New York, 19.  
ERNE FIELDS: Club Plantation, St. Louis, until Nov. 24; Metropolitan Theater, Providence, Dec. 8-14; Paradise Theater, Detroit, 15-21.  
CHUCK FOSTER: Blackhawk, Chicago, until Dec. 12.  
GLEN GRAY: Stevens Hotel, Chicago, until Nov. 14; Circle Theater, Indianapolis, 17 (week); Joyland Casino, Lexington, Ky., 24; Topper Club, Cincinnati, 25-26; Paramount Theater, New York, 29 (indef.).



# Music Popularity Chart Week Ending Nov. 2, 1944

## MOST PLAYED JUKE BOX RECORDS

### Going Strong

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

1. **THERE'LL BE A HOT TIME IN THE TOWN OF BERLIN (8)**—Bing Crosby-Andrews Sisters (Vic Schoen Ork) .....Decca 23350
2. **I'LL WALK ALONE (14)**—Dinah Shore .....Victor 20-1586 (Martha Tilton, Capitol 157; Mary Martin, Decca 23340; Louis Prima, Hit 7083)
3. **YOU ALWAYS HURT THE ONE YOU LOVE (24)**—Mills Brothers ..... Decca 18599 (The Three Suns, Hit 7105)
4. **I'LL WALK ALONE (16)**—Martha Tilton .....Capitol 157 (See No. 2)
5. **TOO-RA-LOO-RA-LOO-RAL (That's an Irish Lullaby) (3)**—Bing Crosby (John Scott Trotter Ork) .....Decca 18621
6. **DANCE WITH A DOLLY (With a Hole in Her Stocking) (10)**—Evelyn Knight (Camarata Ork) .....Decca 18614 (Louis Prima, Hit 7107; Tony Pastor, Bluebird 30-0827; Russ Morgan, Decca 18625)
7. **IS YOU IS OR IS YOU AIN'T? (10)**—Bing Crosby-Andrews Sisters (Vic Schoen Ork) .....Decca 23350 (Louis Jordan, Decca 8659; Cootie Williams, Hit 7108; The Adrian Rollini Trio, Feature 1006)
8. **IS YOU IS OR IS YOU AIN'T? (16)**—Louis Jordan .....Decca 8659 (See No. 7)
9. **SMOKE ON THE WATER (6)**—Red Foley .....Decca 6102
10. **INTO EACH LIFE SOME RAIN MUST FALL (2)**—Ink Spots-Ella Fitzgerald ..... Decca 18624
11. **I'M MAKING BELIEVE (1)**—Ink Spots-Ella Fitzgerald .....Decca 23356 (The Three Suns, Hit 7105)
12. **TOGETHER (5)**—Dick Haymes-Helen Forrest .....Decca 23349 (Bob Chester, Hit 7059; Raymond Scott, National 7001; Dinah Shore, Victor 20-1594; Guy Lombardo, Decca 18617)
- THE TROLLEY SONG (3)**—The Pied Pipers (Paul Weston Ork) ..... Capitol 168 (The King Sisters, Bluebird 30-0829)
13. **DANCE WITH A DOLLY (With a Hole in Her Stocking) (2)**—Tony Pastor ..... Bluebird 30-0827 (See No. 6)
14. **TOGETHER (4)**—Guy Lombardo (Tony Craig) .....Decca 18617 (See No. 12)
15. **I'LL WALK ALONE (2)**—Mary Martin (Camarata Ork) ....Decca 23340 (See No. 2)
16. **IT HAD TO BE YOU (7)**—Dick Haymes-Helen Forrest ...Decca 23349 (Betty Hutton, Capitol 155; Earl Hines, Bluebird 30-0825; Artie Shaw, Victor 20-1593)
17. **AND HER TEARS FLOWED LIKE WINE (7)**—Stan Kenton (Anita O'Day) ..... Capitol 166
- DANCE WITH A DOLLY (With a Hole in Her Stocking) (1)**—Russ Morgan (Al Jennings) .....Decca 18625 (See No. 6)
18. **HOW MANY HEARTS HAVE YOU BROKEN? (1)**—Tiny Hill.....Decca 4447 (The Three Suns, Hit 7092; Stan Kenton, Capitol 166)
19. **SWINGING ON A STAR (25)**—Bing Crosby (John Scott Trotter Ork) ..... Decca 18597 (Gray Rains, Hit 7086; Freddie Slack, Capitol 160)
- HOW MANY HEARTS HAVE YOU BROKEN? (13)**—The Three Suns (Artie Dunn) ..... Hit 7092 (See No. 18)

### Coming Up

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

1. **TILL THEN**—Mills Brothers .....Decca 18599
2. **HOW MANY HEARTS HAVE YOU BROKEN?**—Stan Kenton (Gene Howard) ..... Capitol 166
3. **TWILIGHT TIME**—The Three Suns .....Hit 7092
4. **YOU'RE FROM TEXAS**—Bob Wills .....Okeh 6722

### Territorial Favorites With Juke Box Operators

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

1. **THE MOMENT I LAID EYES ON YOU**—Cab Calloway....Columbia 36751 (Oklahoma City)
2. **ALWAYS**—Paul Lavalle .....Musicraft 297 (Richmond)
3. **MEET ME IN ST. LOUIS, LOUIS**—Guy Lombardo (The Lombardo Quartet) ..... Decca 18626 (Buffalo)

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

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

**WOODY HERMAN:** Palladium, Hollywood, until Nov. 27; Auditorium, Fresno, Calif., 23; Auditorium, Stockton, Calif., 29; Auditorium, San Francisco, Dec. 2.

**LOUIS JORDAN:** RKO-Keith, Boston, Nov. 9 (week); Adams Theater, Newark, N. J., 16 (week); Palace Theater, Cleveland, 24 (week); Odd Fellows' Temple, Chester, Pa., 30; Palace Theater, Fort Wayne, Ind., Dec. 1-3; Palace Theater, Columbus, O., 9.

**STAN KENTON:** St. Charles Theater, New Orleans, 9 (week); Naval Air Station, Corpus Christi, Tex., 16-17; Shepherd Field Wichita Falls, Tex., 19-20; Pacific Square Auditorium, San Diego, Calif., 24-26; Palladium, Hollywood, 28-Dec. 25.

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

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

**JOHNNY LONG:** Metropolitan Theater, Providence, Nov. 10-12; RKO-Keith, Boston, 16 (week); Adams Theater, Newark, N. J., 23 (week); State Theater, Hartford, Conn., Dec. 8-10; Chicago Theater, Chicago, 22 (2 weeks).

**CLYDE LUCAS:** Hub Ballroom, Peoria, Ill., Nov. 18; Corn Palace, Mitchell, S. D., 23; Piamor, Kansas City, Mo., 25.

**JIMMIE LUNCEFORD:** Metropolitan Theater, Cleveland, Dec. 1 (week); Club Ball, Washington, Dec. 8 (2 weeks); Tropic The-

ater, Proving Grounds, Aberdeen, Md., 22; Palace, Brooklyn, 23; Renaissance Casino, New York, 24; Graham's Auditorium, Newark, N. J., 25; Apollo Theater, New York, 29 (week).

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

**WILL OSBORNE:** Oriental Theater, Chicago, Nov. 10 (week); Palace Theater, Cleveland, 17 (week).

**TONY PASTOR:** Paramount Theater, New York, Nov. 1 (4 weeks); Frolies Club, Miami, 30-Dec. 18.

**GEORGE PAXTON:** Roseland, New York, until December 25.

**LOUIS PRIMA:** State Theater, Hartford, Conn., Nov. 10-12; Terrace Room, Newark, N. J., 21 (6 weeks).

**DON REID:** Blue Moon, Wichita, Kan., Dec. 1 (2 weeks).

**TEX RITTER:** National Theater, Louisville, Nov. 10-16; Downtown Theater, Chicago, 17-23.

**CHARLIE SPIVAK:** Coliseum, Evansville, Ind., Nov. 11; Lakeside Park, Dayton, O., 12; Grotto, Pittsburgh, 14; Nu-Elms Ballroom, Youngstown, O., 16; Palace Theater, Canton, O., 17-19; State Theater, Harrisburg, Pa., 20; State Theater, Hartford, Conn., 23-26; Metropolitan Theater, Providence, Dec. 1-3.

**JERRY WALD:** Topper Ballroom, Cincinnati, Nov. 11-12; Armory, Elmira, N. Y., 17; Ritz Ballroom, Bridgeport, Conn., 19; Auditorium, Worcester, Mass., 22; Metropolitan Theater, Providence, Dec. 20-26.

## James at \$4.80 Not Tops But 68G in 12 Shots Is Okay

NEW YORK, Nov. 4.—Harry James, besides doing about \$68,000 in 12 one-nighters coming East for his two-week stint at Frank Dailey's Meadowbrook, where he opened October 31, played to a \$4.80 admission charge in Dallas. One-nighter was at Plantation, spot that holds little over 1,000 payees, with patrons seated at tables. According to agents around town, fee is not quite a record, same thing having taken place before the war in South. Guy Lombardo and Jan Garber are said to have gotten close to that playing special dances in tobacco warehouses.

James's engagement at the Meadowbrook won't see him losing any dough. He'll just about break even. He's in on a reported \$1,750 guarantee (scale for band) plus 25 per cent, which all name bands get at spot. Spot can do top of \$27,500, with James estimated to take out between \$5,000 and \$7,000 for his end. That won't make him any dough, but at least he won't lose the \$3,000 plus a week he lost at the Astor the past summer. Six Astor weeks cost him almost \$20,000, an expensive item for air time. At Dailey's he's getting around seven shots a week.

Meanwhile, Christmas at Meadowbrook is still unfulfilled, with Dailey thinking about bringing in Freddie Slack, or else Louis Prima from his Terrace Room, Newark, for the period. Dailey is figuring on holding Shep Fields over at Meadowbrook for one week and then shifting him to Terrace Room until after first of year, when Sammy Kaye goes into Meadowbrook and another band, as yet unsigned, goes into Terrace Room.

## Plenty of Steam But Nix Happens On Para-MCA Meet

NEW YORK, Nov. 4.—Meeting between Paramount Pictures theater execs and Music Corporation of America in Chicago last week end re the n. s. h. relations over theater bookings reportedly resulted in both parties letting off some steam but little else happening. Situation remains same, with MCA still trying to get Para to open up more weeks of vaude in hinterland houses. New York set-up, in which Para is still burned at MCA over moving of Tommy Dorsey and Xavier Cugat from its New York theater to Loew's Capitol, also remains same.

Dorsey plays the Capitol in December, and then has one more contract with Paramount to fulfill. After that he will only play Loew house. Cugat finished his Paramount contract past year and will play Capitol early in 1945. Reason is mandate from Loew's, for both T.D. and Cugat to play their MGM house in New York, as both are under contract to MGM for ptx.

## Fisher-Mills Swap Of Tunes Being Set

NEW YORK, Nov. 4.—Possibility of swap of some 50 copyrights of late Fred Fisher, written with other writers, now held by Mills Music, may come off in near future. Nature of trade, which is not new in biz, comes about thru question of copyright renewals on tunes which come up in a couple of years. Renewals, where there are more than one writer, always involve either both writers, or those acting for writers, to agree where song should be placed.

In case of Fisher's music, his renewals would naturally go into Fisher firm. However, since there are other writers on songs, ideal way to deal with situation would be to have Mills and Fisher divvy up songs, thus doing away with legal squabbles that are sure to arise as to where song is to go.

Fisher Company did same thing with Feist a few years back when it came to question of renewals on group of songs Fisher had placed with that company, written with other writers. Divvy was made and both firms satisfied.

# PMM-CMU Merger Vote Set for Nov. 7

## Committee Okays Plans

NEW YORK, Nov. 4.—Merger between the Professional Music Men and Contact Men's Union will come up for a vote before PMM general membership November 7. The board of governors of PMM met Wednesday (1) and approved proposals which were previously submitted to a joint committee of the union and PMM. At that meeting 26 members—13 appointed by Rocco Vocco, prexy of PMM, and 13 by Johnny O'Connor, prexy of the exec council of the union—voted 25 in favor, one against.

### Memo Outlines Proposals

At the same time it was learned of the resignation of Bob Miller, exec secretary of the union and executive director of PMM (see other story), to take effect December 1, 1944. Proposal includes a \$1,000 life insurance policy for each member, thru a group insurance plan, as well as increased dues from \$12 to \$36 a year.

In a memorandum which was drawn up by Joseph R. Brodsky, attorney for the union, the proposals were outlined as follows:

1. PMM is to function as the relief department of the union.
2. All members of the union to become members of PMM by virtue of their membership in the union.
3. All PMM dues and initiation fee to be abolished.
4. All funds in PMM to be maintained intact and used solely for relief and charitable purposes. It is the unanimous understanding of the joint committee, the board of governors and the executive council that none of these funds are to be used for general expenses of the union; strike benefits—if the union is ever called upon to pay same—shall be deemed a general expense of the union and not relief with the meaning of this paragraph.
5. The union to run the annual relief and benefit affair.
6. The union to take over all expenses connected with the running of the office now jointly occupied by PMM and the union, including the assumption of the secretary's and stenographer's salaries and all other similar disbursements.
7. That out of the funds raised from benefit affairs all balances over and above the expenses incidental to the running of said affairs—shall be deposited in the PMM treasury intact.
8. That out of the resulting increased funds there shall be purchased for each member a \$1,000 life insurance policy, thru a group insurance plan.
9. That the increased income required by the union to meet the increased expenses in carrying out of the foregoing purposes, including assumptions by the union of payment of the salaries of its secretary and stenographers shall be raised thru an increase of dues from the present \$12 a year to \$36 a year.

### 27G in PMM Treasury

PMM is an incorporated membership association created for purpose of rendering voluntary aid to its members in the event of illness, and providing voluntary death benefit not to exceed \$300 to families of deceased members. Membership of PMM is about 250, whose income is derived from proceeds from its annual benefit affair; membership dues of \$5 per annum, initiation fee of \$50. At present it has in its treasury about \$27,000 accumulated over the past 10 years.

Union is a grade union chartered under the American Federation of Labor. Industry is practically 100 per cent organized. Membership of the union is 500, with funds coming from membership dues of \$12 per annum; initiation fee of \$25.

It's understood that the proposals shall not go into effect until after the union has run its first benefit affair, with net results of such an affair deposited into the PMM treasury.

# ON THE STAND

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

## Tiny Hill

(Reviewed at Rink Ballroom, Waukegan, Ill.)

Billed as America's biggest band leader, Tiny Hill, who tips the scales at the 365 mark, continues to dish out the kind of music that is particularly tasty to ballroom inhabitants. In the nine years that he has been in the music field he has learned what the terpssters like and has styled his music in a fashion that appeals to lovers of either Dixieland jazz, boogie-woogie, hillbilly or modern swing. When caught at this dancery, located near Chicago, the more acceptable stuff was the rhythmic tempo of the waltz and fox trot, with a jitterbug trimming.

Instrumentation of three trumpets, one trombone, bass, drums, four reeds and piano blends nicely for his varied type of music. Brass section is plenty hot, with arrangements sparked by the fine trumpet playing of Bobbie Anderson. Reed and rhythm departments also share the spotlight for their novel, pleasing effect in dishing out the softer tempos. Outfit is strictly commercial, playing the tunes in a modern danceable style, touched with a double-shuffle rhythm.

Hill, who plays no instrument, steers clear of baton wielding, giving most of his time to humorous chatter and a good supply of vocals. His jolly way in warbling, tho a bit on the corn side, sells. Sax player Sonny Morgan takes over for the ballads, drawing plenty of attention from the femmes with his solid baritone warbling.

The lads make a neat appearance on the bandstand, attired in various colored jackets and dark blue trousers. They work hard and put forth every effort to please the customers.

Jack Baker.

## Dick Gasparre

(Reviewed at Monte Carlo, New York)

Styled along conventional society-band lines, Dick Gasparre ork makes smooth music. Club is one of ritziest in town and Gasparre does all right for himself. He's been here for some time, sporting a band that has three brass, three strings, three sax, bass and piano. Gasparre pounds the ivories.

Best feature is the fact that they mix up tunes nicely all evening. It's hard for a society band to distinguish its orchestral tone from any other society-type outfit. However, if he mixes tunes up well enough to include faves for everyone in the room, that's plenty. And that's where Gasparre shines. He plays new tunes but goes way back into the files and digs for songs that bring a whistle to everyone's lips.

Music is soft, smooth and extremely danceable, with Gasparre doing little solo work, band playing nearly everything in section work. Elaine Hume, while fairly attractive, sings a cold song and goes thru lyrics in methodical fashion.

Paul Secon.

## Hal Aloma

(Reviewed at Hotel Lexington, New York)

Following in the footsteps of a fixture like Lani McIntire who was in the Hawaiian Room of this hostelry for more than four years may be a difficult task but Hal Aloma's new outfit (11) seems to have made the grade. Band was put together on short notice after McIntire left for the road, according to Aloma who was formerly steel-guitarist with the other aggregation.

Instrumentation is trumpet, piano, drums, bass, four sax and two Spanish guitars, with Aloma on steel-guitar of course. Various sidemen also double into flute, four fiddles, bass-clarinet, bary sax and bassoon. Four of the men are from McIntire's old outfit with the others picked to fill in the gaps.

Band worked well when caught Wednesday night (25). Output was smooth and moved along well-grooved Hawaiian music lines. Stuff is quiet, generally, according to the usual blueprint and full of typical sliding-tone islands stuff. Band also breaks into occasional rhythm tunes and pop ballads but these are not its forte as yet. Arrangements are passable. Aloma takes a fair vocal now and then. Customers danced a-plenty to band's whole rep.

Paul Ross.

## Claude Hopkins

(Reviewed at Cafe Zanzibar, New York)

First appearance on the Main Stem in a long time of Claude Hopkins heralds the fact that from now on in there's destined to be not only name bands around, but leaders coming back from service and others making comebacks. Latter is case of Hopkins. He was in uniform for a while, but is now out and fronting a 15-piece combo for dancing and show.

Hopkins plays piano, not wild, but in subdued style, and band's arrangements seem to take their cue from that fact. Unlike most Negro bands around Hopkins doesn't depend upon fancy and over-harmonized effects. Band, instead, dishes up very commercial type of dance music with little frill, fuss or trimming. Admittedly, it's a far cry from the Hopkins of the late '30s, playing the racy, stylized music of that time; a style that hasn't changed too much for many bands around.

Today, band is strictly in there pitching for dancers and, consequently, while not flashy, provides a steady flow of good, likable dance music. Tunes in the books are current pops for the most part, another deviation from most colored jump bands around. Latter usually have plenty of specialties in the books, and it's natural to assume that the longer Hopkins is back in harness the more he'll augment his library. At present, he's an adequate band for floor hoppers, with instrumentation including four trumpets, five saxes, three trombones and three rhythm. He also backs show in first-class style.

Paul Secon.

## Chuy Reyes

(Reviewed at The Trocadero, Hollywood)

Chuy Reyes has built a reputation as one of the finest Latin-American pianists in this section. He has small bands at Earl Carroll's and other spots. At the Troc he has had a full outfit for some months. While the product is principally Latin, Reyes and his crew can dish out society or boogie at the drop of a hat.

Reyes fronts from his piano, guiding the four reed, two brass and five rhythm in well-rountined music. Since Reyes does much of his arranging and is featured, the piano is prominently heard on intros.

On tunes such as *Zarabamba*, an Afro-Cuban ditty, Reyes's piano hits out on the start, with Ed Barto taking an accordion ride. The squeeze box is backed by Nick Escalante on bass; Ferle Roper, marimba, and Chuy Pina, drums. *Caramba*, *Caramba* calls for a faster tempo. with Chino Ortiz and Paul Lopez hitting out on open trumpets. On *Llumbie*, an all-outer, the band gets going, but even here it's Reyes's piano and Ortiz's trumpet backed by Bardo's accordion.

Reyes is personable and knows Latin music from A to Z. He has a name that fits well into this category. A little more building, with Reyes getting more push into his tunes, will put the guy on top. He has the basic ability for a topnotch band, not to say that this one isn't. However, there is room for some improvement that needs only for Reyes to do more personal selling.

Sam Abbott.

## Mills Bros., George Hudson Take One-Nighter Bumps

CHICAGO, Nov. 4. — Mills Brothers, after their current two-week run at the Town Barn, Buffalo, November 12, leave for the Midwest where they will be teamed up with George Hudson and his ork for a series of one-night dance dates in auditoriums and clubs.

Tour, which has been set by General Amusement Corporation here, opens at Davenport, Ia., November 14, followed with dates at Fairfield, Ia., 15; Kansas City, Mo., 16; Springfield, Mo., 17; Joplin, Mo., 18; St. Louis, 19; Evansville, Ind., 20, and Louisville, 21.

## Global Buys Harvest

LOS ANGELES, Nov. 4.—Global Music, professionally managed by Sid Lorraine, has purchased the Harvest Song Company catalog from Max Meyer, price undisclosed. Global is five months old.

Firm has acquired rights to 12 motion picture scores and also tunes for revue at Florentine Gardens, in L. A. Firm is ASCAP.



# PART 3—The Billboard

## RECORD POSSIBILITIES

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

**DON'T FENCE ME IN.. Bing Crosby & Andrews Sisters**  
(Vic Schoen and His Ork).....**Decca 23364 A**

This Cole Porter dishing, on the sweet side, with a little touch of the wide-open spaces, stands a good chance of joining "White Christmas" as a platter that will ride in and out of jukeboxes for a long, long time. The balance between ork and voices, between the groaner and La Verne, Maxene and Patty is damned near perfect. Get this spinning—and get it quick.

**GOTTA BE GETTIN'... Stan Kenton and His Ork (Anita O'Day on Vocals).....Capitol 178**

There's plenty of rhythm and selling of the lyrics by O'Day in this waxing. As a matter of fact for the record this is O'Day's platter, but plenty. The tune's good—the simple handling of the notes is better than good and, since everyone's "Gotta Be Gettin'," count this as a nickel gatherer de luxe. When a retail disk buyer sits in a booth and hears this—it's sold.

**THE TROLLEY SONG.. Judy Garland (George Stoll and Ork).....Decca 23361 A**

Judy Garland sings this in MGM's "Meet Me in St. Louis" and she does things with it on this disk that are super. There's plenty of bounce and the platter is actually given movie treatment, with everything on wax but the kitchen sink. The sink in this case is a chrome edged job that sparkles. You have to play this three times to take in everything. . . . And that means that juke twisters will have to drop three nickels just to satisfy the feeling that they've heard it once. Even if you have another version get this, too.

## POPULAR RECORD RELEASES

(From November 2 thru November 9)

**BABY, DON'T YOU TELL ME NO LIE.....Andy Kirk (June Richmond).Decca 4449**  
**\*BOYS AND GIRLS LIKE YOU...Judy Garland (Georgie Stoll Ork).....Decca 23361**

**BUNNY BERIGAN MEMORIAL ALBUM.....Victor P-134**  
Black Bottom.....Bunny Berigan.....Victor 20-1502  
'Deed I Do.....Bunny Berigan (Kathleen Lane)..Victor 20-1503  
Frankie and Johnnie.....Bunny Berigan.....Victor 20-1500  
High Society.....Bunny Berigan.....Victor 20-1503  
I Can't Get Started.....Bunny Berigan (Bunny Berigan)..Victor 20-1500  
Jelly-Roll Blues.....Bunny Berigan.....Victor 20-1502  
Russian Lullaby.....Bunny Berigan.....Victor 20-1501  
Trees.....Bunny Berigan.....Victor 20-1501

**CHICO'S POLKA.....Sula's Musette Ork...Continental C-1147**  
**DON'T FENCE ME IN.....Bing Crosby-Andrews Sisters (Vic Schoen Ork).....Decca 23364**  
**DON'T FENCE ME IN.....The Three Suns (Artie Dunn)..Hit 7114**  
**FARE THEE, HONEY, FARE THEE WELL.....Andy Kirk (June Richmond).Decca 4449**  
**GRAND CENTRAL STATION.....Five Red Caps.....Gennett 7118**  
**HELPLESS.....Glenn Miller (Ray Eberle).Victor 20-1600**  
**HURRAY, JOHNNY, HURRAY....Bob Miller Trio...Continental C-3018**  
**KING PORTER STOMP.....Erskine Hawkins.....Bluebird 30-0830**  
**LILI MARLENE.....Enoch Light (Jerry Brooks).Avalon 1002**  
**LUCKY SEVEN.....Erskine Hawkins.....Bluebird 30-0830**

**MEET ME IN ST. LOUIS ALBUM.....Decca A-380**  
Boys and Girls Like You.....Judy Garland (Georgie Stoll Ork)..Decca 23361  
Have Yourself a Merry Little Christmas.....Judy Garland (Georgie Stoll Ork)..Decca 23362  
Meet Me in St. Louis, Louis.....Judy Garland (Georgie Stoll Ork)..Decca 23360  
Skip To My Lou.....Judy Garland (Georgie Stoll Ork)..Decca 23360  
The Boy Next Door.....Judy Garland (Georgie Stoll Ork)..Decca 23362  
The Trolley Song.....Judy Garland (Georgie Stoll Ork)..Decca 23361

**NO FISH TODAY.....Five Red Caps.....Gennett 7118**  
**SWEET POTATO POLKA.....Enoch Light (Leslie James-Jerry Brooks).....Avalon 1001**  
**THE LOVEBIRDS POLKA.....Sula's Musette Ork...Continental C-1147**  
**THE LOVE I LONG FOR.....The Three Suns (Artie Dunn)..Hit 7114**

\*RELEASED INDIVIDUALLY IN ADDITION TO ALBUM

(See Popular Record Releases on page 65)

## T. D. Still Sees Riviera as Ballroom

NEW YORK, Nov. 4.—Tommy Dorsey ballroom situash is now in the Ben Marden Riviera stage again. Artie Michaud, T. D.'s manager who left for Coast last week, went out to place before leaving and looked it over. According to those in trade, altho there's a deal pending, it will cook until T. D. gets past his trial coming up in December and heads for stint at Capitol Theater around first of the year.

Reason for ballroom yen is obvious, with leaders sick of taking it on chin at spots around town to play air time. Horace Heidt, before leaving town last week for Coast, said that if he didn't find a spot suitable around town or in the area he was going to build a ballroom. Heidt is looking for spots in every major city, especially in the Southwest.

## Colored Attractions At 3 Main Stemers For the Yuletide

NEW YORK, Nov. 4.—Christmas band bookings on the Main Stem will see no less than four colored attractions at big spots. Lionel Hampton will be at the Strand; Louis Armstrong at Club Zanzibar; Count Basie at Hotel Lincoln, and Cootie Williams ork, with the Ink Spots, at the Paramount Theater.

The fact that two colored bands have such coveted spots as the Strand and Paramount at the Yuletide season, which is always a heavy coiner, has some of the agencies whose major attractions are ofay bands steamed a bit. However, theater men contend that Negro bands are drawing plenty no matter where they play today, with Hampton especially a lucrative pitch.

# Music Popularity Chart

Week Ending  
Nov. 2, 1944

## POPULAR RECORD REVIEWS

By M. H. Orodener

### ART KASSEL (Hit)

*Magic in the Moonlight*—FT; VC. *I Dream of You*—FT; VC.  
*Here's a Kiss for Texas*—FT; VC. *Come With Me, My Honey*—FT; VC.

A pairing of sweet ballads and a second platter for novelty rhythm ditties has Art Kassel and His "Kassels-in-the-Air" music putting a promising step forward in the spinning set. It's a brand of music making that leans heavily on the saccharine. But for all its stickiness in sweetness, the fact remains that the brand is thoroughly danceable and listenable in the setting so well popularized by Guy Lombardo. Both ballads, enjoying attractive melodies, get exposition in keeping with their content. With Jimmy Featherstone providing the soft baritone for the lyrical expressions, "Magic in the Moonlight" is taken at a moderate tempo and the beat slowed considerably for "I Dream of You." Of the novelty pairing, Kassel fares best for "Come With Me, My Honey," the Calypso-styled ditty in the "Take It Easy" school of song. Giving it a touch of the rumba rhythm to the foxtrot beats, Gloria Hart and the male trio give good voice to the infectious lyrics as well. "Here's a Kiss for Texas" is also whipped up in bright setting. While lacking in the wider appeal enjoyed by the mated side, the trio handle the wordage effectively.

At music machine locations where the fans enjoy a sugar coated spinning for their nickels, Art Kassel fills the musical menu expertly, particularly for "Magic in the Moonlight" and "Come To Me, My Honey."

### KING COLE TRIO-DON SWAN (Atlas)

*Got a Penny*—FT; VC. *Don't You Notice Anything New?*—FT; VC.

Changing its label billing to "Atlas," this West Coast waxwork has an attention-getter in being able to offer the King Cole Trio, which has been cutting such fancy capers since their cutting of "Straighten Up and Fly Right." Undoubtedly cut before Capitol cornered the combo, the King Cole Trio offer an innocuous rhythm novelty in Robert Schuman and Henry May's "Got a Penny." With Nat Cole and his two assists chiming in on the choruses, the chant calls on Benny to lend a penny to make it an even five to telephone Jenny. Vocally and instrumentally, the combination of piano, guitar and bass pitch it big for the penny. For the music of Don Swan on the mated side, "Don't You Notice Anything New?" offers up an attractive torch ballad with even more attractive lyrical projection by the low-pitched pipes of Eileen Wilson. Band is large and fully-voiced with woodwinds on top, providing an effective setting for Miss Wilson's word-wooling, which, in itself, is something to occupy the attention.

For the music boxes, it's the King Cole Trio side that will attract the attention, particularly on the strength of the threesome's phono popularity.

### WALTER THOMAS (Celebrity)

*Every Man for Himself*—FT. *Look Out, Jack!*—FT.

It's the same stereotyped formula for the outpourings of Walter Thomas and His Jump Cats, comprising such sepia "cats" as Coleman Hawkins sharing the tenor sax sorcery with the maestro, Jonah Jones on trumpet, Hilton Jefferson's alto sax, Cozy Cole at the drums, Milton Hinton walking the bull fiddle and Clyde Hart fingering the ivories. Following the riff pattern, with ensemble riffing to start and taking the figures in unison to finish, it's every man for himself for Thomas's "Every Man for Himself." The element of sameness is again pronounced in these jam sessions for the mated side, using Irene Higginbotham's "Look Out, Jack!" a blues bit taken at speed tempo, as the text. In all, it's a steady procession of hot choruses, and much of which hits off better in a back room than a baked shellac biscuit.

Phono appeal of either of these sides depends largely on the rabidness of the hot jazz fans found around the music machine.

(See Popular Record Reviews on page 64)

## POPULAR ALBUM REVIEWS

### OLD VIENNA (Continental)

The charming Viennese waltzes, unadorned by any musical embellishments or harmonic colors, are added together to make this portfolio of three platters. While the selections may not all enjoy the popularity of "The Blue Danube," the melodic charm and beauty of the songs are equally pronounced. Playing in gay and lilting fashion that finds its cue in the spirit of the song, the music making is by the Levitch Brothers Salon Orchestra, a combination of three or four strings augmented by the electric organ to give it body strength. While it's all mill run stuff, the spinning is quite restful to the ears and plenty easy to take. Titles take in the compositions of Franz Lehár, Johann Strauss and Joseph Lanner, including "Gold and Silver Waltz," "Nymphs of the Danube," "You and You," "My Darling," "Die Schonbrunner" and "State Ball Dance."

(See Popular Album Reviews on page 65)

## Lopez's Contract On Karole Singer To Go to Trial

NEW YORK, Nov. 4.—Vincent Lopez's attempt to dismiss his vocalist's, Karole Singer, charges that his personal manager contract with her is null and void, was denied by New York Supreme Court last week.

Miss Karole said that she tried to break her contract with Lopez on grounds that it was one-sided and was for benefit of Lopez. She made the contract before coming of age, and now that she's over 21 she's trying to call off deal that allegedly calls for Lopez getting 25 per cent of her earnings.

She charged that Lopez refused to break her contract and threatened to prevent her from working in theatrical biz and asked \$15,000 for the contract.

## Jackson Auditorium Year-Round Terperery

CHICAGO, Nov. 4.—County Auditorium, Jackson, Mich., now the only spot in that town that caters to terperers, has been rented by Paul Bacon, local roller rink operator, who has taken over the place for the winter dance season. Bacon will concentrate on one-nighters, featuring name bands.

Attractions skedded for the coming weeks include Charlie Spivak for November 11; Bill Bardo, 24, and Johnny Long, January 25. Bookings were handled thru General Amusement Corporation.

This is the first time in several years that the spot has catered to dancers during the cold months, the former promoters concentrating their efforts during the resort season.

Court found that only fair way of determining status of situation is by trial.

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## Tucker SRO at Bainbridge NTC Becomes 1-Niter

BAINBRIDGE, Md., Nov. 4.—With Tommy Tucker a terrific attraction last week (24) in two performances, this navy base's Welfare and Recreation Division has booked four more name bands and a world famous choir. They are Louis Prima, November 14; Johnny Long, November 30; Ray Kinney's Hawaiians, December 19; Don Cossack Choir, January 2, and Tony Pastor, January 9.

Tucker not only filled the 2,700-seat auditorium twice (standees brought each show to above 3,000) but turned about 800 away even in the face of admission by chow pass. Bainbridge-employed and outside civilians were not admitted except when G.I.-escorted. For the coming one-nighters each outfit will give three shows, at 6, 7:30 and 9 p.m. W&R plans to back up bands with name comics. W&R theory behind this move is that average stage band isn't geared to keep the customers entertained for 90 minutes (sans dance), and comics figure to, fill the gaps.

## Decca Albums Durante "Classics"

HOLLYWOOD, Nov. 4.—Jimmy Durante finished dishing an album for Decca this week. Tunes are oldies that have been introduced by Durante in the past, but lyrics were brought up to date by Leo Solomon and Alan Woods, who write the gags on Schnozola's air show. Phil Cohan, producer of the Durante-Moore show, has been after the comic to do the album for some time and finally managed to get him before the mike.

Tunes are *Start Off Each Day With a Song*, *Durante*, *The Patron of the Arts*, *Who'll Be With You?*, *Broadway, My Street*; *Joe Goes Up, I Comes Down* and *So I Ups to Him*.

## Living Expenses Save Dough for Fio Rito Sidemen

NEW YORK, Nov. 4.—Sidemen in Ted Fio Rito's Band made a break for itself the past five months while traveling, in following AFM ruling re deducting up to 40 per cent from salary for living expenses on the road. Last December the federation applied to Internal Revenue Department for a deduction off gross salary, before paying 20 per cent withholding tax, for the establishment of a "second home" on the road. I.R.D. okayed AFM's request, but very few bands on road have taken advantage of the ruling.

In Fio Rito's case, his manager, Bill Campalupo, his lawyer before coming out of the service, carried along the union and I.R.D.'s written okay on the matter and so convinced ballroom and hotel ops thruout the country regarding the matter. It meant that if a sideman was making \$100 a week, ordinarily he'd pay 20 per cent after laying aside \$12 if he was single (\$24 married). However, with Campalupo bringing along proper missives, ops agreed to deduct \$40 in addition to marriageable deductions before taking off 20 per cent. And it saved boys plenty of moola for past number of months.

Most bands, ops reported, either didn't take advantage of situation to prove to owners that such a law had been passed or just let the whole situation drag. In case of Palisades (N. J.) Park, management there never heard of "living away from home" deductions and copied Campalupo's letters on matter.

## Twice in the Same Place

PHILADELPHIA, Nov. 4.—Capt. Charles Abrams, who used to baton his own band here as Roger Kortland, is hospitalized somewhere in Europe after fracturing his right leg parachuting into Holland. He remained on duty with the aid of a cane and then received a piece of shrapnel in the left leg at Nijmegen. He has been awarded an Oak Leaf Cluster and Purple Heart.

## Welk Proves His Midwest Draw

CHICAGO, Nov. 4.—Lawrence Welk's recent tour thru the Midwest hit an all-time high in attendance and dough records for the leader, attracting more than 25,000 dancers during his 14 one-night stands thru Nebraska, South Dakota, North Dakota and Iowa. Grosses reached a strong 37¢, netting the maestro, who was booked in most of the spots at a \$1,000 guarantee plus a 50 per cent privilege, a neat \$19,000.

Top gross for a single spot was at Aberdeen, S. D., where 4,200 dancers, paying \$1.50 a head, jammed the dancery to overflowing, necessitating the hiring of three additional cashiers and extra doormen. Other spots where records were broken included Skyline Ballroom, Sioux City, Ia., which hit a high mark of 2,874 paid admissions, netting a solid gross of \$3,500; Watertown, Ia., \$2,800; Bismarck, N. D., \$3,200, and Carroll, Ia., \$1,800. The leader also played a week's engagement at Lake Club, Springfield, Ill., where he broke records for the first three days of the run.

## Bob Miller Resigns CMU & PMM Slots; Joins Marchant

NEW YORK, Nov. 4.—Bob Miller, exec sec. of Contact Men's Union and exec director of Professional Music Men, resigned from both posts last week effective December 1. Miller will handle the business reins for James Marchant, owner of Marchant Music. He will not be limited to the music field and will work in other Marchant activities, including Hall Mark greeting cards, and other biz ventures. Miller has held office ever since the union was started August 7, 1939.

Resignation came as a surprise to everyone in the Alley, and there's no word to date on who will be appointed to take his place for the duration of his term. Council of the CMU has not called a meeting as yet for this purpose.

When questioned, Johnny O'Connor, prexy of Contact Men's Union, said: "Bob Miller's resignation as executive secretary of Contact Men's Union, came as a distinct shock to me. We had no knowledge of the move until Miller personally advised me of his intentions, following his resignation from the same office of PMM at the board of governors' meeting last Wednesday."

In discussing the resignation, O'Connor continued, "The union is losing one of its sincerest workers. Bob Miller has been a pillar of strength behind the executives at the union and has worked incessantly for betterment of working conditions.

"It is gratifying to know that the move means a noticeable elevation in the music industry to which he has devoted his entire life.

"While he ceases to be active as executive secretary, he still will be closely identified with union activities and will be of invaluable aid to the successor chosen to replace him. The Contact Men's Union owes much of its present status to Miller's efforts and officers, council, and entire membership wish him the best of luck in his new venture."

## Bourne Music Staff Set

NEW YORK, Nov. 4.—Saul H. Bornstein's Bourne Music is now fully staffed Coast-to-Coast, having added Harriet Smith in Chicago and Lucky Wilber on the Coast. New York staff includes Bobby Mellon, professional manager; Johnny Farrow, Julie Losch and Walter Fleischer. Bornstein will probably leave for the Coast within the month to set pic deals. Entire place will go thru renovations. First tune firm will work on will be *It Looks Like a Wonderful Winter*.

## MUSIC GRAPEVINE

Jerry Vaughn, guitar player and arranger with Carl Ravazza and ork, has left the org to form his own band. . . . Bobby Hackett is the latest addition to the Casa Loma group, currently at the Boulevard Room, Chicago. . . . Billy Moore and Manny Fox, trumpeters; Jack Karman, trombone, and Andy Pino, sax, have joined Boyd Raeburn's ork. . . . Frankie Masters is skedded for the Latin Quarter, Chicago, early in December. . . . George Auld and band have been inked in at the Regal Theater, Chicago, starting November 10. . . . Rod Raffel has been booked into the Roosevelt Hotel, Washington. . . . Skip Farrell may soon have a recording date with Capitol Records.

Howard Lanin and Joe Stern share bandstands at the Casablanca, Philadelphia. . . . Chic La Paix gets the call at the Turkey Ranch, Pleasantville, N. J. . . . Johnny Arthurs to return to the Hotel Philadelphian, that city, with his band. . . . Bill Mowbray, of Jimmy Tyson's band booking office, Philadelphia, who spent four months on Guadalcanal, has received a Presidential unit citation in the mail. . . . Kenny Francho, tenor sax tooter with the Bobby Sherwood band, joins Frankie Juele at the Benjamin Franklin Hotel, Philadelphia. . . . Gabby Hayes ushers in the dance season at Butterfly Ballroom, Camden, N. J.

Negro Actors' Guild tossing a testimonial dinner November 19 in honor of W. C. (St. Louis Blues) Handy on his 71st birthday. Handy is treasurer of the Guild. . . . Voice Sinatra is going into the magazine publishing biz, it seems. He and his associates are planning to bring out a Sinatra souvenir book to sell for two bits. Twist to the tale is that other mag publishers have made bids to George Evans, the Voice's p. a., for co-operation in bringing out one-shot mags on the swoon-master, and Evans has turned them down flat unless they offered royalty arrangements for Sinatra. Many of the pubs have offered royalty deals and eventually Sinatra management may work with highest royalty bidder or bring out own souve book. Most singers, ork leaders, etc., would trade right eyes or reasonable facsimiles for a complete mag with their life story.

### Hollywood Report

Juan Cansado, of Mexico City, is doing Spanish lyrics for the Kim Gannon-Walter Kent song *I'm Not Afraid*. . . . Ernest Tubbs, leader of the Texas Troubadours, has a role in Republic's

## McShann Back Jumpin'

CHICAGO, Nov. 4.—Jay McShann, who was recently given an honorable discharge from the army, left last week for Tulsa, Okla., where he will pick up the baton again with a new group built along the lines of his former jump band. McShann's ork, which is under the personal management of John Tumino, is set for an early date at Sunnyside Ballroom, Kansas City, Mo., where he will feature his former blues singer, Walter Brown. After this dance engagement, General Amusement Corporation here will map a one-nighter tour thru Southern territory.

## Tyson Goes To Music Corp.

PHILADELPHIA, Nov. 4.—Jimmy Tyson, local band booker and manager, is winding up his affairs to join the percenter ranks with Music Corporation of America. Brings with him a number of properties, including Johnny Warrington, who leaves the WCAU studios here with the new year for a name builder-upper. Tyson also handles Mac McGuire and His Harmony Rangers, hillbilly troupe, along with a number of nitery warblers and cocktail combos. Tyson makes it the umpteenth band booker to quit the local scene for the Gotham band agencies.

*Jamboree*. . . . Eddie Allen, former business manager for Gene Autry, has gone over to Jimmy Wakely as exploitation manager. . . . Werner Heymann has been signed by Columbia to do an original musical score for *Together Again*. Frank Kinsella, husband-manager of Cass Daly, has written another song for his wife entitled *You Can't Cow a Cowgirl By Throwing the Bull*. . . . Ivan Scott's ork in as relief band for Xavier Cugat at Ciro's.

Henry Kling and ork have been held over at the Biltmore Bowl. . . . Decca says that Ethel Smith's recording of *Tico Tico* hit 60,000 the first day it was released. . . . Eddie South Trio have been signed to cut 10 sides for Standard Radio. . . . James Melton's solo in MGM's *Ziegfeld Follies* will be published by G. Schirmer. Number is *A Cowboy's Life* which is a combination of *Chisholm Trail* and *Home on the Range*. Kay Thompson, of the studio music department, wrote additional music and lyrics. . . . Walter Scharf, Republic music head, is scoring *Flame of the Barbary Coast*, John Wayne-Ann Dvorak starrer.

Satire on operatic arias has been clefted by Edgar Fairchild called *Love Is a Bluebird on the Wing*, which will be used by Universal in *Sing Out, Sister*. . . . Kim Gannon and Walter Kent have turned out three numbers for *Earl Carroll's Vanities* at Republic. They are *Rockabye Boogie*; *You Beautiful Thing, You*, and *So Good for So Long*. . . . Mel Torme and His Meltones are recording *I Don't Want to Love You But I Do* and *Sioux Falls* this week at Columbia for *Let's Go Steady*.

Hal Watson and ork at Buena Vista Hotel, Biloxi, Miss. . . . Jack Wendover and band at the Broadwater Beach Hotel, same city. . . . Elliott Jacoby, sax and clarinet ace with Joe Frassetto's Philly band before entering the service, is a prisoner of war in Germany. . . . Eddy Sarche and Bill North have written two new tunes, *Slamming the Door on Love* and *Bestest Gal*. Fox-Maya, Chicago, pubbing.

### Young On Old Job

Eddie Young returned to the *Cosmopolitan Hotel, Denver, November 1* for indefinite stint. He played the spot eight months in 1943. . . . Tex Ritter and his cowboy band started two-month theater tour November 2, which takes them from New Orleans to Akron. . . . Howard Sinnott's new secretary is Grace Kilpatrick.

Bea Walker, former pianist at Robbins Music, is now rehearsal pianist for Eddie Cantor. George Furness has the ivory-pounding berth at the pub firm. . . . Carl Snyder, Frederick Bros. v.-p., in charge of the Chicago office, in New York on short biz trip. Dan Barkin Trio into Hotel St. George.

## Marshall Has Hill On Coast for CBO

CHICAGO, Nov. 4.—Central Booking Office here, thru Freddy Williamson, has negotiated a deal with Reg G. Marshall, Hollywood agent, to handle all bookings for Tiny Hill on the West Coast.

While en route, the leader will stop off at Rainbow Gardens, Denver, for a two-week date starting November 3, followed by an engagement at Rainbow Randevu, Salt Lake City. Later dates were handled by CBO here.

## Meyer Davis Jr. Officially Declared Dead by Navy

PHILADELPHIA, Nov. 4.—Storekeeper 2/C Meyer Davis Jr., son of the society maestro and play producer, who was reported missing in the sinking of the Destroyer Buck off Salerno about a year ago, has been officially declared dead in a navy communique to his parents. His brother, Lieut. Gary Davis, is interned in a neutral country.

Davis had originally planned for Meyer Jr. to take over his ork reins in the next generation. A half dozen years back, Davis sent out formal announcements to the blue-blooded set advising the maters that they could be sure of Davis music at the coming-out parties for their new-born belles. Pater was booking society dates a generation ahead for Meyer Jr.

## ASCAP's New 21 Park Ave. Home

NEW YORK, Nov. 4.—Four-story building that will probably house the American Society of Composers, Authors and Publishers, starting late in 1945, is to cost ASCAP a reported \$85,000 a year on a 21-year lease basis. However, the Society will recoup some \$10,000 a year for taking care of building, sum coming in form of rebate and charged off to upkeep.

According to ASCAP execs, there's only the formal matter of signing to go thru with now, with Society's legal department examining lease of new building before inking. Building is at 59th and Park Avenues.

Reason for 21-year lease is that present contract with pubs and writer members of ASCAP, which was renewed earlier this year, will terminate in 1965, or 21 years from now.

## MCA Opens Up K. C., With Kaye Set To Start New Policy

NEW YORK, Nov. 4.—First Kansas City, Mo., house to play a band in a couple of years will be Loew's Midland Theater, where Sammy Kaye opens December 8. Music Corporation of America has opened the spot, making second new vaude house it has landed this year, having opened Oriental, Chicago, in May as an indie. First week at the Oriental Tommy Dorsey took out \$20,000 for his end.

Since then other agencies have profited by the MCA move, for example, William Morris getting at least half dozen attractions in place. No other bands outside of Kaye have been set at K. C. house.

## Carter, King Cole Net 4G in K. C.

CHICAGO, Nov. 4.—Benny Carter, teamed with the King Cole Trio in a series of one-nighters, thru the Midwest, chalked up his highest grosses at the Auditorium, Kansas City, Mo., October 29, when over 7,700 terpsterns jammed the spot for the song-dance event. Take, with ducats scaled at \$1.25, including tax, was more than \$9,800, \$800 better than the take of the dual attractions of Lionel Hampton and Louis Jordan several weeks ago. With a contract calling for a \$1,000 guarantee plus a 50 per cent privilege, the combination netted more than \$4,000 for its share of the night's work.

The attraction, now headed for the East, will make stopovers at Youngstown, O., 10; Columbus, O., 11; Buffalo, 12; Toronto, 13, followed by a week's engagement at the Apollo Theater, New York, starting November 17.

## Heidt Set for Penn Hotel Next Summer

NEW YORK, Nov. 4.—Hotel Pennsylvania is setting bands for next summer. Horace Heidt, who has never played the spot, will probably go into the place around August 19. He was supposed to play the spot the past summer opening on approximately same date, but played Capitol Theater instead when Heidt said that MCA, in an effort to block him out of N. Y. hotel bookings, gave him two contracts both dated for same day. Heidt and James McCabe, manager of Pennsy, talked about date before Heidt left for Coast recently.

Woody Herman played spot Heidt was supposed to at Pennsylvania past summer, with Pennsy relinquishing an option on Sammy Kaye to ink in Heidt. However, at least minute Heidt had to cancel and Herman came in.

## Holiday Sheet Still Sells

NEW YORK, Nov. 4.—Irving Berlin's *White Christmas*, which did way over 1,000,000 copies when it first came out in 1942, will probably do around 400,000 this year. Last year it did 300,000, but I. B. Music Company reports that 200,000 mark will be hit next week.

More yuletide songs than ever are around this year, with no less than eight firms putting out Santa Claus tunes.

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# No-Names Causing "Localitis"

## \$\$\$ Demand Aids Homeboy

Many ops buy musickers for scale from own community —agents are gloomy

NEW YORK, Nov. 4.—High prices demanded by no-name combos, plus transportation difficulties, plus a growing supply of competent musickers as the army releases men, plus the realization brought to many operators about the box-office value of units by the advent of the federal club tax last spring, plus the generally high level of lounge business have combined to produce a situation which is currently worrying the men in the cocktail departments of the major agencies here.

The situation is this: To a pretty fair degree, many lounge operators are falling back on local musicians instead of buying outside or traveling outfits, with dubious drawing power.

This does not apply, of course, to combos or attractions with proven b.-o. strength. Most operators who use units would still prefer to have the dollar-pullers-in if they could get them. But the supply of these, as in other kinds of showbiz property, is limited.

### Must Choose

So the lounge proprietor frequently is faced, agents here reluctantly admit, with a choice of lesser combos, many of which have, for reasons of their own, boosted the price-ticket hung on them. To buy such units, which may or may not make a difference in the till, to pay them salaries which are generally considered to be 25 to 40 per cent higher than before the war and, in addition, to provide transportation and rooms to live in is something that many ops now refuse to undertake, lounge fee-splitters concede.

The alternative, in enough cases to give the percenters heartburn, is for the operator to round up three guys named Joe from the local in his city and try to build them into a lounge outfit. In a lot of instances, this succeeds, too, the lounge flesh-dealers say, and every large metropolitan center has one or more combos made up of localites who are as good—or better—than many an outfit being shipped from New York and Chicago. In fact, the fee-splitters here sigh that they would like to get their hands on a few of these local combos to send out, only the boys usually want to stay put.

### To a Minimum

Condition is not new, basically. Since the start of the lounge business operators have been hiring locals, of course. But localities were held down to a minimum during the period when the lounge business mushroomed to enormous proportions, say the agents, and operators were in heavy competition with one another.

When the club tax came along, however, a lot of owners suddenly began to feel that they had been over-paying for many units. Whether this was the fault of the agents or the units themselves is beside the point. The fact is that the tax forced many an operator to take a more sober view of his business—and that included, in a lot of cases, the employment of local musicians for scale instead of the purchase of an outfit with a fancy name and price from out of town.

As the tax storm receded and biz picked up again, the use of local tootlers turned into a habit with many ops—unless they could buy, beg, borrow or steal a Grade A, No. 1 combo from somewhere. Even this might eventually have diminished, the agents say, but toward the middle of summer—as the lounge business was coming to—the army and navy began releasing a lot of men, and among them were musicians who returned to their old haunts.

At the same time, transportation continued to be rough and expensive, and the rooming situation in many communities remained tight. Added to this was the fact that many units refused to face the situation realistically and suffered from gold-dust in their eyes, which is understandable enough, say the fee-splitters, but hard to deal with when trying to close a deal with some operator who's keeping an eye on a buck.

### Peak Reached

Most agents contend that the localitis trend has just about reached its peak and will not increase. One or two pessimists still claim it will grow, however. They point to the fact that as the war nears its conclusion there will be more and more tootlers and gut-scrapers available and gloomily predict that the bottom will fall out of the price structure in the cocktail field.

One agent states that, as an example of what is happening, the Blue Mirror in Baltimore now will pay no more than \$100 for a single. This room has had a local combo working since before the war. Another example, says this percenter, is Dick McClane, in Philadelphia, who formerly paid as high as \$325 but now will go only to \$225 for a good traveling outfit because he can get enough Philly musickers to form a combo for that kind of money.

Another agent claims that there isn't a combo working in Florida this season which gets more than \$400. Still another fee-splitter states that many Florida hotels are doing so well that they don't care what kind of amusement they give their patrons, figuring that the doughboys will come in anyway.

One percenter estimates that in Philadelphia fully half the units working are local guys. The same agent figures that

about 20 per cent of the combos in Baltimore are local; 50 per cent in Cleveland; 50 per cent in St. Louis; about 35 per cent on the Coast; about 10 per cent in Detroit; about 25 per cent in Washington, and about 80 per cent in Boston. These, aside from New York and Chicago, are the main centers of the lounge business.

### Needs Big Union

In smaller cities and in the South, generally, lounge operators are still dependent upon traveling combos, say the agents. Reason for this is that any tendency toward localism can find no outlet unless there is a big musicians' local available. To form a successful local combo one must be able to call upon a reasonable supply of good musickers.

Agents here don't like to talk about this situation. They say it is bad for business. But they can suggest no cure outside of their belief that the average or no-name combo will have to trim down its demands.

On the other hand the average outfit feels that if it is to establish a rewarding price-tag on itself the time to do so is now. Living costs are high, musickers feel, and one should take when the taking is good.

So the situation remains at an impasse until time and the war and economics force a change. Until then, fee-splitters will continue to look glum when the subject of locals is mentioned.

### Locals Good in Philly

PHILADELPHIA, Nov. 4.—From the time the federal amusement taxes set in, musical bar ops have been depending on local talent to attract the standee quaffers. And from gross receipts enjoyed, there are no regrets. For one thing, many home-groomed combos, musically and otherwise, have proved better than the out-of-town units brought in by the percenters, operators say.

Ops claim that the bookers themselves have killed the goose, selling them mediocre and pick-up units as names, when home-town product, at half the price, has turned in a better job. Pointing out that most of the cocktail bars and lounges in town are small rooms, some with capacity as low as 100, higher costs for name units are hardly ever covered by the added patronage.

Names, it is agreed, serve well for an opener, to attract attention to the spot. But once the customers are aware of the room the local lads and lassies serve just as well. As a matter of fact, most of the better local units are getting as much money as the so-called names, as the percenters find out when they try to get the combos to move out of town.

### Prefers Outsiders

DETROIT, Nov. 4.—Check of local operators and agents shows little trend toward use of merely local attractions replacing names in lounges. Those using solely localites are mostly places that have never gone outside for talent anyway.

One factor, however, has caused extra use of local talent, namely transportation difficulties, together with some shortage of available talent on road.

Agents report no spots are cutting down their talent budgets, altho some are paying as much for localites because they can get unit they want from large number now working city.

One noticeable trend in better spots is that owners will not buy any unit they cannot hear. Consequently, they are spending their own money to go to distant cities to audition units working elsewhere before buying them.

### Big \$\$ Asked in Chi

CHICAGO, Nov. 4.—With the heavy flow of greenbacks circulating thru the Windy City, cocktail lounges here are playing a seesaw game in booking combos for their spots. In the better Loop and nabe spots, where traffic is heavy and competition is keen, managers are again scouting for name units, feeling that Class A outfits will attract extra dough from the transients and home-towners. This trend is causing plenty of worry among the agents, who, because of the shortage and extended runs and long engagements of combos now appearing

in the better spots, are unable to supply the demand.

This being a major headache, bookers are on the lookout for top sidemen and musicians who have recently been given an honorable discharge from the armed forces, hoping they can grab them and build them into Class A types.

Competish is keen along that line, as most of the better musicians are preferring to stay on their present jobs or join either their former bands or seek jobs with top name bands knowing they can get a better salary than they would if they were organized into a cocktail combo.

The extra dough being asked for Class A units is extremely serious for smaller operators who have to depend on regular nabe biz.

These spots, which took a beating since the tax went into effect, have been hit the hardest as most of them feel that they cannot pay heavy dough for name units. They all feel the pinch in booking Class B and C combos, who, realizing the shortage is acute and eying the high salaries paid out to better units feel that now is the time to harvest extra dough and are holding out for better than scale salaries. Feeling the squeeze, a few of the operators who formerly booked thru agents are not inking attractions direct because at least that they can save on the commissions paid out by the boys and get them at regular union scale.

## Two N. Y. Rooms Return to Tax And Act Policy

NEW YORK, Nov. 4.—Two more local spots are going back to taxable talent policies within the next few days. The Essex House, which had been operating on a non-tax policy until 10:30, with Harold Stern ork doing the dance music after that hour, will stretch out and begin dishing it for dancing at dinner. Bunty Pendleton, who has been at the piano during cocktails and until Stern came on, will also give out with the voice.

The Whitehall Hotel, 100th Street and Broadway, is the other spot to start using music and voices in about a week or so. Room, renamed for the inauguration of the new policy, will open with Tommy Purcell ork and a vocalist, to be decided upon. Whitehall was once location for name bands which drew heavily. In recent years all talent was dropped and hotel became residential. New room is leased by the hotel to Louis Adicoff, who is doing the talent buying.

## Villani's Buy, Sing in Ex-Penguin Lounge, Chi

CHICAGO, Nov. 4.—The Villani Brothers, newcomers to the cocktail field here, have purchased the Penguin Lounge, Loop spot from Barney Franklin, former owner.

Spot, which has been renamed the Tic-Toc, features singing by the brothers, a well-known trio in this territory and instrumental music. Management is under Lee Stone.

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# Performers Indies, Says BIR

## Wally Wanger Forms Chorus Casting Outfit

NEW YORK, Nov. 4.—A new casting agency set up on the order of Hollywood's Central Casting Office will shortly start operating in New York, but unlike the Coast office, local outfit will concern itself with chorus lines and show girls.

Wally Wanger, Lou Walter's line producer, will front for the new outfit tho it is understood that the financial backing will come from E. M. Loew and possibly one or two other sources.

Gals will get jobs without commission, according to Wanger, until or unless they are sold for \$100 or more a week. In that case, the usual agent's fee will be charged. Gals will, however, be required to sign up and if anyone of them gets out of the line into the act class, Wanger figures he's made a good deal. Meanwhile the bite will be made on the op who is looking for a replacement or a whole line.

Gimmick, according to Wanger, will do away with line calls sent out by various ops. Instead they will tell Wanger what they want and he will deliver. Plan, says Wanger, is to hire a rehearsal hall and office on the East Side. Until he finds the proper quarters the new set-up will operate from the Latin Quarter, tho, according to Wanger, it will have no connection with the nitery.

## NATA Invites Shelvey to Chi For New Huddle

CHICAGO, Nov. 4.—Officials of the National Association of Theatrical Agents will meet with Matt Shelvey, national administrator of AGVA, Monday (6) to confer on problems involving AGVA franchises for NATA members and exclusive agency contracts.

There is a possibility that the meeting will get around to the question of recognition of NATA by AGVA and the inking of an over-all contract such as AGVA has with the Artists Representatives' Association of New York.

If the talks veer that way, a topic sure to be on the agenda is the tangle over commission divvy. NATA wants the maximum 15 per cent allowed to be cut any way that suits booker and agent. ARA wants the split to be 10-5 in favor of the agent, as per the "Rule B" agreement ARA signed this year with AGVA.

There have been a couple of preliminary, informal confabs before this between Shelvey and such NATA biggies as Dave O'Malley, Pete Iodice and Frank Sennes. Monday's chin-fest, however, is formal and comes about as the result of a specific invitation extended the union official to come out and talk things over. According to Shelvey, an AGVA-NATA contract may result from the huddle.

## Jerry Silvers Unit Bows in Two Weeks

PHILADELPHIA, Nov. 6.—Jerry Silvers, emcee-comedian, formerly with Benny Meroff's *Funzaire*, launches his own unit, *Calamities of 1945*, at the conclusion of his two-week stand at Sciolia's here, where he returns tonight after a fortnight's stand at the Primrose Country Club, Newport, Ky.

Eddie Suez, Silvers's manager, will handle the unit, which will include, besides Silvers, Eddie (Nuts) Kaplan, Charlie Chaney, Rich and Gibson, Phyllis Lane, Anita and Carlita, and Sid Golden. Unit's bow is slated for Larsen's, Detroit, or Palumbo's here, with choice to be made this week.

## Pit Agreement Restores Flesh In Orph, Omaha

OMAHA, Neb., Nov. 4.—Settlement of a pay dispute between Musicians' Association, Local 70, and Tristates Theaters will bring the lights back November 10 in the Orpheum Theater, which has been dark since July 22.

William Miskell, Tristates district manager, has signed Veloz and Yolanda for the reopening show, beginning the week of November 10. He disclosed he is arranging for weekly consecutive stage-shows to follow the dance team.

Settlement of the pay issue will bring \$9.75 more a week to playing musicians, increasing the scale from \$65 to \$74.75, with the designation of a 12-man pit band for possibly six months or a season, it was learned.

Unfulfilled was the union's request for an increase in stand-by rates and an increase of the pit band from 12 to 15 men.

The union will continue to play 29 shows a week instead of the 28 requested. Overtime had been asked for the extra show. Art Randall is house leader.

The two-night stand of *Porgy and Bess* November 8 and 9 at Tristates Omaha Theater here was unaffected by the tie-up, but the negotiations caused cancellation of *The Merry Widow*, which now has been reinstated for a playing date at the Omaha December 6.

## Three Trees, Detroit, Bought

DETROIT, Nov. 4.—The Three Trees, Northwest section night club, is changing hands, with John Bartz, a newcomer to the business, taking over. Former owner was Sam Madorsky, who bought it from the Sher Brothers, founders of the spot several seasons back.

# Detroit Ops' Meet Blasts AGVA, ASCAP for Raising Costs; Plans D. C. Battle

## Seek Ex-War Workers as Club Employees

DETROIT, Nov. 4.—A two-fold attack against increases in costs of talent and music was launched Wednesday (1) by the Metropolitan Cabaret Owners' Association of Detroit at a special meeting in the Fort Shelby Hotel. The association took cracks at both ASCAP and AGVA on similar grounds.

Principal object of attack was ASCAP's reclassification of local night spots, which is resulting in increases in cost, said by Fred W. Chlopan, executive secretary, to range from two to five times former fees. Instance was cited of one spot whose fee was increased from \$120 to \$600 per year.

View of the MCOA is that they have been operating satisfactorily under the old contracts for about eight years and based their prices, when retail prices were frozen, upon these established costs as part of their overhead. They maintain there is therefore no way to pass along any increase in ASCAP fees.

According to S. S. Grosner, attorney for ASCAP here, a general reclassification of existing annual contracts is being made as they expire, based upon the ASCAP consent decree. It is resulting in boosts, in some cases substantial, for perhaps a dozen local spots, while about 10 per cent of the licensees will get some reduction.

## No Like N. Y. Made Prices

The MCOA especially objects to having the scale or contract established in

## Full Week's Pay Contract Signed For "Barn" Unit

NEW YORK, Nov. 4.—Consolidated Radio Artists this week signed a continuous-payment contract with AGVA for its new unit, *Barn Dance Revue*.

New pact provides for a maximum of nine shows weekly and stipulates that performers are not to be paid on a daily pro rata basis but are to receive full weekly salaries whether the package plays every day or not.

A minimum of \$85 was set for principals. There is no chorus. Unit is skedded to play theaters and auditoriums.

## Hardy Issuing 'Gay '90s' Unit

NEW YORK, Nov. 4.—Still another *Gay '90s* unit will hit the road in approximately two weeks, this time produced by Bill Hardy, who runs a night spot here under the *Gay '90s* tag.

Billing on the new package will emphasize its connection with the club and the Blue Network. Charles Allen is booking it for theater and auditorium dates for \$7,500 weekly and percentage, according to Allen.

Outfit will give one-hour shows or shorter ones if required, in theaters, and up to two hours in halls. It will comprise a company of about 30 people, including a line of 16 girls. Sets will be replicas of Bill Hardy's place.

Producer is angling for the services of Joe Howard, who has been out heading another *Gay '90s* show, booked by CRA for auditoriums and theaters. The CRA-Howard deal terminates November 19, to be resumed in January.

## Declares Feb. Ruling Final

### Acts on Billboard request for clarification; chorus girls exempted

WASHINGTON, Nov. 4.—Acting upon a request from *The Billboard* for final clarification of the long-standing problem of whether performers are employees or independent contractors for withholding and social security tax purposes, the Bureau of Internal Revenue yesterday (3) ruled that they are independent contractors. Only chorines or members of an ork are exempt.

The BIR made its decision final by declaring that it confirmed and made permanent the "temporary" ruling issued on the question last February. Under the terms of the February edict night club and vaude theater operators were no longer required to deduct social security and withholding tax but were cautioned to keep records of the money they would have collected were performers employees.

Under the new ruling operators are no longer required to keep such records, but BIR officials declared it would be wise to retain old records just in case. The old records kept up to now do not have to be turned over to performers or the bureau, they said. One major reason for yesterday's ruling, according to BIR, was to remove the necessity for further record-keeping.

### Hedge on Packages

Bureau officials hedged, however, on the question of the status of acts when they are engaged by a band leader to work in a vaude package. In general, they said, they would tend to regard such deals as conferring independent contractor status, but would have to examine each contract to be definite in any given case. The type of contract, the amount involved, the job the performer is required to do would determine which category he falls into, they said.

### Indie Contractors

The BIR finally made performers, except chorus girls, independent contractors, instead of employees, because they perform special routines during short-term engagements for a number of different operators of theaters, restaurants and similar establishments, according to a statement issued on the subject.

Yesterday's ruling means that variety entertainers no longer have to pay withholding and social security taxes. It bears out the decision in the famous Music Hall case, about a year and a half ago, in which the New York show house took the government to court to obtain a return of social security tax money for all performers except line gals.

The Music Hall maintained that vaudeurs were indie contractors and, hence, not subject to social security tax. The house won a favorable decision in U. S. District Court here.

Later when withholding tax came along the question was revived. At first the Bureau of Internal Revenue held that actors were, in fact, employees and demanded that withholding tax be taken from them. In February it issued a "temporary" ruling, now made permanent, reversing itself.

## Unemployment Insurance Not Affected, Says AGVA

NEW YORK, Nov. 4.—Matt Shelvey, national administrator of AGVA, today declared that while the new BIR ruling on the status of performers goes against the union's views in this matter in some respects, it will not affect the unemployment insurance and workmen's compensation status of performers.

These, Shelvey said, are governed by

Direct attack on the AGVA increases as contrary to national wage policy is (See *Detroit Ops Blast* on page 27)

(See *BIR RULING SAYS* on page 27)

## NIGHT CLUB REVIEWS

### Iridium Room, New York

Talent policy: Floorshows at 9:30 and 12. Continuous dancing. Owner: Hotel St. Regis. Manager: Pierre Bultinck. Publicity: Timmie Richards. Prices: \$1.50-\$2.50, minimums.

New show here is short, plenty effective and gets excellent audience response. First on is the dance team of Estelle and Leroy, who have worked in many of the class spots around the country.

Pair, both medium height, look very good in their formal afternoon costumes. The gal is cute and the boy is good looking. Work consists mostly of actual terping, lifts and whirls being kept down to a minimum. When necessary, however, pair do the lifts and whirls with plenty of skill. Terp stuff is graceful and handled with lots of authority. Various poses team strikes are effective and draw applause midway thru routines.

Couple did five dances and judging from the applause could have done more if breath and time permitted. Best things shown were a samba and *Dance of the Spanish Onion*. For encore pair gave out with a flirtation number in which gal band vocalist (unbilled) sang *Every Day of My Life*.

Second act was the harmonica playing of John Sebastian. Lad has made tremendous strides since last caught. Sebastian breaks up his routines into two parts. First is given over to musical pyrotechnics in which he shows ability with *Holiday for Strings*, *Man I Love* and *Rhapsody in Blue*. All three are handled well but add little to show value. For one thing all three are in the same tempo, and for another they're much too long.

But it is in the second half that Sebastian shines. In this portion he keeps his mouth organ work down to a minimum or devotes it to light jumpy stuff. Mostly he depends on chatter to get across. His small boy appearance and ruffled hair, a halting delivery and shyness wins the customers beautifully. Sebastian has acquired a feeling for comedy that is remarkable. A *St. James Infirmary* with broad characterizations was spoiled by his poor lines about Bronx musicians. For pay-off he has developed an audience participation gimmick which oddly enough excites the lorgnette set here no end. Guy asks two tables to answer simple musical questions, audience (See *Iridium Room*, N. Y., on opp. page)

### Tony Pastor's Uptown, New York

Talent policy: Dancing and floorshows at 8:45, 11:45 and 1:45. Owner-operator: Sidney Rhiengold. Publicity: Seth Babits. Prices: \$1.50, minimum.

There are a few acts in the current show that stack up well. But taken as a whole the results are draggy and add up to little. Best job of the lot is turned in by "Smiling" Jerry Baker, who opens with *Pretty Kitty Blue Eyes*. Warbler's piping, on next-to-closing, served to awaken the cold house which didn't seem one bit interested in floor proceedings. Guy followed with a good *Is You Is?*, *Hot Time in Town of Berlin* and wrapped it up with an excellent *Come Back, Come Back*. Midway, Baker gave out with *Irish Lullaby* which didn't click. Guy either should change his key or drop number. As delivered it lacked proper punch.

Karen (Rusty) King, a tall redheaded soprano with a nice shape, good pipes but just a fair pan, opened with *I'll Be Seeing You* which won a nice hand. Followed with a couple of rhythm tunes which didn't get over. Canary's ballads sell better.

Yvonne, a sexy black-haired tapper, wearing a colorful black and white costume, opens fast with a combo of taps, acres and grinds. Gal just about knocks herself out but results are mediocre.

Steve Murray, emcee, a guy with a big schnozz, thick glasses and a funny pan, handles his chores like a caricature of the small-time emcee "... the next artist is a wonderful, etc., etc." But if his emceeing is poor his work in his own spot as a comic draws laughs. Routine strictly borscht circuit corn probably wowed 'em Saturday nights in the social hall. Gets laughs here but most of them seem to be at, rather than with him. Best one pulled was his "I just paid \$14 for that gag. I'm gonna give it back." Murray would probably do better if he cut his running time to at least half and got some material that was original.

The Carlisle Twins open the bill with some in-time tapping showing nothing outstanding on either looks or routines. Follow with a barefoot number to *Old Folks at Home* which starts off like a soft-shoe bit then becomes jivey. Kids walked off to a polite mitt.

Julie Catina comes down off the stand (he's in the ork), puts on a funny hat and gives out with a baby-talk version of *Three Little Fishes*. Hand was just so-so.

Betty Green, a short chunky gal, works during intermissions making with the piano and voice. Keyboard work is mediocre but gal has plenty in the voice department.

Joe De Karlo's (6) ork cuts for show and does the dance music.

Bill Smith.

### Kitty Davis's Airliner, Miami Beach, Fla.

Talent policy: Dance band and floorshows at 9 and 11. Management, Kitty and Danny Davis. Prices from \$2.

The Airliner can always be depended on for a good show, and the present one lines up a hit.

Hal Fisher is the new comic, fresh out of the army. Evidently has been practicing his wit and foolishness on the boys. He does a souse song that wows the customers, gags are dressed up brand new, and his facial twists and crazy antics stamp him a hit.

Red Thornton continues as emcee. He is still doing his lightning sketch work. Audience participation, always a feature here, is well handled by Thornton, who is a likable chap.

Laura Kellogg, thrush, obliges with numerous pop hits. She is a knockout for looks and dress, and adds charm to the show.

Dancing Waltons prove to be terp artists of the better type. Comedy stunts get over swell, and for novelty they do some pantomime bits for which they use a phonograph accompaniment.

DePaul Dancers have three routines and get a nice hand.

Mel Mann and ork continue to dish up the jive and round out a good show.

L. T. Berliner.

### Del Rio, Washington

Talent policy: Dance band and floorshows at 8:30 and 12. Owner-manager, Herb Sachs; headwaiter, Bascil; publicity, Joe Fox. Prices: \$2-\$3 minimums.

The Cross and Dunn Del Rio booking again raises vexing question that is puzzling out-of-town ops everywhere: Do the sticks go for Broadway stylists? As shown here, the answer may be "no."

C. and D. are smooth, top-flight Broadwaymen who command situation from start to wind-up, but fact remains that neither customer reaction nor biz shows appreciation of their efforts.

Caught at dinner show Wednesday (25), Cross and Dunn team packed plenty of song wallop and savvy in dialect and opera-style blitzing that would appear sure-fire on Stem but failed to catch here. Corn, it appears, is still the recipe for the hinterlands, and corn was not what the Cross and Dunn team was dishing.

Show had presentation flaws also. Team comes on cold without even an ork warm-up and with scant intro. Lighting and mike were good.

Bob Lee's ork handled musical assignment okay also, so that the only conclusion is that it's the customers.

Lee's music is pleasing in first Washington appearance, tho combo needs more oomph and personality, possibly thru more individual featurings. Lee, personally, handles vocals capably and without forcing himself. Band still lacks definite style to win public identification.

George Daly.



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## Harry Drake Heads New Nitery Dept. In Glaser Office

NEW YORK, Nov. 4.—Joe Glaser, band agent, is opening a night club department and has engaged Harry Drake, formerly of Frederick Bros., to run it.

Glaser office has been dealing in vaude dates, mostly for bands, thru Matty Rosen. Rosen has written occasional nitery date, too, but Drake's advent into the firm Monday (30) marked the full entry by this office into the hottery field.

Drake came to New York early this year from Boston, where he was active as an indie vaude and club agent for over 10 years.

## Follow-Up Review

LATIN QUARTER, NEW YORK.—Fat boy Billy Vine gives current show the shot in the arm production needed. Comic comes on to a house that is beautifully warmed up for him by the terrific job turned in by Negro singer, Arthur Lee Simpkins.

Vine's opening chatter is slow and closer is a letdown. But between the two he socks across a nice piece of work. Some of his best laughs were obtained from his army routine. Servicemen in the house ate it up and yelled for more. The *Rain* routine was another laugh-winner. Working with his wife, Carol Vance, a torrid blonde with swivel hips, Vine pulled yock after yock with his bits. Double takes, which guy does beautifully, were particularly effective. A burly candy butcher, which Vine pulls while Miss Vance is on, was another decimal buster.

Last routine, drunken bridegroom with a crying jag, starts off well. Bits of biz are handled nicely. But the weeping stuff is carried too long. Instead of walking off on a funny note, Vine exits with a doleful mug about how tough it is to lose a pal who just got hitched. Guy playing it straight gives number a serious aspect which detracts from the comedy value of entire routine.

Bill Smith.

## Non-Booze Nitery Opened for Juves In Detroit Suburb

DETROIT, Nov. 4.—A new liquorless night club, designed primarily for non-drinking youngsters, was opened this week in the North End Detroit suburb of Royal Oak by Fortis Takis, who also operates a Detroit restaurant.

Spot, to be known as Shangri-La, was opened with a fanfare of public attention from officials of the State Liquor Control Commission, who welcomed the project as a way of keeping the youngsters out of regular liquor dispensaries.

Policy is slated to include dinners, complete food service, and booking of name dance bands. Rules of the house bar unescorted youths of either sex.

## C. S. Unit at Roxy--None From Nitery

NEW YORK, Nov. 4.—The *Cafe Society Revue* going into the Roxy November 29 represents an old debt paid by Barney Josephson, op of the two Cafes Society. House originally contracted last year for such a unit out of Cafe Society to be headed by Hazel Scott, and to include Georgia Gibbs, the Kraft Sisters, the Golden Gate Quartet and Teddy Wilson. However, the date could not be played because the AFM ruled that Miss Scott had to keep a previously made contract at the Paramount, and her Roxy appearance would have been too soon after.

The date is now being fulfilled—but with none of the original principals. Mildred Bailey, Jimmy Savo (reported to be working for \$2,500 weekly), Pearl Primus, Chuck and Chuckles and another act will go in instead. Josephson wrote in Savo, the others by various agents. Of the original set, Miss Scott worked at the Roxy last month; Georgia Gibbs is on the Coast, the Kraft Sisters and Teddy Wilson have disbanded and the Golden Gates are not available.

## IRIDIUM ROOM, N. Y.

(Continued from opposite page) decides who is right, or who gets the right answer quickest. Winner gets a harmonica. Co-operation and good-natured heckling Sebastian draws with this stunt is amazing.

Fred Miller (9) ork and Theodora on the Hammond do the show and spell each other on dance music. Bill Smith.

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## Private Showbiz Now Booming in Upstate Michigan

DETROIT, Nov. 4.—Sizable pick-up of business in the private club booking field, noted some weeks ago in the Detroit city territory, has spread widely to up-State Michigan. Boost in business, mostly within the past couple of months, is estimated as high as 50 per cent over a year ago in this field.

Principal reason for the boost appears to be the resumption of entertainment of employees by numerous industrial concerns. This is true in fair-sized industrial cities like Saginaw, Grand Rapids and Flint, but even more surprisingly in remoter towns like Alpena and Petoskey, with only a few industrial plants.

In these cities live entertainment is relatively rare, and the employers have evidently adopted the policy of bringing it right to their employees at occasional affairs. This reverses the trend of the past five or six years when most entertainment for employees was handled directly by the unions, and returns to the conditions generally prevailing before the great CIO organizing drives around 1937.

Elks' clubs and similar fraternal lodges in up-state towns also are accounting for a fair portion of the increased private club dates. How heavy this now is locally is indicated by the report of the Betty Bryden Office, which wrote \$3,000 of such up-State private club bookings in one day last week.

## Shea's Buffalo Back To Vaude; Kaye In

BUFFALO, Nov. 4.—Stage at Shea's Buffalo here (seating capacity, 3,500) is back with vaude after a period of straight films. Sammy Kaye and his ork head show for week of November 3, and a take of at least \$25,000 is expected by the management. Kaye is always a b. o. success here and supporting vaude should help.

Acts are Paul Winchell and Three Welles. Screen has *The Great Moment*.

## Bridgeport Lyric Trying One-Day Vaude Shows

BRIDGEPORT, Conn., Nov. 4.—Matt Saunders, Loew manager here, announced this week that one-day vaudeville bills on Saturday will be tried out at the Loew-Lyric Theater beginning this week, with the possibility of more time if the policy clicks.

A "Frank Sinatra" contest also will begin at the same house, to be held on Thursday nights. Robert (Bob) Carney, formerly at the Loew-College Theater, New Haven, Conn., is managing the Lyric Theater.

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## Paramount, New York

(Reviewed Wednesday Evening, Nov. 1)

Bill this week is lukish and divided into four segments; Tony Pastor's band heading show filled in with comic Bert Wheeler, songstress Marion Hutton and tapster Hal LeRoy. Show hasn't too much inspiration at any one time and, altho stage is done up in nice coloring and backdrop, general payoff for payees is about fair plus. Pic is Para's *I Love a Soldier*, which got n. s. g. reviews, and total week's revenue will be just middish.

Pastor's ork, which plays house every year, recently did a stint at Hotel New Yorker, where leader sang more and played sax less. Here he does away with reed instrument altogether and concentrates on jumpin' and singin'. Where once he phrased only a scat song, now he's a calmer and more poised front man, and, altho still riffing plenty when vocalizing, he's now much more commercial in the vocal department. In fact, Pastor is okay as a front man and helps sell band's otherwise standard material.

He's abetted by his kid brother Stubby, horn player, who does right well with a couple of hot choruses, and riffs a vocal somewhat along the same lines as his brother. Lad biffs a nice horn, but two tunes in a row for a B'way house is one too many. Band has seven brass, five sax and three rhythm, swings on most of the stuff heard and gets an added break in Pastor's personality. He could, however, do a sax solo and help things along musically. Two openers had him on vocals, but finale was terrific. New drummer Jimmy Vincent did a routine to changing lights and tied show up and tied package up neatly.

Hal LeRoy, youthful appearing tapster who's been around for a long time, flashes plenty of footwork but doesn't take advantage of milking. He works hard, even overworks, but audience never gets a chance to distinguish from good and super steps because he's going at break-neck speed all the time. He could routine his stuff better. Rather than do two fasties and off with a swell slow specialty done to simply a piano backing, he could put latter routine in between (See Paramount, N. Y., on opp. page)

## VAUDEVILLE REVIEWS

## Orpheum, Los Angeles

(Reviewed Tuesday Evening, October 31)

After several band shows, the Orpheum this week goes for variety with Veioz and Yolanda headlining. Show moves fairly well with the acts getting a nice round of applause. However, the headliners are not the hand-getters on the bill. Pic is *End of the Road*.

Al Lyons has his house band in the pit and emsees the shows. Opening with the Martingales, balancing couple, the show is off to a nice start. Act makes neat progressions with the fem doing an aerial split while balanced over the head of her partner for a neat wind-up.

Evelyn Farney follows with song and dance, scoring particularly in short wardrobe and on the dancing. Mugs effectively and cleats clean. Wind-up is to a Stephen Foster medley that brings home the hand.

Combining comedy and good music, the Cappy Barra Boys, a foursome, offer difficult harmonica arrangements. Featuring Charles Leighton, Allen Green and Charlie London, the comedy antics as well as the harmonica handling call for a beg-off.

Judy Manners, recently returned from overseas, proves a high chair thrush with vitamins. Has a nonchalant delivery that is sock. After *The Trolley Song* she warms up with a tune about a soldier not having to fight for his love. *Strike Up the Band* a la Judy Garland and a Beatrice Kay imitation ring the bell.

Christie and Gould, comedy balancing and knockabout, provide next to closing comedy. Baldish Christie's banter helps a lot. Nothing outstanding about the balancing, but it is funny.

Veloz and Yolanda close the show. Their opener is a ballroom turn with Spanish folk dance following. Outstanding turn is a routine built around *Whispering*. A Cuban san, or rumba, at the audience's request, finishes. Draw a good hand but far from thunderous. Sam Abbott.

## Finsbury Park Empire, London

Closed for several months due to the flying bomb menace, the Finsbury Park Empire, ace London vaude 2,500-seater and current leading music hall on the important Moss Empire Circuit, has reopened with twice-nightly vaude and again stages the strongest bills in London. Current nine-act program is headed by Max Miller and includes two American acts, Clifford and Marion, and Marsden and Beaumont.

Alma Victoria, slick girl trick cyclist, furnishes a snappy opener. Her fast-paced routine includes several difficult tricks.

Jack E. Raymond occupies the deuce spot with a monolog and a few songs. Act is good in spots but needs better production.

Frances Marsden, a cute, young redhead from the U. S. A., and Teddy Beaumont form the best musical comedy and sophisticated dancing team to be seen in this country these days. Couple run from taps to waltz rhythm, and everything they offer is marked by class. Costuming, lighting and orchestrations are all noteworthy. Act registers solidly.

Also from U. S. A. are Nelson Clifford and Marie Marion, still a sure-fire comedy team with plenty on the ball. Marie Marion acts a Dumb Dora role but surprises with snatches of straight singing and impressions. Material is swell, and in the hands of these capital artists works up to a show-stop.

Paul Wingrave, veteran juggler with a miscellaneous act and commendable showmanship, closes intermission. Has a girl assistant at the piano thruout the act.

DeBear, a fair conjuror assisted by a girl, does well with the usual type of tricks.

Scott and Foster, man and woman comedy team, furnish an acceptable and modern front-cloth act that registers well.

Max Miller, highest salaried English comic, is still tops as a monologist. Much of his material is double entendre but he's a wonderful performer and holds the out-fronters for 35 minutes tying the show into knots and bowing off after a succession of calls.

Closer is Les Storks, man and woman gymnastic act, with polished tricks and snatches of acceptable humor. A great act for either end of the bill. Business capacity, a tribute to Max Miller as a box-office draw. Bert Ross.

## Riobamba Opening Put Off Once More

NEW YORK, Nov. 4.—The Riobamba failed to open again this week, and its relighting is now indefinite. Spot made application to the police department this week, under name of Arthur Jawitz as manager, and cop bureau refused to issue a permit to Jawitz on the ground that only the manager of a hotel room may apply for a permit.

A new application was filed by Chauncey Olan, Riobamba lawyer and a director. Department would not state yesterday (3) whether it will be granted this time and whether Jawitz can come in under this application. Police permit will depend, said a spokesman, on what the ABC board does with the spot's liquor application. An ABC official said yesterday that no action has been taken so far.

## Brisson and Como Set for Versailles

NEW YORK, Nov. 4.—The Versailles will bring in Carl Brisson for the third time December 15.

Present show will remain virtually intact except that Diana Courtney will replace Eileen Woods in about two weeks, after which Brisson will appear in time for the holidays.

A new show will be built around him, to debut about January 15. Perry Como, making his second appearance here within a year, is slated to ankle in about February 15, with the show set around Brisson remaining to back Como.

## Oriental, Chicago

(Reviewed Saturday Evening, Nov. 4)

Lawrence Welk and his ork, back for a return engagement within a year, top this week's bill. Since appearing here last April at this spot he has enlarged his band to 17 pieces, instrumentation including three fiddles, four brass, drums, piano, bass, four reeds, two vocalists and the leader.

The group gives out with a pleasing brand of sweet music, singing and special solo work by the sidemen. Bill lacks variety in the booking of Lenny Gale, impersonator, and two acro acts, Florence Hin Lowe, and Jean, Jack and Judy. Each act, however, does a fine job and gathers plenty of mitting. For the screen offering the customers get a thrill with *Strange Affair*.

For the band numbers Weld has stayed closely to the pop tunes, starting the show with his theme song, *Bubbles in Wine*, played before the curtain rises. *Is You Is or Is You Ain't*, in swing style; *Dance With a Dolly*, fashioned in a sweet tempo, and *Hot Time in the Town of Berlin*, featuring the brass section, follow. Later in the show the maestro strikes off with a fine accórdion *It Had To Be You* and *Stumbling*, which gives the customers plenty of musical variety. From the heavy applause the leader received for his solos, he would do well to add a few more to his repertoire. Comedian of the group is bass player Sammy Aron, who gets plenty of laughs for his falsetto warbling of *Italian Street Song*. Terry George also comes up with a neat muted trombone solo of *Does Your Heart Beat for Me?*, while Johnny Gallichio gets a good hand for a hot piano number. The warbling contingent includes 18-year-old Bobby Beers and Jayne Walton.

Beers holds the swingsters attention for a heavy mitting for his crooning of (See *Oriental, Chicago*, on opp. page)



Jackie Miles

ROXY THEATRE N. Y.\*  
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\*Thanks to SAM RAUSCH for that return engagement in the spring of 1945.

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Routes Dramatic and Musical

(Routes are for current week when no dates are given)

Able's Irish Rose (Shubert Lafayette) Detroit. Blossom Time (National) Washington. Cherry Orchard (Taft Aud.) Cincinnati 6-8; (Hartman) Columbus 9-11. Dunham, Katherine (Hanna) Cleveland. Gilbert & Sullivan Operas (Forrest) Phila. Good Night Ladies (Capitol) Yakima, Wash., 8; (Fox) Spokane 9; (Wilma) Missoula, Mont., 10; (Fox) Butte 11. Hayes, Helen, in Harriet (Erlanger) Buffalo 8-11. In Bed We Cry, with Ilka Chase (Wilbur) Boston. Kiss and Tell (Studebaker) Chi. Kiss and Tell (Majestic) Ft. Worth, Tex., 8-9; (Melba) Dallas 10-11. Life With Father (Hartman) Columbus, O., 6-8; (English) Indianapolis 9-11. Merry Widow (Cass) Detroit. Merry Widow (High School Aud.) Baton Rouge, La., 8; (Municipal Aud.) New Orleans 9-11. Oklahoma (Erlanger) Chi. Olson & Johnson, in Standing Room Only (Shubert) Boston. Othello (Nixon) Pittsburgh. Over 21 (Davidson) Milwaukee. Pits, Zasu, in Ramshackle Inn (City Aud.) Pueblo, Colo., 8; (Chief) Colorado Springs 9; (Aud.) Denver 10-11. Rebecca (Royal Alexandra) Toronto. Sons of Fun (Auditorium) Newark, O., 8; (Weller) Zanesville 9; (Hippodrome) Marietta 10; (Virginia) Wheeling, W. Va., 11. Student Prince (Blackstone) Chi. Ten Little Indians (Harris) Chi. Three's a Family (Curran) San Francisco. Tomorrow for the World (Colonial) Boston. Voice of the Turtle (Selwyn) Chi. Wallflower (American) St. Louis. Waltz King (Victory) Dayton, O., 7-8; (Cox) Cincinnati 9-11. Winged Victory (Masonic Aud.) San Francisco.

BALLET GOOD B. O.

(Continued from page 3)

Sylphides, a white ballet that has to be danced superbly to inspire the present day ballet "fancier." It was a good graduating piece for a school, and not even the premiere dancers seemed better than "graduate students." Traditional ballet has to have the finest ensemble as well as stars to make it a standout. The opening night this presentation went thru all the motions—but that was all.

The second number was in two scenes and called upon nearly all the Brahms music that could be used for a ballet. It was interesting. The audience liked it. But in costuming and choreography it left a great deal to be desired. There was gingerbread in the toes and costuming. Bronislava Nijinska did better later in the week with other compositions, but in this she was just enjoying herself with Brahms.

Third was the Colloquy.

The final number, not seen by many first-nighters (it started after 11), was another Nijinska set routine. It was Bolero and, despite the fact that there wasn't enough fire to toast a cracker in the entire proceedings, it brought down the house. This number was originally conceived for Ida Rubinstein and perhaps was okay for Ida but not for Viola Essen. V. E. is not a Carmen Amaya, and to bring the bolero (as directed by Nijinska) to life an Argentinean at least was necessary. What was outstanding about the entire proceedings was the fact that, despite the lack of sock dancing and sock musical backing, it was, except to the regular ballet goers, worth the price of admission. The gang that came because (1) the International Theater was opening and (2) they wanted to be there at a theater opening, etc., enjoyed themselves. With increased pace, a little cutting and dropping a number here and there, this opening night bill will continue to draw them to the b. o.

Actually, it looks as tho the theater built by Hearst for Marion Davies and named at various times, the Cosmopolitan, Park, etc., and now known as the International, may come of financial age thru ballet.

Why an American group should insist on the name International is still a mystery—but the third toasters group is set—and when any group can ride without individual great stars—that's news—or maybe it's just a trend.

Joe Koehler.

HARVEY

(Continued from opposite page)

Judge Omar Gaffney.....John Kirk E. J. Lofgren.....Robert Gist According to Mary Chase, a Pooka is some sort of tongue-in-cheek sprite out of Celtic mythology. It comes in the form of a large animal—six feet or more—and usually makes friends with hu-

BROADWAY SHOWLOG Performance Thru November 4. Dramas: Angel Street (Bijou) 12-5, '41 1229; Anna Lucasta 8-30, '44 77; Searching Wind, The 4-12, '44 239; Sleep My Pretty One 11-2, '44 4; Catherine Was Great 8-2, '44 110; Embellished Heaven 10-31, '44 7; Harvey 11-1, '44 5; I Remember Mama 10-19, '44 20; Kiss and Tell 3-17, '43 692; Life With Father 11-8, '39 2101; Meet a Body 10-16, '44 24; No Way Out 10-30, '44 8; Perfect Marriage, The 10-26, '44 12; School For Brides 8-1, '44 111; Soldier's Wife 10-4, '44 37; Ten Little Indians 6-27, '44 151; Two Mrs. Carralls, The 8-3, '43 479; Violet 10-24, '44 15; Visitor, The 10-17, '44 23; Voice of the Turtle, The 12-3, '43 318; Bloomer Girl 10-5, '44 36; Carmen Jones 12-2, '43 390; Follow the Girls 4-8, '44 242. Musicals: Douglas, Buster West made a flying trip to South Sutton, N. H., over Sunday (29). The barn on his farm burned down. Jackie Gleason gets a spread in Christmas issue of "Pic" mag as Santa Claus. Company manager Tommy Bodlin is hospitalized for check-up since Thursday (2). Bruce Fernald has been appointed assistant stage manager. Mexican Hayride 1-28, '44 326; Oklahoma! 3-31, '43 702; Song of Norway 8-21, '44 89; Star Time 9-12, '44 74; Hats Off to Ice 6-22, '44 189; Merry Widow, The 10-7, '44 33; Ballet Theatre 10-8, '44 33; Ballet International 10-30, '44 7.

mans addicted to the bottle. Miss Chase's pooka is a white rabbit—six foot, one and a half, tho invisible—and his name is Harvey. Be that as it may, Miss Chase's wacky creation invests the stage of the 48th Street Theater with more honest, genuine laughter than has been chalked up by a dozen more expertly scripted comedies and farces. Perhaps, it should be said that Harvey plus Frank Fay is what really does the trick, for Harvey is made to order for Fay and Fay is a producer's dream for Harvey. It looks as if both would be around the Stem together for a long time to come. Fay is the benign screwball with whom Harvey makes friends. Fay also has a sister (Josephine Hull) and a niece (Jane Van Duser), who deplore his association with the Harvey. They decide to put him away in a nice private nuthouse but, somehow or other, sister gets herself committed by mistake. Meantime Fay, Harvey and the dignified head of the institution embark on a hilarious

saloon tour which winds up with the eminent psychiatrist as firmly convinced of Harvey's reality as his sponsor. In fact, by the third-act curtain, the majority of the customers get to feeling the same way. Scripturally, Harvey has its faults. There are slow-downs here and there which break the pace. But Fay on the stage—and he's on most of the time—more than make up for writing deficiencies. He is sock from beginning to end. He makes the screwball such a lovable little guy, that even his sister doesn't want him any other way, when the chance comes to cure him. It's a cinch the customers would never have forgiven her, if she had. Josephine Hull is right along in the wacky slot with Fay. After the years of Arsenic she should be in the groove to play a lady who can see a six-foot rabbit, too. And she is. Fred Irving Lewis is a reasonable facsimile of a pompous medico and Tom Seidel makes a likable

assistant. Janet Tyler is a nice nurse. It looked like she was going to pair off with the latter. Ditto for Jane Van Duser, the plain-jane niece, and Jesse White, who is the nuthouse strong- armer.

Brock Pemberton has given Harvey a nice send-off. John Root's two sets of a living room and a sanatorium reception room are well turned out. Antoinette Perry has paced the staging to get the very best out of the script.

Doubtful that air casters can make much use of it, however. It would be difficult to get the feeling of Harvey's invisible presence over a mike. It needs Fay's panto and double takes to put it across, and these must be got via the eye.

In sum, Harvey is a Fay show. Without him it is hard to say how it would size up. With him it is a delightful addition to the Stem season and likely a hit for Brock Pemberton.

Bob Francis.





# MORE WINNERS ENTER BARNES

## Weer to N. C. For Building

New entrance and fronts will be turned out—last fair gives heavy biz

FAIRMONT, N. C., Nov. 4.—J. C. Weer Shows closed their season at Greenville (N. C.) Fair, with all shows, rides, and concessions doing excellent business, officials reported. Equipment was shipped here, where winter quarters were secured in two large tobacco warehouses with plenty of space for building and painting. All wagons are inside, with ample room to erect fronts and rides.

Shows reporting a red one in Greenville included Del and Dorothy Crouch's Motordrome and kiddie rides, Margarette Bradford's Posing Show, William Morosco's Follies, Mrs. Jennie Ray's Funhouse, and Jerrie Jackson's Hep Cat Minstrels, and (See *Weer Plans Building on page 56*)

## Buckeye Gets

### Uptake of 20%

LITTLE ROCK, Nov. 4.—Buckeye State Shows, operating for the second year under the banner of Mike Rosen and Sam Levine, closed the season October 28 in DeWitt, Ark., after a tour of 36 weeks that carried the show 4,197 miles into Arkansas, Tennessee, Kentucky, Missouri, Illinois, Indiana, Michigan, Wisconsin and Minnesota, reported General Agent H. B. Shive. An 82-mile move was made from the closing stand and equipment is stored in three metal buildings adjacent to one another and occupying 12,500 square feet plus a big government fenced-in lot formerly used by the WPA at Archer Avenue and Fair Park Boulevard here. Visitors at quarters last Sunday included Senator Clyde E. Byrd. (See *Buckeye Season Up 20% page 56*)

## Casey's Units

### Troupe to Best

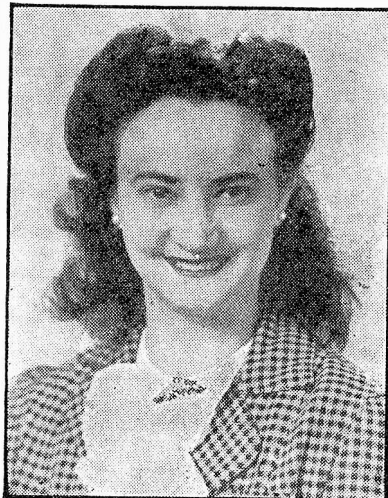
WINNIPEG, Nov. 4.—Reviewing the E. J. Casey Shows' most successful season, Owner E. J. Casey said the close was at St. Vital Fair, near here, August 19, and that six rides, four side shows and about 24 concessions were carried. Shows opened in St. Vital May 15, playing around the Winnipeg district six weeks and then proceeding to Carman, Man., to open the B Circuit of western fairs, which ended at Prince Albert, Sask., August 12.

Receipts for the season were up more than 25 per cent over 1943. Weather was exceptionally good, the show arriving and being set up on time at all fairs, despite travel restrictions, and the (See *Best for Casey Units on page 56*)

## Virginia Greater Ends Peak Tour

SUFFOLK, Va., Nov. 4.—After a record season the Virginia Greater Shows are home in quarters on Tidewater Fairgrounds here following 31 weeks on the Eastern Shore of Maryland and in Virginia and North and South Carolina, reported Happy Arnold. Closing spot was Clinton, N. C., under auspices of the Volunteer Fire Department, and Chairman Howe S. Dunn and committee cooperated for a bang-up week.

Visitors included W. R. (Red) Hicks; Dot Penny, visiting her dad, Bill Penny; (See *Virginia Greater Peak on page 53*)



ALVERNA BABBS, 26, legless Motordrome rider, who drives her own specially built automobile, was granted a flying license in Cincinnati last week after a long effort. Riding drome since she was 17 years old, she has never had an accident. With her husband, Louis (Speedy) Babbs, stunt rider, she has tramped in most of the States with their Motordrome.

## ACA Sec Wants

### Huddle on P-W; Ackley To Talk

ROCHESTER, N. Y., Nov. 4.—Max Cohen, general counsel of the American Carnivals' Association here, said it was planned to go into the subject of post-war planning in considerable detail at the annual meeting scheduled for December 4 in the Hotel Sherman, Chicago. He will recommend formation of a committee on post-war planning to go into the subject during the winter in advance of the opening of the 1945 season.

In anticipation of the formation of such a committee, much material has been gathered for its study, including data prepared by the United States Commerce Department, Department of Commerce of the State of New York, United States Chamber of Commerce; *Journal of Commerce*, New York City, and other (See *ACA to Hear Ackley on page 56*)

## BALLYHOO BROS.' CIRCULATING EXPO

### A Century of Profit Show

By Starr De Belle

On Line, Tex.  
November 4, 1944.

Dear Editor:

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### Show Also Had '38 High

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This, of course, breaks all previous records here and is almost double the midway receipts of last year at the fair.

The previous top midway gross at the State annual was established in 1938 with \$53,568.45, which figure also represented the take of the Royal American Shows. Among other all-time grosses made by the show this year were those at Minnesota State Fair, St. Paul, and Kansas Free Fair, Topeka.

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Ticket is not a full slate, only two names being presented for the top of the ticket and 11 for board of governors. Named for first vice-president is M. J. Doolan, and for third vice-president, David B. Endy. Those named for the board of governors are Sunny Bernet, James Campbell, Ralph T. Clawson, Mel Dodson, Noble C. Fairly, B. S. Gerety, A. Obadal, L. C. Reynolds, Al Rossman, Ned E. Torti and Cliff Wilson.

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CHICAGO, Nov. 4.—Showmen's League President's Party, annually a gala event, is expected to be exceptionally good this year. Under the administration of President Floyd E. Gooding, the League has had one of the greatest years in its history in spite of having faced wartime (See *SLA Has Indie Ticket on page 56*)

## WM in Macon Repeats 50G

Gross of '43 in 10 days is duplicated at 6-dayer — acts entertain club

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Popular shows included International Midget Revue, Gaye-Tease Girl Show, Side Show and Bob Buffington's Harlem Revue. As usual for Macon, all rides had a heavy play. General Manager Max Linderman provided acts from the Midget Show for the Thursday luncheon of the Exchange Club, fair operator. For four days previous to the fair and every day during the engagement *The Macon Telegraph* and *The Macon News* ran special carnival art, consisting mainly of photos made on the midway here. (See *WM Gets 50G in Macon on page 56*)

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George Golden and staff represented the Dodson personnel and Louis A. Rice represented the Endy-Prell members. Performance was staged by talent from (See *MSA Jamboree in Jax on page 56*)

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## THE FINAL CURTAIN

**BUSH**—Sam, father of George Bush, co-owner of the Bush & Laube Concession Company, Kansas City, Mo., operators of novelty concessions at indoor circuses and grandstands, in Rochester, N. Y., October 21. Services and interment there October 24.

**CUNNINGHAM**—Ray, of Wayne, Alta., for some years a contestant at the Calgary Stampede and on several occasions attached to the well-known Slim Swain chuckwagon outfit, killed in action with the Canadian Army overseas.

**DUNVILLE**—Mrs. Minnie Frances LaFore, 69, mother of Robert Dunville, general manager of Station WLW, at her home in Cincinnati October 31. Besides her son, she is survived by her mother, Mrs. Frances La Fore, and two sisters, Mrs. Leota Haynie and Mrs. Ruby Stewart, Memphis. Services at Vorhis Funeral Home, Cincinnati, November 2, with interment in St. Louis.

**FREW**—Mrs. Effie, 55, mother of Arthur Frew, general manager of the General Amusement Corporation office in Cincinnati, in a Zanesville (O.) hospital October 28 after a lingering illness with a stomach ailment. Her home was in New Lexington, O., and interment was made in the family plot there October 31. Survived by her son; a brother, Dave, and a sister, Edith.

**HELL**—William A., 41, former vaudeville performer, and manufacturer, in Middlesex Hospital, Middletown, Conn., November 2. He toured in vaudeville under the name of Hill and called his act, in which he had a girl partner, "Hill and Dale." He retired from the stage several years ago and was superintendent of the Claireglow Manufacturing Company in Portland.

**HEIDINGSFELD**—Ben L., 76, prominent Cincinnati attorney and theater magnate, November 5 at Holmes Hospital, Cincinnati, after a month's illness. Deceased gained prominence in his field thru his handling of law matters for various theaters and motion picture companies. At the time of his death he was president of a number of theater companies, among them the United Theater Company, and was a director of several motion picture firms. He was Cincinnati counsel for RKO Pictures. Survived by two daughters, a sister and a brother.

**HENDERSON**—Grace, legit actress, in the Morrisania Hospital, the Bronx, N. Y., October 29. She had been on the stage for 54 years and made her first appearance with a stock company at McVicker's Theater in Chicago in 1877. She first played at the Lyceum Theater in 1887, originating the role of Lucille Ferrand in *The Wife*, written by David Belasco and Henry C. De Mille. She also appeared with Nance O'Neill and was in the Maude

Adams company in *Peter Pan* at the Empire Theater. Her last appearance was in 1931 in the Theater Guild production of *Green Grow the Lilacs*. She was the widow of David Henderson, Chicago newspaperman, who managed the Chicago Opera House. Surviving is a son. Services under the auspices of the Actors' Fund of America were held at Walter B. Cooke's Chapel November 1.

**HILL**—Mabel, chorus girl who has appeared in several music comedy shows, in New York November 2.

**JEWETT**—Chief Yeoman William Sebastian, 53, one-time publicity director for the Swedish Tercentenary Celebration and the Robin Hood Dell summer concerts in Philadelphia, October 25 in the San Diego (Calif.) Naval Hospital following a short illness. He joined the navy three years ago. A daughter, Jacqueline, survives. Services and burial at the Golden Gate National Cemetery, San Francisco.

**KEEGAN**—William, 55, veteran treasurer of the New Jersey unit of the Motion Picture Theater Owners of America, at Wildwood, N. J., November 2. Keegan, widely known in theatrical circles, had managed the Hunt theaters in Wildwood and Trenton, N. J., as well as theaters in Trenton, for the Hildinger enterprises. He had also been connected with the Warren Equity Theater, Allentown, Pa.; Roxy Theater, Philadelphia, and the old State Street Theater, Trenton. Surviving are his widow, Bessie; his mother, Mrs. James Keegan; a sister, Beatrice and three brothers, Paul, Maurice and Edward, all of Trenton.

**KRANICH**—Dr. Alvin, 79, pianist, composer and musical commentator, at his home in New York October 28. A native of New York, he went to Europe in 1887 to study with Anton Rubenstein and for 40 years toured Europe playing his own concertos. He returned to this country in 1930 and from 1932 to 1937 conducted the program *Musical Essays* over Station WNYC. Survived by two daughters and three brothers.

**LUCAS**—John A., 60, showman, at his home in Roanoke, Va., October 31. He had been a clown with various circuses and also worked his two performing dogs. His widow, Mary, survives. Interment in Roanoke November 3.

**LUSSE**—Joseph Casper, 80, inventor of amusement devices for parks and carnivals, November 1 at the home of his son, Richard F. Lusse, owner of Forrest Park, Chalfont, Pa. He made his home in West Palm Beach, Fla., since his retirement 15 years ago and had been visiting his son for the last few months. A pioneer inventor in the amusement devices field, Lusse operated factories in Philadelphia, England, France and Germany. Born in Switzerland, he came

## MAX LINDERMAN

Max Linderman, 58, general manager of the World of Mirth Shows, died of a heart attack in Augusta, Ga., at 10:30 p.m., November 4. Show was scheduled to close the season November 6, the Monday date being added as a special day to the previous week's run.

A native of Russia, he came to this country when a boy and his first connection with outdoor show business was at Coney Island, N. Y. Later he toured with carnivals and for many years had been associated with shows that played the East and South. As co-owner and operator, he had the Boyd & Linderman Shows several seasons in partnership with the late Larry Boyd. He had headed the World of Mirth Shows since the middle 1930s, their territory extending from Maine to Georgia at still dates and leading State and county fairs. During the South Carolina State Fair, Columbia, last month, he had signed contracts to play the 1945 annual for the 11th consecutive year.

A past president of the National Showmen's Association, New York, he was filling a four-year term as a member of the board of trustees. A charter member of the organization, he had long been active in movements for the benefit and betterment of members of the outdoor industry. Among family survivors is his widow, Fanny, who traveled with the shows. Remains were sent to New York for services in Riverside Funeral Home there and interment under auspices of the NSA and other organizations of which he was a member. More details in the next issue.

## St. Louis KXOK Proves Promotion Sells Advertising

(Continued from page 6)

gram promotional message daily. Leading hotels in town, too, get the KXOK treatment, and in their lobbies are placed large display boards containing photographs of KXOK and Blue talent.

For just that added fillip, Thomas and Medearis cooked up a couple of nifties. For one, they made a deal with the three leading theaters in town—the Fox, Missouri and Ambassador (which weekly have a combined attendance of over 300,000). At the end of each feature in these theaters they present to the audiences a special 10-minute news program. These newscasts, not broadcast, have been given the KXOK treatment of attention to small details and are especially written for the theater crowds. It was discovered that the theaters demand a lighter type of newscast that presented a change of pace to relax the movie fans that just had gone thru the emotional strain of seeing a Hollywood production. During Presidential speeches of a non-political nature the voice of the chief executive is piped to all these theaters, while the audiences hear the messages and a KXOK plug.

### War Plants Narrow-Casted

As another stunt, it was arranged to pipe twice-a-day non-broadcast newscasts to the three war plants in the area that employ about 15,000 workers.

As if all that were not enough, the station goes even further and arranges to have its talent make personal appearances during times they are not working in the station. One of its news analysts, W. R. Willis, makes an average of 300 talks a year all over the Midwest. Charley Stookey, farm editor for the station, is known like a brother by all the farmers in the St. Louis area. He has traveled in 46 of the 48 States carrying a KXOK good will message.

### The Promotion Parents

All promotional stunts are the brain children of Thomas and Medearis. Thomas, only 35 years old, has been the station's manager for three years. Before that he managed another *Star-Times* station, KFRU, Columbia, Mo., and before that worked on the WLW sales staff. Promotion has been one of his favorite babies. Medearis, only 31 years old, has been promotional manager of *The Star-Times* and KXOK for a year. In the past he has handled promotional work for the J. Walter Thompson and Gardner agencies. He conceives displays, does all the art work on them, and supervises their production. This he does for all *The Star-Times* promotion as well as KXOK's.

Day after day these two dream up promotional ideas and put them into effect. Sometimes Medearis gets the ideas; sometimes Thomas. As soon as one or the other gets a brainstorm they go into confab that is sometimes wild, woolly, but always eventually productive. They think promotion so much they even dream about it at night. One of Thomas's better thoughts, the idea to superimpose on a map of Europe the area of KXOK's coverage, came to him one night in a dream. The best part of

## Marriages

**ALLEN-FAYE**—Rex Paul Allen to Donna Elaine Faye in Greenwood, S. C., October 25. They have been on the Cettin & Wilson Shows for several seasons.

**AUKER-HARRISON**—Frank Auker to Agnes Harrison in Greenwood, S. C., Oc-

(See MARRIAGES on page 53)

(See St. Louis KXOK on page 53)

## HENRIETTA CROSMAN

Henrietta Crosman, 79, one of Broadway's leading stage actresses, whose career comprised vaudeville, Shakespeare, contemporary drama and motion pictures, at her home in Pelham Manor, New York, October 31.

Born in Wheeling, W. Va., she made her debut at the Windsor Theater, New York, as Lily in *The White Slave*, under the management of the late John W. Ellsler. Subsequently she toured with Robert Downing, appeared in Daly's Theater in 1889 as Celia in *As You Like It*, and then joined the Lyceum stock company under Daniel Frohman, making her first appearance there in 1890 as Phyllis Lee in *The Charity Ball*. From 1890 to 1900 there followed a series of important roles, several of them under the management of A. M. Palmer and Charles Frohman.

In 1900 Miss Crosman achieved stardom as Nell Gwynne in *Mistress Nell* at the old Bijou Theater, New York. It was this play, which her second husband, Major Maurice Campbell, produced for her, that was the start of a quick rise in public favor and a long successful career. Major Campbell, former prohibition administrator for the Eastern District of New York, was her business manager for 40 years. She and her first husband, Sedley Brown, a stage director, were divorced.

Her performance as Rosalind in *As You Like It*, in 1902 ran for 100 nights and she was acclaimed as the foremost Rosalind of her time. However, it was her *Sweet Kitty Bellairs* in 1903, the production for which David Belasco selected her, that won her the greatest success.

Among her other plays were *Roger Le Honte*, *The Idler*; *Mary, Mary, Quite Contrary*; *All-of-a-Sudden Peggy*, *The Duchess of Suds*, *Erstwhile Susan*, *The Merry Wives of Windsor*, *School for Scandal*, *Getting Married*, and *Trelawney of the Wells*. In 1914 she toured in vaudeville in *One Word and Thou Shalt Not Kill* and in 1915-16 in *Cousin Eleanor*.

She was last seen on Broadway as Mrs. Vested in *Thunder in the Air* at the 49th Street Theater in 1929, but she played on the stage in other cities for several years afterward. Among her motion picture appearances were *The Royal Family of Broadway*, *Carolina* and *Three on a Honeymoon*.

She retired to her Pelham Manor home several years ago and since her husband's death in 1942, has lived in seclusion.

Survived by a son and a granddaughter. Services were held at the Walter B. Cooke Funeral Home, New York, October 2.

# MORE WINNERS ENTER BARNES

## Weer to N. C. For Building

New entrance and fronts will be turned out—last fair gives heavy biz

FAIRMONT, N. C., Nov. 4.—J. C. Weer Shows closed their season at Greenville (N. C.) Fair, with all shows, rides, and concessions doing excellent business, officials reported. Equipment was shipped here, where winter quarters were secured in two large tobacco warehouses with plenty of space for building and painting. All wagons are inside, with ample room to erect fronts and rides.

Shows reporting a red one in Greenville included Del and Dorothy Crouch's Motordrome and kiddie rides, Margarette Bradford's Posing Show, William Morosco's Follies, Mrs. Jennie Ray's Funhouse, Jerrie Jackson's Hep Cat Minstrels, and (See Weer Plans Building on page 56)

## Buckeye Gets

### Uptake of 20%

LITTLE ROCK, Nov. 4.—Buckeye State Shows, operating for the second year under the banner of Mike Rosen and Sam Levine, closed the season October 28 in DeWitt, Ark., after a tour of 36 weeks that carried the show 4,197 miles into Arkansas, Tennessee, Kentucky, Missouri, Illinois, Indiana, Michigan, Wisconsin and Minnesota, reported General Agent H. B. Shive. An 82-mile move was made from the closing stand and equipment is stored in three metal buildings adjacent to one another and occupying 12,500 square feet plus a big government fenced-in lot formerly used by the WPA at Archer Avenue and Fair Park Boulevard here. Visitors at quarters last Sunday included Senator Clyde E. Byrd, (See Buckeye Season Up 20% page 56)

## Casey's Units Troupe to Best

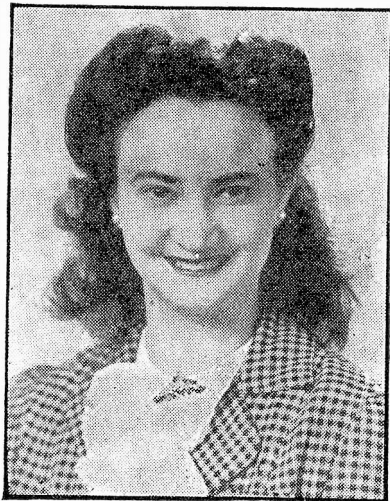
WINNIPEG, Nov. 4.—Reviewing the E. J. Casey Shows' most successful season, Owner E. J. Casey said the close was at St. Vital Fair, near here, August 19, and that six rides, four side shows and about 24 concessions were carried. Shows opened in St. Vital May 15, playing around the Winnipeg district six weeks and then proceeding to Carman, Man., to open the B Circuit of western fairs, which ended at Prince Albert, Sask., August 12.

Receipts for the season were up more than 25 per cent over 1943. Weather was exceptionally good, the show arriving and being set up on time at all fairs, despite travel restrictions, and the (See Best for Casey Units on page 56)

## Virginia Greater Ends Peak Tour

SUFFOLK, Va., Nov. 4.—After a record season the Virginia Greater Shows are home in quarters on Tidewater Fairgrounds here following 31 weeks on the Eastern Shore of Maryland and in Virginia and North and South Carolina, reported Happy Arnold. Closing spot was Clinton, N. C., under auspices of the Volunteer Fire Department, and Chairman Howe S. Dunn and committee co-operated for a bang-up week.

Visitors included W. R. (Red) Hicks; Dot Penny, visiting her dad, Bill Penny; (See Virginia Greater Peak on page 53)



ALVERNA BABBS, 26, legless Motordrome rider, who drives her own specially built automobile, was granted a flying license in Cincinnati last week after a long effort. Riding drome since she was 17 years old, she has never had an accident. With her husband, Louis (Speedy) Babbs, stunt rider, she has tramped in most of the States with their Motordrome.

## ACA Sec Wants Huddle on P-W; Ackley To Talk

ROCHESTER, N. Y., Nov. 4.—Max Cohen, general counsel of the American Carnivals' Association here, said it was planned to go into the subject of post-war planning in considerable detail at the annual meeting scheduled for December 4 in the Hotel Sherman, Chicago. He will recommend formation of a committee on post-war planning to go into the subject during the winter in advance of the opening of the 1945 season.

In anticipation of the formation of such a committee, much material has been gathered for its study, including data prepared by the United States Commerce Department, Department of Commerce of the State of New York, United States Chamber of Commerce; *Journal of Commerce*, New York City, and other (See ACA to Hear Ackley on page 56)

## BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

By Starr De Belle

On Line, Tex.  
November 4, 1944.

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## Showmen's League of America

Sherman Hotel, Chicago

CHICAGO, Nov. 4.—Past President J. C. McCaffery presided November 2, with Treasurer M. J. Doolan and Secretary Joe Streibich. Mustering-Out Fund now totals nearly \$17,000. President F. E. Gooding expects it to reach \$25,000 by convention time. Donations during the week: F. E. Gooding Shows, \$3,871.77; Cole Bros.' Circus, \$50; Sam Boswitz, \$13, and \$100 each from Nate Miller, E. C. Velare, John M. Holmes, Hubert H. Cole and Frank P. Duffield.

President's Party committee, now in action, promise a real affair. M. J. Doolan has all arrangements set for the annual memorial service. S. T. Jessop will get into action December 3 with his registration committee. Bill Carsky and Sam Glickman have completed arrangements for Christmas packages to members in service in the States.

Elected to membership were Harry A. Atwell, Frank H. Chase, Bradley Britton, Ralph Duke, Leo Carrell, John R. Greene, R. J. Kerslake, John Quinn, Louis E. Heth, Floyd R. Heth, William Preacher Munroe and E. J. Hollinger. Past President Edward A. Hock, back from Hot Springs, was taken to American Hospital. Members were urged to keep the secretary posted on changes of mailing addresses. Chairman Sam J. Levy is in action on the annual banquet and ball, and reservations to date are from Reynolds & Wells Shows, Johnny J. Jones Exposition, Boyle Woolfolk, J. C. McCaffery, Alabama State Fair, Hennies Bros. Shows, Henry Susk, E. J. Casey Shows, The Billboard, Conklin Shows, John Quinn, Al Baysinger and L. L. Hall.

Callers have included Jack Gallagher and Jack Levine, Detroit; Duke Drukenbrod, just closed with the Beatty-Russell circus; Nat D. Rodgers, Sol Wasserman, Joe Brown, A. Raymond, William Meyers, Cecil Meyers, Tom Sharkey; William B. Naylor, in from Texas; W. B. Mayer, Charles Spencer, John Clowes, Jimmie Stanton; M. Levy, Pittsburgh; Nieman Eisman and Orlie Wilbur. Sick list includes R. N. (Hi-Ki) Adams, William J. Coutry and Sam Gluskin. News of the passing of member John M. Sheesley was received with deep regret. Meeting scheduled for November 23, Thanksgiving Day, has been postponed till November 24.

### Ladies' Auxiliary

Lucille Hirsch, treasurer, left for New York to spend a few weeks with her  
(See SLA on page 54)

## San Antonio Showmen's Club

Main Ave. and Commerce St., San Antonio, Tex.

SAN ANTONIO Nov. 4.—Club is now in new quarters with Blackie Tarkington as manager. Rooms are newly decorated, with cocktail lounge, reading and writing rooms and recreation and meeting room. Ticket for officers will be put up late this month, election to be held early in December. Alamo Exposition Shows will arrive here next week to go into winter quarters after a very successful season.

Frequent visitors to the new rooms are Ben (Lefty) Block, Charley Schubb, Cecil Perkinsou, Harry O'Brien, Johnnie Graves, White Archer, Harry Coin, Sid Wheeler, Charles Jamison and a visitor from Shreveport, Barney S. Gerety. Dave Stevens and crew returned after playing Louisiana State Fair, Shreveport, with five concessions. Louis (Blackie) Ringold, general agent of the Alamo Exposition Shows, has been here two weeks under a doctor's care.

Roland Smith took rides and concessions to Waco, Tex., his home town, for a six-week stand under auspices of the American Legion Post. Mrs. Smith continues to operate rides and concessions on West Houston Street here. Larry Woods is operating his restaurant to good business. Owing to illness, Mrs. Edna Tarkington has had her photo shop closed for the past six weeks. Mrs. Tillie Miller has arrived from the Alamo Exposition, where her husband, Morris, has been operating concessions. Mr. and Mrs. Buster Shannon, Kansas City, are visiting here. Mike Ruback is now located at the Olmos Night Club here.

## CLUB ACTIVITIES

### National Showmen's Assn.

Palace Theater Building  
New York

NEW YORK, Nov. 4.—A new method of allocating tables for the banquet has been evolved by the committee to obviate necessity of ticket holders' standing in line that night to get table numbers. When tickets are delivered seat numbers will be on them.

Widow of Nate Hirsch was a club visitor. Other visitors were Saul Seligson, James E. Perry, Albert Franko, Ben Rosenberg, Max Friedman, F. E. Virona, Lon Ramsdell, and Al McKee, Kenneywood Park, Pittsburgh. Soldier visitors were Pvt. Paul Gerand and Pfc. Murray Jefferies, from the European theater. Servicemen's letters came from Pfc. Harry Koretsky, Logan Field, Dundalk, Md.; Sgt. Sam Brody and Harold Lupien, from the South Pacific, and Pvt. Oscar Ratanoff, from New Guinea. Jack and Mrs. Perry are in New York for the winter. Member Ben Weiss ran a bingo for the vets' fund and kicked in with \$118. Funeral services for Tommy Fallon were under direction of the NSA in Riverside Memorial Chapel here, followed by High Mass in St. Malachy's Church and interment in Calvary Cemetery. Father of members Sam and Irving Berk died recently, bringing them home from the road. Frank Schillizi, in Veterans' Hospital, the Bronx, was to undergo another throat operation November 6. Louis Light is still in Lenox Hill Hospital, taking treatment under Dr. Jacob Cohen. Member Nathan House, at his son's home in Rahway, N. J., is recovering from a leg amputation and having measurements taken for an artificial limb.

President and Mrs. Oscar Buck, back from Hot Springs, stayed a few hours then went to winter quarters in Troy, N. Y. They will be back for the November 8 meeting. President Emeritus George A. Hamid, who heads the banquet entertainment committee, reports that he and his aides are assembling the best show ever. Fred Murray, dais committee, said long speeches would be taboo; laughs will be the motif and speed will be the requisite. Vice-Chairman Sam Rothstein said a sell-out was sure on November 29 in the Hotel Commodore. Letters and calls in the last week were from Harry Kahn, Patsy Mandaiari, Matthew J. Riley, L. J. Siegel, Daniel O'Connor, Harry Heller, Sam Robbins, Sam Finkel, Peter Molnar, Harry Katz, Albert Franko, Ernest Kern, Francis Kelley, Leo Eichholz, Dave White, Ralph Decker, Wendel Kuntz, Joe Trossey, Leo T. Jordan, Albert Gerand and Keith Buckingham.

### Ladies' Auxiliary

November 8 meeting will be devoted to nominations of officers and President  
(See NSA on page 54)

### Michigan Showmen's Assn.

156 Temple Avenue, Detroit

DETROIT, Nov. 4.—Meeting October 30 was attended by 58 with President Harry Stahl, First Vice-President Jack Gallagher, Second Vice-President Manny Brown, Treasurer Louis Rosenthal, Secretary Arthur J. Frayne and Chaplain Edward Ford in the chairs. Memorial services were held for member John M. Sheesley, the assembly standing with bowed heads while Chaplain Ford read services, followed by a recorded hymnal. Communications came from Mr. and Mrs. John D. Sheesley, Erwin Eule, Harry Schreiber, Joseph Gross and National Showmen's Association. Elected to membership were Dave H. Diamond, Eddie Douglas and Jerome S. Gottlieb. Glen Hockett, reporting for the membership committee, said there were 172 new members in the first 10 months of 1944. After a talk by Nate Golden on the club's coming election and the duty and necessity of members voting and being available as candidates, 17 nomination petitions were filed during a 15-minute recess. Member Max (Cappy) Kaufman, coxswain in thenavy, returned on fur-

(See Michigan Showmen's Assn., page 54)

### Pacific Coast Showmen's Assn.

623 1/2 South Grand Ave., at Wilshire  
Los Angeles

LOS ANGELES, Nov. 4. — Monday night's session was presided over by Joseph Mettler, third vice-president, with Bill Hobday and Lou Johnson teaming their efforts as secretaries, and John T. Backman, treasurer. Attendance hit an excellent high, proving that more shows are in moth balls, altho at least eight will do the perpetual motion stuff this winter. Ed L. Mann, proposed by S. L. Cronin and Ted LeFors, and Albert H. Larson, sponsored by Lloyd Lusby and Ben H. Martin, were elected members. Otto Frank, Herb Usher and Ivan M. Christie each presented the building fund with a War Bond. Vic Johnson was reported improving in General Hospital, and Al Martin critically ill at home, no visitors being permitted.

"Back Home Again" department was represented by Lee Barnes, Louie Bis-singer, Tom Murray, Sammy Bostwitz, H. C. Clifford, Bob Murdock, Walter Newcomb, Dutch Schue, Roy Moyer, Harry Gordon, Wallace O'Connor, Tom Heeney, Bert Chipman, Bill Carpenter and Hort Campbell. Member Greenshaw, of the Conklin Shows, brought greetings. About 9 o'clock the members of Ladies' Auxiliary moved in to hear Al Blake tell exciting experiences as an espionage agent for the Japanese Government and co-incidentally working under cover with the U. S. Navy Intelligence and Federal Bureau of Investigation. Custodian Ben Beno, L.C.-USN, served a substantial buffet lunch.

### Ladies' Auxiliary

Meeting October 30 had 46 members in attendance and two guests. Letters came from Ball Chairman J. Ed Brown, urging early reservations, and Mabel Stark, who is now in war work. It was reported that Leone Barrie was to undergo an operation, that Lucille Gulligan was ill and that Lalia Pepin was better. Bank Night award went to Dot Cronin, who  
(See PCSA on page 54)

### International Showmen's Association

Maryland Hotel, St. Louis

ST. LOUIS, Nov. 4.—President John Maher presided at the last meeting with Francis L. Deane, secretary, and Leo Lang, treasurer. Eight members paid 1945 dues. The brief business session was followed by the usual lunch, refreshments and card games. Tonight Leo and Gertrude Lang celebrated their 25th wedding anniversary in the club-rooms, which were attractively decorated for the occasion. The Langs invited memberships of this organization and the Missouri Show Women's Club as guests. There were an orchestra for dancing, vaude acts, refreshments and supper.

## Heart of America Showmen's Club

Coates House, Kansas City

KANSAS CITY, Mo., Nov. 4.—Second meeting of the fall season October 27 called to order by President C. F. (Doc) Zeiger, with Secretary G. C. McGinnis and Treasurer Harry Altshuler present. Financial report revealed the club in excellent condition. Charles Henry Crist and Charles Waldo Elder were voted into membership.

A. Litvin, Houston, remitted 1945 dues and a generous contribution to the cemetery fund. Mrs. Jack Moon was reported in Wesley Hospital for an appendectomy. Board of directors met before the regular meeting, and President Zeiger announced that at its next meeting several important matters would be considered. He instructed the entertainment committee chairman to serve lunch after each meeting during the season, saying that he would make up any deficiency in the fund for this purpose. Chairman Buck Ray, banquet and ball committee, reported he would soon announce the program for the week of December 25.

Ladies' Auxiliary was to open its season November 3 and be guests of the HASC at a luncheon after the regular meeting.  
(See HASC on page 54)

## Miami Showmen's Association

236 West Flager Street, Miami

Custodian Carl Kalansky left for Miami to open the clubrooms on November 1, the first meeting of the season to be held soon, reported MSA Secretary Milton S. Paer, Endy Bros.-Prell Shows. At a recent meeting of the board of directors these were elected to membership:

Michael J. Doolan, Harold M. Gordon, Joe Pontico, M. B. Austin, Eddie Phillon, Tommy Martin, Gus Bethune, Henry Runge, Vince McCabe, Maxwell Kane, Joe Brown, A. R. Whiteside, Steve Billen, James Clare, R. H. Hinchley, Fred Reed, Andy Markham, Elbert Kelly Bragg, George Harris, Stanford A. Baker and Mendel Lemesh, sponsored by Harry W. Hennies; W. R. Harris, William H. Mangon, James H. Short, Charles H. Groder, A. B. Jones, James C. Dunavant and Herman S. List, by Carl Kalansky; Daniel  
(See Miami Showmen's Assn. on page 54)

## AMUSEMENT DEVICES

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★ ★ ★  
PACIFIC COAST SHOWMEN'S ASS'N  
623 1/2 S. GRAND AVENUE LOS ANGELES 14, CALIF.

## MIDWAY CONFAB

Communications to 25 Opera Place, Cincinnati 1, O.

### HOME?

EDWARD A. HOCK, Chicago, is taking the baths at Hot Springs.

VI AND AL PETKA moved into their new house trailer and will winter in New Orleans.

LIZZIE AND LOUIE SELZER are wintering in Monticello, Ark., with their Monkey Show.

MR. AND MRS. WILLIAM BARRY and family purchased a 23-foot trailer and are living in it at Joliet, Ill.

JACKPOTTER: "Think I'll go out and mooch a town monkey for a cigarette."

J. C. McCAFFERY returned to Chicago October 31 from New Orleans and is laying plans for the President's Party of the Showmen's League.

NAT D. RODGERS, who is sojourning in Chicago, has been bringing in some nice bags of mallards from Northern Illinois.

FROM Kane, Pa., G. H. Bonocastle penned he had booked his high striker and American palmistry with the Pioneer Shows.

ARTHUR MANSFIELD infoed that his brother, Robert (Bobby) Mansfield, of the James E. Strates Shows was in Florida Sanatorium and Hospital, Room 307, Orlando, Fla.

HOME RUNS may mean something to the baseball fraternity, but they're the bunk for the guy closing without.

JAMES M. BAKER closed a successful season with Moore's Modern Shows, where he had a Girl Show and a Snake Show. Said he did not lose a Monday and that the Girl Show topped shows.

THOMAS NISWANDER, Huntington, W. Va., stopped in *The Billboard's* Cincinnati offices and reported a big season with his three photo galleries in and around West Virginia. He formerly was general agent for several carnivals.

HARRY E. LA BREQUE, well known in the outdoor show world and for the past nine years manager of New Jersey State Fair, Trenton, is spending some time in Chicago renewing old acquaintances and resting.

AFTER a late swing around shows and fairs gunning his digger interests, R. K. (Bob) Parker has retired to his fishing

## Legless Pilot

CINCINNATI, Nov. 4.—Climaxing a three-year struggle to obtain a flying license from the Civil Aeronautics Administration, Mrs. Alverna Babbs, 26-year-old legless woman, October 30, became the first such handicapped person to be granted such a permit. Credited with 45 hours of dual control flying, accompanied by instructors, she made her first solo flight at Lunken Airport here October 6. Only difference in her dual-control plane is that her husband, Louis (Speedy) Babbs, has fitted it with a hand brake instead of a foot brake and wheel controls instead of conventional foot pedals. Mrs. Babbs, who lost both legs in an accident when she was 13 months old, has toured Ohio and other States with the Motordrome owned by her husband and hopes that by gaining her flying license disabled veterans will be able to get their permits more easily.

into quarters for his meals, the makings and a little Saturday walk-around money.

AL COLE, well-known promoter, who recently had a successful automobile promotion with the John R. Ward Shows in Mobile, returned to Miami to spend the winter. While in Mobile he encountered Walter B. Fox, whom he had not seen in years.

JACK STRIKER, shooting gallery operator, closed the season on the road and opened in the Arcade Building, Racine, Wis., for his 11th season, reported George Moss. Striker recently saw his son, John, who was on furlough from Camp Hood, Tex., and who reported back to Fort Benning, Ga.

NELSON BREESE, ride man who played a number of dates this summer, and is located in Norwood, O., visited Cincinnati offices of *The Billboard* last week. He has an old-timer working for him—Albert (Frenchy) Miller, who was with the Mighty Haag and other circuses.

AFTER a successful season as annex feature with T. W. (Slim) Kelley's Oddities, Bobby Kork penned from Hamlet, N. C., that the show is playing museums with Asheville, N. C., to follow Hamlet. Cash Wiltse, advance agent, reported the museum booked all winter. Personnel includes Christine Holley, alligator girl, and Mary Patton, tattoo girl.

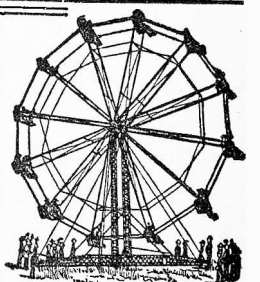
A BIRTHDAY party was held October 25 for Dixie Dixon, concessionaire with the Central Amusement Company, in Firemen's Hall, Scotland Neck, N. C. Guests included show personnel, Firemen's Association members, Jessie Shearin, chief of police; James Wilkerson, fire chief, and Skip Watson, banker. Sandwiches and drinks were served by Betty Beck and gifts were received.

MANAGERS of carnival organizations are asked to send their winter quarters or mail addresses to *The Billboard*, 25-27 Opera Place, Cincinnati 1, O., so that mail may be forwarded promptly.

HULBURD'S bears and dogs closed November 4 as free act on the Berryhill United Shows. They had joined July 3 in Copper Hill, Tenn., thus making an 18-week engagement. Byron N. Hulburd reported that he had signed with Leo Berryhill for the '45 season, to open March 3 and run 35 weeks. Hulburd,

### HARRY J. BATT SAYS:

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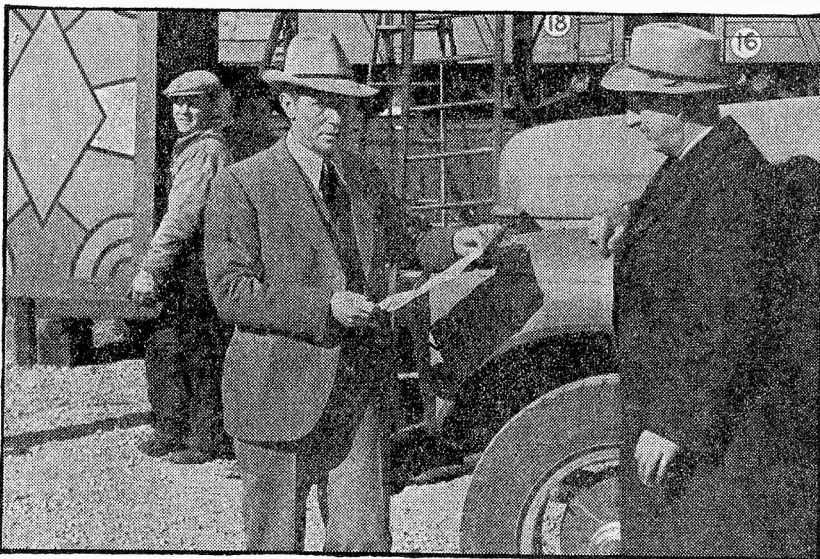
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**HUGHES GREATER SHOWS**  
**WANT**  
For all winter—Photos, Popcorn, Grab, small Show with transportation. Tex and June Butler, Bill (Baldy) Coplar and Jack Davis, wire. Fats Bullock wants Agents and Dealers. Come on—Belzoni, Miss.

**BUFFALO SHOWS**  
For the 1945 route will sell exclusive on the following: Penny Arcade, Fish Pond, Bowling Alley, Teddy Bear Hoop-La, Long Range Cork Gallery, Guess Age, Guess Weight, High Striker, String Game, Basket Ball, Candy Floss, Potato Chips, Frozen Custard. No exclusives on Ball Games or Penny Pitches.  
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**FOR SALE**  
Predit Rotary Cylinder Peanut Roaster, 20-lb. capacity. Burch's French Fry Pop Corn Machine. Both chromium trim. Each \$450.00. Pre-war machines.  
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Huntingdon, Penna.



J. W. (PATTY) CONKLIN, president of the Conklin Shows, buys a Victory Bond in Canada's Seventh Victory Loan Drive at the show's winter quarters in Brantford, Ont. F. C. Richardson, county loan organizer, sent the photo without knowledge, he said, of the Conklins, adding: "Salesman is Clyde Coffing, a staff member of the show. Picture is one of 18 which appear in the local newspaper during the loan, each photo showing an actual bond sale among all sorts of people and conditions. Patty and Frank Conklin are always liberal subscribers in all Victory Loan campaigns. We have a bond drive every six months in Brant County, population about 50,000. In the sixth loan \$9,085,000 was subscribed. In the present drive we expect to raise \$10,000,000."

WILLIAM B. NAYLOR, who closed the season as publicity director for the Cavalcade of Amusements, returned to his home in Oak Park, Ill.

CHI convention soon, which will include the bars, the buzz and the "B's."

AL P. HILL, former concessionaire with the Buckeye State Shows, Wallace Bros.' Shows and other carnivals, is now operating the Hill Hotel in Mobile.

JACKIE (LEE LA DEAN) DALE, annex attraction, who closed with J. J. Benjano on the World of Today Shows in Fort Smith, Ark., plans to be with Benjano next season.

WHILE visiting friends in Chicago, Harry Fink and Ted Comfort purchased a car and returned to Little Rock, where Comfort has a tattoo stand, until next season.

**Idealistic**  
"MOVIES of carnivals are never true to life," remarked a jackpotter. "You're right," shot back a listener. "They always picture ride boys wearing uniforms or clean shirts."

preserves at Inverness, Fla. Current guest piscatorialist is J. C. (Tommy) Thomas, g. a. of the Royal American Shows.

OLD gag, "Next week will be a red one," was more of a fact than a fable during the past season.

WALTER DRAUGHON, secretary of East Nashville (Tenn.) Civic Club, reported the club had signed a contract with Manager R. E. Stewart, Regal Exposition Shows, for a showing in Nashville six weeks in April and May, 1945.

JAMES R. SHIPMAN, Berryhill United Shows, who went to Oklahoma City to purchase equipment for his photo machines, is enlarging and modernizing his concession and intends to work in the South until spring.

MR. AND MRS. F. S. (POP AND MOM) MATHEWS, Bedford, O., concessionaires in Puritas Springs Park, Cleveland, passed thru Cincinnati last week en route to Miami for the winter, reporting an excellent season.

JAMES L. REED, ride superintendent and Minstrel Show operator with Wallace Bros.' Shows, carded from Jackson, Miss., that the org had a successful season and was in winter quarters on the Colored State Fairgrounds at Jackson.

THERE was a time when a workingman considered himself lucky if allowed to go

who will winter in Nashville, has booked his two bears, Tom and Jerry, for the winter.

AFTER closing the season with the Buckeye State Shows at DeWitt, Ark., Oddities-on-View opened at 210 Main Street, Gillett, Ark. Personnel includes Lou Davis, owner, mentalist, magic and illusions; C. W. Eyster, co-owner and manager; Bob-Bobette and Stella Stevens, annex attractions; Bobby Garrit, lecturer, sword and glass dancer; Bongo, snakes and torture act, and Fanny May, girl with four legs.

BEN WOLFE, head of the Wolfe Amusement Company, after a 30-week season, his biggest in the biz, closed in Augusta, Ga., and stored equipment in his permanent winter quarters in Royster, Ga. He is visiting his mother in Worcester, Mass., and while there bought a Fly-o-Plane in line with plans to enlarge. On his way to Florida for a rest he will stop in New York to purchase other equipment. Quarters will be opened February 1.

SINCE leaving the Bud Anderson Circus in Missouri, Tige Hale visited Dailey Bros.' Circus, Beatty-Russell circus, Royal American Shows, Max Goodman rides, Hennies Bros.' Shows, Mighty Sheesley Midway, John R. Ward Shows and Andy Bros.-Prell Shows. His Gold Medal Band played with Dodson's World's Fair Shows in Jacksonville, Fla., 12 days. Hale plans to play the remainder of the season with Bellamo's Band on the Playland Shows, and take the Gold Medal Band out again next season.

BILL (BINGO) RICHARDSON closed a 34-week season November 4 as bingo manager on the J. F. Sparks Shows. He opened in March in Forest, Miss., and lost only one week, which was in Newark, O. Banner weeks were in Marion, Ind.; Marion, O.; Knoxville, Tenn.; Mansfield, O.; Elizabethtown, Ky.; Lawrenceburg, Tenn.; Florence, Ala.; Panama City, Fla.; Marianna, Fla., and Ozark, Ala. Bingo will be stored in Birmingham and Richardson plans to join the Royal American Shows for the remainder of the season and go to Virginia December 6 to officiate at basketball games. This season completed his 24th year in show business.

HENNIES BROS.' SHOWS moved onto a large lot October 26 in the Mid-City area, across from New Orleans Southern League baseball park for 18 days under auspices of the American Legion Post at a Victory Celebration and Fall Festival. Attendance on the first four days was not encouraging, in spite of good location and ideal weather, since the show came from Panama City, Fla., where attendance for a week's stand was reported unusually good. Only a little late, the show came in without much trouble and the grounds were in good shape. Kiddies' matinees were scheduled for three Saturdays, show using plenty of radio time but no daily sheet spread.

LIZZIE SCHMIDT, first-season Hawaiian dancer, infoed that she would not play night clubs this winter, as formerly planned, because the grass skirt belonged to the show, but would return to Fish Diner, on Highway 10, as a waitress.

AFTER 20 weeks of operation, the Pioneer Victory Shows entered winter quarters in Waverly, N. Y., reported Mickey Percell, manager. First six weeks in a park did not come up to expectations. The 14 remaining weeks were still dates and celebrations in Pennsylvania. Show opened Decoration Day and closed October 3, the season proving good. After closing, Manager Percell played a few fairs with concessions. Plans to enlarge the show are under way, with a crew in quarters building equipment. Personnel includes Mickey

## In the Armed Forces

FIRST LIEUT. FRANK M. SUTTON JR., serving overseas in the South Pacific, has been transferred to the infantry.

SGT. GEORGE HARRIS, concessionaire in Jefferson Beach Park, Detroit, and with various carnivals, was recently promoted to staff sergeant.

PVT. JAMES (BENNY MALLON) MALLWIN, 35803744, former concession agent on the Beckmann & Gerety Shows and Rubin & Cherry Exposition, is stationed with APO 1119, care of postmaster, San Francisco.

DWIGHT BAZINET, one of the owners of the Bazinet Shows and now in the Persian Command of the U. S. Army, was a Chicago visitor on his way to his home in Minneapolis, where his father is ill.

GORDON ENGELBRINK, former concessionaire on the World of Pleasure Shows and now a navy mess cook on a tanker, is the second generation of show-folk in his family to serve in World War II. His father, Michael Engelbrink, who was in the army, was discharged some months ago and is back operating the shooting gallery in Eastwood Park, Detroit.

CORP. GEORGE DUNN, stationed at Fort Monmouth, N. J., was recently promoted to sergeant. T/Sgt. Elton Edwards, 34167732, formerly of the Beckmann & Gerety Shows, is stationed with APO 17345, c/o postmaster, New York. Mrs. Richard Schwanz, Tampa, visited her brother and sister-in-law, Sergeant and Mrs. Edwards, before he left for overseas.

DANNY LAROUCH JR., tall gunner, is with his old crew in the European theater. He met his entire old crew in Dyersburg, Tenn., about a month ago before leaving for abroad, and while the crew was gathering in Dyersburg, young Danny was visited by his father and mother. Members of the crew call the 26-year-old Danny "Pop," as he is the oldest of the bunch.

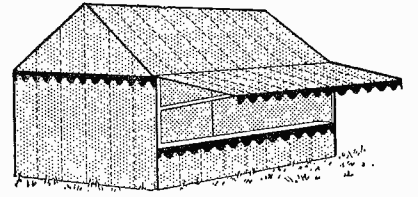
Percell, manager; Mrs. A. Percell, secretary; H. J. Leonard, general agent; Harry Hinkal, transportation manager; Herbert Shipman, ride superintendent.

JOHN A. WALKER reported that Joe Sorensen's Hollywood Novelty Show, which opened in Little Rock, was in its third week to good business. Negotiations are under way to enlarge the building, giving it an additional 10 feet. Line-up includes John and Cozy Walker, musical, mental and magic act; Wilkins and May, bloodless surgery; Princess Tiny Milburn, midget entertainer; Art Barr, military giant; Marie Dugan, fire and poison eater; Nellie Bryson, sword box; Bertha May, electric chair; Tim Harris, revolving head; Peggy and Johnny Swindell, dancing girls; Lupe Conover, Oleeta Carmen; Ruth Anne Kerr, fish bowl illusion; Ida West, Indian princess; Rambo West, front man; John Evans, ticket taker; Waxine, lady mechanical doll. Sorensen made a plane trip to St. Louis and returned with new fixtures, plush curtains, neon signs and costumes for the museum.

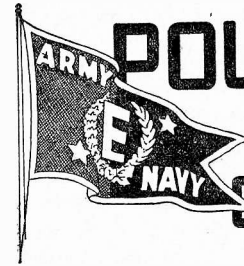
THREE couples of the Cetlin & Wilson Shows, who were married in Greenwood, S. C., October 25, have been with the org a number of years, reported Edward K. Johnson, show's contracting agent. Probate Judge C. H. Jones married Irene Pierce, 31, born in Boston, Ky., to Joseph Du Pont, 35, born in Norwich, Mass., ceremony being witnessed by Judy O'Dell. Judge Jones also united Donna Elaine Faye, born in 1925 in Winston-Salem, N. C., and Rex Paul Allen, born in 1913 in Greenville, N. C., and Agnes Harrison, 23, born in Nashville, and Frank Auken, 32, born in Worcester, Mass. Among visitors at Pee Dee Fair, Florence, S. C., were J. C. Weer, J. C. Weer Shows; George W. Nichols, Knapp Bros.' Shows, Brockton, Mass., who trouped with Johnson in 1912, and Louie King and L. W. Brown, Kirkwood Shows, who stopped over on their way to Kingtree, S. C. Mr. and Mrs. William R. (Red) Hicks joined the show in Wilson, N. C. Floral pieces were sent by the personnel to the funeral of John M. Sheesley in Harrisburg, Pa., November 1.

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Wire FRANK HARRISON or MILTON McNEACE, St. Matthews, S. C., this week.

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"THE CROSSROADS OF THE UNIVERSE"

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# FROM THE LOTS

## Ark.-La. States

Texarkana, Ark. Week ended October 29. Auspices, L. C. of T. Location, East Ninth Street. Weather, cool. Business, good.

Cool nights sent crowds home early, but warmer weather during the week-end gave near-capacity business Saturday night. Show moved into Louisiana at close of the engagement after playing four Arkansas fairs, including the Pine Bluff State Fair. The writer secured a permit to operate attractions in the business district and will remain here until January 1, opening on a downtown lot November 1 with two rides and 10 concessions. Remainder of the show will play South Louisiana during late fall under the Singleton United title.  
J. (BILL) CARNEER.

## Dodson's World's Fair

Beaumont, Tex. Eleven days ended October 22. Auspices, South Texas Victory Fair. Weather, fair. Business, excellent.

Shows, rides and concessions had one of the record fair engagements of the season. Under direction of the Young Men's Business League, which has sponsored the fair for two years, with Karl Schwartz as secretary-manager and associates, including Reece Martin, commissioner of parks and playgrounds, exhibits far exceeded hopes of officials and the spacious buildings were overflowing. Midway grosses were reported by President M. G. Dodson to have passed the previous year's by almost 40 per cent. Negro Day was largest in history of the fair with over 32,600, and shows, rides

and concessions worked until almost 3 a.m. Joy Night and Children's Day were also high spots.

Closing Sunday after midnight, loading was done by 8 a.m. for delivery from the Santa Fe to the Southern Pacific Railroad to New Orleans, then over the L. & N. to Chattanooga, Fla., to the A. C. L. for movement to Jacksonville, Fla., contracting being done by Al Bradley, assistant manager and traffic manager. Visitors included showmen from South Texas, Louisiana and Arkansas.  
PAUL BARRON.

## Allen & Nickerson

Greensboro, Ala. Week ended October 28. Auspices, American Legion Post. Location, Emerson Showgrounds. Weather, clear with cool nights. Business, satisfactory.

Because of several truck breakdowns en route, the show did not open until Tuesday night. It was the first organized carnival here in several years, special city permits having been granted the Legion Post to raise funds for erecting an honor roll on the public square. Colored patronage was much in evidence, especially Saturday afternoon and night. Location, one block from the post office, had much to do with heavy Saturday attendance. William Perry, who had been with the show all season, left for Pittsburgh for the winter. While in advance, the writer met A. C. Bradley, traffic manager of Dodson World's Fair Shows, on a train and an old-time gabfest was in order. No announcement as to closing date as yet and it looks like a long season. After an absence of two years, Mrs. Fox and the writer will again winter in Mobile.  
WALTER B. FOX.

## Crescent Amusement

Bishopville, S. C. Week ended October 21. Auspices, Lee County Fair. Weather, varied. Business, big.

Arrived from Union, S. C., and the show opened on schedule Monday night to a large crowd. Weather turned cold Tuesday but did not stop crowds from coming. Hurricane from the East Coast played havoc with the midway early Friday morning. Show tops were flattened. Minstrel, Side Show and Merry-Go-Round tops were torn to threads. Eagle-son's Side Show was damaged beyond repair and he closed and moved to his quarters in Allendale, S. C. All hands whipped things into shape and everything was operating by 4 p.m. to excellent business. Saturday, closing day, proved big. A War Bond was given away daily. George Lambert closed with his diggers and went home to St. Petersburg, Fla. Show moved to Concord, N. C., for closing October 28 and then into winter quarters in Gastonia, N. C.

Union, S. C. Week ended October 14. Auspices, Union County Fair. Weather, chilly nights. Business, excellent.

One of the biggest weeks of the season was registered here. Children's Day on Wednesday broke records. Merry-Go-Round had top ride money, with the Spitfire a close second. Foss's Crime Show played to excellent business all week. Bob Fisher's Five Fearless Flyers went over big. According to fair officials, attendance and receipts on Children's Day almost doubled last year's. Writer visited Bob Fisher who tramped with him in the West for two years. Strates Shows were at Spartanburg (S. C.) Fair and visits were exchanged between shows.  
LOUIS BRIGHT.

## SPONSORED EVENTS

Veteran, Lodge and Other Organization Festivities

Communications to 25 Opera Place, Cincinnati 1, O.

# New Minn. Aquatennial Head Lists Attractions in Aims

MINNEAPOLIS, Nov. 4.—Minneapolis Aquatennial Association's directors, meeting in the Radisson Hotel here, elected Edward A. Schlamp president to succeed Neil R. Messick, of the Hotel Nicollet. Other officers chosen are E. O. Wilson, vice-president; Jerry Moore, secretary, and D. W. Onana, re-elected treasurer. New board members are Frank J. Collins, W. N. Dickson, Tom Hastings, Messick, James McHugh, Alan Hoag, Don McReavy, Gerald L. Moore, Walter P. Quist, Leonard F. Ramberg, David Silverman, Herbert W. Ward, William Benson, Henry Baker, Charles Pyle, Earl T. Winget, Cecil Young and George L. Phillips.

Mayor Marvin L. Kline, Chief of Police Elmer Hillner and Rita Vaux, executive secretary of the association, were named ex officio board members. Hold-over

members are Onan, Schlamp, Wilson, Perry Snyder, C. E. Anderson, W. F. Granges, Malcolm McDonald, Aime Pouliot, Joyce Swan and Vernon S. Welch.

President Schlamp outlined these objects and purposes of the association: Advance of civic betterment and general welfare of the city and exploitation of its trade, commerce, religious and educational life by providing recreation and entertainment for all classes; advancement of commercial, economic, social, musical and athletic interests; creation of good will between people of Minneapolis and other areas and expansion of commercial and social relationships in the general trade area; provision of a program of sports and attractions for the common interest; promotion of such events and attractions as shall appeal to Minneapolis and attract visitors.

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32d Annual

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Order at Once—Supply Limited.

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Buy From Largest Bingo Manufacturer in the Country. 3,000 Series, Extra Heavy Round Cornered Black Back Cards, 3,000 Series Large Featherweight Sheets, 1,500 and 3,000 Series Small Special Game Sheets, Round Cardboard and Plastic Markers, Bingo Cases, etc.

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\$25.00 Half Body Showing All Organs. Cost \$300.  
\$2.00 Pr. Used Chicago & Richardson Skate Plates.  
\$12.00 Five Genuine Skulls Monkeys. Glass Case.  
\$35.00 New Khaki Sleep'g Tent, 12x14 Ft. Others.  
\$15.00 Small Camel. Great Prop for Oriental Show.

### WEIL'S CURIOSITY SHOP

12 Strawberry St. Philadelphia, Pa.

## WILL BUY

Single Loop-o-Plane without motor, any condition.

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WARSAW, N. C.

## HOWARD INGRAM WANTS

Agents for Slum Stores, Workingmen to erect Concessions, one Semi Driver.

Join this week, Ft. Pierce, Fla.

# Chi Conclave of Vast Importance

## Rockaway Dads Give Thought To Post-War Plans

ROCKAWAY BEACH, N. Y., Nov. 4.—The Rockaways are planning extensive post-war improvements and local authorities and civic leaders are expected to huddle soon to study the blue-printing procedure. In the point of transient patronage, the Rockaways are surpassed only by near-by Coney Island, N. Y. On a normal summer week-end the attendance runs well over the 1,000,000 mark.

Transportation from the outside is considered too slow and expensive to be in keeping with plans to further popularize the resort. Thus civic leaders have set the matter of transportation as their key objective. A 10-cent fare to New York and a cut in travelling time by one third by means of the creation of rapid transit is the objective.

The present Boardwalk, extending from Far Rockaway to Rockaway Park, is five and a half miles long and an effort is being made to extend the promenade another couple of miles to link it with Riis Park, Neponsit, N. Y., municipally operated resort. Next to the beach itself, the 40-foot Boardwalk is the high spot in the Rockaway's offerings. A handsomely shrubbed parkway adjoins the Walk for two miles. It is proposed to extend this improvement an additional three miles.

Playland Park, Steeplechase, is the largest amusement enterprise in town. There has been a pronounced shortage in bathhouse accommodations during the past few years, but as the result of the fact that officials have refused to permit a lifting of the building zone plan, it has not been possible to construct any additional pavilions. After the war this zoning set-up is expected to be altered to permit construction of bathing pavilions.

Another post-war step that requires action, in the opinion of local amusement men and leaders, is the development of a water pressure system of sufficient strength to check fire possibilities. In the past three decades, conflagrations have come along consistently to raze properties, particularly in the Boardwalk areas, because of the pressure troubles.

## Casey Shows Buy 3 Winnipeg Rides

WINNIPEG, Nov. 4.—E. J. Casey Shows have acquired three of the major rides formerly in River Park Amusement Center here. They are Big Eli Wheel, Merry-Mixup and giant Herschell-Spillman Merry-Go-Round. The last named is not portable and Manager Casey is planning a location for it in the Winnipeg district.

All rides are being overhauled in the Casey shows' winter quarters, St. Vital, Winnipeg.

## Heinz Pier May Be Rebuilt

ATLANTIC CITY, Nov. 4.—With the H. J. Heinz Company giving up its hurricane-wrecked pier which was used as an exhibit since 1898 two other companies are interested in the site and may rebuild it as a national exhibit, it was learned last week. Meanwhile, Hazel Hartman, for many years manager of the pier and a director of the Chamber of Commerce, is staying on here as representative of the Garden Display Company, a firm engaged in manufacturing gliders and other war materials for the government.

PHILADELPHIA. — Roger B. Conant, curator, announces additions to the Philadelphia Zoo of two Patagonian cavies (*Dolichotis Magellanica*) from South America. The new animals came from the St. Louis Zoo.

## Lusse Pioneered In Ride Devices

CHALFONT, Pa., Nov. 4.—Joseph Casper Lusse, 80, who died Wednesday (1) at the home of his son, Richard F. Lusse, owner of Forrest Park here, was a pioneer inventor and manufacturer of amusement devices and at one time operated factories in Philadelphia, England, France and Germany.

He came to this country from his native Switzerland 68 years ago and for a number of years worked as a machinist. Lusse has a long list of amusement devices to his credit, including the jumping horses on Merry-Go-Rounds, Skooter cars and a score of others. He also invented and marketed a noodle-making machine. Further details in Final Curtain, this issue.

## Eastw'd Skeds Bingo And Rink for Winter

DETROIT, Nov. 4. — Winter program for Eastwood Park, East Detroit, has been set, with the skating rink and all-season bingo game remaining in operation thruout the winter. Rink continues under the management of Frank Kutzen.

Remodeling has been started on the Show Boat, funhouse. Fronting is being redesigned in keeping with recent construction along the midway.

## Macon Play'd Pans Big for W. E. Franks

MACON, Ga., Nov. 6.—Closing of Playland Park here, operated by W. E. Franks, has been set for November 11. The season opened in April and business has been excellent, said Franks.

Preparations for the new season will get under way shortly after the holidays. New season opens around April 1.

## Pleasure Beach Gets R. R.

BRIDGEPORT, Conn., Nov. 4.—Pleasure Beach, municipally operated amusement park here, has acquired a miniature railroad to transport patrons from the pier, where the ferryboat Brinckerhoff lands, to the park. Park Director Perry W. Rodman says that rails have been purchased from Timothy Murphy, Pleasure Beach concessionaire, and they were brought in from Caroga Lake this week. The ferryboat is being reconditioned at Kingston, N. Y.

## American Recreational Equipment Association

By R. S. Uzzell

If planning makes for a successful meeting, then the forthcoming Chicago conclave will be a huge success. Our national association has some of the best men in the industry prepared to step in and pinch-hit. The program chairman, Brady McSwigan, of Kennywood, Pittsburgh, knows his way around in the park business and can be depended upon to produce a program that will hit the bull's-eye.

American Recreational Equipment Association will hold its 20th anniversary meeting at the Chicago convention. As usual, it will be held early in the week so as to not interfere with the regular program of the park and pool men. Wallace St. C. Jones, of Boston, is our program chairman. This veteran program-maker has never failed us, nor will he be this time. Among speakers he has procured to date is Harry A. Ackley, consultant of amusement division, OCR, at Washington. Ackley will tell us just what materials we can have and precisely how to get them.

Bill Rabkin, our president, with his usual energy, will bat hard for the success of our meeting. He, among others of our members, has a war contract to

## Park, Pool, Concession Ops To Mull Over Major Problems

McSwigan, Guenther map strong programs—insurance, availability of materials, future operation and new amusement tax proposal will be prime subjects

CHICAGO, Nov. 4.—Invitations to attend the 26th annual convention of the National Association of Amusement Parks, Pools and Beaches, to be held at the Hotel Sherman December 5, 6, and 7, have just been mailed by the secretary's office to the association's 'big mailing list.

In a recent interview with a representative of *The Billboard*, President Leonard B. Schloss, of Glen Echo (Md.) Park, emphasized the importance of attending the meeting because of particular problems which will confront all operators in the future.

"The program committee, headed by A. B. McSwigan, of Kennywood Park, Pittsburgh, has produced an exceptional fine program," Schloss said. "Likewise, Henry A. Guenther, of Olympic Park, Irvington, N. J., has arranged daily round-table discussions on pool subjects which no pool operator can afford to miss.

"Nevertheless, there are certain big problems which will receive particular attention because of their importance. The havoc wrought by flood and fire thruout the country during the past few months will, in all probability, disturb our insurance market. The association, thru the co-operation of its insurance expert, John Logan Campbell, Baltimore, has been working on this problem for months and, provided we can obtain the co-operation of a sufficient number of operators, we have this problem licked. This subject will be dealt with at length at the forthcoming convention.

### Maintenance and Repairs

"Then there is the all important subject of materials for maintenance and repairs, not to mention some much-needed new devices. We have all been hoping that the European war would end in time to insure the release of sufficient materials for all of the above purposes. The same situation applies to the future operation of shooting galleries. Harry A. Ackley, consultant of the recreation section of the WPB service trades division, Office of Civilian Requirements, has agreed to attend our

convention and bring us the latest information on these subjects.

### New Revenue Bill

"Then, too, we are to be confronted by a new revenue bill including amusement taxes. Between now and convention time the legislative committee will be active learning what lies ahead of us in this regard so that we can lay our plans to insure the greatest measure of justice to all concerned.

"In addition to these three major (See CHI MEET IMPORTANT on page 42)

## Report Recommends Many Corrections For Ocean Beach

NEW LONDON, Conn., Nov. 4.—There are a number of serious defects in the construction of Ocean Beach Park, city engineer Kenneth Holmes told a meeting of the Ocean Beach Park board this week in a report read by Acting City Manager Edward Hinkle.

Under the heading of "recommendations," the report had the following to say on the construction of the area: "There are many serious problems resulting from the construction and use of Ocean Beach Park which will have to be met in the near future. Certain sections of the park have sunk to a considerable degree and is noticeable in the parking field, which has been patched up but which must be rebuilt shortly, according to the advice of competent engineers.

"Sinking in the pool area has necessitated expensive repairs and unless remedial steps are taken, a serious condition may result. The park superintendent cites that exterior material used in the construction of several of the buildings will not withstand the rigors of winter weather near salt water. Cracks in the buildings have been repeatedly patched but are becoming more numerous. Enlargement of water facilities to supply a large crowd is recommended by the park superintendent and city engineer. Corrections have been recommended for all items mentioned above, following a survey of approximate cost and how immediate the need for correction might be."

Further investigation revealed that since the construction of the swim pool about four years ago, thousands of dollars have been spent yearly for repair work to keep it from leaking and it has been sinking at various times. As the whole area was in operation for about only four years, taxpayers are now beginning to ask whether or not there was proper supervision of the work?

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# RUSSELL AND WALLACE SOLD

## Coast Circus To Hamilburg

**Cristianis and Colleano cut in on deal—Beatty is planning new WB show**

HOLLYWOOD, Nov. 4.—Sale of Russell Bros.' Circus, which was operated by Art Concello, to Mitch Hamilburg, local agent, was announced here this week, with the Cristianis Troupe, and Con Colleano, performers, cut in for a piece of the deal. No change of name of the circus is contemplated, it is understood. It will be built around the Cristianis and Colleano. Papers were signed in New York this week.

The show will be modernized and streamlined to play auditoriums in key cities. It will open here at the Pan-Pacific Auditorium and will play for 30 days before going on tour.

### Beatty to York, S. C.

CINCINNATI, Nov. 4.—No further statement has come from Clyde Beatty, who last week announced that he had purchased Wallace Bros.' Circus in Dallas October 21. With him when the deal was closed, he said, were Roy Rogers, who was co-owner of the circus; Ralph J. Clawson, who had been managing it, and Sterling (Duke) Drukenbrod, personal representative of Beatty on the Clyde Beatty-Russell Bros.' Circus, with which Beatty has been this season.

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

## Daros, Sunbrock Tilt Over Rodeo-Thrill Circus Title

CHICAGO, Nov. 4.—Forrest Freeland, publicity man for the Diamond D Rodeo and Thrill Circus, now playing in Cleveland, told *The Billboard* that Cleveland radio stations and newspapers received wires from an attorney for Larry Sunbrock warning them that the title "Wild West Rodeo and Thrill Circus" is copyrighted material owned by Sunbrock Shows, Inc., and cannot be used without permission.

Similar telegrams were received by Chicago stations and newspapers when the Diamond D show was playing the Coliseum here and resulted in some of the stations refusing to use Diamond D advertising for fear of a damage suit. In reply, the Diamond D Corporation sent the following wire to stations and newspapers:

"In reference to the wire we believe you received from Sunbrock Shows, Inc., the Secretary of State of Illinois advises us that Sunbrock Shows, Inc., an Illinois corporation, is no longer an existing corporation. Martindale's Law Directory, 1944 edition, shows no lawyer named North Briskin nor Mort Briskin in Cincinnati, O., or New York, N. Y. We have instructed our attorney, A. J. Sakelson, Conway Building, Chicago, to take appropriate legal action for damages and to join this unlawful interference. Judges Campbell and Igoe of our Federal Court in March, 1944, enjoined Sunbrock Shows, Inc., and Larry Sunbrock, their agents and attorneys, from similar unfair and sharp practices in cases numbered 44C231 and 44C239 in the cases of Cowboy Rogers and Lone Ranger, Inc. We feel confident you are not going to permit a non-existent company to interfere with our advertising. They have had ample opportunity to start any proceedings in Illinois themselves if they had any just grounds. This company will defend any case that Larry Sunbrock or Sunbrock Shows, Inc., may



PERFORMER FIGURES in the two latest circus sales are Clyde Beatty (left), who has purchased Wallace Bros.' Circus and will winter it in York, S. C., until his new Jungle Zoo in Fort Lauderdale is completed, and Con Colleano, who, with the Cristianis and Mitch Hamilburg, Hollywood agent, are new owners of Russell Bros.' Circus, with which Beatty trouped this season under the title of the Clyde Beatty-Russell Bros.' Circus.

## Cases of Ringling Officials Will Not Be Tried Until Jan.

HARTFORD, Conn., Nov. 4.—Cases of the five officials of the Ringling circus, who are charged with manslaughter in connection with the death of 169 persons in the circus fire in Hartford July 6, will not be tried until January, State's Attorney Hugh M. Alcorn Jr. has announced. The cases were listed on the docket for trial at the September term of court now nearing its conclusion, but Alcorn said it is very unlikely preparations can be made for the trials before January. Defendants are James A. Haley, George W. Smith, Leonard Aylesworth, David Blanchfield and Edward Versteeg.

Judge P. B. O'Sullivan in Superior Court Monday granted the application for the appointment of an attorney for receiver, E. S. Rogin, of the Ringling Bros. and Barnum & Bailey Combined Shows, Inc., and named Attorney Julius A. Schatz of Hartford. The matter came before the court in the case of James Jacobs, administrator, against the circus, the same in which the receiver was appointed originally.

AFTER closing with the Bud Anderson Circus, Ray Erline Garrison, annex attraction, will winter in Kansas City, Mo.

## Chipman Honored By H'wood Temple

HOLLYWOOD, Nov. 4.—Bert Chipman, well-known circus man and for 19 years secretary of the Masonic Temple here, was honored last Saturday night by a group of show friends with a "Bert Chipman Night" at the Masonic Hall. Four hundred dinner guests, including many Masons, assembled to witness the presentation of a plaque reciting the highlights of Chipman's tenure of office. It was signed by the representatives of 12 Masonic bodies. He was secretary of the Pacific Coast Showmen's Association in 1925.

Chipman's relinquishment of his managerial duties will make possible a much-needed rest in which to augment his collection of outdoor show data, and the opportunity to make an extended visit with his son, Harry, who has the Circus Inn at North Yakima, Wash. With this trip in view, the Temple Association closed the show by presenting Bert with a round-trip Pullman transportation, together with expense money, but insisting that he use the ticket both ways.

The Temple set-up is on a community center order and has an 800-seat auditorium which has played almost every conceivable type of attraction from indoor circuses to lectures.

## UNDER THE MARQUEE

Communications to 25 Opera Place, Cincinnati 1, O.

### IN or still out?

BUD E. ANDERSON closed his season at Guthrie, Okla., November 5.

GEORGE WESTERMAN, of Polack Bros.' Circus, was a business visitor in Chicago last week.

IF you have never washed wagon wheels nor dishes in a cookhouse—you didn't start from the bottom.

RAY ROGERS and Ralph J. Clawson and their wives visited the World of Mirth Shows at Macon, Ga.

BAILEY Bros.' Circus will close November 18 and the advance November 11. Show is heading north for quarters.

BILL MURDICK, wife and daughter, of Murdick Bros.' Circus, Lawton, Mich., were recently at quarters of the Carter Dramatic Company, Altona, Mich.

try to bring forth. Thank you for your co-operation. Diamond D Corporation, by Jerry Lee, president."

## Marvelous Biz In Lone Star State for Cole

CORPUS CHRISTI, Tex., Nov. 4.—Cole showfolk are singing the praises of Texas. In former years rain and grief was the rule when entering the Lone Star State. This season the skies have been clear and the weather ideal throughout State. Business has been marvelous. A Sunday off in Waco whetted the appetites of the townspeople, and the result was a capacity matinee October 16 and a turnaway at night. The matinee performance was a three-quarter house and night house a turnaway in Temple (17). Taylor (18), formerly classified as a feed stop, gave the show a half-house at the matinee and three-quarter house at night. Austin, the State capitol (19), was terrific. Matinee registered a turnaway of several hundred, and night house was a tremendous turnaway. San Marcos (20), (See *Cole's Big Biz* on page 41)

## Notes From Bette Leonard

WICHITA, Kan., Nov. 4.—George Duval, former agent for the Bud E. Anderson Circus, visited at the home of Fred and Bette Leonard here en route to San Antonio.

Dr. E. N. Olzendam, Manchester, N. H., has added an oil painting of P. T. Barnum, 42 by 36 inches, painted by Spencer in New York October, 1847, also the velvet rug that covered the pedestal that Black Eagle, the stallion, stood on when he performed before Queen Victoria at the Alhambra Palace in London with the Howe & Cushing Circus May 14, 1858. These museum pieces were presented to him by the nieces of Barnum.

Walter W. Tyson, Guelph, Ont., has also added a fine hand-colored photo of Jennie Quigley, midget of 70 years ago, and a rare photo of the C. W. Kidder Circus.

The Monette Twins, formerly on the Ringling circus in the Wild West department, are wounded and in evacuation hospitals in New Guinea. Kenny Audibert is now in the Marshall Islands; Tom Parkinson is in Southern France.

## Facts and Figures Of Ringling Tour

SARASOTA, Fla., Nov. 4.—The route, personnel and statistics for the 1944 season of the Ringling circus has been issued. The tour opened at Madison Square Garden, New York, April 5 to May 21 and closed with an engagement at New Orleans from October 5-8.

Here are facts and figures: Miles traveled, 8,846; railroads used, 19; length of season, exhibition days, 145; performances scheduled, 284; length of New York run, 46½ days; 13½-day stand, Chicago; 12½-day stands, Boston and Detroit; 10½-day stand, Philadelphia; 4-day stands, Houston and New Orleans; 3 days, Akron, Milwaukee, Kansas City, Dallas; 2 days, Waterbury, New Haven, Bridgeport, Worcester, Portland, Providence, Hartford, Des Moines, Lincoln and Fort Worth; 1½-day stand, Indianapolis; 1-day stands, Fitchburg, Manchester, Davenport, Topeka, Beaumont; 2 previews at Sarasota, March 26 (entire proceeds to charity); Sundays scheduled, 18; cities visited, 27; States visited, 18; State capital cities visited, 7; longest run, Topeka to Fort Worth, 505; shortest run, New Haven to Bridgeport, 17; number of employees, 1,106; meals served to personnel in show's dining tent daily, 3,162.

### Uses 80 Cars

Number of different nationalities in personnel, 23; double-length steel railroad cars used by show, 80; number of circus railroad trains, 3; gross tonnage (See *RB FACTS, FIGURES* on page 42)

OMER J. KENYON, of the Hamid-Morton Circus, spent several days in Chicago last week before leaving for a trip to the West Coast.

EQUESTRIAN Director Fred Bradna, (See *Under the Marquee* on page 42)





# JAX, BEAUMONT ON OKAY SIDE

## Opener Tops At N. E. Fla.

New one under vets gets away to augmented gates—first since Duval annual

JACKSONVILLE, Fla., Nov. 4.—Over 8,000 attended the opening of Northeast Florida State Fair here October 27-November 5, under sponsorship of the Disabled American Veterans Post. New fair attendance records here were reported on the first three days.

Fair was first to be held since the death of Robert Millican, former manager of Duval County Fair. On the midway Dodson's World's Fair Shows reported heavy business.

Free acts included Malikova, high wire, and Torrence and Victoria, high pole, with Proske's Tigers scheduled as a Sunday feature. Dodson's shows have wintered here for five years and plan to remain here again till spring.

## Third Victory Hits Over 57G In So. Texas

BEAUMONT, Tex., Nov. 4.—Third annual Victory Fair here, sponsored by the Young Men's Business League of the Chamber of Commerce October 12-22, had a total of 65,428 paid admissions thru the gates, reported Secretary K. D. Schwartz. About 20,000 school children were admitted free.

There was a gross of \$57,476.70 from rides, shows and gate.

Dodson's World's Fair Shows played the fair in 1943-'44.

## Ore. Race Rev Upshoot All to Annuals' Velvet

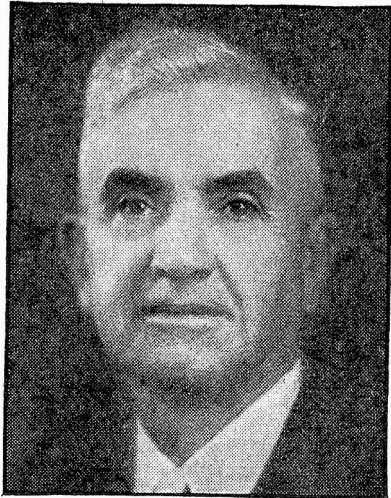
PORTLAND, Ore., Nov. 4.—Revenue for county fairs, coming from horse and dog racing in Oregon, increased greatly this year over that of 1939 and 1943.

A report by Robert S. Farrell, secretary of state, shows a total this year of \$198,700 for this use, an increase of 192 per cent over the 1939 amount and of 64 per cent over that of 1943. In addition to the amount for fair support, \$48,136 from racing goes into the State general fund.

County shares of \$6,041, eight times the amount they received in 1939, were reported. This was the second apportionment this year, the first having been made in August and amounting to \$4,580 for the counties.

ELKADER, Ia.—Stockholders of Elkader Fair Association set dates for 1945 and elected directors at their annual meeting. Joel Clark was named president; H. J. Conrad, vice-president; E. F. Seifert, secretary; R. L. Jipson, treasurer. Secretary Seifert and A. J. Meyer, a director, were named delegates to the annual meeting of the Fair Managers' Association of Iowa in Des Moines December 11 and 12.

TOPSFIELD Mass.—Essex Agricultural Society voted to resume Topsfield Fair next year, with pari-mutuel horse racing. Officers elected are: President, James R. Reynolds; vice-presidents, Gilbert L. Stewart, S. W. Merrill, Harlan P. Kelsey, Elery E. Metcalf; secretary, Ralph H. Gaskill, Danvers, Mass.



PAT W. KERR, new secretary of Tennessee Valley Agricultural and Industrial Fair, Knoxville, who has announced that the annual will be resumed in 1945. One of the regulars in the South for many years, the fair has been in abeyance because of war conditions. Secretary Kerr and members of the board are planning to attend the outdoor meetings in the Hotel Sherman, Chicago, December 4-7.

## Dallas Cattle Show Books 500 Entries, Parade and Rodeo

DALLAS, Nov. 4.—About 500 head of registered cattle valued at \$100,000 are entered for Greater Pan-American Hereford Exposition opening here on the Texas State Fairgrounds on Armistice Day for a nine-day show.

One of the nation's top rodeos has been engaged for nightly performances, with matinee on Sunday. Competition will be open to amateurs or pros, and purses, including entry fees, will exceed \$10,000.

Pablo Rizzo, of Uruguay, owner of a 20,000-acre ranch with 4,500 head of Herefords, has accepted the appointment to judge the exposition. He was judge of the Fort Worth Fat Stock Show in 1940. Acting with co-operation of the Inter-American Relations Committee, of which Nelson A. Rockefeller is chairman, invitations have been sent by Jack Frost, president of Texas Hereford Association. (See Cow Show for Dallas on opp. page)

## Macon 6-Dayer Beats Past Stretch as Clubmen Hustle

MACON, Ga., Nov. 4.—Gate receipts for Georgia State Fair here October 23-28 are believed to have exceeded last year's, altho the 1943 fair ran 10 days compared to six days this year, said E. Ross Jordan, general manager, who attributed the big increase to good weather and heavy increase in pay rolls in this war-boom section.

Final figures will not be available until all committees active in advance ticket sales have made complete reports. Actual gate collections have practically tied last year's 10-day figures and the advance sale is expected to push the total considerably ahead of 1943.

President R. S. Dillard and Secretary-Treasurer Joe F. Pruitt said work contributed by members of the Exchange Club totaled more than 2,300 man hours and was about double the time of paid employees. Club members filled in at selling tickets, at gates, in departmental jobs, collecting tickets on shows and rides and in numerous other tasks. Livestock was a heavy feature, with five separate cattle, sheep and swine shows. There were also a horse show, poultry

## No. Montana Blue Printing 200G Stand

GREAT FALLS, Mont., Nov. 4.—North Montana State Fair board reorganized October 27, officers being re-elected for another year. Board consists of O. S. Warden, president; W. H. Bertsche, first vice-president; R. C. Bricker, second vice-president; Herman Lenz, director; W. E. Rice, director, and Dan P. Thurber, who was given a contract for the next two years with an increase in salary.

Plans were started for a fair in 1945. Blueprints and specifications were approved for a new grandstand to cost about \$200,000 and to be built after the war. This will be a steel and concrete structure and will contain many new and novel features.

## Work With Youth Stressed in Canada

SASKATOON, Sask., Nov. 4.—Agricultural fairs should plan for an extension of work with youth, S. C. Heckbert, Vermillion, Alta., told Western Canada Fairs Association here recently. "I cannot urge too strongly that every future plan include closer collaboration with boys and girls of our districts and it is my hope that our boys' and girls' camps and our junior club work shall take a high place in the development of our fairs in succeeding years," he said.

Agricultural phases of fairs should not be subordinate to entertainment features, he declared. He believes that fairs and their operators can help to guide returning servicemen who settle on land.

With the objective of service to rural centers, said J. H. Evans, deputy minister of agriculture for Manitoba, adding, "Our activities must be continuous. Our policies must be sufficiently elastic to meet local conditions, but always our primary objectives must have permanence and stress service to rural communities."

To be successful, fairs should be made attractive and have an appeal to the whole family, he said. He recommended that fair boards get active young men and women for their youth departments to develop and encourage junior projects. Fairs should play a part, he said, in helping to dignify agriculture and to stem the movement from farms to cities.

## La. State Tilt Covers Gates, Tote Grosses

### RAS, B-C Revue Soar

SHREVEPORT, La., Nov. 4.—The 39th annual Louisiana State Fair here October 21-30, highlighted by the National Hereford Show in ideal weather, broke all former attendance records as well as total gross marks in all departments. There were more and finer exhibits, including the Eighth Service Command's war exhibit, personnel in charge of which estimated that more than 250,000 visited the \$5,000,000 display.

Royal American Shows on the midway grossed a new top of \$94,536.75, said Co-Owner Carl J. Sedlmayr.

Secretary-Manager W. R. (Bill) Hirsch declared he was well pleased with results. "This was by far the finest livestock show we've ever had," he said, "not only the Herefords but all the other cattle entered in the show as well. Exhibits entered by young Americans were very beneficial. Swine show had the most entries in several years, poultry show was well above average, and the army show and plastic exhibits were of great educational value." Dates for 1945 have already been set and the association plans a new livestock building if materials are available before that time.

Mike Barnes, Barnes-Carruthers, reported all past attendance records at the fair were broken by his State Fair Revue of 1944. War Bond sales at the army show were heavy, sale being sponsored by Shreveport Junior Chamber of Commerce and members were on duty daily in the booths.

Opening day, Future Farmers of America Day, and October 28, 4-H Club Day, were largely attended and sponsored by leaders. October 27, Children's Day, declared a holiday by Caddo Parish school board, drew many from East Texas and South Arkansas, attendance being estimated at 40,000 children. It was also Ark-La-Tex Band Day, with 22 bands participating. Following a parade thru the downtown section, the bands gave concerts at the fair. Ace Lillard's Thrill Show gave four performances to large crowds, receipts from one show going to the War Chest drive. October 30, Negro Day, featured a football game between Wiley College, Marshall, Tex., and Xavier College, New Orleans, which was won by Wiley by a score of 55-0, attendance being estimated by fair officials at over 40,000.

### Notes on This and That

SHREVEPORT, La., Nov. 4.—The "welcome" sign was out daily at executive offices of Louisiana State Fair here, October 21-30, where W. R. Hirsch, secretary-manager, was assisted by Joseph Monsour, R. T. McDuffie and Sam Monsour. From the opening until the last Negro (Monday was All-Colored Day) (See Records in Shreveport on opp. page)

## Big Minnesota Turnout Is Looked for at Annual Meet

MINNEAPOLIS, Nov. 4.—Annual meeting of Minnesota Federation of County Fairs and State Agricultural Society (State Fair) will be held in the Hotel Radisson here January 10-12, said Secretary Allen J. Doran, Grand Rapids.

"There are 99 fairs eligible to membership in the federation and all except two have paid their current dues, and we know these two will kick in before our meeting," he said. "We anticipate that practically every one of these 99 will have representatives at the convention. Delegates from each fair have voting privileges in both meetings, that of the federation and that of the State Agricultural Society."



# Co-Operation, Needed Today, Also Urged in 1918 Post-War

CINCINNATI, Nov. 4.—Post-war planning today is not unlike that of the last world war era, as evidenced in an article in *The Billboard* November 2, 1918, when Peter J. Shea, then manager of the Palace Gardens Roller Rink, Detroit, said:

"The time is ripe for rink managers to make a big drive in revolutionizing and putting the game on a higher plane."

"Peace is going to be declared before long and when the boys come marching home the rinks thruout the country are going to do an immense business. Now is the logical time to get together and lay the foundations for the future, to bring the sport back to what it was 12 years ago, when every town, city and village had a roller rink of some kind."

"What is lacking among rink managers and what is needed most is co-operation. They should immediately get together and make preparations that will be to their advantage. They must endeavor to work on a much larger scale in the future in order to maintain for skating rinks the high standard that has made other amusements so popular."

"Many enthusiastic rink managers who are continually seeking good locations are unable to find them. Co-operation is the essential thing and the sooner the managers and owners of rinks get together and exchange ideas the better, if they expect to develop the skating rink business to any extent. Rink managers

should organize the same as dancing masters, theatrical managers and other showmen. There is hardly a branch of the amusement business that isn't organized with the exception of the rink managers. In many cases the rinks grow stale and patrons lose interest because the management is at a loss to know just what is needed to please the patrons most."

## CHI MEET IMPORTANT

(Continued from page 37)

problems, there will, of course, be many lesser problems, and we hope we will be able to devote enough time to all of them to render invaluable service to everyone attending the convention.

"I wish to stress that we are exceptionally anxious to have as many small park operators and concession men present as possible, as such men are just as welcome as the operators of larger enterprises. This applies also to pool operators since, in addition to their special problems, they are also as much interested in certain materials, fire protection and taxes as are park men."

Secretary A. R. Hodge, of the NAAPPE, reports that reservations are coming in in greater numbers than ever before.

A detailed program will be published in a subsequent issue of *The Billboard*. Those who have not received invitations are requested to write to the secretary's office, Suite 1130, 201 N. Wells Building, Chicago.

## UNDER THE MARQUEE

(Continued from page 38)

of the Ringling Circus, is recovering from bronchial pneumonia, having been stricken upon the show's arrival in quarters at Sarasota. At one time he had a fever of 104 degrees. He was under the care of Dr. Robert Harris, the show's physician.

MRS. ADA MAE JOHN SABO, wife of the menagerie superintendent of the Big Show, left for home in North Hollywood. She will spend Christmas with her folks and then return to Sarasota.

EUROPEAN showman advised that the American three-ring circus reminded him of an assembly line in a factory.

ROBERT SAMS, Birmingham, went to Cordova, Ala., October 26 to catch Daley Bros.' Circus. Show was somewhat handicapped there by the fact that lot was very small and necessitated a two-pole menagerie. Business was good.

J. RUDOLPH CONWAY and Jim Stutz and son, all of Philadelphia, were guests of Dr. William Mann, director of the National Zoological Park, Washington, while attending the Frank Wirth Circus at Uline Arena.

DR. H. H. CONLEY reports that Ely Ardelty, balancing queen of the trapeze, is packing 'em in at the Boulevard Room, Hotel Stevens, Chicago, and that night club crowds really go for circus acts in the winter.

DID you ever notice that when you mention the route of a new circus some old-timer remarks: "It's playing the former So & So Circus territory?"

JUGGLER and magician, Happy Holmes, who was with the Mills circus first part of the season and later with Bill Ketrow's Renfro Valley show, closing October 28, will appear at night clubs this winter.

DEE ALDRICH, veteran circus side-show manager and talker, opened the Broadway Museum in St. Louis to fair

business. He has several former circus folk, Mr. and Mrs. Don Fernando and Oriental Foy.

THE CHAMBER OF COMMERCE of Naperville, Ill., is putting on an indoor circus November 18 to raise funds for a bandshell to be erected as a memorial to the boys in the service. June Darling, Chicago, is furnishing the acts.

MANAGERS of circuses are asked to send their winter quarters or mail addresses to *The Billboard*, 25-27 Opera Place, Cincinnati 1., O., so that mail may be forwarded promptly.

DICK CLEMENS, lion tamer, after closing a successful season, and Bill Olson, Minneapolis, returned from a two-week trip to the Dakotas hunting pheasants. Others in the party were Clifton Olson and Rex Bruger.

HARRY N. BROWN reports that the following from the Ringling circus were recently in New York: Buddy Friel, Little Roxy, Mack Maguire, R. McKentrick Ahearn, Walter and Frank Koner, Al Shriner, Frank Perez, and Scotty Horseburg, now in the U. S. Army.

MYLES BENNETT, Dallas, former Ringling usher, visited the following this season: Arthur Bros., Ringling, Cole Bros., Beatty-Russell, and Polack Bros. He recently received an honorable discharge from the U. S. Army and will be back in the circus field next year.

DOWN YONDER at this time of the year there is always a snack stand across from the lot, operated by the colored gentry and featuring three kinds of pie—kivered, un-kivered and crossbar—all sweet potato.

SELLO Bros.' Circus, owned and operated by O. Roy Bible, played to 1,200 people at Warsaw, N. C., night of October 30, reports Walter D. Nealand, who is in advance of R. & S. Amusements. After the performance, Bible and Charles Labird, side-show manager, were hosts at a birthday party in honor of Nealand, with the staff and performers present.

NOVELTY concession department did big business at the Frank Wirth Circus in Washington. It was headed by Al Dennis, who had the following crew: John Brice, Herbert and Spencer Stine, Jim Stutz and son. Candy pitch was handled by Stutz. Visitors were Elmer Kemp, J. Rudolph Conway, Charles Hunt, Ralph J. Clawson, Howard Y. Bary, Dr. William Mann and Bob Dickman.

FROM an old-timer we learn that during Sells Bros.' Circus wagon-show days a hippo den was so mired down on a country road that the "governor" ordered the animal unloaded, against the warnings of his animal men, and walked into town. Later the walking of a hippo around the track was hailed as a sensation.

WHILE in Texas recently J. Raymond Morris was visited by several former circus co-workers. At Fort Worth, Myles Bennett, usher from the Big One, came over from Dallas; in Waco, Mack Powell, former Ringling biller, was on hand. Powell has a farm five miles from Waco. Jack Hanna, who was on the advance of Barnes and Ringling, was a visitor. He has the snipe in San Antonio. Morris also met Bill Lester and Tommy Brydon with the Cole show in the last named city.

## In the Armed Forces

PVT. VACLAV BERSINI, former aerialist, is a rifleman with the marine infantry training regiment at Camp Lejeune, N. C.

ALFRED E. PILZ, New Britain, Conn., is now overseas with the U. S. Navy. He reports that on shore leave he saw a circus and that one of the Canestrelli boys did a trapeze act that was tops.

SGT. H. D. CONLEY has returned from two years of overseas duty and is now stationed in Sec. D, Biggs Field, Tex. While home on leave he attended the Beatty-Russell Circus.

## RB FACTS, FIGURES

(Continued from page 38)  
of show, 70,000 tons; tents housing show, 41; amount of canvas in tents, 74,000 yards; ground space required, 15 acres; weight of main tent when dry, 19 tons

(three and a third times as much when wet); miles of rope used, 70; General Motors Diesel plants from which circus generates its own electrical power, 7; cable laid to carry current, 22,070 feet; paint used on equipment, 2,825 gallons; hay consumed during tour, 1,413 tons; oats, 13,744 bushels; water used to check thirst of elephants, 431,000 gallons; entire performances donated to the U. S. Treasury Department and given free for purchasers of extra War Bonds, 5; free tickets given bond buyers at these five special performances, 56,200; free tickets given bond buyers at other performances, 83,700; bond buyers given free tickets during season, 139,900; persons who attended performances, 3,879,000; men and women in U. S. armed forces admitted free during season, 31,950.

The tragic big top fire in Hartford ended the tour under canvas afternoon of July 6. Nine days later the show left for its quarters in Sarasota to rehabilitate and prepare for a quick return to the road with open-air performances. Reopening August 4 in the Rubber Bowl at Akron, the show gave tentless exhibitions in stadiums, fairgrounds and baseball parks for remainder of the season.

The book has the itineraries from 1919 to 1944, covering every exhibition date since the Ringling Bros. and Barnum & Bailey circuses were united.

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WHIRLING DERVISHES, skating act, are currently appearing at Club 509, downtown Detroit night spot.

NIGHTLY SESSIONS with Saturday matinee started this week at Rollarena Recreation Center, Gloucester City, N. J. Beginners make up the majority on Mondays.

NEW INTERNATIONAL STEPS of the ARSA are used in dance and figure work at Edward J. Von Hagen's Norwood (O.) Rink. Classes are supervised by Yvette Kiefer, new pro. A special figure club session is held Sundays from 6 to 8 p.m.

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ANDERSON, Francis Anderson, James L. Andreano, Frank ANNIN, Ralph J. Anthony, Mrs. Lucille Aram, Clara Arbogast, Geo. M. ARCAJO, Anthony R. Armstrong, Babe Armstrong, Mrs. Bertha Arnett, James Edw. Arnott, Jack (Mechanic Painter)

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FARMER, John David Farrell, Eddy Farthing, E. FAULCONER, Granville D. FAUSTINO, Roy Cleo Ferguson, Mrs. Joan Farwold, Rosita FINN, Frank FINN, Jos. Leo Fisher, Francis (Fisher Show) Fisher, Jake Fisher, Dr. John (Iron Lung) Fleet, Chas. Franklin FOREST, Wilfred J. Foster, Frank FOSTER, Jack Mitchell FRANK, Mike Frank, Tenie (Tennis) Frederick, James Bennett FREE, Wm. Byrd FREEMAN, Morris FRICK, Jack Leonard Fritzt, Chas. Frost, Mrs. L. D. FULKNER, Robt. Wm. Fullmer, Howard Chas. Fulmer, James Whitey FULTZ, Chas. Thos. Gabby, Thos. Galler, Frederick Gordon Gallagher, Mrs. Frankie Gallagher, Harry Gardner, Ed M. GARDNER, Chas. Albert C. Gauthier, Arthur George, Mrs. Evelyn BRAGHTY, Wm. Gary, Frank J. GIBSON, Howard C. GILBERT, Lee Vernon Gillespie, Edw. E. GILLISPIE, Girtus Goad, Etta Mae Gonzales, Jerry GOOLEY, Francis L. GRABERT, Jos. Lewis Grant, Harry Gratiot, Mrs. Merie GRAY, Wm. Norman Green, Victoria Greer, Jack Frederick Greska, Penny GRIFFIN, James Maurice GRIFFITH, Lewis Grine, Pete Guthrie, Jack Guyton, Mrs. Hazel Guyton, Mrs. E. J. Hale, J. F. Hain, Esther Hall, Mrs. George HALL, Loran David HALLAWAY, Grady M. HALLDIN, Tase Fredolf Halliday, Ben Halstead, James E. Hamblin, Mrs. Claude HAMILTON, Fred Raymond Hamilton, Geo. L. Hammond, Carl HAMMOND, Carl Jos. Hancock, Mrs. Vera Hansen Shows, A. C. Hardman, Mrs. Vannie HARN, Daniel H. Harper, Pearl Ham Geo. Harris, Edw. Harris, Bingam (Race Horses) HARRIS, Geo. (Spot) HARRIS, Raymond Dillard Donlevy, John W. Dornor, Bertie DOSS, Chifton Chas. DOWELL, Clarence E. Dreke, Jack DuBois, Mrs. Wm. E. DUNAVANT, Jimmie W. DUNCAN, Alvah B. Heck, Luther C. HECK, Wm. HEFFGINS, Pat Hegher, Irene HENDERSON, John HENDRIX, Eugene Webb Hendrix, Weldon HENNESSY, Frank Wm. HIER, James F. Hightower, Miss Billie HILL, Wilbur Jos. Hilliard, Dr. HIXON, Edw. James HOBBS, Arthur Wm. Hoffmann, Arthur Hoffmann, John W. HOGG, Mack Hollingshead, Jesse C. Holt, Edna HOLT, Theodore Foltz, Mrs. Jack (Bar Performer) HOWER, Geo. W.



LETTER LIST

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

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

Notice, Selective Servicemen!

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

HOMAN, Steven David Hoy, Mrs. Edith Hubbard, Al Hubert, Eileen Hudspeth, Amelia C. HUNTER, Ray Eckford Hyland, Marvin Ingram, John S. Iry, Luther ISON, Earl E. Jackson, D. L. Jack JACKSON, Herbert (13468) JACKSON, Riley Mark JACKSON, Robt. JACOB, Earl Frederick Jacobs, Mrs. Joy L. Jacobson, Philip (Lithographer) Jaeger, Thelma Mae JEFFERSON, Thos. JEFFERSON, Thos. Dewees Jeffries, Hurman Jeffers, Miss Jean JENKINS, Jimmie Jeter, Van L. John, Nido John, Spero Johns, Miller Johnson & Johnson (Nell & Margie) Johnson, Geo. J. JOHNSON, Jessie Jones, Lewis JOHNSTON, Johnnie JOHNSTON, Thos. Lawrence Little, Curtis Livingston, Mrs. B. E. Locke, Bobbie Loeher, Fred A. Logan, Harry F. Logan, Robt. Luther LOOKER, Freddie Lee LOPEZ, Jas. Bud LORD, Jack Delbert Lorenz, Mrs. Helen Lottridge, Harry Lowrey, Herbert Henry Lowrey, Sammy M. LUDLOW, Melvin Richard Ludwig, Frank LUNDGREN, Howard M. LYNN & LAZERRONI LYONS, E. H. Lyons, Jas. Robt. McAllister, Jerry & Mac McArthur, Dan McCarthy, Patrick McClung, C. A. McCready, Claude M. McCreeery, Robt. Wm. McComb, Ernest McCoy, Albert McDonald, Claude L. McDonald, Corp. Jack McDonald, Mac McDowell, Karl Ernest McGee, Dale McGILL, Frank McGURE, Raymond McHENRY, Gilbert McIntyre, Raymond Reis McKESSON, C. H. McKnight, C. H. McLain, Harry McNally, Jean McPeck, Royal John Maddux, Lindsay Tucker Madsen, Mrs. J. R. Madison, Jim Madison, Sallie MAHAY, Chas. Victor MAJOR, A. R. MALLERY, Richard MALLICE, Chas. E. Mamas, Harry MANN, Almond Eugene Manos, Mrs. Pete MARCHAND, Frank J. Marder, Phil Marengo, Mrs. Frank MARIO, Sidney Ray Lucille MARKS, Frank Marlow, Sam Marlet, Rocky MARRY, Pistol Pete MARSHALL, Sam Martin, Ava Marie MARTIN, Carolyn Martin, Miss Jackie Martin, Jerry Martin, Mrs. Lydia L. L. MALCOLM, Malcolm C. MARTIN, Rayfield J. Martinez, Mrs. Lillian Masker, J. P. Mason, Harry Mason, Mike MATHER, Wesley W. Mathews, Robert P. Mathews, Jimmie C. Maynard, Philip MAYOR, Edward Mazzola, George MEADOWS, Clarence Dewey MEADOWS, Dewey Estes MECKLING, Chas. Karl Meia, Migule B. McLo-Ray, Edward Hector Metcalf, John L. Mercy, Mrs. V. Mervin Ray Troupe Meyer, Clint V. Meyers Sr., Earl Meyers, Harry MICHAELS, Peter Miklo, Gloria Miklo, Jean MILLE, Jas. Reginald MILHOLLAND, Robt. E. Miller, Bert Miller, Chas. Clayton Miller, Christ H. Miller, Everett B. Miller, Fred G. Miller, F. W. Miller, Geo. Miller Marks Miller, Georgia Miller, Jack V. MILLER, Jack Vernon Miller, Mrs. Jessie MILLER, John Lordlow Miller, Larry Eli MILLER, Ralph Arnold MILLIGAN, Theodore Gordon MINOR, Joseph C. MITCHELL, Emil Mitchell, Wm. C. MONAHAN, Edward Monahan, John MONROE, Geo. Arthur Elmer Montana, Rnby MONTAGUE, Ivan L. Montalto, Vincenzo T. Mooney, Angelo J. Moore, Eddie MOORE, Wm. M. Monies, Pedro MORGAN, Frank Morgan, Tom R. Morgan, W. E. Morris, J. Raymond MORRISON, Robt. Paul MORSE, John Sawyer Morton, L. O. MORTON, Wm. MOTHER, Wm. Moulton, Albertine MULLSIEFF, Christian Wm. Mullenigan, Jr. W. E. Murphy, Violet P. Murray, R. J. Musgrave, Mrs. Louise Wilson Nash, Larry NAUGLE, Michael Andy Neal, Ruby

RICHARDSON, Joe O. Sullivan, John Leo WARE, George Monroe WARFIELD, Earl Edward Warner, George Edward Waskie, John Watson, Mitchell J. Watkins, E. Watkin, Eddie Watson, James E. Watson, O. D. Watters, Thomas Wattson, Lou WAY, Jesse Lee Weaver, Eliner WEAVER, Geo. Carol Weaver, Jerry Owen WEBB, Mrs. Wm. WEBER, Frederick WEBB, Johnnie Lewis Webster, Mrs. Curley Webster, Earl C. Wehrlein, Robt. E. Weidner, Albert J. Weinka, August Ernst Weinmann, Geo. Lawrence Weisenberger, Franklin T. Weiss, Mrs. Kay WELLS, Joe Samuel Wells, Wm. C. Wertz, Ruth WEST, Chas. Dempsey West, Denmark DeParchina West, George Marx Cassels WESTON, Howard Cloves Weyls, Ed WHARTON, Lee Wheelock, Mrs. Leona Tomson, Marjorie Towel Jr., Scott H. Triano, Rose TRIMMER, Paul Ed Turner, Richard Loyd Turner, Willie E. Tyley, Mrs. Ruby UNDERHILL, Andrew Daniel Underwood, Howard G. UNDERWOOD, Ralph Neal Vaccaro, Anthony J. VAGEL, Jr. Michael VARGE, Milo & Una VALLEGO, Tony VAN CAMP, Arthur John Van Driver, Robert Vann, Robert VANGE, Robt. C. Vaughn, Hamp Sylvester VEALE, Wm. Vetter, Bilpoester VIBBARD, Paul L. Videto, Ken Villereau, Joseph R. Wilton, Perry Douglas W. WINNING, Charles James WOODRUM, Thos WOODWARD, Clarence Geo. Woodward, Ted L. WRAY, John Henry Wright, Joseph E. Wisk, Donald Yaccopis, The Great YELTON, Bob Allen YOUNGQUIST, Lawrence Calvin ZARTARIAN, Max A. Zimmerman, C. C. ZIMMERMAN, Herbert E. ZUBEL, Alexander

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Abel, John Greene, Margie Arnold, Betty Hebron, Lillian BeGar, Harry HEISER, Harry Brown, Eddie W. LeFave, Charles E. Carlin, Jean LINDSAY, Fred Carr, Joe Ashbell Casanovas Cole, Olive Cooper CONTIWEILL, Peter Stanclim, Paul Needham Elwood Stanley Sisters, The STANSBERRY, Mearl Robt. Stapples, Mrs. Francis Reilly, James J. Stapples, Norman Ray Steele, Mrs. Margie Sterling, Donald B. STEVENSON, Jack Stewart Jr., R. E. STIEHM, Melvin Paul Stienkauser Jr., Harold E. Stogner, Newton F. Stone, Stella Stophel, W. R. STROM, Peter Stroud, Mammie Stuber, Ernest Stutzman, Jack Stutzman, Jas. F. Styles, Talmadge RANDOLPH Sutton, F. M.

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg., St. Louis 1, Mo.

Parcel Post Davis, Ed C., 12c Adkisson, Gordon Allen, Bill Allen, Mrs. Dianne Balderton, A. M. (See LETTER LIST on page 54)



# EXPECT 125 RADIO MAKERS

## Christmas Season Buying Starts Early

ATLANTIC CITY, Nov. 4.—Santa Claus is going on an overtime basis this year as resort stores tackle the problems of shortages of help, transportation and supplies for the Christmas season. Local merchants said that Christmas merchandise already had been placed on display or would be displayed within the next few days, in order to spread the holiday buying period.

M. E. Blatt, proprietor of one of Atlantic City's leading stores, said that his concern already had placed Christmas merchandise on display and would conduct an advertising campaign to encourage early shopping. He said that the store already had opened its toy department on the eighth floor and that Santa Claus would go to work as soon as he could be located.

"Even Santa Clauses are hard to find these days," Blatt said.

He said that the assortment of toys this year would be about 25 per cent better than in 1943, altho many items, especially metal toys, remain scarce.

Blatt said that the ersatz toys on which the youngsters were forced to subsist last year had disappeared from the market and that a better and more substantial grade would be available this year.

Harry A. Jones, general manager of the Hurley-Jones Company, said that his firm expected to open its toy department within a few days and would make every effort to promote early Christmas shopping.

"Under present conditions," Jones said, "the Christmas shopping season should begin in early November."

He explained that the firm's advertis-

## MERCHANDISE TRENDS

By Evelyn Mareneck

CHICAGO, Nov. 4.—A general excitement flooded the country last week with the political campaign going into its final stretch and the great effects of the Philippines victory. This excitement was especially felt by industry with respect to the "heat" being on over there, and its cooling effect in reconversion here at home.

Present indications which resulted from the cancellation of a conference on post-war plans in the electric appliance industry are that the demands of war material must be increased rather than reduced. Regional WPB chairmen are trying to counteract the publicity given cut-backs and spot authorizations for civilian manufacture—which, they said, are tending to go away with a feeling that there is still a job to be done.

Present approvals given to manufacturers for making needed civilian goods are only a drop in the bucket compared to necessary civilian requirements. But an important thing for the specialty merchandise trade to remember is that lagging war production will not bring reconversion faster—in fact, it only tends to slow it up. Until man power and needed supplies can be obtained for civilian manufacture, the general outlook for industry is that the brakes will be on reconversion for some time.

WPB last week issued a summary of the spot program which disclosed that of some 1,618 applications, 1,278 had been approved. Most of these applica-

ing would promote early purchases in order to avoid "that last two weeks scramble before Christmas."

tions are those for manufacturers with 50 employees or less.

### Early Shopping Starts

Here in Chicago, Christmas shoppers started storming State Street, desiring to get choice merchandise gifts before the holiday lines are depleted. Shortages discovered when customers bought overseas gifts probably put them on their toes. Dun & Bradstreet reported that early holiday buying nationally was noted in the brisk sales of toys and novelty Christmas items. Sales volumes declined slightly from last week but topped the previous year by rising from 8 to 12 per cent. Stationery and novelties became more difficult to get because of the premature Christmas shopping.

### Fur Sales Lag

Sales of fur coats collapsed right after the 20 per cent excise tax went into effect last April. The expected fall spurt to bring the business out of its rut did not happen, and general reports have shown sharp declines from 1943. There have been many headaches in figuring (See Merchandise Trends on page 51)

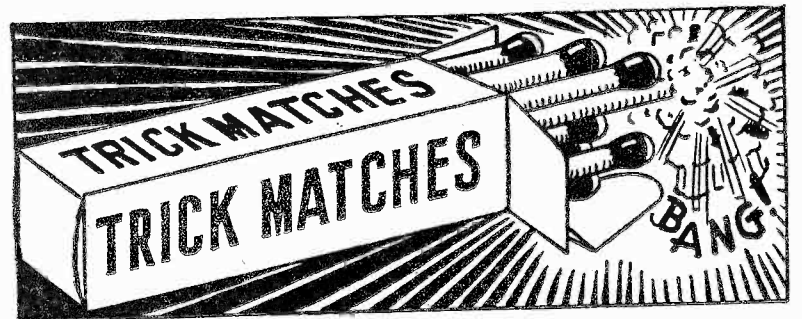
## Small Models Coming First

Much checking on pre-war markets to gain ideas for future planning

CHICAGO, Nov. 4.—Two conferences of the electronics industry recently held here have greatly increased the speculation as to how many of these firms will enter the radio field after the war. The number of firms in the U. S. turning out electronic products of some kind are variously estimated from 500 to 1,000 companies.

Recent reports in the radio trade suggest as many as 125 firms will be making radio receiver sets after the war.

With so many manufacturers in the radio field, the specialty merchandise trade is also beginning to speculate (See Radio Makers on page 48)



They Shoot With a Loud Bang! — Immediately After Striking. They are loaded to give a big scare, but not enough to be at all dangerous. Every man who smokes is a prospective customer. 12 Matches in Box. 72 Boxes in Carton.



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



A Novelty Surprise! When your friend strikes one of these matches, what appears to be a tiny snake uncoils from the flame! Front row are Snake matches—back row regular. You use the regular match first, then toss the book to your "victim" and watch the fun begin. Usually retails 10c book. Packed 49 Books to Carton.

### JOBBERS

Write for prices. Big Profits to you with these fast moving, year round, repeat sellers.

DEALERS, Order Early for the Big Holiday Season Ahead. Sold by Leading Novelty Jobbers All Over U. S. If Your Jobber Cannot Supply You, Write Me for Address of Nearest Distributor.

## LYLE DOUGLAS

Joke Novelties

DALLAS 8, TEXAS

238 W. DAVIS

## ATTENTION!

SALESBOARD STAR SELLER  
GIANT 30 in. WOOL PLUSH BEAR

Order Now for Immediate Delivery  
\$48.00 PER DOZ.

Samples of Other Salesboard Numbers Sent on Request.  
25% Deposit With Order, Balance C. O. D.

## MAYFAIR MDSE. CO.

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



Write for New Catalog!

COMPLETE LINE OF

LOCKETS



ANKLETS



BRACELETS



CHARMS

MURRAY SIMON CO. 114 EAST 32D STREET  
NEW YORK 16, N. Y.

## WOOD JEWELRY



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

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

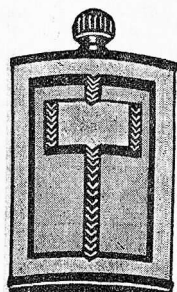
## HAND MADE



B. B. 100—10K Yellow Gold Ring, set with fine Diamond. Each... **\$4.10**  
 B. B. 101—3 Diamond Wedding Ring to match. Each... **4.50**  
 Sizes 5 to 7



**STERLING SILVER RINGS**  
 Two hands that clasp and unclasp go to make up this memento of true friendship.  
 BB9119—Sizes 5 to 9. Ea... **\$1.85**  
 BB9120—Same as above in Ladies', Sizes 5 to 7. Ea... **1.35**



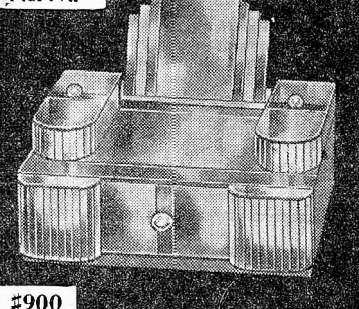
**"A PERFECT LIGHTER THAT NEVER FAILS"**  
 It is known as the "Match-King" and makes an excellent gift for either ladies or gentlemen. Has beautiful lines and is well made. Comes in assorted two-tone designs; packed one dozen assorted designs in patriotic colors to a box.

No. BB-110—\$7.20 Per Dozen.

**ROHDE-SPENCER CO.**  
 223-225 W. MADISON STREET  
 CHICAGO 6, ILLINOIS

**SWIVEL MIRROR VANITY**

**\$2.50 EA.**  
 Plus Frt.



#900  
 DeLuxe Model, Fancy Flexo Drawer Indented, 1/2" Mirror Base, 2-Tone Swivel Mirror, 2 Half-Round Flexo Compartments. A Very Flashy, Fast Selling Vanity. Shipping Weight, 60 Lbs. Per Doz. F. O. B. Chicago.

**JOBBERS**—We are again in production and deliveries are good at present. Stock up now.  
**W. L. MARTIN MIRROR BOX CO.**  
 1447-59 W. 69th St. Chicago 36, Ill.

**Gov't Has Guides For Surplus Sales**

WASHINGTON, Nov. 4.—A guidebook containing instructions for the small business man on how to purchase government surplus plants and goods has been issued by the Senate small business committee.

Electrical appliances, toys—in fact everything from live animals to flagpoles—are contained in the book which lists five disposal agencies, classifies the property handled by the army and navy, tells how, when and where offerings of surpluses will be made. In almost all cases, surplus will be sold thru regular trade channels—to manufacturers, wholesalers, jobbers and retailers. No prices are given in the guidebook, and present reports seem to indicate that it will not be valid long.

Meanwhile, the Treasury office, in order to acquaint business with available surplus property for disposal, has announced a new national selling program based on catalogs of available goods. Previously buyers had to contact each of the 11 regional offices to determine what surpluses were on hand.

A "Surplus Reporter" will be issued from each regional office at regular intervals. It will tell firms on the Treasury's mailing list what goods are for sale and where they can be purchased.

This new system, the Treasury said, will thus make it unnecessary for business firms to canvass the regional offices for surplus goods, as they have been doing in certain territories. Also, the practice of automatically sending invitations to bid has been discontinued.

**RADIO MAKERS**

(Continued from page 47)

about the supply of table and portable radios and how great the demand will be after the war. There is much checking of pre-war statistics and markets for the small sets.

In 1940 there were 57 firms making radio sets. Government statistics are

available to give a clear view of what the market was then. In 1940, the total production was close to 12,000,000 sets of all kinds. In 1940, a total of 5,516,000 table sets were produced and 1,218,000 portable battery sets. This was about 36 per cent of the total radio production for the country. In 1941, table and portable sets were running about 55 per cent of the total production of the industry. During the few months that radio sets were made in 1942, table and portable models were still running at about the same percentage of production.

There is no way to tell whether manufacturers will maintain about the same ratio of small sets in their production plans after the war, but it is generally assumed that the earliest sets to be put on the market will be the smaller models and that the pent-up demand for these sets will run into the millions.

**Against Low Prices**

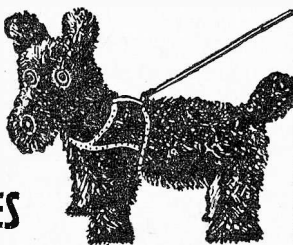
Many leaders in the radio field are starting a campaign against the manufacture of sets like those sold by manufacturers before the war which were as low as \$6.95 and \$9.95. These leaders say that the market was being cluttered up before the war with these low-priced sets and it was impossible for manufacturers or dealers to make a reasonable profit on such low-priced goods. It will be recalled that the specialty merchandise trade was doing a big business in sets ranging from \$6.95 to \$30.

Present indications are that many of the manufacturers are planning to make

**SALESBOARD OPS**

Here Are REAL Money-Making Items

LOOK OVER OUR LINE OF DE LUXE SCOTTIES



of Real Fur in Ass't. Colors  
 13x12"—With Colored Ribbons, \$2.00 Each.  
 23x17"—With Colored Ribbons, \$3.00 Each.

24" CHENILLE DOLLS Assorted Colors, \$18.00 Doz.

25% Cash With Order, Balance C. O. D.

**CARNIVAL NOV. CO., INC.**  
 30 West 3d St., New York, N. Y.

**"RICH-GUM"**

By Jo King

of Richard Appel  
 No. 565—Here's a "hot" one with plenty of "pepper" to it—and, brother, it spells "sales" as well as "laughs." Order today! Packed 3 dozen boxes to display card.



30c Doz.  
**\$3.30 Gross**  
 1/3 Deposit,  
 Balance C. O. D.  
 Send for list of many other items!  
**RICHARD APPEL, Inc.**  
 72 SPRING ST., NEW YORK 12, N. Y.

**LEADING SELLERS IN FUR COATS**

**LOWEST JACKETS PRICES CAPES • SCARFS ALL GENUINE FURS!**  
 Our new 1945 Victory Line is our greatest variety of best sellers for you! Latest styles. All sizes. Write for FREE NEW GIANT CATALOG! Satisfaction guaranteed or money refunded. Same day deliveries.  
**H.M.J. FUR CO.**  
 150-B W. 28th St., New York 1

**COMMANDO KNIVES—HUNTING KNIVES**

Commando Knife has 7 in. double edge steel blade. Encased in high-grade leather sheath. **\$37.50 Doz. Sample \$3.50.**  
 Hunting Knife has 6 in. single edge steel blade. Encased in high grade leather sheath. **\$33.00 Doz. Sample \$3.00.**  
 Samples, cash with order. Dozen Lots, 25% with order, balance C. O. D.  
**VULCAN KNIFE CO.**  
 P. O. Box 4036 Birmingham 6, Ala.

**JUST OFF THE PRESS!!**

Issued to merchants only



WRITE TODAY FOR CATALOG 44F  
 (Complete selection of Costume and Staple Jewelry)

**BIELER-LEVINE**  
 37 S. Wabash Ave., Chicago 3, Ill.

**BINGO SUPPLIES**

REGULAR SPECIAL—7 COLORS  
 REGULAR SPECIAL—10 COLORS  
 Mounted Bingo Cards  
 Write or Wire for Catalog

**JOHN A. ROBERTS & CO.**  
 235 Halsey St. Newark, N. J.

**15 Magic Tricks AND PUZZLES**  
 In Large Four-Color Box. \$1.00 retail — \$7.20 dozen prepaid. One-third cash. Sample 60c. Jobbers write.  
**THERON FOX**  
 1024 CAROLYN - SAN JOSE 10, CALIFORNIA

**LEVIN'S CATALOG FREE**

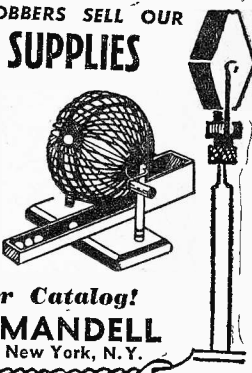
With an Order From This List

Article	Per Gross
Salt and Pepper Shakers	\$3.00
Coasters	3.00
Tumblers, 5 Oz.	3.75
Napples	3.90
4 1/2 In. Bowl	4.25
Paper Flag on Stick	.65
Paper Bow Flag Pins	.75
Min. Comic Pennant	.75
Paper Masks	.75
Lucky Charms, Carded, Box	.85
Rings, White Metal	1.00
Bean Blower	1.00
Shoe Laces	1.00
Plastic Thimbles	1.20
Rayon Bow Pins	1.35
Pencils, No Eraser	1.44
Baseballs	2.00

Prices F. O. B. Terre Haute.  
 25% Deposit Required With C. O. D. Orders.  
**LEVIN BROS. Since 1886**  
 Terre Haute, Indiana

**OVER 1000 JOBBERS SELL OUR BINGO SUPPLIES**

We still have BINGO CAGES on hand. Inquire today!  
 We have a few used Public Address Systems. Write for details.



Write for Catalog!  
**MORRIS MANDELL**  
 131 W. 14th St., New York, N. Y.

**PIN-UP GIRLS**

Novelty Stores—Gift Shops—Hustlers We have attractively packaged sets that are real sellers and good values.  
 Set #1 has 12 Pictures, 7x9 Inches  
 Set #2 has 9 Pictures, 5x7 Inches  
 Set #3 has 5 Pictures, 4x5 Inches  
 Lithographed in 9 colors on good paper stock. Best work of most prominent artists, nothing sordid or offensive, priced right for profit.

Also a new line of ten-cent packaged Novelty Items suitable for Joke and Trick Stores. Clever, comical laugh-makers that sell fast. Consisting of Joke Business Cards, Tickets, Quiz Paks, Puzzles, Piacards, War Jokes, Ration Card Jokes, Diplomas, Licenses and others. Two-pound Sample Pack of over fifty items and THREE complete sets of PIN-UPS with wholesale price lists of entire line. \$2.00  
 Please State Your Business.

**KANT NOVELTY COMPANY**  
 323 Third Ave., Dept. B2, Pittsburgh 22, Pa.

**CHOCOLATES**

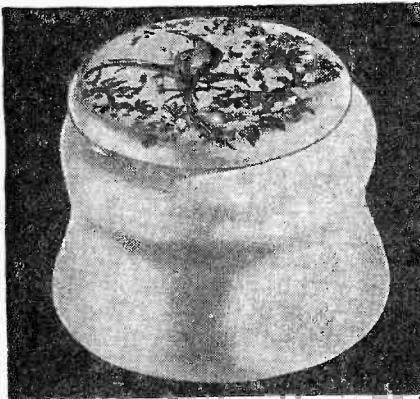
**OPERATORS' QUALITY ASSORTMENTS**  
 #95 Large Mirror Chest & 1 Lb. Choc. & Conf. \$2.85  
 #97 Large Mirror Chest & 1 Lb. Choc. & Conf., and 12 1 Lb. Box & 1 2 Lb. Choc. & Conf. 11.85  
 #96 Large Mirror Chest & 1 Lb. Choc. & Conf., and 16 1 Lb. Box and 2 2 Lb. Choc. & Conf. 15.85  
 #72 Musical Chest & 1 Lb. Choc. & Conf., 24 1 Lb. & 2 2 Lb. Boxes Choc. & Conf. 24.50  
 50% Deposit or Full Remittance.  
**DELUXE SALES CO.**  
 BLUE EARTH, MINN.

**FREE! 1944 WHOLESALE CATALOG**



About 300 Tested Sellers  
 for today's opportunities are illustrated and described. About 98% of the articles can be supplied promptly. This is important to you as today's sales depend on supplying the goods. The stock of catalogs is limited, so suggest that you send for a copy soon.

**SPORS CO., 1144 Lamont, Le Center, Minn.**



**MUSIC BOX SPECIALS**

Every woman wants a fascinating Musical Powder Box! These are made of wood, enameled in dainty pastel colors, with a bird and floral top decoration in soft, delicate hues. 3 gold gilt ball feet. Roomy powder container is furnished with soft puff. Size 3 1/4 x 3 1/4 x 3 1/4". Sh. Wt., 2 lbs. Each \$4.25.

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

Prices Less 2% Cash Discount. 25% Deposit Required on C. O. D. Orders. Wholesale Only. Catalog Sent on Request.

**Hagan** JOSEPH HAGAN COMPANY  
WHOLESALE DISTRIBUTORS SINCE 1911  
217-223 WEST MADISON ST., CHICAGO 6

**CANDY DEALS**

Still Available

Regardless of the Shortage We Are Now in a Position To Offer Candy Deals Again for Holiday Business.

**ORDER IMMEDIATELY CEDAR CHEST DEAL**

5 Beautifully Decorated, Mirrored Cedar Chests, Packed With 2-Lb. Quality Chocolates, in Connection With 1000 H Board 5c Sales.

TAKES IN \$50.00. Your Cost, \$19.75 Per Deal.

**BOX CANDY**

12 2-Lb. Boxes High Quality Chocolates in Connection With 1000 H Board 5c Sales

or 24 1-Lb. Boxes Chocolates in Connection With Same Board. Takes in \$50.00. Your Cost, \$20.95 Per Deal.

10 Deal Lots, Deduct 50c Per Deal. 1/3 Deposit Must Accompany Order, Balance C. O. D.

**Lake Erie Specialty Co.**

816 Hippodrome Building  
Cleveland 14, Ohio

**LUMINOUS RELIGIOUS FIGURES & FLOWERS**  
By Nite Glow

Write for Complete List  
**NITE GLOW PROD. CO.**  
106 W. 46th St., N. Y. C.  
ME 3-5794

**BINGO**

SPECIALS ★ CARDS  
TRANSPARENT MARKERS  
Write for Bulletin

AMUSEMENT INDUSTRIES, Box 2, DAYTON 1, OHIO

**CEDAR CHESTS**

FILLED or EMPTY. WRITE FOR CIRCULAR. Specialists in Sales Board Deals.

**CROYDON CO.**

Box 85, Linwood Sta., Detroit 6, Mich.

sets ranging from \$30 list and up, but it is understood that when manufacturers actually begin producing sets, they will probably make some of the low-priced items like those made before the war.

A lot of predictions are being made as to the number of sets that can be manufactured or that the consuming public will want as soon as restrictions are lifted. On the basis that the all-time high production record of close to 14,000,000 sets was reached in 1941, it is predicted that an average production record after the war should run about 18,000,000 receivers per year. Some leaders are looking forward to sales of about 20,000,000 units per year for a good many years after the war.

The average manufacturer's selling price per unit before the war was said to be about \$18, but manufacturers hope to raise the average considerably in the post-war period.

Most interest is being shown in the probable effects the radio-phonograph combinations will have on the future market. Most manufacturers will emphasize the combination sets, but the specialty merchandise trade will be much more interested in the table and portable radio sets which are generally too small for combination mechanisms.

**Economy Changer**

As mentioned in these columns some months ago the specialty trade should keep in mind that a Chicago manufacturer had placed on the market just before the war a portable home phonograph with a very modern and efficient record changer which was retailing in department stores at \$30. There is no question but what there would be an immense market for such a portable phonograph after the war if it could be made to sell at not too much of an increase in price. A well-known radio manufacturer has this idea.

With the prospect of 125 firms making radio sets after the war, distributing firms will have an immense field to contact and to make arrangements for future representation. Trade leaders say that about 25 per cent of these firms may be expected to drop out soon after production starts again. These leaders say that it will require from six months to two years to fill the pent-up demand for radio sets after the war.

Some definite indication as to how many firms are planning on making radio sets is shown by the report that 55 manufacturers have already taken out the Hazeltine license which requires a minimum royalty payment of \$10,000 per year. About 90 manufacturers have already taken out licenses from the Radio Corporation of America and several other firms are known to be negotiating for these licenses.



\$1.50 EACH

In doz. lots. 20-yr. gr. Monel Metal with pearl-like inlay. Order Now! Catalog Free.

**UNITED JEWELRY CO.**

Dept. 388-BB Wheeling, W. Va.



**FULL SKINNED TUXEDO STYLED COAT**

Sizes 12 to 20

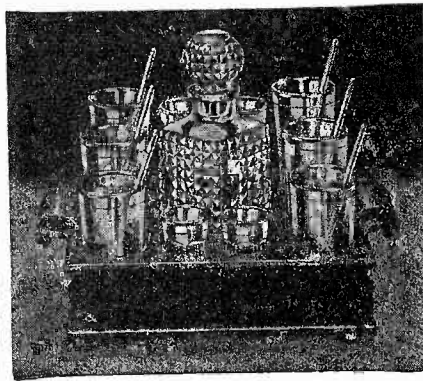
SPECIAL \$27.50

Buy Direct From Mfr.

The largest assortments of outstanding Fur Creations in our history available NOW! Immediate Delivery. All types at reasonable prices. Satisfaction Guaranteed! Write for Free Catalogue. YOUNG & YOUNG 208 W. 27th St., N. Y. 1, N. Y.

**Last Will and Testament of Adolph Hitler**

(Copyright 1942) Printed in 2 colors with seal. 8 1/2" x 11". Funniest thing you ever read. A terrific seller. Big profit. 100, \$2.00; 500, \$7.50. 6 Samples, 25¢. Full cash with order. Satisfaction guaranteed. We pay postage. TRIAL ORDERS. 95 COPIES, \$1.00. **JAY-JAY CO.** 2927 West 16th St. BROOKLYN 24, N. Y. Formerly at 1603 Surf Ave.



**"BARETTE" 19 Piece Set**

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

INDIVIDUALLY BOXED.  
Complete 19 Piece Set—Wt. 8 Lbs.

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

Also Furnished in a Salesboard Deal as Follows:

**Barette Deal #232**

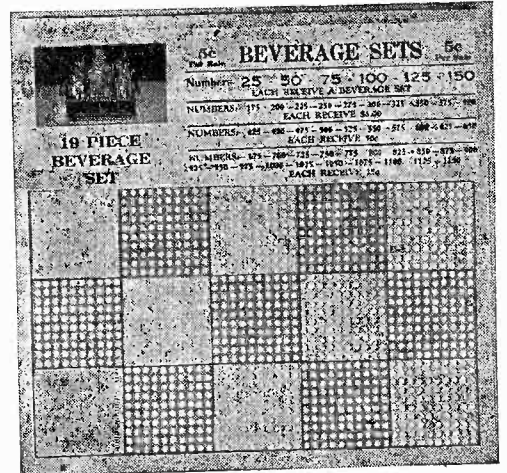
1500 Holes @ 5c. Takes in \$75.00. Gives out 6 Barettes, 10 \$1.00 winners, 10 50c winners and 20 25c winners. Total payout \$20.00. Profit \$55.00 less cost of deal.

Price per deal complete \$18.65

25% Deposit With All Orders.

**A.N.S.CO.**

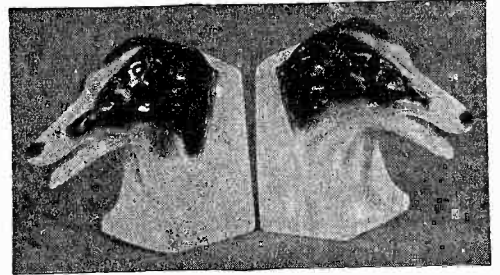
312 Carroll St.  
Elmira, N. Y.



**Large Assortment of Bookends—Colored Beautifully**

From \$18.00 to \$45.00 Per Doz. Pairs

Completely illustrated price list K sent to any GIFT SHOP on application. We carry a tremendous assortment of fast selling GIFT GOODS, ranging in price from \$1.80 to \$90.00 per dz.



No. 4099K—Collies. 6 3/4 inches high, weight 32 lbs. to Doz. Pairs. \$18.00 Per Doz. Pairs. Packed 1/6 Doz. Pairs in Carton.

**LEO KAUL** IMPORTING AGENCY, Inc.

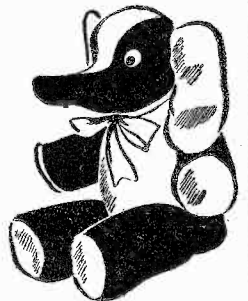
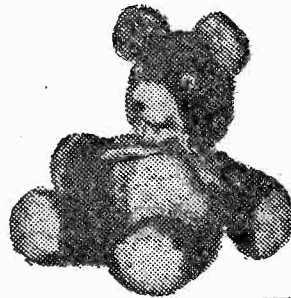
115-119 K SOUTH MARKET ST., CHICAGO 6, ILLINOIS.

**SALESBOARD SPECIALS Beautiful Two Tone Plush 20" BEAR or ELEPHANT**

IMMEDIATE DELIVERY \$33.00 DOZ.

25% With Order, Balance C. O. D., F. O. B. N. Y.

Samples of Other Hot Salesboard Items Sent On Request.

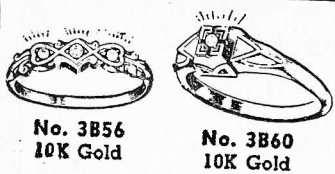


**MAYFAIR MERCHANDISE CO. WAYNE PRODUCTS**

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

**SPECIAL American HUMMEL REPRODUCTIONS**  
SIZES 5" TO 5 1/2" IN HEIGHT - ASSORTED SUBJECTS \$10.50 DOZ.  
TOYS - DOLLS - NOVELTIES - SPECIALTIES - SALESBOARDS  
NEW ITEMS ARRIVING EVERY DAY - CATALOG FREE  
**DIVERSO PRODUCTS CO.**  
610 NORTH WATER ST. MILWAUKEE 2, WISCONSIN

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



No. 3B56  
10K Gold

No. 3B60  
10K Gold



No. 3B201—10K Gold

No. 3B206—14K Gold

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

(State your business)

**HARRY PAKULA & CO.**

5 N. Wabash Ave. Chicago 2, Ill.

**Popular Items**

**It's a Natural**

Here's a cigarette lighter that's proving to be a natural sales getter, according to Midwest Wholesale Jewelers, Inc., Kansas City, Mo. The lighter is 14-k. goldplated, small and compact, and has an especial appeal with the ladies who can tuck it in their purses. It is about an inch and a half in size, and smoothly turned out to light—just right.

**It's Really Hot!**

According to latest reports, distributors are being canvassed for a 1800-watt electric heater now coming off the production lines. Made by Economaster Products Company, Nashville, this heater is in the popular price bracket, made with a built-in, heavy duty thermostat. Other models will be on the market soon, according to the company, and should prove to be big sellers in variety, general and specialty stores.

**Hingees**

Comics that seem to come to life are thrilling the imagination of children, according to the advance sales of King-Larson-McMahon, Chicago. They have come out with a patented "pivot slot" hinge, to create the Hingee, which makes copies of Smokey Stover, Mickey Mouse, the Katzenjammers actually stand, sit, play, walk or act. This sensational toy comes in a package of 10 complete comic families, and is packaged in a beautiful colorful gift box.

**More Than a Joke**

Lyle Douglas, Dallas, is featuring hot joke novelties, that are said to pull in sales faster than they create the harmless, ever-popular, practical joke. Trick matches and loaded cigarette plugs that can be inserted in cigars and pipes, too, are repeat sellers, and they are seen in the stocks of all leading novelty jobbers. These jokes are the real thing!

**JOKES and TRICKS**

Jobbers • Storekeepers • Pitchmen

**THE FAD IS SWEEPING THE COUNTRY**

Popular-Selling Items—Retailing 10¢ and Up.

Item	Doz.	Gross
Hot Pepper Gum, Chickie Form.	.50	\$3.80
Hot Pepper Gum, Slices	.60	3.95
Hot Pepper Toothpicks, Carded 24	.50	4.40
Hot Seats, a Hit Number	.60	5.95
Hot Pepper Candy	.75	7.95
Wonder Mouse, Boxed, Carded 24	.50	3.25
Sneezing Powder, Extra Strong	.50	4.40
Bloody Soap Powder, Bloody Joke	.50	3.25
Cigarette Bitters for Chislers	.50	3.25
Stink Plugs for Cigarette Bums	.60	5.75
Chinese Ring Illusion Trick	.60	5.95
Snowstorm Pills, Carded 24	.60	4.95
Bitter Toothpicks, Carded 24	.60	5.95
Invisible Lovers' Ink, Carded 24	.60	5.95
Trick Shooting Book Matches	.60	5.95
Trick Ex-Kitchen Matches	.60	5.95
Trick Snake Book Matches	.50	4.20
Shooting Cigarette Loads	.60	4.95
Itch Powder, That Lousy Joke	.50	3.75
That Dirty Joke, It's Dirty	.60	5.40
Lovers' Cards, Set of 12	.50	3.95
Hindu Paper Folding Trick	.75	7.95
Hindu Bottle & Rope Trick	3.00	33.00
Comic Mirrors, They Are Hot	.75	8.25
Flash News, They Are Funny	.50	3.80
Sooner Dogs with 3 Pills	.75	6.95
Sooner Dog Pills, 6s, Carded 36	.60	5.90
Daddy Bank Roll, Stage Money	.50	4.95
Dog Don It, Large Dirty Pill	.90	7.95
Chans Laundry Ticket Trick	.60	5.95
Alarm Clock Candle, Hot Joke	.50	4.80
Stink Perfume, It Sure Stinks	.75	7.80
Hotsy Totsy, Fanny Dancer	.75	8.75
Dribble Glass	1.75	17.50

Send 25% With Order, Balance C. O. D., Full Amount With Order—Take 2% Off.

**HARRY SCHWAMM**  
237 East Ninth St. NEW YORK CITY

**CARNIVAL SPECIALS**

Item	Per Doz.	Price
Worth Covered Base Balls	2.00	\$ 2.00
Horseshoe Placques	2.00	2.00
Aluminum Milk Bottles, Each	1.75	1.75
Medium Plaster, Gro	7.00	7.00
Swaggers, Gro.	10.75	10.75
<b>Heavy Whiskey Glasses</b>	<b>3.50</b>	<b>\$ 3.50</b>
Ash Trays	3.75	3.75
Tumblers	4.00	4.00
Nappies	4.50	4.50
Sugar Bowls and Creamers	4.80	4.80
Saucers	4.80	4.80
Cups	5.20	5.20
6" Bowls	6.75	6.75
8 1/2" Bowls	10.80	10.80
Engraved Wedding Rings	1.00	1.00
Plastic Thimbles	1.20	1.20
Paper Flags	.80	.80
Paper Flag Bows	.90	.90
Comic Paper Masks	1.00	1.00
Cloth Flag Bows	1.35	1.35
Powder Puffs	3.00	3.00
27" Shoe Laces	1.15	1.15
Comic Post Cards, Per 1,000	4.00	4.00
Painting Puzzle Book	6.50	6.50
MacArthur Buttons, Per 100	1.85	1.85
Army Metal Buttons, Per 100	.40	.40

No order shipped C.O.D. without 25% Dep.

**KIPP BROS.**

117-119 S. Meridian St., Indianapolis 4, Ind.

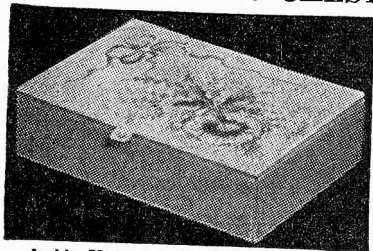
**ORIGINAL HAND-PAINTED MIRROR GIFT CHEST**

6"-8" SPREAD SEASONAL FLOWERS

We Are Now Accepting a Few Additional Accounts. Jobbers and Salesmen, Write for Catalogue.

**BERCHMER MFG. CO.**

Dept. A, 1101 W. Allegheny Ave., PHILADELPHIA 40, PA.



Inside Measurements, 9 1/4 x 6 1/4 x 2 1/4

**READY FOR YOUR XMAS NEEDS**

—LIMITED STOCKS STILL AVAILABLE—

Blankets, Enamelware, Cutlery, Luggage, Mirror and Cedar Vanity Chests, Fitted Travel Cases, Dresser Sets, Metal Tool Chests, Portable Bar Sets, Fur Animals, Dolls, Toys, Giftwares, Gift Jewelry, Brush Sets, Pen Sets, Beverage Sets, etc. Also a complete line of Decorations, Favors, Souvenirs, Novelty Hats, Nolsmakers, Ornaments.

**IMPORTANT** To Obtain the Proper Listings, Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

**ACME PREMIUM SUPPLY CORP.**  
3333 LINDELL BLVD., ST. LOUIS 3, MO.

**XMAS CARDS**

**COLORFUL COMICAL HUMOROUS**

Originators and Manufacturers Since 1935 of Colorful, Comical, Greeting and Joke Cards. Send \$2.00 and we will ship prepaid ON APPROVAL our Display Album, containing 20 Comical Xmas Cards with order blanks. Retail dealer prices 3, 4 and 5 cents each. If you buy all or part of the line the \$2.00 you sent will be allowed for credit on your first order or you may Return the Album within 10 Days for an immediate Cash Refund. In either case the Album Costs You Nothing. Fair Enough? OR—

ASK YOUR JOBBER ABOUT "THE MARCY LINE."

**MARCY MFG. CO., INC.**

138 W. 17TH STREET, NEW YORK 11, N. Y.

**CATALOG NOW READY**

**SWAGGERS** Assorted Colors. Full Length. Heavy Weight. 2 Gross in Carton. Gross—**\$9.50**

**MIDWEST MERCHANDISE CO.** 1010 BROADWAY KANSAS CITY, MO.

**ATTENTION, WAGON JOBBERS, AGENTS, CANVASSERS**

We have Can Openers, Strainers, Kitchen Tools, Sleet Scrapers, Notions, Blades, Combs, Candy, Christmas Cards, Wrapping Paper, Seals, Etc. Get lined up with our profitable lines. Act Promptly. Write for Free Catalog.

**CHAMPION SPECIALTY CO.**

816-K CENTRAL ST., KANSAS CITY 6, MO.

**HOT CHRISTMAS ITEM!**

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

**A. M. WALZER CO.**

MIDLAND BANK BLDG., MINNEAPOLIS, MINN.

**EARRINGS**

24 Karat Gold Plated CLOSE-OUTS—\$24.00 PER GROSS, Postpaid Hoops, Buttons, Dangles—all with metal screw backs. Minimum order—one gross—same-day shipment. Send for free price list other items.

**RICHLEY COMPANY**

303 Fifth Avenue NEW YORK 16, N. Y.

**MAGIC RACES**

Winner cannot be determined in advance. At cigarette touch 6 horses are off. **BIG PROFITS** All the thrills of actual race, Fast seller. 40 Races, \$1.00. Dime brings samples, wholesale prices.

**BARKLEY CO.**

Dryden 3, Va.

**MEN—Build a Wholesale Route GET INTO A Big Pay Business**



**We Help You Establish a Steady Route of Dealer Customers**

Make good weekly earnings selling stores our BIG line of 200 products—all daily necessities. Show merchants in your locality a sensational line of self-selling counter goods. Retail at 5¢ and 10¢. You make up to 112% commission. No large capital required. Easy to start.

A fortune spent for National Advertising has made our products known from coast to coast. Send for our booklet "Your Opportunity in a Wholesale Business of Your Own." It's FREE—no obligation, WRITE TODAY!

**WORLD'S PRODUCTS CO., Dept. 8-B, Spencer, Ind.**

**COMIC CARDS**

Over 35 Cards and Folders, all in 4 to 6 colors. Cost as low as \$20.00 a thousand with envelopes. All are fast 10¢ sellers. Send 25¢ for sample cards and folder.

**M & M CARD CO.**

1033-1035 Mission St., San Francisco 3, Calif.

**Limited Supply of These FAMOUS**

**FLAME-MASTER All-Purpose LIGHTERS**



Neat Design—Handy Size Good lighters are scarce. Here's a 50¢ retailer that looks like a \$1.00 value. Lights instantly. Two-tone all-metal cases. A sure money-maker. Your cost only \$3.60 per dozen. Flashy counter card free with every 3 dozen order. Send 25% deposit, balance C. O. D.

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



**FLASH—SPECIAL—FLASH**

Squirt Lapel, Indian and Elephant on Display Card—\$1.75 Doz. \$20.00 Gr. Magic Race—\$1.00 Per 100. \$9.00 Per M. Sparkle Matches—50c Per Doz. \$5.50 Per Gross.

Special Police Badge, Domestic 12 on Display Card—\$1.00 Doz. \$10.80 Gross. Thumb Trick (Cigarette Through Handkerchief)—\$3.00 Per Doz. \$33.00 Per Gr. Comic Xmas Cards Now in Stock.

**OUR NEW COMPLETE PRICE LIST IS NOW OFF THE PRESS**

**JOKER NOVELTIES**  
926 Broadway New York 10, N. Y.

**Latest Sales Sensations! AVAILABLE NOW!**



2 Games for the Price of One!

**Mystic Answer Board**

Cash in on the popular craze that is sweeping the country. Strong Masonite board covered with wood grained, mica coated paper. Water repellent. Equal in value to many other boards selling up to \$1.69. Sample, \$1.00 postpaid.

Regular discounts on quantity orders. **Handsome 4 Pc. Desk Set** Consists of desk blotter pad, size 12"x19"; renewable hand blotter; stationary rack and plastic letter opener. Quality leatherette in two-toned Spanish grain in brown, tan and wine. Embossed to simulate rich hand tooling. Sample, postpaid, \$1.25

Orders shipped immediately. **COLUMBIA INDUSTRIES** 330 S. WELLS ST. CHICAGO 6, ILL.

**MERCHANDISE TRENDS**

(Continued from page 47)

out the reasons of the slump, since a check with the jewelry industry has shown that the tax did not affect this type of luxury sale. At the present time, all fur men realize the importance of something "drastic" being done to stimulate consumer demand—otherwise there is the gloomy prospect that many dealers will be forced out of business.

**London Christmas Skimpy**

Londoners who will be experiencing their sixth wartime Christmas are anticipating the shortest supply of gifts yet. The coupon book system has jumped sky high for most gifts because of the severe shortages of merchandise. And for those gifts that are couponless, antique jewelry, umbrellas, utility chinaware and other similar items, the prices are out of reach for the average Londoner. Such news should make Americans more aware of their many blessings—and be an incentive to give more freely to drives such as the present Community War Fund.

**Wartime Prosperity Reflected**

General merchandise stores had the least amount of business failures in 1943, according to a report from Dun & Bradstreet. Statistics showed that thru September of this year there were only 980 business failures, reflecting the lowest number in business history.

**Warns Against Complacency**

John C. Goodall, general manager of the Merchandise Mart, warned merchandisers of not being too enthusiastic over an easy sellers' market in the post-war period. Many merchants, he said, may have an idea that they can sit and wait for the rush of customers eager to buy anything offered for sale. New organizations will enter the merchandise field and established companies must meet this competition by revising earlier post-war plans. The specialty merchandise trade has realized that talk about the easy customer buying may prove to be an illusion and it is anticipating this by not overstocking with the first goods to be released when restrictions lift.

**Specialties To Fly High**

Toys, games, gifts, candy and clothes will be flown on New Year's day, France's traditional gift day, to a city somewhere in that liberated area. Men of a bomber base in England who will guide the B-17 version of Santa Claus, are writing home for gifts and specialties with which to load their back when they fly the gifts to the French children who have been made destitute or orphaned by the war.

**Novelty With Novelties**

A certain pitchman was recently seen with a novel idea to gather a crowd about him and follow him to his corner. The wise one had a novelty dagger pinned to his coat that gave the effect of an all too real situation of having been stabbed in the back. The result: A tremendous bunch of curiosity seekers—and the dagger novelty turned out to be a good investment—both for the curiosity seekers and the pitchman.

**Urges Distribution Now**

In a conference on distribution held in Boston recently, President Roosevelt said that "the distribution of civilian goods will be of the utmost important to post-war recovery." He asserted that high levels of production and employment—which, of course, the nation as a whole is working to establish—can only be maintained by placing factory and farm products speedily in the hands of the consumer. The President added that it was essential for every industry to study the problems of distribution now . . . so that there may be no interruption in the free flow of goods.

**Training for Farm Markets**

The nation as a whole has recognized the importance of farm markets, and recently several organizations have established programs of training to enable men to sell them. The courses, which will be offered to vets for the most part, are including the need for knowledge of merchandising, new products and what the farm market wants. It cannot be stressed too often that the specialty merchandise trade has many new fields in which to work, and this emphasis on building up the farm market brings out the point once again that rural areas will capture a big portion of the trade in not too many years hence.

**ANOTHER Casey CASH-GETTER!**

Timely—Flashy

**FUZZY-WUZZY**

A \$10.00 Retail Value!

Here's a grinning monkey that will pile up the big cash profits that make you smile. Big and soft, clever Fuzzy-Wuzzy is covered in finely tailored, long-pile plush fabric—fluffy stuffed. Has amusing, attention-getting hand-painted mask face and big silk ribbon bow around the neck. Comes in two sizes. Each was an outstanding value at the old price—a REAL SENSATION at the new low ones!

23" size, packed 6 to a carton. Was \$48 doz. **\$42** Doz. Now Only . . . . . Sample \$4.00

28" size, packed 6 to a carton. Was \$54 doz. **\$48** Doz. Now only . . . . . Sample \$4.50

25% Cash With Order, Balance C. O. D.

TELL IT TO **Casey** YOUR DEPENDABLE SOURCE OF SUPPLY 1132 S. WABASH AVE. CHICAGO

★ **GLOWS LIKE A STAR** ★

Luminous Flowers and Figures

OUR COMPLETE LINE

No. 1—Extra Fine Large Gardenia with Bud . . . . . \$3.60 Doz.	No. 1-A—Corsage of Blossoms by 3 \$4.00 Doz.
No. 2—Medium Gardenia with Bud 3.00 Doz.	No. 2-A—Corsage of Wild Roses by 3 3.75 Doz.
No. 3—Small Gardenia . . . . . 2.10 Doz.	No. 3-A—Large Open Rose . . . . . 3.00 Doz.
No. 4—Tarfeta Orchid with Bow and Fern, White, Blue or Red . . . 3.75 Doz.	No. 4-A—Corsage of Dahlias by 3 . . . 3.25 Doz.
No. 5—Cluster of Roses by 3, White, Pink or Yellow . . . . . 4.50 Doz.	No. 5-A—Single Gardenia Rose . . . 1.75 Doz.
No. 6—Hair Bow with Glowing Flower . . . . . 2.25 Doz.	No. 6-A—Glistening Butterfly Mounted on Velvet Bow with Comb attached in Many Colors . . . 2.50 Doz.
No. 7—Triple Tea Rose, Extra Fine 3.25 Doz.	No. 7-A—Large Daisy Corsage by 2 . . . 2.75 Doz.
No. 8—Cluster of Daisies by 3 . . . 2.75 Doz.	No. 8-A—Rose Gardenia by 2 . . . . 3.00 Doz.
No. 9—Double Gardenia Corsage with Extra Bud, Very Smart . . . . 4.25 Doz.	All Above A Numbers Are in White, Pink or Yellow.

Glowing Earrings in Plastic . . . . . \$2.00 Doz. Pr.

**HAND DECORATED RELIGIOUS FIGURES**

No. 1—Assorted 8" . . . . . \$6.00 Doz.	No. 4—Dancing Dolls and Assorted Novelties . . . . . \$2.50 Doz.
No. 2—Assorted 6 1/2" . . . . . 4.25 Doz.	No. 5—Crucifix, 9" . . . . . \$6.50 Doz.
No. 3—Assorted 5" . . . . . 3.25 Doz.	(in Individual Box)

Above Figures Made With New Molds Which Leaves the Faces Absolutely Perfect.

**STAR-GLOW MANUFACTURING CO., 1183 SIXTH AVENUE, NEW YORK 19, N. Y.**

1/3 DEPOSIT, BALANCE C. O. D., F. O. B. NEW YORK

**DOLLS . TOYS**

- BEST PRICES
- PLENTY OF STOCK
- GOOD SERVICE

Write or Wire Your Wants, No Matter What They May Be. Send for FREE Descriptive Circular

**JERRY GOTTLIEB, INC.**

928 Broadway  
Bet. 21st and 22d  
in the Heart of New York

**H. REITER**

Direct Mfrs. of greatest line of outstanding design and full color.

**SERVICE BANNERS AMERICAN FLAGS**

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This is our exclusive number and manufacturers say this is the greatest value in stuffed toys today. Limit 12 dozen to an order. Sample \$2.35.

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ATTENTION! MAGIC DEALERS!

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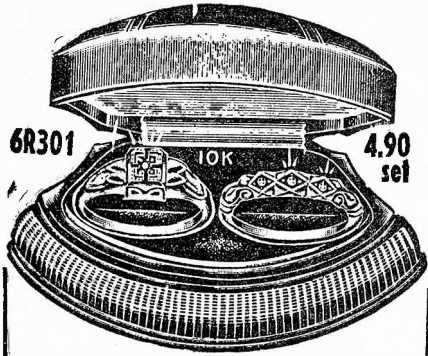
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 6R301—1 Diamond Engagement Ring and 3 Diamond Wedding Ring ... Set \$4.90  
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 WRITE FOR NEW CATALOG FEATURING DIAMOND RINGS & COSTUME JEWELRY.

**BIELER-LEVINE**

37 South Wabash CHICAGO 3

**Pipes For Pitchmen**

By Bill Baker

Communications to 25 Opera Place, Cincinnati, 1

**JACK (BOTTLES) STOVER** ... and Pat Malone are giving the high spots one more gigging before King Winter takes over in the hills of West Virginia where, they say, cold weather makes it a bit tough for sheeties.

THE LINE OF LEAST RESISTANCE can cause a lot of failures and discontent.

**JACK DOUGLAS** ... that a lot of pipes from Scotlandville, La., that a lot of water has run under the bridge since he last saw Mary or Madaline Regan and he wonders if they remember when they were Siamese twins and he worked the front? He is now with novelty jewelry around Baton Rouge, La., and had been

in Minnesota and Iowa all summer. He asks for a pipe here from Harry Rajah, Jack David and Carl King.

IF YOU HAVE A PRODUCT that is good you can sell it.

**I. W. HIGHTOWER** ... cards from Atlanta ... in all history there has never been so much mazuma in that spot as now. He says there are no rooms or apartments to be had, while restaurants are crowded and bootblacks are sporting fancy wrist watches. All this is due to the new Bell plant, he adds, and says it is the chance of a lifetime for pitchmen who are good.

ADVICE MAY BE FREE but it is sometimes costly.

**GEORGE A. SAUERWEIN** ... is heading for Houston with his vitamins and oil. He asks lines here from Tim O'Day, oil worker.

**WILLIAM (BILL) RUITZ** ... in the merchant marine the past three years, was ready to start on another when he wrote from United Seamen's Service Center, Norfolk, to ask for a line to that address from such old-timers as Joe Wall, Lester Kane, Mary and Madaline Ragan, Paul Houck, Al Siegel and Chief Mex.

**JIMMY PARADISE** ... reports that Judge Harry Patterson will be in Harrisonburg, Va., soon and adds that Colonel Maitland is there waiting with open arms for the Christmas bank roll.

**Lucky Number**

By Tom Kennedy

COUNT SELDOM SKOFF just informed me that he and Doc Lushwell are now working a foot joint in the small towns thru Iowa. Seems like they pass out coupons to the school kids, which are to be given to their parents. On presenting the coupon to the Doc, who has rented a doorway, they are given an envelop containing about half a teaspoonful of powder.

On each envelop the Doc puts a number in lead pencil. From 2 to 4 p.m. the numbers run from 1 to 500. From then till 6 p.m. they run from 500 to 1,000. Under each number the Doc has a private code mark. He says there are 50 lucky numbers out of each 200 envelopes passed out.

Anyone drawing a lucky number gets a \$1.00 jar of his corn salve for 25 cents, plus the tax and cost of packing and transportation, which comes to about 50 cents.

However, the winner can't lose, because after he has paid the total of 50 cents for the \$1.00 jar of salve, he writes his name and address on a blank sheet of paper.

That night the Doc and the Count go over the names and addresses in the hotel lobby, and the one who displays the best penmanship gets a bottle of dandruff remover for free. All they need do is send in the name and address of a friend or relative who has used this treatment before, submitting a sworn statement by a notary public that they were satisfied with the results obtained by the foot treatment. Failure to do this disqualifies them. Looks like they are going to do a land-office business.

P. S.—The Count just phoned me that he and Doc Lushwell just heard of a good Saturday spot 200 miles north and are leaving for there immediately.

**Events for Two Weeks**

November 6-11  
 GA.—Atlanta. Shrine Circus, 6-12.  
 KY.—Louisville. Fat Cattle Show, 8-10.  
 LA.—New Orleans. Legion Celebration, 6-12.  
 ME.—Lewiston. Poultry Show, 7-9.  
 N. J.—Newark. Dog Show, 12.  
 N. Y.—New York. Dog Show, 12.  
 PA.—Harrisburg. Dog Show, 11.  
 Nazareth. Farm Products Show, 9-11.  
 TEX.—El Paso. Old Frontier Days, 10-11.  
 Houston. Shrine Circus, 6-16.  
 WASH.—Seattle. Dog Show, 11-12.

Nov. 13-18  
 CALIF.—San Diego. Dog Show, 19.  
 ILL.—Chicago. Antiques Expo. & Hobby Fair, 13-18.  
 N. J.—Camden. Dog Show, 19.  
 N. Y.—New York. Hotel Expo., 13-16.  
 PA.—Philadelphia. Dog Show, 18.  
 S. C.—Charleston. Victory Jubilee, 13-25.  
 TEX.—Houston. Dog Show, 19.

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 20 boxes (minimum) @ 5.50; 60 boxes @ 5.45; 120 boxes @ 5.40; 240 boxes @ 5.35.  
 Send full amount or 50% deposit by M. O., Bank Draft or Certified Check.  
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**CEDAR WOOD HEADQUARTERS**

65 ASSORTED NUMBERS, \$10. Identification Bracelets, Silver Plated Chain, \$7.12 Per Doz. Sterling Silver Anklets, \$5.72 Per Doz. Watch for Our Announcement.

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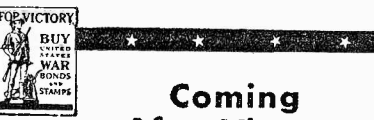
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**\$10 per dozen**

1/3 Cash With Order, Balance C. O. D., F. O. B. Rome  
 Sample Postpaid for \$2.00 Cash  
**QUICK MONEY FOR HUSTLERS**

These Coats Are Selling Like Hot Cakes. Money Refunded Without Question on Any Shipment Returned Prepaid Within Ten Days After Receipt of Goods.

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 A New and Better Line of **OAK-HYTEX BALLOONS**

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**ZIRCON SOLID GOLD RINGS** \$4.00 TO \$10 EACH  
 Ladies or Gents..... 4

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Direct From Our Factory—Lowest Prices. Luxurious line of Fur Coats, 1944-1945 season. Skunk-Dyed Raccoon, Blended Raccoon, Cooney Marminks, V Shape Sealines, Beaverettes, etc. The styling and workmanship are skillfully combined to yield the utmost in beauty and value. Write at once for Free Price List. Sizes 9 to 52. Special Prices to Jobbers.

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**JEWELRY!!**

DIRECT FROM PROVIDENCE AT FACTORY PRICES

- Identification Bracelets, Heavy Handsome Sterling. Ea. ... \$ 4.50
- Locketts, Beautiful. Dz. .... 29.00
- Men's Expansion Bracelets. Ea. 6.75
- Anklets. Dz. .... 7.95
- Spray Pins with Earrings to Match, Gorgeous Sets. Dz. .... \$36.00 Up
- Earrings, Screwbacks or Pierced. Dz. .... 12.00 Up
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- Key Chains, Baby Rings and Com-pacts, Etc.

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 Write today for new wholesale catalog on Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices, rapid service. (Products Liability Insurance Carried.)  
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 Manufacturing Pharmacists  
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**BUY WAR BONDS FOR VICTORY**

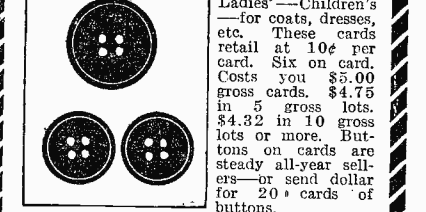
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I HAVE SHEETS FOR ALL STATES. All Well Known. Good War Maps. Write or Wire **ED HUFF & SON**  
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**—SCOOP!—**

**FINGER NAIL CLIPPERS**, All Metal Brilliantly Finished (Limited Amount) \$ 7.60 Doz.  
**EXTRA SPECIAL!**  
**PEA SHOOTERS**, Beautifully Lacquered, 75¢ Doz. \$ 7.90 Gr.  
**MINIATURE NOVELTY BOXING GLOVES**, All Leather, Assorted Colors \$3.90 Doz. \$44.00 Gr.  
 Can Be Sold for Gifts or Worn on Millady's Coat Lapel.  
**TONGUE TORTURES**, Carded Easel Back, Asst. Hot Picks, Hot Ciggy, Bitter Picks, 4 Cards \$3.75  
**WIGGLE SNAKES**, 15" Long! Box of 24 Snakes \$ 3.00

**ERNIE'S ENTERPRISES**

725 PINE ST., ST. LOUIS 1, MO.

## American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., Nov. 4.—The ACA acknowledges full co-operation on the part of Frank H. Kingman, secretary of the International Association of Fairs and Expositions, Brockton, Mass., in connection with planning the ACA annual meeting in Chicago December 4, and the membership appreciates the many courtesies extended by him.

Included in correspondence received thus far, letters from Past President Floyd E. Gooding; Mel H. Vaught, new co-owner of the Sheesley shows, and Owner John Gecoma, Bright Lights Exposition Shows, indicate their intentions to be present. Associate Counsel Richard S. Kaplan, Gary, Ind., and Louis Herman, Toronto, have advised that they will be in attendance.

An inquiry from H. L. Heisser, Endy Bros.-Prall Shows, with reference to availability of additional shooting gallery ammunition in the near future, has been taken up with Harry A. Ackley, of the War Production Board. It is anticipated that some information may be available soon. Joseph Scortino, formerly with the James E. Strates Shows and Cavalcade of Amusements and recently discharged from the army, was a visitor to association offices.

Attention of employers in the industry is called to the fact that on or before December 1 new certificates of exemption must be filed by their employees because of a change in definition of dependents. On January 1, 1945, the new withholding tax system will go into effect, and under it employers will be obliged to deduct approximately the entire tax which may be due up to \$5,000 a year. During December employers should take steps to prepare for the change in this system. Employers must, prior to January 31, 1945, furnish employees with receipts for the amount of taxes withheld during 1944.

## SLA Red Cross Fund Now \$12,271

CHICAGO, Nov. 4.—Since the \$1,935.88 contribution from the five F. E. Gooding Amusement Company units was reported last week, the Red Cross Fund of the Showmen's League of America has received an additional \$343 from various shows and individuals, bringing the grand total to date to \$12,271.87. Donors and amounts received:

Rube Liebman .....	\$ 10.00
Milo Anthony .....	5.00
Oscar C. Buck .....	50.00
Jack Nelson .....	25.00
R. Evertsen .....	2.00
Jack Oliver .....	2.00
Smiley Daly .....	2.00
Ned and Louis Torti .....	100.00
Sam Menchin .....	50.00
Nat D. Rodgers .....	25.00
Morris A. Haft .....	25.00
Richard and Fay Gilsdorf .....	25.00
William L. McCoy .....	5.00
Atwell Luncheon Club .....	2.00
Al Rossman .....	15.00
<b>Total .....</b>	<b>\$343.00</b>

## VIRGINIA GREATER PEAK

(Continued from page 32)

Earl T. Maynard, fire chief, Dunn, N. C., and Mrs. and Mrs. Jack Huffine and son, Louis and Kay Augustino returned from their home in Connecticut after visiting their daughter, who had undergone an operation. Mr. and Mrs. Ed Curtin were called to Thomasville, N. C., by the death of Tommy Fallon, their brother-in-law. Showfolks sent a floral wreath to the funeral home in New York. A week before his death he was on this show with his Girl Show.

Season is reported highly satisfactory by concessionaires and showmen who have stuck it out until closing. Show ran into polio in the Carolinas and had two towns canceled, but remainder of the route in tobacco and cotton country has been away above expectations. Hardly any Monday or Saturday nights were lost to rain. Equipment was kept in good shape and there were few minor breakdowns. Sol Speight, operator of the Cotton Club Revue, will be in quar-

ters a few weeks to rehearse his troupe to play schools and theaters in the Carolinas until the show reopens next spring.

Mr. and Mrs. Roy E. Lollar, with their bingo and concession staff, will go to their home in Burlington, N. C. Tindal and Taylor, with their concessions and crew, will make a few dates in the Carolinas and Georgia on their way to Florida. Joe Conley and Al White to Miami; Tom Vitalli to Florida. Happy Arnold, who has been mailman and *The Billboard* sales agent and operator of the Alligator Wrestling Show, will head for Georgia and Florida with Mrs. Arnold and family, who operate concessions. Louis and Kay Augustino, with their Animal Show and concessions and crew, will play spots in the Carolinas and Georgia. Bill Penny and Dave Young and their concessions will stay out a few more weeks in the Carolinas before Bill parks on the farm in South Carolina. Mr. and Mrs. Ed Curtin go to Miami. Ike and Mike and Leo, of the Matina Midget Troupe, will stay in quarters in the living trailer bought for them by Manager Rocco Masucci.

Raleigh Gibson, superintendent of rides, and his nephew, James Gibson, will be at home in Charlottesville, Va., until work starts in quarters. Red Soloman and wife, Betty, and baby will go home to North Carolina for a few weeks. He is foreman of the Chair-o-Plane. Mr. and Mrs. Jimmy Munroe will be home in Sumter, S. C., for a few weeks. Frankie Carleo, manager of the shows' cookhouse, will return home to Orange, N. J., after a visit in Burlington, N. C. Bob Millican, electrician and master mechanic, will stay in quarters to start work on new illumination and other lighting effects. Aston Phillips, with popcorn, candy apples and floss, who will make a few dates in the South, will be back next year. Jack Huffine, who will place a photo gallery in a North Carolina town, has several other machines in the South.

Mr. and Mrs. Masucci, owners, will go home to Orange, N. J., and will attend the Chicago and New York meetings and later he will return to start work on equipment. W. C. (Bill) Murray, general agent, who is in charge of quarters, will have a small crew until full work starts. Show carried 5 rides, 6 shows and 30 concessions. Next season Manager Rocco Masucci will enlarge, having acquired two more rides. Raleigh Gibson will build a Funhouse and two more shows will be added. Orders are in for new canvas for the Side Show, Merry-Go-Round and kiddie rides, tops of these having been torn in the hurricane at Carthage, N. C. New fronts will be built for the Midget, Minstrel and Girl shows and front gate. An extra middle piece will be added to Sol Speight's top, and new seating with blues and stringers will be built. Suffolk has been the home of the show for the past four years.

## LAST SHEESLEY TRIBUTE

(Continued from page 32)

with services in the Baker Mortuary here and interment in Rayzor Cemetery, Penbrook, a suburb, November 1.

Immediate mourners were his son and daughter-in-law, John D. and Dorothy Sheesley; brother and sister-in-law, Mr. and Mrs. Charles E. Sheesley, Harrisburg, and brother, niece and nephew, Byron F., Anna and Park Sheesley, Penbrook.

Showfolk sent nearly 100 floral tributes and among those who paid their last respects in Pensacola were Mr. and Mrs. Mel H. Vaught, E. H. (Texas) Smith, C. K. Sutton, Kansas City; D. Buchanan, D. L. Falker, Mr. and Mrs. Vaughn Richardson, Mr. and Mrs. John Frenkel, Jimmie Austin, J. E. Schwartz, E. P. Preston, Mr. and Mrs. H. Hubbard, Whitey and Vivian Miller, Richard L. Gonzales, A. M. Andress, Mr. and Mrs. E. Lowry, Mr. and Mrs. W. H. Rice, Lee R. Kennedy, Eddie Knapp, Newt Kelley, Homer Gilliland, Kelter Docen and Frank Morrel. Among those attending the funeral here were Jake Shapiro, Elizabeth Finn and Don Gardner and Walter L. Beachler, Dayton, O.

## Son Sells Equipment

PENSACOLA, Fla., Nov. 4.—John D. Sheesley, son of the late John M. Sheesley, sold his bingo and other concessions and trucks to Pete Kortez and Mel Vaught, new owners of the Sheesley organization, when the show went into winter quarters here. He had operated them a number of seasons on the Mighty Sheesley Midway, which until its sale October 11, had been owned and operated by his father since 1912. With his wife, Dorothy, he will return to Jacksonville Beach, Fla., where their two

daughters, Jo Ann and Dorothy, are in school. He retained his Iron Lung attraction.

Robert North, who has been Sheesley publicity director five years, returned for a visit to his home in Lynchburg, Va. Much favorable comment was caused by his loyalty and attention to his late employer during his last illness, North having carried out a number of confidential missions for him and spent much time in attendance upon him in addition to the press and radio work for the show. He has announced no plans for 1945.

Mrs. Jeanne Williams, former ride operator and many years a familiar figure around the Sheesley shows, went to join her daughter, Mrs. Harry (Susie) Moore in St. Louis.

## BALLYHOO BROS.

(Continued from page 32)

that he had no children and used only one reader. That didn't sound any too good but every little helped. By 5 p.m. the lot was swarming with calico and kids. When the bosses asked about them the concessionaire said that his wife's mother, father, sister, brother, nephew and uncle had arrived for a visit and that the kids belonged to them.

At 1 p.m. the personnel was again lined up for a count. This time we had the contract in the bag, as our show's population had increased to 840. Now that they had more than lived up to their contract, the bosses demanded a 5 per cent deduction of the guarantee because they had 5 per cent more people than the contract called for. Furthermore, Pete Ballyhoo threatened to let the entire tribe stay on the lot until the next Wednesday, as they had paid a week's rent, which would put them on the lawn after the wives returned. The office won its point. All contracts on hand now carry the by-line: "800 People and Animals." MAJOR PRIVILEGE.

## ST. LOUIS KXOK

(Continued from page 31)

it was that it broke in black and white the day of the European invasion.

### Tele, the Promoter's Dream Child

KXOK was the second station in the United States to apply for an FM license. It missed being the first by 20 minutes. Right now Thomas is making a tour of television stations and television equipment manufacturers in the East, gathering information he can use as the basis for his plans to operate a video station in the near future. When KXOK operates a FM and a television station, say members of the radio trade in St. Louis, watch out. For, they say, if these boys can do such a bang-up promotional job with just AM, imagine what they will do with television. Thomas, says he expects television to be a promoter's dream come true. The day on which by

sight you can promote your own advertising medium on your own station, he says, is the day when the boys with the ideas are going to come out on top.

## MARRIAGES

(Continued from page 31)

tober 25. They are members of the Cetlin & Wilson Shows.

DU PONT-PIERCE—Joseph Du Pont to Irene Pierce in Greenwood, S. C., October 25. Both have been with the Cetlin & Wilson Shows a number of years.

GIBBONS-BROOKS—Cedric Gibbons, screen art director, to Hazel Brooks, actress, in Beverly Hills, Calif., October 26.

HESTER-BREWER—Lieut. Robert A. Hester, nonpro, to Betty Brewer, actress with Katharine Cornell's American Theater Wing troupe touring war zones, in Florence, Italy, October 24.

LESTER-KAYTON—Frankie Lester, former vocalist with Ted Lewis's band, and Evelyn Kayton, of the Mibray Dancers at Swan Club, Philadelphia, October 22 in New York.

SEABOLT-BANKS—Eston Seabolt, to Helen Banks, ball game agent for Al Campbell on the James E. Strates Shows, at Orangeburg (S. C.) Fair October 26.

SMITH-SCOVERN—Capt. James E. Smith to Alice B. Scovern at Peoria, Ill., November 1. Both are animal trainers.

## Births

A daughter to Corp. and Mrs. Clarence Poplin at St. Alphonso Hospital, Boise, Idaho, October 13. Father is the son of Mrs. J. A. Bullock, Bullock Amusement Company, Charlotte, N. C.

A son to Mr. and Mrs. Jascha Brodsky October 12 at Louisville. Parents are violinists in Clarence Fuhrman's orchestra at Station KYW, Philadelphia.

A son to Mr. and Mrs. Art Linkletter in Children's Hospital, San Francisco, October 15. Father is emcee of NBC's *People Are Funny*.

A daughter, Sally Mabel Marie, to Dick and Sally Mason in Hollywood Hospital September 24. Parents were formerly well known in the tent rep field. Father is now working in pictures.

## FOR SALE

3-Abreast Herschell Spillman Merry-Go-Round, perfect running shape. Have bought small Spring reason for selling. Also Single Loop, A-1 shape, and 8-Car Kid Ride.

## H. N. CAPELL

BOX 457 (Phone 63) HASKELL, OKLA.

### WANTED TO BUY

Indoor fireworks sparkles, 100 gross boxes or more. Will buy any toy that works on the street for Christmas. Will buy Popcorn Machine and Snow Ball Machine. Want Man and Wife to work Concession; man must drive truck. Will sell Missouri, Boston and Chicago Pennants, 5¢ each; Buttons same as above, 2¢ each. JOE SALADINO, Mecca Hotel, Birmingham, Ala.

## JOSEPH J. KIRKWOOD SHOWS

America's Best Advertised Midway

## CHARLESTON, S. C.

MEETING STAND FOUR MILE

NOV. 13th-25th

TWELVE DAYS AND NIGHTS

ONLY SHOW PLAYING WHITE LOT IN CHARLESTON

RIDES Will book any Fiat or Thrill Ride for this spot.

SHOWS Opening for A-1 Girl Show with or without equipment. Have complete Side Show. What have you to put into it? Book any Novelty Show, Snake Show, Motor Drome, Etc.

CONCESSIONS Everything open this spot. No Ex. except Bingo and Fish Pond. Wire before coming on, as we do not overbook.

FREE ACTS We will have

## "SELDEN THE STRATOSPHERE MAN"

on our midway. Can use one more sensational High Act.

At this date last year twelve days' paid admissions were 32,801.

All Address: RALPH DECKER, Manager, Fayetteville, N. C., This Week. P.S.: Shows and Concessions can join Fayetteville for last of week.

## MONARCH SHOWS WANT

For West Palm Beach, Two Weeks Starting November 13. Place another Ride not conflicting. Want several legitimate Concessions. Also place one Grind Show.

Address N. P. ROLAND, Ft. Pierce, this week.

## PCSA

(Continued from page 33)

donated it to the sick and relief fund. Door prizes went to Marguerite Aldridge and Secretary Vivian Gorman. Mabelle Bennett received a standing vote of thanks for designing a club banner of gold satin with hand sewing and purple lettering. It was decorated with a tiger's head, painted by Pauline Burdes, and will hang in a prominent place in the rooms.

New members introduced were Gloria Barth, Gracie Hanneford and Virginia Larson. Mrs. Jack Greenspoon, of the NSA Auxiliary, gave an interesting talk. Emmy Clifford donated \$15 to be used for any purpose. Bobbie Branson gave a beautiful tablecloth for the bazaar. Chairman Rose Rosard reported more articles of all kinds are needed. Those absent for some time and who spoke were Jean Yagler, Gladys Forrest, Josephine Foley; Mrs. Martin, Martin Shows; Billie Zuckor, Jenny Reigal and Gertrude Di Santi, who had just given her seventh pint of blood to the Red Cross. Members then attended a lecture by Al Blake in the men's clubrooms on his counter-espionage. Luncheon was served, with Nina Rodgers as hostess. Next hostesses will be Lee Sturm and Estelle Henry.

## HASC

(Continued from page 33)

May Wilson, chaplain of the auxiliary, is in Bell Memorial Hospital after a major operation.

## Ladies' Auxiliary

At the HASC meeting October 27 auxiliary members gathered in the lobby for handshakes and chats. Among those present were President Clara Zeiger, telling of interesting experiences during summer; Ruth Ann Levine, with her visiting sister from Iowa, Mrs. Hejda (Ruth Ann had received a letter from her son, Leo, who is overseas, saying he was well); Rosa Lee Elliott, with a letter from her husband, Harold, also overseas; Hattie Howk, Lettie White, Bird Brainerd, Margie Michels, Ann Wilson, Ruth Spallo, Nellie Weber, Dorothy Hugo, Grace McBain and Mollie Ross. Those who have beat the housing shortage and have new house trailers are Margaret Stone, Ann Carter and Trixie Clark. On the shut-in list are Chaplain Mae Wilson, who is hospitalized; Edith Moon, for a major operation, and Leola Campbell. Several



**MAX LINDERMAN**, general manager of the World of Mirth Shows, who died of a heart attack in Augusta, Ga., on the night of November 4, was completing the season scheduled to end for the show November 6 in Augusta. He has been a carnival owner, operator and executive many years with several organizations playing in the East and South and was widely known in the entire outdoor field. A trustee and past president of the National Showmen's Association, his remains were sent to New York for funeral services and interment.

members are planning to attend the Chicago meetings. Member Billie Bedoni Grimes, who is one of the hotel clerks on duty, does a good job as greeter. Ruth Martone is improving to the extent of using only one crutch. Members have been requested to send in their silver offerings.

## SLA

(Continued from page 33)

brother-in-law. Phoebe Carsky, president, is hostess to her sister, Frances Hoyle, Philadelphia, who is visiting her for a few weeks, and is enjoying the company of baby Lynne Carsky. Member Martha Wagner will spend several weeks in Hot Springs with her husband. Mrs. Edward A. Hock is expected back after a month in Hot Springs. Open-house convention plans are being formulated, full details to be given later. Alice Hill's son, Edward, who has been a visitor, is back in a hospital in Indiana after an injury in the South Pacific. Mrs. Sam Glickman was welcomed after an illness. Rose Page, Mrs. E. Sopenar, Ida Chase and Elsie Miller attended a luncheon at the Drake Hotel Camilla House last week for the American Hospital Auxiliary. Mrs. Max Thorek being hostess. Mrs. Michael Doolan, first vice-president, was hostess at Thursday night's social in the Hotel Sherman, which was largely attended. Hostesses at the next social will be Margie Freis, Ann Sleyster, Mae Taylor and Marie Broughton.

## NSA

(Continued from page 33)

Edna Lasures expects to preside. Invitations to the president's reception before the banquet November 29 will go out shortly. Past presidents' card party for the Bess Hamid Sunshine Fund November 1 was a financial and social success, first party of the season. Hostesses were Past Presidents Dorothy Packman, Midge Cohen and Blanche M. Henderson. Halloween decorations prevailed and delicious refreshments were served. Nylon stockings were awarded to Helene Rothstein and the door prize went to Rose Lange. A telegram from President Lasures from Augusta, Ga., was read. Member Dorothy Mulholland was congratulated upon the birth of a son. Members Marie O'Dell (Mrs. Samuel Murphy) and Helen Cuny are ill in hospitals. Dues came from Rose Bosco, Veronica Jordan, Olive Lewis, Pearl Meyers and Mollie Decker. Meetings will be held on November 15 and November 22.

## MICH. SHOWMEN'S ASSN.

(Continued from page 33)

lough from two years in the South Pacific. Pvt. A. G. Slaten arrived from Guadalcanal, having been transferred and now on leave as a patient from Edward Hines Memorial Hospital, Hines, Ill. Word came from Herman Weiner, S 1/C, that he has been given a medical discharge and was resting in Miami. Pvt.

Roy (Bubbles) Voakes, Canadian Army, who visited on a five-day pass, returned from an 18,000-mile tour of the European war theater, bringing back German prisoners. Contributions to the Service-men's Fund: Erwin Eule, \$10; Sam Schneider, \$15; Bennie Bernard, \$25.

Annual Halloween Party in the rooms October 31 drew nearly 400 members, wives and families and taxed capacity of rooms and tables. Dave Diamond and His Band played until 3 a.m. for entertainment and dancing. They have been booked for the New Year's Eve Victory Ball and Dance. Guests included Judge William Friedman and Edward J. Fry, Democratic nominee for governor. Credit for popularity of the event went to Entertainment Chairman Jack Dickstein and the new house committee, headed by Edward Bennett.

## MIAMI SHOWMEN'S ASSN.

(Continued from page 33)

Krassner, Ralph Rothrock, Joseph Johnson, James H. Drew Jr. and Robert W. McCreery, by Max M. Tarbes; Charles Roth, Morris Glinea, R. L. Overstreet, Claude Willis, Anthony Pietro, Frank J. Wozniak and Glendon R. Gattis, by Eddie Hackett; Isadore H. Castle, Vern Eugene Weymouth, William F. Jones, Spot Pinsonault, Robert C. Kratzer, Harry Smith and William Yeastedt, by Bennie Weiss; Bill Kemp, Edward S. Webb, Clayton Holt, Harry Steche, Fred M. Forsythe, Morris Bedlin, A. L. Rossman, Sam Dunvitch (Sammy Smith) Solly Kann, Melvin Westmoreland, P. J. McLane, Phillip Waddle, Lorin D. Hall, Gilbert Mayman, John S. Meyers, John Vance Dundee, Leo LeDoux, Clarence A. Kasin, Wilfred Clain, Harry D. Wingfield, Charles Cohen, Gibson Reynolds Lawson, Robert G. Peters, Maurice Richby, Johannes Knudsen, Alton Pierson, Charles C. James, John Lino and Warren M. Murphy, by William (Whitey) Tara; John B. (Wilbur) Woods, Rocco Marroletti, John A. Morrissey, Walter G. Noel Jr., Amlil (Jake) Dunrow and Sidney Daniels, by Morris Kahntroff; Meyer Ruff, by R. W. Rocco; Homer H. Simons and James R. Stabile, by Vernon F. Korhn; James Annin, by Harry Modele; Sam Padrone, by Leonard Ross and William Holt; Henry McCaully, H. B. Johnson, Charles T. Goss, Robert Marcus, Robert McPeak, Adolph Koss, Howard W. Piercy, Bill Bell, Edward L. Brooks, A. E. Brumley and Fred O. Howey, by George A. (Whitey) Golden.

About 300 new members have joined, making a total of close to 800. Many new applicants have not yet filed with the secretary, and membership may go over 1,000 before spring. Ben Weiss made a donation of \$100. George Golden has written up over 50 members, making him eligible for a gold card. Harry Modele, Louis Margolies, Oscar Margolies, Frank Hamilton, Harry Edwards, Homer Davis, Eddie Hackett, Jack Rose, Abe Zuckerman and Ben Weiss arrived in Miami. At the first meeting a date will be set for the dinner and dance to be held after January 1.

## CIRCUS "IDEA" SET

(Continued from page 3)

sides of stage and ring and also above stage and ring. At least five feature aerial acts and an aerial ballet will be used.

Acts already penciled in for the show are Alfred Court's mixed group of lions and tigers; Henry Robinson's elephants; the "Lone Ranger"; A. Robins, musical clown; Berosini Troupe, high wire; Peaches's Sky Ballet; Watkins' and Sylvia's animals; Cycling Kirks; Ermine's Royal Lilliputians and many clowns.

About 70 per cent of the acts are regular features of the Hamid-Morton Circus, and in all probability Gae Foster will handle the line of 24 girls which will not be used simply as window-dressing, but will have routines, including dancing, stilt-walking, roller skating and acrobatics.

In view of the fact that the H-M show opens its winter-spring season early in February at Memphis and its tour

does not end until the latter part of May, no definite plans have as yet been made to take the Arena show on tour this winter, but if the show clicks at Cleveland it will eventually hit the road as a Sutphin-Hamid Morton unit playing on its own and not under any auspices.

Hamid terms the show a post-war preview of shows to come, embodying new ideas in the blending of spectacular circus and vaude acts with elaborate production, gorgeous scenery and brilliant lighting effects.

## COLLECTORS' CORNER

(Continued from page 39)

the show would parade on the exhibition grounds and a great crowd gathered. The parade started from the menagerie and dressing tents; circled the race track, disappearing under the side wall of the menagerie!

"I believe the first show to play two towns the same day was J. Augustus Jones when he played Spray, N. C., where it gave an afternoon performance, then moved only the big top, by wagons, three miles to give a night performance in a village. The Christy show successfully tried this feat when it was only a three-car show, but really accomplished the supreme feat of a big railroad circus of playing in two towns in one day and moving the whole show a distance of 52 miles in 1928 from Wolf Point, Mont., to Glasgow, Mont. After the evening performance in Wolf Point, the show train was loaded by 3:30, arriving in Glasgow at 5:30. The Side Show was open within an hour after the first wagon was unloaded. In order to perform this feat, a crew was sent ahead to Glasgow to lay out the lot and drive the stakes."

## URGE OUTDOOR P-W PLAN

(Continued from page 3)

of replacements of equipment—amusement devices, rides, juke boxes, etc., that will be needed by showmen in the immediate post-war period and quantities and types of materials required for restoring buildings and other equipment of parks, fairgrounds and circuses. This would provide manufacturers of such equipment and material with a basis on which they could plan their post-war production. As most of these firms are now present occupied in turning out war material such a blueprint of post-war needs would enable them to more efficiently plan conversion of their factories to peacetime production and guide them in enrolling labor and securing essential materials, some of which could come from surplus war materials.

## Serving Industry's Interests

"While show owners and producers do not have a manufacturing problem," Hamid continued, "they, as well as amusement park and pool owners, will face problems of priorities on essential materials, as it appears certain that Washington will continue to ration essential goods a long time after the defeat of Germany. Allocation of such materials will be made in accordance with needs and demands of various industries, so if manufacturers of amusement devices and the outdoor show industry have a definite post-war plan and a chart of their urgent requirements this will be a decided factor in seeking priority grants.

"No matter what happens we will have a great boom in our industry for a number of years after the end of the war. After that it's anybody's guess. Most other industries have formulated post-war plans aimed at serving the interests of industry as a whole, not simply selfish gain for individual firms. Outdoor showmen should do the same. The present attitude seems to be: 'Wait and see' or 'Let George do it.' Showmen should not leave this for a last-minute rush, but should start planning immediately and go to the Chicago conventions prepared to offer suggestions and to work out a post-war plan covering their needs. It's going to take a lot to satisfy our returning service boys and even the folks at home."

## LETTER LIST

(Continued from page 46)

Barker, Roy Henderson, Texas  
Buck, Buddie Tommy  
BELL, Bill Hilton, Joseph E.  
CARPENTER JR., Howey, Clyde C.  
KEMP, William  
Cohen, Phil Frank  
DAVIES, William Carl  
Lang, Robert (Fingers)  
Fitzgerald, Evelyn Lewis, Melvin  
Gaughn, Harry Lucas, Earl C.  
Golden, Samuel LUCAS, Otto  
James Wheeler  
Gray, Don McLane, P. J.  
Helman, Bill W. Patrick, T. W.  
Helman, Jordan W. Reeves, Gobel Leon

Russell, John Ira Thompson, William  
Savilla, F. Allen  
Shores, E. R. WHITMARSH,  
SHUFELT, Fred Harold L.  
Smith, William D. Winemiller, George  
Sunset Carnival Mervin  
Wheeler, Roy West Bros. Carnival

MAIL ON HAND AT  
CHICAGO OFFICE  
155 No. Clark St.,  
Chicago 1, Ill.

Carr, Marian  
Curtis, Walter  
Dillow, Lee  
Edwards, Clarence  
Flannigan, P. E.  
GREEN, Eddie  
James  
Jacobs, Mrs. Joy  
(LaBounty)  
Karsay, Myrna  
MINTZ, Jesse  
Benjamin  
Morrison, Babe  
O'Day, Pat &  
Penny  
Woods, Mrs. Zerelda

BERNSTEIN, Bullock, Bob  
Morris A. Canning, Joe P.

LONE STAR SHOWS  
CAN PLACE

For all winter's work, legitimate Concessions of all kinds that work for stock (no racket). Can use Ride Help for Merry-Go-Round, Ferris Wheel, Chairplane and Tilt. Will book or buy for cash Octopus, Kiddie Auto Ride. No junk. Must be in A-1 condition. Address all mail and wires:

J. R. McSpadden

Covington, La., this week; then per route.

## WILL PAY CASH

For 2-Abreast Merry-Go-Round regardless of condition or make, all or any part. Let me know what you have.

ROSCOE T. WADE

Adrian, Mich.

WANTED - - WANTED  
10—SHOW GIRLS—10  
10—WAITRESSES—10

\$50.00 guarantee weekly. Job good for four months.

## MOULIN ROUGE LOUNGE

New Orleans, La.  
Wire JOE SELLY, Mgr.

## WANTS

## HARRY LEWISTON

Side Show, Museum, Freak Attractions. Pleasant all year around work. Will buy Snakes.

Write—Wire HARRY LEWISTON

635 Smithfield St. Pittsburgh 2, Pa.

## WANTS







# MFRS. TO DIVERSIFY LINES

## Mangan and Eckland Resign From Mills; Form New Firm

CHICAGO, Nov. 4.—James T. Mangan, director of advertising and war promotions of Mills Industries, ended a 19-year association with the firm Wednesday (1) when he and Everett B. Eckland, industrial designer of the firm for the past 10 years, handed in their resignations to go into business for themselves.

New firm will be known as Mangan and Eckland and will specialize in industrial designing of manufacturers' products being prepared for post-war markets. In addition, firm will supervise and help set up clients' advertising, merchandising

and public relations programs so that they, together with the products, will dovetail into a co-ordinated pattern. Clients will not be confined to the coin machine industry, but because of both Mangan's and Eckland's long associations with Mills, it is assumed that they will be active in this field. Offices are now being set up in the Board of Trade Building at LaSalle and Jackson streets here.

Following his graduation from Loyola University here in 1917 and a stretch in the navy in World War I, Mangan became associated with the Mitchell Faust Advertising Agency. He first joined the Mills organization in 1922 and left in 1925 to become advertising manager of the Loftis Jewelry Stores. In March 1929 he rejoined Mills and has headed up the firm's advertising and sales promotion departments ever since. For a 10-year period



Everett B. Eckland



James T. Mangan

prior to the war he also was chairman of the firm's new products committee and head of its industrial design department. At the outbreak of war he took over the post of director of the firm's war promotions and personnel relations in addition to his advertising duties.

A prolific writer, Mangan has been a steady contributor to advertising and coin machine trade journals as well as general magazines. He has also written several books that have been published by Dartnell Publishing Company; among them *Design, the New Grammar of Advertising; Push, and The Knack of Selling Yourself*. He is also the composer of *We're All Americans*, one of the few top patriotic songs of World War II which Kate Smith recorded and has featured extensively on her programs.

Eckland joined Mills Industries in 1934 as an industrial designer. His first product was the War Eagle Yellow Front Bell and since then has designed over 300 coin machines for the firm. Rated as one of the top designers in the industry, he not only was responsible for the cabinets which housed Mills mechanisms but also collaborated with the engineers on the mechanisms as well. At the outbreak of war, he helped develop bonded plastic plywood used in the fabrication of airplanes, and is regarded as an expert in the manufacture and fabrication of this material. Prior to his association with Mills he worked with R. R. Donnelley Corporation where he established a reputation for his ability in the graphic arts field.

## Distribs Buy W. Pico Sites

LOS ANGELES, Nov. 4.—A general grouping of coin machine jobbers here on West Pico Boulevard following the war is now evident. Bill Wolf, of California Amusement Company, recently purchased a lot there, and C. H. Robinson, who distributed Buckley equipment, has purchased a section containing one-story stores. Wolf definitely intends to build, and Robinson will convert the several stores to his own use when building materials are available.

These two recent real estate deals along with that made by William Happel Jr., manager of Badger Sales Company, indicate that four jobbing firms will be in the immediate area of West Pico and Magnolia. Happel purchased a large building adjacent to General Music Company several weeks ago. Wolf's purchase will put him across the street from General, and Robinson will be on the same side, but across Magnolia.

There has been general talk that there would be a shifting of coin jobbers to a central location. The trend in moving, here of late, has been in that direction, but this is the first definite indication of it.

## Preparing for Post-War With Mchs. for New Fields

Wurlitzer, Keeney, Stoner, Jennings, Mills and Bally among old-timers who will be in vending biz—newcomers toss hats into all phases of manufacturing field

CHICAGO, Nov. 4.—Altho the resumption of peacetime production here was further postponed this week by Uncle Sam's asking manufacturers in this area to supply extra ammunition and supplies for the Pacific war zones, the coin machine "rumor factory" has been turning out an avalanche of claims and counterclaims revolving about what products



naturally reticent about disclosing their plans when the day of reconversion is still so far off. Enough evidence already is at hand, however, to show a definite trend on the part of major firms to diversify their output when peace comes. In other words, juke and game firms are preping new lines, mostly vending machines, not only to increase production volume, but also to avoid having all

their eggs in one basket.

Fact that trend is toward supplemental lines of vending machines is in itself evidence of the confidence manufacturers have in the post-war future of automatic merchandising. This trend had already started years before the war when Stoner Manufacturing Company introduced a line of candy venders and O. D. Jennings, Bally and Mills entered the beverage vending field.

### Developments So Far

That this trend will gain momentum after the war already is evident. Outstanding example which already has come to light is the fact that Wurlitzer plans to enter the bulk beverage machine field in the post-war era with a machine that they have been developing for some time. This will be the second departure of the firm from the juke-box line. The first was Skee-Ball bowling game which the firm marketed in 1936.

Another firm which is eyeing the vending field is J. H. Keeney & Company here. Firm has just purchased the former Majestic Radio plant here and is negotiating for an additional 35,000 feet of adjoining land. J. H. Keeney, president of the firm confirmed reports this week that the firm has a cigarette vending machine ready for the post-war market but details are being withheld until the production lines are ready to roll. Prior to the war, firm turned out games, consoles and auxiliary music equipment.

Several manufacturers of gaming devices who had entered the vending machine field before the outbreak of hostilities have already revealed that they will be back with improved products. Stoner Manufacturing Company not only will be back with their line of Univendors but have both a cigarette and a four-flavor selective bottle drink vender ready for the after-war market. O. D. Jennings, which had a large bottle machine before the war, now has perfected a smaller machine with an 85-40 bottle capacity. Argument in favor of small size is that several small machines will prove more desirable in many locations like industrial plants, hospitals, etc., than one or two large machines.

Mills, which turned out bottle venders exclusively for Coca-Cola prior to the war, will also be in the field after the war with a large capacity cup machine. Bally will definitely be back with its cup vender and in the games field it has already announced that the first machine to run off its production line after the war will be called Victory Derby. Vendo, Inc., Kansas City, Mo., which also manufactured bottle machines before the war for Coca-Cola has in the works a machine which will decap the bottle, pour its contents into a cup and keep both bottle and cap. Firm also has a new change-making coin chute mechanism that will be marketed as part of their equipment and also sold independently.

There has been much speculation among vending operators about the advent of an electrical vender. Records show that such a machine was exhibited at the last coin machine convention by H. C. Evans & Company but wasn't placed on the market because its price was regarded as being too high at the time. Now trade rumor has it that this all-electric cigarette vender will probably be back on the market after the war with a number of improvements. Engineers are also reported to be considering the possible adaptation of the machine for vending of packaged foods. Some reports indicate that the machine may become a pioneer in the field of completely automatic merchandising machines.

Several new firms also have made definite plans to enter the field. (See *Diversify Lines* on page 59)

### Editorial

## Progressive Influences

By Walter W. Hurd

A NUMBER of progressive influences are at work to give the coin machine industry a great future when the war comes to an end. If the trade is able to capitalize on these influences it should go forward without a hitch.

There is much interest within the industry in what manufacturers of coin machines are doing in planning for the future. All manufacturers have gone ahead aggressively on war orders, and even when there were good prospects of an early end of the war they still continued faithfully at their job for the government.

This does not mean, however, that very constructive preparations for new coin machines in the future have been lacking. There are many rumors current about new machines in prospect, it being safe to assume that every manufacturer has new products already well along toward completion. When war conditions permit, all manufacturers will have something new to place on the market just as soon as plant facilities can be whipped into shape.

There are enough reports now current to show that the coin machine industry will have greatly improved machines to use in catering to the public after the war. The new machines in prospect will certainly give the American industry world leadership again after the war, just as it held such leadership before the war.

While there have been a lot of reports during recent months about firms from other industries entering the coin machine manufacturing field after the war, the probability is that not many of these will actually enter the field. It is already known that some big firms that actually developed certain types of coin machines thru the experimental

stage and even began to look for sales talent have only recently decided not to go ahead with their work. But there will be enough new additions to the coin machine field from other industries to add new zest and aggressiveness to the manufacturing industry. The entry of these firms into the coin machine field will also win added respect for the industry.

During the war retail locations have won new prestige, and this prestige for locations will react favorably on the use of coin machines after the war. If members of the industry are alert to their opportunities in co-operating with retail organizations, a great victory may be gained in the post-war period in showing how coin machines fit into the retail picture.

It is now apparent that a lot of new stores will be opened up after the war, most of them small stores and they will certainly need coin machines of various types in order to meet competition. Here is the chance for the coin machine industry to ally itself with progressive forces and work in the retail field and profit much from this alliance.

One important agency of the federal government, the U. S. Department of Commerce, is doing everything possible to aid retail stores, and many officials of this department are also very favorable to the coin machine trade.

Thus, if the right steps are taken, it will be possible to get a lot of help even from the federal government.

These and many other progressive influences are already at work in the business world, and the coin machine trade should take note of them and plan to capitalize on all these influences.

# COINMEN YOU KNOW

## New York:

MATTY FORBES, Cigarette Merchandisers' Association exec., back from Chicago powwow, reports talks there will soon develop big story, to break here. . . MEYER PARKOFF, of Atlantic Distributing, hitting town from Windy City crosses path of HARRY ROSEN firm prexy, and BERT LANE on the way out to Chicago for confab with Seeburg execs. . . HARRY BRODSKY, music op who suffered broken knee cap in auto accident, has had the cast taken off the knee and expects to be up and around in about two weeks. . . MAC POLLAY, formerly with Regal Music and before that with Modern Vending, opened his own juke repair service at 861 10th Avenue on the Row. . . MRS. MINNIE NUSSBAUM, mother of Ruth Nussbaum, assistant to Lee Rubinow, Automatic Music Operators' Association prexy, is under physician's care following heart attack. . . TIMOTHY P. GUINEY, National Tavern Association prexy, who originated series of confabs between coin

association execs and himself to effect location owner-op tie-ups, recently given more power to handle negotiations at recent NTA meet at Hotel Commodore. . . PHIL GOULD reports health on the mend. . . R. Z. GREENE, Rowe Manufacturing Company head, back from Chicago meet, tells cigarette ops not to pull machines unless absolutely necessary. . . BAR MITZVAH, of Teddy Cohn, Nat Cohn's son, skedded for December 16, will see trade biggies participating at Hotel Commodore luncheon and then at blowout on Starlight Roof of Waldorf-Astoria. . . JACK EHRLICH, AL LIFSHAY and GIL ENGLEMAN, music ops, spotted buying disks. . . GEORGE PONSER and his associate, JACK GARLINER, will exhibit Pilot Trainer at National Association of Amusement Parks, Pools and Beaches meet in Chicago December 5-7. . . MIKE KOEINGSBERG, formerly with King Music, is now in the retail jewelry business. . . MIKE TODD has sold his music route to PHIL SIMON.

Coinmen who are rushing to Chicago in the hope of landing distrib outlets are being told that time is not yet ripe, according to execs "in the know." When the manufacturers are ready there'll be no need for coinmen to come to them. Invites will go out to the proper parties and these will get the nod, not necessarily early birds. . . Big demand for Panorams in Canada is reported along the Row. Supply in East is pretty well cleaned out, distrib says, and Canadian buyers now are contacting ops and inquiring whether they would care to pull their machines and sell them for export.

## Los Angeles:

CHARLIE WASHBURN with Nat Vincent, of Southern Music Company, to San Francisco to make recordings of Ray Wade and His Rhythm Riders and Rusty Draper for Rodeo Records. . . BEN and CLEM KORTE, of Glendale, in the city buying. . . PEDRINI MUSIC, of Alhambra, well represented in the city, with its buying agent making the high spots on West Pico Boulevard. . . MRS. PHIL BROWN, of Bakersfield, to Los Angeles for equipment and parts.

OLLIE TREVILLIAN got some records in Santa Barbara by the fastest express reported here to date. Four hours after ordering, the records were on the machines 100 miles from the point of origination. Story goes that Trevillian called Bill Abel at Washburns and gave an order for the records on Saturday morning. There was no express pick-up following it. . . BILL SPARROW, of Santa Barbara, dropped into the store. He agreed to deliver them since he was leaving immediately. Four hours later Trevillian was using the records. Not only does this show speed in transit but it also shows the co-operation among operators. . . MITCHELL GOUFF, of Templeton, in the city for a look-see.

BILL WOLF, of California Amusement Company, spending this week in San Diego. Reversing his plan of Monday thru Wednesday here, Wolf put in the latter part of the week-end in the Los Angeles office. . . Reports are that Tisco Cisco, the new Exclusive release, is getting good juke box play, especially in the Los Angeles harbor area. . . BURT HAMMOND, of Santa Ana, in the city buying. . . FRANK NAVARRO, well-known local and Mexico City operator, gives the news that he is getting good plays on I Lost You and Don't Sweetheart Me. . . F. E. KINGSBURY, of Santa Ana, to Los Angeles on a purchasing trip. . . B. L. KOLDA, of San Bernardino, making the rounds on West Pico looking for needed equipment. . . AL HARMAN, of Glendale, at E. T. Mape

# News Highlights of the Week

CHICAGO.—One newspaper headlined the cigarette famine here as more important than even war news. Newspapers here are publishing reasons for shortages and suggestions of what consumers may do.

WASHINGTON.—The War Foods Administration October 26 amended the original 50 per cent set-aside candy order so that post exchanges and other military stores in the U. S. do not share in the set-aside candy. This suggestion was widely discussed at recent vending machine conference in Chicago.

WASHINGTON.—The War Production Board issued a set-aside match order requiring 90 per cent of all penny box matches and 25 per cent of book matches to be reserved for the armed services for the next six months.

WASHINGTON.—A federal reserve report on the money in circulation says that coins and small bills are now at a record high in circulation, reaching over \$16,000,000,000. One year ago the volume of small coins and dollar bills was around \$13,000,000,000.

NEW YORK.—Several candy manufacturers in the East have been forced to close due to the sugar shortage. A number of causes, including the recent hurricane, combined to produce the sugar crisis here.

WASHINGTON.—WPB has completed a plan, now awaiting approval of top officials, which would make it possible for small firms (employing 5 or less on the West Coast and employing 100 or less elsewhere) to get approval of civilian production under the spot plan . . . without going thru the check on labor provided they will agree not to hire any more workers.

CINCINNATI.—OPA is investigating above ceiling cigarette prices and complaints have been filed about vending machines not giving the 3 cents change back. The counter prices in this area are 15 cents and the ceiling for vending machines is 17 cents.

NEW YORK.—Financial reports on South America state that the Latin American nations have a backlog of \$3,000,000,000 in gold and exchange credits piled up to buy U. S. goods after the war.

Music Company and picking up music equipment. . . ORVAL WAKEFIELD in the city on a two-week furlough following participation in three major invasions in Europe. . . CARL COLLARD, of San Bernardino, flew to San Francisco to see Andy Stromberg, his former serviceman and now in the armed forces, before he left for overseas.

BILL HAPPEL, of Badger Sales Company, back at his desk following a trip thru the Southern area of the territory his firm serves. . . BILL SHOREY, of Inland Amusement Company, in San Bernardino making quick visits to the jobbers in order to get back on the job. . . D. F. NOWKA, of San Bernardino, also in the city and checking over equipment on the sales floors.

## Detroit:

HENRY C. LEMKE, of the Lemke Coin Machine Exchange, is still on the quest for a new central location for his store and warehouse. He must vacate his present location for next month on account of sale of the building. . . BEN NEWMARK, of Atlas Automatic Music Company, reports plenty of activity in their field at present. . . MORRIS GOLDMAN, of Motor City Music Company, is busy specializing in service of machines for the duration for many other operators as well as their own organization.

LOUIS PRIMA'S recent Detroit appearance has boosted the sale of his records and play on machines considerably, operators report. . . JIMMIE GIORDANO, collector for the Brilliant Music Company, has left for a month vacation in Hollywood. . . MAX LIPIN, of Allied Music & Sales Company, reports the addition of seven salesmen to the staff of the organization in addition to other new staff men in the shipping and other departments to handle increased volume of trade.

PVT. VERNON L. HUNTOON JR., music operator, has been joined at Camp Claiborne, La., by his wife and baby. Mrs. Huntoon Sr., who has been ill for five months, is now progressing favorably. . . ED MOREY, operator of a long-established route in Detroit, is perfecting a new plastic photoframe for use with coin-controlled photo machines. . . CHARLIE SPIVAK, who had his orchestra at the Michigan Theater this past week, made a personal appearance Saturday at Grinnell's music house to meet his fans and autograph records. . . BEJA MACKENZIE is incorporating the Motor City Amusement Company with a capitalization of \$25,000 and offices at 2164 Penobscot Building. Company plans to operate juke and other coin machines.

## Cincinnati:

FOLTZER'S ELECTRIC CITY is Louis J. Foltzer's new music and appliance building, 214-16 East Fourth Street here. He moved into his new building from 2505 Fairview Avenue. New site, which he owns, is a five-floor structure in the center of the city, 28 by 100 feet. First floor has five booths with special

reproducing equipment designed by Foltzer; records of all makes; electrical appliances and all types of juke boxes. Elevator service to other floors which contain stock and repair departments. Henry Meador is store manager and employees are Mrs. Lillian Meador, Mrs. Lucille Appel, Mrs. Dorothy King, Chester Wheeler, Carl Stefener, James Crawford and Eddie Campbell. Opening with buffet and liquid refreshment was well attended and flowers in profusion. . . WILFRED FRITZ, manager of Young Distributing Company, Wurlitzer outlet, returned from a visit to the home plant at North Tonawanda, N. Y. . . BEN GOLDBERG back at Sicking after trip to Baltimore. . . LESTER FLECK, head of Ohio Specialty, rushing See-a-Freak machines.

MUSIC	
20 Wurlitzer 616, Refinished, Ea.	\$165.00
2 Wurlitzer 600K, Ea.	369.50
12 Wurlitzer 700	Write
16 Wurlitzer 750	Write
4 Wurlitzer 800	Write
11 Wurlitzer 850	Write
2 Wurlitzer 61 With Stand, Ea.	135.00
1 Seeburg 8800, RC	575.00
2 Seeburg Casino, Ea.	295.00
1 Seeburg Gen. F.P.	325.00
1 Rockola Monarch, Cabinet Refinished	250.00
2 Rockola Counter Model With Stand, Ea.	150.00
2 Rockola 12 Record, Cabinet Refinished & Completely Overhauled, Ea.	120.00
2 Rockola 16 Record, Cabinet Refinished & Completely Overhauled, Ea.	150.00
1 Mills Empress	275.00
1 Wurlitzer Model 430 Selective Speaker, 5-10-25¢	75.00
CONSOLES	
7 Super Bells, Ea.	\$275.00
1 Big Game, F.P.	89.50
2 Big Game, P.O., Ea.	94.50
2 Pace Saratoga, F.P., P.O., Ea.	160.00
2 Jumbo Parades, Ea.	74.50
2 Jumbo Parades, Conv. 4/10 P.O., Automatic, Ea.	175.00
5 Silver Moon, C.P., P.O., Ea.	139.50
6 Silver Moon, F.P., Ea.	94.50
1 Big Top, F.P.	90.00
2 High Hands, Ea.	150.00
PINBALLS	
1 Hold Over	\$ 40.00
1 Jolly	15.00
1 Marine (New)	184.50
1 On Deck	20.00
1 Salute	25.00
1 Score Champ	25.00
1 Supercharger	15.00
1 Triumph	15.00
1 Twin Six	25.00
ARCADE EQUIPMENT	
7 Chicken Sa., Fa.	\$ 94.50
1 Keeney Anti-Aircraft	44.50
2 A.B.T. Challenger, Ea.	27.50
2 Target Skill, Ea.	22.50
2 Chi Coin Hockey, Ea.	150.00
ONE-BALLS	
1 Record Time	\$150.00
3 Victory (Bally), Ea.	49.50

IF WHAT YOU WANT IS NOT LISTED WRITE US, AS WE HAVE A LARGE STOCK OF ALL TYPES OF VENDING MACHINES. WRITE FOR PRICES.

**EAST COAST MUSIC CO.**  
1001 Walnut St. CHESTER, PENNA.  
Phone: Chester 3637

**CASH PAYOUT CONSOLES AND SLOTS**

1939 Keeney 9-Slot Red-Head Triple Entry... \$110.00

Keeney 1940 9-Slot Super Track Time ..... 325.00

Pace Saratoga ..... 79.50

5c Watling Rollatop .... 69.50

5c Jennings One-Star Chief 79.50

**SOUTHERN AUTOMATIC MUSIC CO.**  
312 W. Seventh Street  
Cincinnati 2, Ohio

**ANOTHER WEEK NEARER VICTORY!**

... — HELP BRING IT CLOSER—BUY MORE WAR BONDS

*Wm Rabkin*

**INTERNATIONAL MUTOSCOPE CORPORATION**  
Penny Arcade Headquarters Since 1895.  
Manufacturers of Photomatic and Other Famous Coin Operated Equipment.  
44-01 ELEVENTH STREET LONG ISLAND CITY, NEW YORK

**"LIBERTY"**  
5c FRUIT REEL BELL  
BRAND NEW  
**\$39.50**



For 5¢ Play. Has fruit reels like slot machine. Takes in real money and pays out a flashy nickel plated token (25¢ size) automatically when winning combination such as two cherries, etc., appears. Complete with 121 tokens, bearing odds low as 3 to 1, high as 100 to 1. Brand new in original cartons. Size 9x9 in., ht. 10 in., wt. 16 lbs. Send \$10.00 deposit, balance express C. O. D.

While They Last—Each \$39.50.  
**WEBB DISTRIBUTING CO.**  
612 N. Michigan Ave. Chicago 11, Ill.

!!! WHAT DO YOU HAVE !!!

We want Pin Games—All Types.  
Any Quantity—SEND YOUR LIST.

**DIXIES**  
Any Condition, Any Quantity.  
Must Have All Parts.  
**\$25.00**

**MID-STATE CO.** 2848 Roosevelt Rd.  
Chicago 12, Ill.

**FOR SALE**

LONG ESTABLISHED ROUTE OF PHONOS AND CONSOLES

Licensed territory. Late equipment. 3 and 4 Bells, etc. Excellent investment. \$80.00 invoice. In Central California. Write BOX A-3, The Billboard Publishing Company, 1509 N. Vine St., Hollywood 28, Calif.

# Varied Coin Mch. Patents Listed in Govt. Bulletin

WASHINGTON, Nov. 4.—The mechanism for a well-known vending machine was covered in a patent listed in the October 31 issue of the U. S. Patent Office Gazette. This was the only specific coin machine patent listed in the weekly issue of the patent bulletin. This patent was issued to Benjamin W. Fry, University City, Mo., and was assigned to National Venders, Inc., of St. Louis. The technical description of the mechanism said it is "a thermo-electric coin-controlled apparatus in which a coin forms part of a thermo-electric controlled circuit." A total of 19 claims were allowed on this invention which was first covered in an application dated July 5, 1940.

The October 31 bulletin also listed some other patents not definitely coin-operated which may be adaptable to coin machine uses. Ernest B. Miller, of Annapolis, Md., obtained a patent covering 18 claims of a liquid dispensing apparatus and mechanical switch which would suggest a machine that would serve as a paper cup vender of soft drinks.

### Pay Control for Phono

Two mechanisms for regulating the pay control of phonographs were granted to Gerald D. Weaver, of Fort Wayne, Ind.,

and have been assigned to Farnsworth. In the previous patent bulletin dated October 24, 18 claims were allowed to Lawrence Burnham, of Chicago, covering a phonograph. The sketch accompanying the patents clearly suggests a well-known make of juke box which has been on the market for some time.

The same patent bulletin listed a patent granted Serge Alex Scherbotsky, Tulsa, Okla., which covers a pick-up device for phonographs. The novelty of this pick-up device is that the head contains an "electrically conductive fluid with electrodes immersed in said fluid." Apparently this is a plan to use a fluid to prevent wide fluctuations on the vibrations picked up by the phonograph needle.

A patent listed in the October 17 bulletin suggests what may be a refrigerated package food vender in the future. The patent was issued to Walton C. Ferris, Lincoln, Neb., and assigned to Carton Coolers of the same city. The device is described as a "coin-controlled door for delivering coolers for packaged goods." According to the description, the door swings open completely when a coin is placed in the proper chute.

## DIVERSITY LINES

(Continued from page 57)

nite plans to enter the vending field. Lion Metal Products Company, Aurora, Ill., has been conducting elaborate investigations among operators and distributors of venders seeking the answer to what operators want in the way of equipment. Firm plans entering the bottle drink field and may also branch out into other vending fields.

Firm plans making a bottle drink machine and also may later turn out other vending machine equipment. Interstate Aircraft & Engineering Company of California, it was learned this week (see first Vending Machine page) not only will produce a three-flavor selective beverage machine for Spacarb but will also have the exclusive sales, service and distribution rights for the machine in 17 Western States. During the war this firm has been turning out precision equipment for the navy at its Segundo, Calif., plant as well as planes for the navy at its DeKalb, Ill., plant. Another entrant is Westinghouse which has its experimental department working on a cup vender in collaboration with Coca-Cola. Another firm whose name can't be mentioned has a hot coffee vender ready. Three buttons give the buyer choice of "black," "cream," and "cream and sugar." Beer venders also are in the works.

### The Phono Field

Rumors of "what's to come" have likewise been prolific in the juke box field. That Wurlitzer, Seeburg and Rockola will be back with improved models is certain. Mills also has a new machine in the works. Packard Manufacturing Company, of Indianapolis, and Buckley

Music Systems, of Chicago, both of whom turned out wall boxes and other auxiliary music equipment before the war, also are reported to have juke boxes in preparation. Most rumors in this field, however, have centered around new firms such as Crosley Radio, Stewart-Warner, Farnsworth and Philco entering the business; however, as yet none of these firms have given official sanction to the stories in circulation.

### Games Field

Singularly, the rumor "output" with regard to the games and arcade end of the coin machine industry has been the most inactive. In fact, with the sole exception of George Ponsler's entrance into the arcade field as a manufacturer of Pilot Trainer there has been little indication that the field will see any new competition in the immediate post-war period. Of course several reconversion firms such as Williams Manufacturing Company, headed by Harry Williams who formerly was a designer for Exhibit Supply, and United Manufacturing Company, owned by Lynn Durant, who also was an Exhibit designer and engineer, have already tossed their hats into the post-war games manufacturing ring. Other reconversion firms may follow suit.

When the green light is going to flash, no one can foresee; and manufacturers reiterate that many months must pass before the trade can hope to obtain new equipment. One thing is certain, however, that when the day comes, the manufacturers will not be caught napping. Most of them have been taking full advantage of the government's permission to make experimental models. While making the tools to end the war, they have also been planning what they will do when victory is ours, and will be ready to go into action immediately.

## ARCADE AND AMUSEMENT CENTER OUTFITTERS OVER 500 MACHINES FROM WHICH TO CHOOSE!

- "TRAP THE JAP," Munves' Chicken Sam Complete Conversion... \$155.00
- Liberator, Brand New, in Original Crates, While They Last... 295.00
- Mutoscope Sky Fighter... 325.00
- Keeney Submarine... 175.00
- Bally Rapid Fire... 225.00
- Bally Bull's Eye... 95.00
- Periscope... 275.00
- Cupid's Wheel... 225.00
- Gypsy Palmist... 100.00
- Exhibit Mystic Eye... 200.00
- Exhibit Ramasses... 200.00
- Exhibit Love Meters, Lite-Up Model, 3 to Set (Owls, Whatsis, Wheels of Love and Love Meters), Your Choice. Per Set... 132.50
- Planatellus Fortune Teller... 100.00
- Ball Grip... 125.00
- Barnhardt Dial Striker... 125.00
- Exhibit Punch (2 Players)... 195.00
- Exhibit Chinning Rings... 150.00
- Exhibit Fist Striker... 115.00
- Exhibit Champion Punch Bag... 150.00
- Exhibit Knockout Punch Bag... 150.00
- Mutoscope Punch Bag... 225.00
- Mills Punch Bag... 145.00
- Exhibit Grandfather Clock... 125.00
- Exhibit Striking Clock... 125.00
- Exhibit Star Striker... 145.00
- Mutoscope Liftograph... 125.00
- Mutoscope Liberty Bell Striker... 55.00
- Western Super Grip, Fl. Cab... 150.00
- Knockout Fighters (2 Players)... 150.00
- Chester Pollard Racer (2 Players)... 115.00
- Chester Pollard Football (2 Players)... 115.00
- Groetchen Mountain Climber... 85.00
- Exhibit Bowling Alley... 62.50
- Gottlieb Skeeballette... 75.00
- Goofy Golf... 110.00
- Bally Basketball... 85.00
- Rock-Ola World Series... 175.00
- Western Major League... 30.00
- ABT Guns, All Models... 22.50
- Kill the Jap, New... 22.50
- Poison the Rat, New... 22.50
- Skittlette, New... 12.50
- Spitfire... 12.50

## POKER TABLES

1/3 Dep., Bal. C.O.D., F.O.B. N. Y.  
Free! Price Lists: Parts—Supplies.  
Complete Line of Arcade Machines!

## MIKE MUNVES

510-514 W. 34th St. NEW YORK  
(2 Blocks from Penn. Station)

## FOR SALE

- 1 Liberator, Almost New... \$195.00
- 1 Bally Convoy... 195.00
- 1 Bowla-Bomb... 195.00
- 3 Reconditioned, Refinished "Shoot the Jap"
- Ray-o-Lite Guns... 150.00

These Machines are in A-1 condition and will be well crated when shipped.  
1/3 Deposit, Balance C. O. D.

## C. B. BRADY & CO.

218 E. Farrish St., Durham, N. C.  
Phone L-3411

- 1 5¢ Mills Melon Bell... \$175.00
  - 8 10¢ Mills Q.T. Blue Front, Changed Over From 1/4 Each... 80.00
  - 8 5¢ Mills Q.T. Orig. Glitter Gold. Ea... 135.00
  - 2 1¢ Mills Q.T. Orig. Glitter Gold. Ea... 100.00
  - 2 5¢ Jennings, No J.P. Ea... 20.00
  - 2 25¢ Jennings, No J.P. Ea... 30.00
  - 1 25¢ Jennings, Single J.P... 75.00
  - 1 10¢ Jennings, Single J.P... 75.00
  - 1 25¢ Callie, Double J.P... 135.00
  - 1 5¢ Dark Horse, Keeney, Plays 7 No... 125.00
- All in Splendid Working Condition and Clean.  
Just Off Locations.
- 1 Mills & 1 Jennings Double Cabinets, Complete with All Locks and Keys, Front and Back Doors... \$80.00
  - 1 Bally Dice Machine, Plastic Discs Bad 25.00
- 1/3 Deposit.
- ## SKILL AMUSEMENT CO.
- 1735 Sanderson Ave. Scranton 9, Pa.

## MANUFACTURE YOUR OWN RECORDS

We can furnish all the equipment and materials.

## POINSETTIA, INC.

101 Cedar Ave., Pitman, N. J.

Recording & Record Manufacturing Consultants—EQUIPMENT & SUPPLIES.



MAC CHURVIS is back in civvies again at Bell Products Company, Chicago, following a 29-month stint with the navy as chief petty officer in the radio division. He also served as radio man in World War I.

## REAL BARGAINS

- ### FIVE BALL FREE PLAYS
- Action... \$82.50
  - Banner... 17.50
  - Belle Hop... 39.50
  - Contact... 27.50
  - Mascot... 22.50
  - Merry Go Round... 32.50
  - Formation... 32.50
  - Landslide... 32.50
- ### ROLLER DERBY
- Star Attraction... 44.50
  - South Paw... 52.50
  - Silver Spray... 40.00
  - Pylon... 27.50
  - Power House... 24.50
  - Sara Suzy... 17.50
  - Velvet... 37.50
- ### ONE BALL FREE PLAY
- Gold Cup... \$19.50
- ### MUSIC
- Seeburg 5-10-25 Baromatic... \$49.50
  - Rock-Ola Wall Boxes—5 Wire... 27.50
- ### SLOT STANDS
- Mills Folding... \$ 3.00
  - Metal Safe Stand (Holds 2 Machines) 40.00
- ### GUNS
- Bally Submarine... \$195.00
  - One-Third Deposit, Balance C. O. D.
  - All Machines Guaranteed.
- ## MEYERS COIN MACHINE CO.
- 232 Water Street BARABOO, WISCONSIN  
Phone 424

## ZIP EXTENSION CORD SPEAKER—BAR BOX

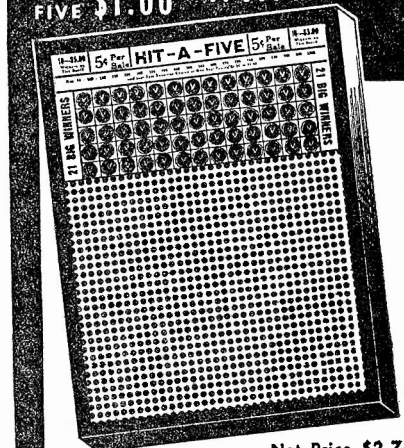
And other installations. New—All Rubber—Copper Reinforced—2-Wire—Stranded—Weather Proof. 2 1/2¢ Per Foot in 500' Rolls.  
1/3 Dep., Bal. C.O.D., F.O.B. N. Y.  
**ARCADE BULB COMPANY**  
56 W. 25th St. NEW YORK, N. Y.

## RED HOT! FAST PLAY!

★ Quick Sellout Means

VOLUME PROFITS

TEN \$5.00 WINNERS  
FIFTY \$1.00 WINNERS



Net Price \$2.78  
This board a SUPER THICK with 65 sewed seals

1184 Holes—Average Profit \$25.60

Write for COMPLETE PRICE ON FULL LINE OF FASTEST SELLING BOARDS  
TIP BOOKS—JAR GAMES

## LC SALES CO.

855 PEARL STREET  
BEAUMONT, TEXAS

- 120 Tickets—Consolation Tip Books \$27.50 Gr.
- 1836 Jar Tickets... 1.75 Set
- 2280 Jar Tickets... 2.25 Set
- 2520 Jar Tickets... 2.75 Set

## SPECIAL

200 reconditioned  
Monarch 3-unit Nut  
and Candy Machines  
with stand adjustable  
portions.

Wonderful to operate.

WITH STANDS

COMPLETE.

\$15.00

### 5 BALL PIN TABLES

- |                      |                   |
|----------------------|-------------------|
| Request... \$15.00   | Bounty... \$18.00 |
| Trumph... 15.00      | Chief... 22.50    |
| C. O. D... 15.00     | Lancer... 25.00   |
| Majors... 18.00      | Miami... 25.00    |
| Airliner... 18.00    | Gold Cup... 45.00 |
| Score Champ... 18.00 |                   |

### ARCADE

- Shoot the Arms Off Hitler and Tojo  
Then Hang Them... \$150.00
- Kirk Night Bomber... 310.00
- Drivemobile... 290.00
- 1/3 Deposit With Order, Balance C. O. D.

## OHIO AMUSEMENT CO.

119 West Goodale St. COLUMBUS, OHIO

- 1 Mills Original Chrome Bell, 25¢ Play, 2 Payout One Cherry... \$400.00
- 1 Mills Melon Bell, 5¢ Play... 125.00
- 1 Mills 5 Gold Chrome Q.T... 69.50
- 1 Mills 5 Blue Q.T... 69.50
- 1 Mills 1¢ Hand Load Blue Q.T... 40.00
- 1 Mills 1¢ Play, 3-5 Payout Skyscraper 40.00
- 1 Mills 1¢ Play Original Blue Front, D.P., K.A., C.H... 100.00
- One-Third Deposit Is Required With Order.

## WEST SIDE NOVELTY COMPANY

547 Swallow Street EDWARDSVILLE, PA.

- 4 Aces, 2 5-10-20, 2 Monickers, 1 Liberty, 4 Stars, 2 Sunbeams, 2 Leaders, 1 Do-Re-Mi, 2 Duplex, 1 West Wind, 1 Double Play, 1 Defense, 1 Pin-Up Girl, 1 Zombie, 2 Slugger, also others.

## A. J. DURSSELL NOVELTY CO.

176 Arch St. New Britain, Conn.



# Cleveland Ordinance Okays Charitable Bingo Games

CLEVELAND, Nov. 4.—When a national association of city officials gave a news release to newspapers all over the country concerning the city ordinance here that permits bingo games for charitable purposes, inquiries and requests for the ordinance greatly increased, according to city officials.

The ordinance was passed last February and there has been growing interest in the new law from city authorities in other parts of the country, and operators of bingo games have also shown interest, officials state. A national organization with headquarters in Chicago reported the ordinance to their members as an example of new trends in city laws. The ordinance has attracted attention to its definitions of a "game of chance" and also the conditions on which a permit will be granted to operate such games for charitable purposes. The ordinance was intended primarily to license bingo games, but its terms would cover other similar games.

The official ordinance in full reads as follows:

"Ordinance No. 1316-A-43 as a substitute for Ordinance No. 1316-43.

"An emergency ordinance to supplement the municipal code of Cleveland of 1924 by enacting new sections 2925-11 to 2925-26, inclusive, relating to games of chance for a charitable purpose.

"Whereas, this ordinance constitutes an emergency in that the same provides for the immediate preservation of the public safety and for the usual daily operation of a municipal department; now, therefore,

"Be it ordained by the council of the city of Cleveland:

"Section 1. That the municipal code of Cleveland of 1924 be and the same is hereby supplemented by enacting new sections 2925-11 to 2925-26, inclusive, to read respectively as follows:

"Section 2925-11, Definitions. 'Game of Chance' for the purposes of this ordinance shall mean any game, other than policy, constituting a lottery, by whatever name, style or title denoted, participated in by two or more players for any prize, gift or award of thing of value, where a charge is made, or other consideration paid by any player for the right to participate in such game and the dominating factor in determining the result of such game is chance, notwithstanding that such result may be dependent to some extent upon the judgment, intelligence or adroitness of the player.

"'Charitable purpose' shall include any charitable, benevolent, philanthropic, religious or fraternal purpose.

"Section 2925-12. License required. On and after sixty (60) days after this ordinance becomes effective it shall be unlawful for any person, firm or corporation, organization, society or association, or any officer, employee, agent, member or representative thereof, to establish, promote or conduct any game of chance as defined in Section 2925-11 unless licensed so to do as hereinafter provided.

"Section 2925-13. Only Games of Chance for Charitable Purposes to be Licensed. Bond Required. No license to conduct games of chance shall be issued except for charitable purposes only, nor unless or until the applicant shall have filed with the director of finance a bond which may be either cash, real estate, government bonds, or other tangible or intangible property, or surety bonds, to be approved by the director of law as to form and surety, which bond shall be conditioned upon the faithful observance of the provisions of the ordinance of the city of Cleveland and the laws of the State of Ohio relating to the conduct of games of chance or relating to lotteries or games of chance. Said bond shall contain a further provision that the applicant will pay any final judgment against him by reason of any damage on account of the violation of said ordinances or laws, or because of failure to account for the receipts from such game or failure to pay the receipts therefrom to the beneficiary named in the application for license, or because of any misrepresentation or deception which may have been practiced on the person securing such judgment by the licensee on account of the conducting of such games of chance so licensed. Said bond shall further provide for continuing liability thereunder,

to the full amount thereof notwithstanding any recovery thereon, and that the surety shall be obliged to give thirty (30) days' notice in writing to the commissioner of assessments and licenses before cancellation.

"Section 2925-14. Amount of Bond. The amount of the bond provided for in Section 2925-13 to be deposited with the director of finance shall be in the amounts as follows:

"(a) Where the total amount of the prize offered or given, in any one day of operation at any one location by the licensee, is \$500 or less, the face amount of the bond shall be \$1,000, which bond shall be a continuous bond. If a claim is made upon such bond, the surety shall immediately notify the director of finance of such claim, and the commissioner of assessments and licenses shall order additional security to be deposited with the director of finance so that there is on deposit with the city at all times security in the sum of \$1,000 free from any claim whatsoever.

"(b) Where the total amount of the prize offered or given, in any one day of operation at any one location by the licensee, exceeds \$500 the face amount of the bond shall be \$100,000 and the amount so deposited shall not be continuous, and a separate bond shall be deposited in advance for each day of operation.

"Section 2925-15. Application for License. Application for license to conduct a game of chance for the benefit of any charitable purpose shall be made on forms prescribed by the commissioner of assessments and licenses and shall be sworn to by the applicant, and accompanied with a floor plan of the place where the game is to be conducted, showing the area, seating and aisle arrangement. Such application shall contain the name and address of the applicant, and if a corporation, the full and accurate corporate name, when and where incorporated, name of the county where certificate has been filed and date of filing, principal place of business, full name and address of corporate officers, and if a firm or partnership, the names and addresses of the members thereof, and if applicant conducts the business under a trade name, the full and complete trade name and the name and address of the person or persons doing business under such trade name. The application must contain references of at least two reputable citizens of the City of Cleveland as to character of the applicant and such other information as the commissioner of assessments and licenses shall prescribe. Said application shall set forth:

"(a) The purpose for which the game of chance is to be operated and the use or disposition to be made of the receipts therefrom.

"(b) The name of the person or persons by whom the receipts of the game shall be disbursed.

"(c) The time and place of the holding of such game or games of chance.

"(d) Outline of the means or methods to be used in conducting a game of chance, including the prizes offered and the admission fee or other consideration for participation in such game.

"(e) The manner of playing the game described in detail.

"(f) The amount of any wages, fees, commissions, expenses or emoluments to be expended or paid to any one in connection with such games of chance, together with the manner in which such wages, fees, commissions, expenses or emoluments and all other expenditures are to be made, to whom paid and the amounts thereof.

"(g) A full statement of the character and extent of the charitable, benevolent, philanthropic or fraternal work done by the beneficiary of said game or games of chance.

"(h) The name and address of the manager or operator, or person or persons who are to conduct the game of chance, and the occupation of such person or persons for five years previous to the date of the application.

"Section 2925-16. Investigation, Publication and Hearing. The commissioner of assessments and licenses shall refer said application to the director of public safety, who shall cause an investigation to be made as to the character of the

applicant and an investigation as to the promises set forth in said application with relation to conformity with the building code and shall cause notice of the filing of said application to be published in the City Record at least twice, which notice shall set the time and place of the hearing of such application, to which hearing the public shall be admitted. Not later than thirty (30) days from the date of the filing of the application for a license to conduct games of chance, the director of public safety shall return said application to the commissioner of assessments and licenses with recommendations thereon. The director of public safety shall disapprove said application if the investigation discloses that any person named in the application as owner, agent, employee, manager, or operator has a criminal record, or is not of good moral character and good reputation.

"Section 2925-17. Issuance of License. After such hearing and upon receipt of the application from the director of public safety with recommendations endorsed thereon approving the same, and following public hearing before the commissioner of assessments and licenses if satisfied that the applicant is of good character, and that the premises and conditions under which the licensee is to operate meet with the sanitary, building and fire regulations, shall issue a license, notwithstanding any other provisions of the municipal code to the contrary, specifically sections 2978 to 2985-5, inclusive, and as an exception thereto. Each license shall contain the name of the beneficiary for whom the game is to be conducted as stated in the application, the name of the person to whom issued, the date or dates upon which said game or games is or are to be conducted, and the location where conducted, and the date of expiration. The license shall not be transferable and shall be limited to the location

specified therein unless otherwise authorized in writing by the commissioner of assessments and licenses for good cause shown.

"Section 2925-18. License Fees. For each day of operation, the fee for a license provided for in Section 2925-17 shall be as follows:

"For floor space of less than 2500 square feet, \$2.00.

"For floor space of 2500 square feet to 5000 square feet, \$5.00

"For 5000 square feet or more floor space, \$10.00.

"And all fees paid hereunder shall be the property of the City of Cleveland and no refunds shall be made.

(Continued next week)

## WANTED!

**WILL PAY FOLLOWING PRICES**

A.B.T. Big Game Hunters (Late) ..	\$15.00
A.B.T. Challengers ..	15.00
A.B.T. Model F (Blue) ..	15.00
Pikes Peak ..	10.00
Wurlitzer Model 41's ..	75.00
Wurlitzer Model 81 ..	60.00
Wurlitzer Model 71's ..	100.00
Counter Model Stands ..	7.50

All Machines must be in working condition, no parts missing or broken.

## RAKE COIN MACHINE EXCHANGE

2014 Market Street  
PHILADELPHIA 3, PA.

## —SLOTS—

WANT—Sell your old War Eagles, Blue Fronts, Futurity, Extraordinary and Roman Heads for \$50 for 1¢ and 5¢ Machines; \$75 for 10¢ Machines, and \$100 for 25¢ Machines.

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All A-1 Reconditioned—Ready for Locations.

45 1938 TRACKTIMES. EACH ..	\$110.00
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When ordering 5 or more games deduct 10% on above prices. Or we will exchange Consoles for 1 Ball Free Play Games.

Terms: 1/3 Deposit, Balance C. O. D.

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## WILL PAY HIGHEST CASH PRICES

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PHOTOMATIC PICTURE FRAMES, \$20.00 Per Thousand—LIMITED QUANTITY.

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**TAIL GUNNER** for TEN SPOT

**SKY RAIDER** for BIG PARADE

**ARMY & NAVY** for KNOCK-OUT

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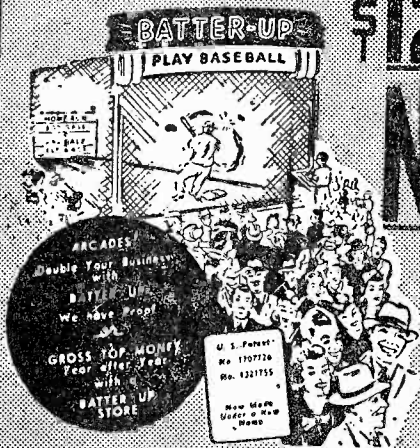
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HERE IS WHAT YOU GET

A New 14 Color Score Glass. New Playboard Designs. New Large Size, Two-Tone Bumper Caps. New Instruction and Score Cards.

**20 DAY DELIVERY-GUARANTEED!**



**\$12.00 PER HOUR**  
YEAR AFTER YEAR

**NO COIN SLOTS**  
**NO SERVICE**  
**NO LEGAL TROUBLES**

**TOP MONEY**  
IN  
**ARCADES**  
**PARKS OR**  
**BATTER-UP**  
**STORES**

**TIME PAYMENTS**

If your references are satisfactory we will accept 1/2 cash and the balance in 8 to 10 months. Let Batter-Up pay for itself.

**BATTER-UP GAMES**  
**BEING SHIPPED**

Games now operating or being shipped this month to Ohio, Calif., Wash., Col., Ga., Fla., N. Mex., Pa., Va., N. Car., Ind., Mich., Mo., Tex.

**Parks**  
**Get**  
**Ready**  
**for**  
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**Season**

**DISTRIBUTORS**  
**BEING APPOINTED**

Now negotiations with well known distributors in California, Denver, Philadelphia, New York and Florida. Watch the Billboard for announcements.

**EXCLUSIVE TERRITORY FRANCHISE**

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General Offices  
231 W. Wisconsin Avenue  
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Formerly "Jeters" Batting Game

**AOA To Get  
Manager Soon**

**New Detroit  
Arcade Opens**

Clearing house for information, cataloging, legal data, etc., planned

NEW YORK, Nov. 4.—Employment of a business manager with national headquarters in New York was voted unanimously at a special meeting of the Arcade Owners' Association held at the Park Central Thursday (2), following recommendation of a committee that such an exec be employed to step up the membership wherever arcades are entertainment, which is all over the world. The meet also voted to assess each member \$50 to provide initial funds for the organizing and the secretary of the association was authorized to send out letters to members not present notifying them of the assessment.

The decision to hire a business manager was greeted with considerable enthusiasm by the members present. Many actually wrote out their checks for the assessment at once; others stated they'd send it as soon as they got into the office the next day. It was pointed out by members that the decision to employ a business manager marks the start of a campaign not only to build the AOA membership on a national basis but to spread its prestige, so that every arcade member would feel proud of his industry.

(See AOA to Get on page 70)

DETROIT, Nov. 4.—Detroit's newest downtown spot opened under the name of Archie's Playland Arcade, at Monroe and Library Avenues. Located on the famed center of old Detroit's amusement life, Monroe Avenue, it is the only arcade on the street. It is next door to the Monroe Theater and only two blocks from the city hall.

Spot was originally announced as the Funland Arcade. The owner is Archie Gayer, a well-known park, carnival and coin machine operator, who has been at Eastwood Park, East Detroit, the past two seasons.

Spot has a brilliant red front and large windows that enable the pedestrians to see the many attractions. It is open 17 hours a day, from 8 a.m. to 1 a.m., and draws a consistent day and night trade. It is drawing about 50 per cent colored trade at the present time.

Gayer has already made expansion plans and has leased the adjoining store. He also plans to remodel the second floor and install a store show type of attraction above the arcade proper. Entrance will be right thru the arcade, doubling traffic potential of the location.

Also featured are a number of concessions designed to give patrons an even more varied appeal. Herman Gayer, father of Archie, has the jewelry concession. Sam Gayer, a brother, and William Kort have the food and drink concession. Tattooing concession was let to Dainty Doty. Mrs. Frances Gayer, wife of the owner, is secretary of the spot. Photo concession has been leased to the Smile-a-Minute Photo Company, formed by Sol Schwartz and Michael Weinberger, of the S. & W. Coin Machine Exchange, who also operate an arcade of their own on Woodward Avenue.

**Many Coinmen at  
Rosenberg Funeral**

NEW YORK, Nov. 4.—Distributors and prominent arcade men paid their last respects to Irving (Rosy) Rosenberg, former arcade man and shipper for the "row," in services held at the Midwood Chapel, Brooklyn, Friday (3). Rosenberg was only 46 and died after a brief illness. He was very popular with coinmen because he understood their requirements and enjoyed an excellent reputation in the trade, not only as a business man but as a personality.

The deceased is survived by his widow, Elsie, and two daughters, Jacqueline, and Mrs. Evelyn Magram. Interment was in Mount Judea Cemetery, Cypress Hills, Brooklyn.

Among coinmen who joined family and friends in mourning were Mike Munves, Joe Munves, Louis Rabkin, Frank and Jack Marcus, Harry Jacobowitz, Irving Sherman and others.

**ARCADE FOR SALE**

High-class Arcade located in heart of the largest military and industrial area in the Middle West. Consists of about 80 Machines, including a double unit Photo Machine with plenty of paper. Is netting \$1000.00 per month. Reason for selling, other business. Will stand the closest investigation. Price \$8500.00.

**JESS L. PEGUES**

Penny Palace Topeka, Kan.

**GET YOUR CHRISTMAS MONEY NOW!**

With an R&S Portable Photo Studio. Sturdy streamline constructed booth, 3 ft. by 8 ft., 6 ft. high. Fast lens—takes 2 1/2 by 3-in. photo. Can be assembled ready to operate in thirty minutes. Price complete, \$385.00, F. O. B. Waco. 25% with order, balance C. O. D.

**R & S PHOTO LABORATORIES**

408 AUSTIN AVE.

WACO, TEXAS



(Counter Model Only)

**ONLY 15 LEFT!**

**Better Act FAST**  
**If You Want These**  
**Profit Making**

**GLAMOUR GIRL**  
**CARD VENDORS**

ALL METAL—SIMPLE MECHANISM

**2 FOR 5c CHUTES**

Special Deal #1

FREE 3000 Full Color Glamour Girl Type Cards (2 for 5c Sellers) with Purchase of One Vendor ...\$60

**1c CHUTES**

Special Deal #2

FREE 3000 1c Sellers—Your Choice of 24 Different Card Series with Purchase of One Vendor .....\$55

ALL PRICES F. O. B. LONG ISLAND CITY, N. Y.

SEND 1/3 DEPOSIT—BALANCE C. O. D.

WRITE for Latest Releases on Available Supplies and Factory Reconditioned Penny Arcade Machines.

**INTERNATIONAL MUTOSCOPE CORPORATION**

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We Guarantee to Supply all the Film and Chemicals You Need

**FAST PROFITS**

Your actual profits: Up to \$500.00 week. (Your supplies cost 5% of gross.)

— FINEST MECHANISM MADE — STURDY AND SIMPLY MADE BY OUR AIR-CRAFT PARTS FACTORY. Our simplified instructions enable you to teach an inexperienced girl in 15 minutes.

Complete Camera and beautifully finished wired Booth with best fast Lens in Heavy Duty Automatic Shutter for 2 1/2 x 2 1/2" photos — \$475.00. (Camera and lens only \$200.00.) (Same price for 1 1/2 x 2", 2 1/2 x 3", 2 1/2 x 3 1/2", 3x4") (For 3 1/2 x 5", 4x6" or 5x7" sizes add \$75.00.)

Same only will take any two above sizes on same machine. \$625.00. (Double Camera and Lens only \$350.00.) 1/2 cash, balance C. O. D. Immediate delivery. All booths shipped set up, ready to operate; however, they are made for fast disassembly.

AMERICAN STAMP & NOVELTY MFG. CO. Oklahoma City. (Reference: D. & E.)

We repair Cameras and Lenses.

—GET READY FOR HEAVY HOLIDAY PHOTO TRADE—

**Notice To All Direct Positive Operators in Texas and Surrounding Territory**

The Thompson Photo Supply, 2726 Elm St., Dallas, Texas, has arranged to have Mr. R. O. Mitchell of Myrtle Beach, S. C., and Mr. T. W. Fuller of Marks & Fuller, Inc., in

**DALLAS, NOVEMBER 14**

They will tell the Operators about the National Association of Direct Positive Operators; Its Purpose and Plans for the Future.

The meeting will be held at the Baker Hotel. Please notify the Thompson Photo Supply, 2726 Elm St., at once if you can attend.



# "Soundies" Getting Air-Pix Test

## Over 12,000 Chicago Jukes To Plug Navy Sixth War Loan Show

CHICAGO, Nov. 4.—Some 6,000 juke boxes placed in locations in Chicago and Cook County by members of the Illinois Phonograph Owners' Association will carry signs advertising the navy's sixth war loan exhibit here. This is the first time members of the association have carried advertising on any of their juke boxes.

The signs, in red, white and blue, were provided by the navy department. Their message reads: "Don't miss Pacific theater navy's sixth war loan exhibit, Navy pier November 18 to December 3."

In addition to the stickers more than 6,400 locations having wired music using juke boxes will co-operate by having their operators repeat the same message to patrons requesting numbers.

James T. Mangan is credited by naval and association officials as having conceived the idea of having juke boxes advertise the war loan and secured the co-operation of the navy department and the association.

The show advertised by the juke boxes will include maneuvers by navy personnel and display of captured Japanese equipment.

## Cade Resigns Philly Assn. Post; Re-Enters Distributing Field

PHILADELPHIA, Nov. 4.—Jack Cade, business manager of the Music Machine Operators' Association of Eastern Pennsylvania and Southern New Jersey, has resigned to become general manager of the Emby Distributing Company, of Baltimore, Wurlitzer distributor for Maryland, Virginia, West Virginia and part of Pennsylvania.

This move marks Cade's return to the distributing field. Prior to joining the association in February, 1942, he was manager of the Penn Coin-o-Matic Company, at that time Wurlitzer distributors for Philadelphia.

At a farewell dinner held Thursday night (26), attended by some 50 members of the association, Ray Bernhard, the group's president, declared that it was largely because of Cade's leadership and broad vision that the local association was able to forge ahead despite the obstacles brought on by the war.

Many personal gifts were given to Cade by appreciative members at the dinner highlighted by the presentation of a gold watch from the association.

## Police League Head Acknowledges Juke Ops Aid Teen-Agers

NEW YORK, Oct. 28.—Juke box operators have done more than any other group of business men in helping to curb juvenile delinquency by loaning music boxes to the teen-age club sponsored by the Police Athletic League here, according to Frank E. Scanlon, director. Scanlon pointed out that these centers have been organized by the police department in conjunction with the Juvenile Aid Bureau with which it works, but have been seriously handicapped by lack of funds. Widely advertised to teen-agers as places where they may dance and have fun, the whole idea might have flopped if music operators had not stepped in to supply the phonos and records necessary to prove to the kids that these centers were all they were publicized as being.

## Added Income Tax May Aid Future City Finance Plans

CHICAGO, Nov. 4.—In some States, such as Wisconsin and Indiana, operators of coin machines have had problems caused by two income taxes. At the recent 21st annual conference of the

## AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

By Nat Green

All Communications to 155 N. Clark St., Chicago 1, Ill.

### Bits About 'Em

"Now," said the glee club director at the University of Kentucky, addressing the quartet, "let's sing *Sour Tooth Mountain*."

The boys started off: "I've got a gal on Sour Tooth mountain; hi-yo, diddle-dee-ay."

As the director listened he detected a peculiar lilt and twang coming from a lanky lad of 19. Halting the singing, he asked: "Where did you learn to sing that way?"

"I learned the song from my mother when I was a little kid," the boy replied diffidently.

The director said no more and the singing continued. When it was completed he called the lad aside. "How would you like to sing on the university's program on WHAS?" he inquired.

"Why I've never been on the radio," said the boy, "and I'm afraid I can't sing well enough to go on the program."

"We'll see! Come over this evening and we will audition you."

He didn't show up at the studio that day nor the next. But finally, after some of his frat brothers had persuaded him with paddles, he was auditioned, and before the end of the semester he was featured on four of the five weekly programs piped out of Lexington to WHAS.

The boy was Bob Atcher, who later became a featured singer on WJJD, Chicago, and then became musical director of the station. He became immensely popular on the air, and before entering the armed forces a year or so ago he had made 150 recordings that have sold more than 3,000,000 records.

While Bob is away in service his wife, known as Bonnie Blue Eyes, carries on at WJJD and is one of the most popular folk tune artists on the air.

### Gala Halloween Party

The Dinning Sisters, popular radio, stage, picture and record artists, who are a feature of the new Paramount pic *National Barn Dance*, were hostesses at a gala Halloween party held at their home in Oak Park, Ill., last Tuesday night (31), and attended by most of the artists from the *WLS National Barn Dance*. It was a party that will long be remembered by the guests, for the Dinning Sisters proved to be charming hosts and the night was one long fiesta of games, refreshments, square dances and music.

The Dinning Sisters' home is one of the show places of Oak Park, Ill. It is an 18-room house, beautifully furnished and provided an ideal setting for the party. In keeping with the occasion, most of the guests came masked. Most of them were dressed in farm clothes, but there were a number of elaborate costumes, as, for instance, Curt Massey dressed as a Mad Russian, and Scotty Wiseman in top hat, formal coat and white pants.

Among those who attended the party

American Municipal Association here, a prediction was made that there would be a definite trend in the future toward city income taxes. A speaker told the conference that there were a number of sources which cities could use as increased revenue, but one of the most promising was that of assessing income taxes on businesses and corporations.

He said this income tax idea was "the wave of the future" in city financing. He said such a tax would have many advantages over any other type of local tax and that it would especially make up for the decreasing revenues derived from property taxes. When it came to methods of collecting this tax, the speaker said it might be a levy supplemental to a State income tax and collected by the State or it simply might be a tax collected by the city itself. The speaker suggested that the rate be 1 per cent on all income earned within the city.

were Lulu Belle and Scotty, the Hoosier Hot Shots; Patsy Montana and her husband, Paul Rose; "Arkie" Ossenbrink and Mrs. Ossenbrink, Mr. and Mrs. Kurt Massey, Mr. and Mrs. Skip Farrell, Jack Holden, Eddie Frickland, W. G. Wade of the Wade Agency, and Jerry Von.

### B'way Barn Dance Back

WOW *Broadway Barn Dance*, which drew large crowds to its performances last summer, returned to the air Saturday (4) from a new location—the former Winthrop Ames Theater just off Broadway on 44th Street, New York. Zeb Carver, who has been emcee of the Village Barn for many years, heads the show, and on the initial bill were Julie-B, Eddie Smith, Chuck and Ellie Story, Johnny Newton and Chester and Lester Buchanan. Besides emceeing the show, Carver plays the harmonica, guitar, bass, mandolin, washboard, musical saw and other instruments and "hardware." Bulk of the tickets for *Broadway Barn Dance* will be distributed to servicemen thru the facilities of the defense recreation committee.

### Tunester Tattle

Gabe Drake, formerly with Zeke Manners and His Gang, and now in the U. S. Coast Guard, was a recent visitor to WGAR, Cleveland, and sang a song on the Range Riders' program.

Estel and Rosa Lee, formerly heard 14 times a week over WAGM, Presque Isle, Me., are now playing night clubs thru Ohio, Kentucky and Indiana, using violin, guitar and harmonica, and Rosa Lee dancing tap and Hawaiian character. They have a new book of their own original songs coming out soon.

Two of the Dinning Sisters, Ginger and Jean, identical twins, appeared last Thursday (2) at the Balaban & Katz television studio, WKBB, Chicago, in a demonstration of a new radio-television device. The girls are candidates for the title of radio queen for the forthcoming AFRA ball to be held November 18.

## 3 Stars Now Fly In Packard E Flag

INDIANAPOLIS, Nov. 4.—Homer E. Capehart president of Packard Manufacturing Company here, was notified October 24 that his firm had received its fourth army-navy production award for continued excellence in war production. Firm was one of the first in the industry to win the coveted "E" and now has three stars flying in its E-Flag.

## Dollar Reserve of Latin America To Foster Trade

NEW YORK, Nov. 4.—A recent bulletin of the Guaranty Trust Company estimates that Latin American countries have accumulated more than \$3,000,000,000 in gold and in exchange credits, and that this vast sum will be ready to buy U. S. goods as soon as they are available.

This is concrete evidence, the bulletin stated, that U. S. firms can figure on exports in quantity to South American nations. Present reports suggest that heavy consumer goods and electrical and radio equipment will be desirable items for the Southern trade. Trade leaders do not hesitate to say that U. S. firms must also plan on buying materials in South America in order to make the trade reciprocal. The war has demonstrated that manufacturing industries in the United States can get a lot of raw materials from South America that are not in competition with home markets.

In view of the possibility of this two-way trade, financial leaders do not hesitate to say that the outlook for post-war business with South American countries looks decidedly favorable.

## Don Lee-B&K Tests Made

Big name backlog means 16mm. box film available when video starts rolling

(Continued from page 12)

plans to study the new medium so as to get in on the ground floor.

There is some speculation in the trade as to whether the films that have already been made would be suitable for television. Engineers are agreed that a high-key type of lighting is necessary to get the best results for video. However, RCM insists its productions could very well be utilized for television right now, but naturally future subjects will be geared more directly to the medium.

At the present time the technical staff at the studio is trying to figure out what type of print from the firm's negative would be best for television. Several tests have been made of Don Lee's telecast station, W6XAO, and the results are determining future procedure.

Trade figures that "soundie" film could be used to television, as most of the productions stick to close-ups so necessary for the small screen on juke box movies. As far as production is concerned, RCM uses practically the same technique as is now used for television. In other words, talent is concentrated in small area, therefore making action suitable for television screens.

When the new medium finally breaks thru commercially, it is expected that RCM will divide its product between "soundies," which it makes for Mills, and television films. Company figures it has ideal set-up, inasmuch as one three-minute soundie could be used for a five-minute spot on the video schedule. Three minutes of film and two minutes devoted to commercials would be the line-up. They could also use four three-minute subjects on a quarter-hour show. In the past RCM has made some reels that ran nine minutes, but has devoted most of its product to the three-minute limit.

In building up its backlog of films RCM has used most of the top bands and personalities in showbiz. For this reason its old product could be used for video, trade feels, as draw of big names would offset some of the technical aspects, such as inadequate lighting. These could be shot into video schedules to fill up the gaps that undoubtedly will occur when nationwide television gets the green light.

RCM is shot in 35mm. but reduced to 16mm., utilizing RCA sound. Company says it has the best sound on 16mm. and is far ahead of major pic studios as far as the small film technical problems are concerned. They have been experimenting for four years with 16mm. and claim reproduction to be tops. News that RCM is slanting toward video will undoubtedly influence others in the 16mm. field.

Indications here are that Hollywood is becoming more and more television conscious, with pic execs at last finding that video is getting terrific reaction from the public. Trade here feels that war workers will first toss their \$\$ for new cars, with radios featuring television attachments coming in for the second dough. Big-wigs in the flicker biz, who formerly gave video the cold shoulder, are now realizing that it's time to begin figuring.

Organizations such as Television Productions, for Paramount, headed by Klaus Landsberg, and Don Lee's long-time W6XAO, with Harry Lubke at the helm, will have a decided jump on latecomers. In scrambling around for video ideas, station execs will undoubtedly turn their eyes on tailor-made products, as are being turned out by RCM. By getting a sufficient number of three-minute reels in their libraries they will be able to be on the air, in the meantime figuring out the next program schedule move.

# MOVIE MACHINE REVIEWS

Assembled and released by Soundies Distributing Corporation of America, Inc. Release date, October 23.

## Program 1186

Spicy and Spanish features the music of HARRY LEFCOURT AND HIS RED JACKETS and the dancing of the SANDE DANCERS, two men and two girls. Music is *Si, Si*, and there are vocals by an unidentified girl and one of the bandsmen. (Filmcraft.) *The Duel Dance* is a fast tap number

ERS. One girl does a solo tap, then the others "duel." Music is a medley of martial tunes, and the stage is decorated with flags and shields. (Filmcraft.)

VINCENT LOPEZ AND HIS ORCHESTRA play *Turn Out the Lights*, a novelty number. ANNE BARRETT does the vocals in a style reminiscent of Betty Hutton's. Bandstand background. (Cinemasters re-issue.)

*Gee! The Jeep Jumps* is a jump number by the KIMLOO SISTERS (3). BOBBY DAVIS does an eccentric dance.

Setting is "somewhere on the road to Chungking," with the entertainers riding in a jeep. (Filmcraft.)

THE ELGINS, four jugglers, have a fast routine in *Hold Your Hats*. Setting is the exterior of a general store, with the performers dressed in rural style. (Filmcraft.)

Working with Indian clubs this time, THE ELGINS are also featured in *A Handful of Clubs*. Setting and costumes are the same as in the preceding subject. (Filmcraft.)

*Bar Babble*, a swing number, is played by JIMMY DORSEY AND HIS ORCHESTRA. Dorsey and several of the ork men play short solos. Bandstand setting. (Soundies re-issue.)

IDA JAMES, currently appearing at Cafe Society Downtown, sings the plaintive *His Rockin' Horse Ran Away*. Setting in an apartment, with the singer telling her friends about her son and his rocking horse. (Filmcraft.)

I. Jive. Jordan sings all three numbers and also plays a saxophone solo in *G. I. Jive*. (Soundies.)

## POP RECORD REVIEWS

(Continued from page 19)

### DUKE ELLINGTON (Victor)

*I Don't Mind—FT; V.*  
*What Am I Here For?—FT; V.*

There is absolutely no time element where the music of Duke Ellington is concerned, the master always a decade or so ahead of the day. It makes no difference if the record was cut yesterday or the day before yesterday it's still the music of Duke Ellington as fresh and exciting as one could ever ask for. For the Duke's *I Don't Mind*, a Billy Strayhorn collaboration, it's the sultry chanting of Ivie Anderson, whose association with the band is now only a memory. With strong popular appeal, it will surprise nobody if the public makes up its mind in favor of this rhythm ballad. Slightly faster in tempo, and more steeped in the Ellington school is the maestro's *What Am I Here For?*, an instrumental with the artistry of Sam Nanton's talking trombone, Johnny Hodges's alto sax and Rex Stewart's trumpet giving good enough reason for being here.

Like all Duke Ellington's compositions that show promise of currying popular favor, there are no bounds to the popularity that "I Don't Mind" may attain. With the added attraction of Ivie Anderson's infectious chanting, this side is a safe bet for the music boxes.

### ECHOES OF HARLEM (Hit)

It's the growl trumpeting of Cootie Williams and his sextet, supporting himself with five members of his band, that monopolizes eight dubious sides to make for the label's first package of alleged hot jazz. For the most part, it's smoky backroom stuff of the mill-run variety that isn't even good. Save for one or possibly two sides, the tempos are uniformly bad, the playing desultory, and obviously little attention was given to the selections and even less to their exposition. Sounds much as if the six men were cutting up Williams's big-band arrangements. If the intonation of these six men is a true indication, the album hardly speaks well for the big band. There is ever so much that can be said about the sides and their presentation that is bad, and sometimes bad with a vengeance. On the distaff side there is only the opening side which identifies the package. It's Cootie, his

# RADIO TUBES

## for the COIN MACHINE TRADE

(Tubes Offered to Consumer Market Only) (OPA May 20 Retail Prices)

Tube	Max. Net Price per order	Tube	Max. Net Price per order	Tube	Max. Net Price per order	Tube	Max. Net Price per order	
01A	\$.30	50	60E	\$1.00	2	7A5	\$1.30	5
0Z4G	1.60	2	6E5	1.10	25	7A6	1.30	10
1C7G	1.30	15	6F5	1.10	2	7B4	1.30	15
1G4GT	1.30	15	6F8G	1.30	50	7B5	1.30	15
1LA4	2.35	4	6G6G	1.30	5	7B8	1.30	10
1LB4	2.35	5	6H6GT	1.10	3	7C6	1.30	3
1LH4	2.35	2	6J5GT	.90	25	7C7	1.30	5
1N5GT	1.30	1	6J7GT	1.10	25	7F7	1.30	50
1Q5GT	1.60	3	6K6GT	1.00	10	7H7	1.30	50
1R5	1.60	2	6K7GT	1.00	10	7Q7	1.30	25
2A3	1.95	5	6K8GT	1.30	2	12A6	1.95	1
2A4G	2.35	50	6L6G	1.95	50	12A8GT	1.00	1
3A8GT	2.35	3	6Q7GT	.90	5	12J5GT	1.00	10
5U4G	1.00	5	6SA7GT	1.10	50	12K8Y	1.30	1
5V4G	1.60	5	6S07GT	1.30	50	12S6T	1.30	1
5Y3G	.70	2	6S7GT	1.10	10	12S7J	1.10	8
5Y4G	.75	1	6S8GT	1.10	50	12SK7	1.00	4
5Z3	1.10	50	6S97GT	1.10	10	12S07GT	1.10	1
6A6	1.60	5	6SR7GT	1.10	50	12SR7	1.30	3
6A8GT	1.00	3	6V5GT	1.10	50	14A7	.90	50
6AD7G	1.60	5	6Z5	2.35	25	24A	.90	50
6B8G	1.30	25	7A4	1.30	5	25L6GT	1.10	5
6C5	1.10	50				26	.75	50

Write for Our Twice-Monthly Tube Inventory Release

### IMPORTANT INSTRUCTIONS

1. Send no deposit with your order—shipment will go forward express C. O. D. for full amount.
2. Minimum order filled is for 25 tubes, each type within rationed limits shown above.
3. Do not phone or wire for tubes—shipment cannot go forward until receipt of Supplier's Certificate.
4. Tear out, sign and attach to your order the Supplier's Certificate at bottom of this advertisement.
5. If you personally cannot use the minimum shipment of 25 tubes, contact another operator and place a single order including your friend's needs.

### FEATURES OF OUR SERVICE

All tubes are in individual cartons. Shipment goes forward within 48 hours after receipt of your order. An Airmail copy of invoice reaches you at least 24 hours ahead of shipment. We never substitute types, but will forward G's or GT's for the Metals you order. We've operated 17 years, and know your machine problems. Our list of tubes is revised every 15 days and we are filling over 85% of orders completely which are placed in compliance with current lists.

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I hereby certify that I am entitled to purchase the items specified above under the provisions of Limitation Order L-265, with the terms of which I am familiar.

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### Program X-990 (all re-issues)

The always popular *Sweet Sue* is sung by the radio team of SIX HITS AND A MISS, with music provided by LORRAINE PAGE and an all-girl orchestra. Six girls contribute a dance routine. Stage set. (Globe.)

*Vine Street Blues* is a swing number played by WINGY MANONE AND HIS BAND, with Manone and one of the sidemen playing solo parts. ANNA LEE sings. Bandstand background. (Soundies.)

A pleasant, easy-going number is *Paradise Isle*, played by LANI MCINTYRE AND HIS ORCHESTRA. Four native chorines add eye appeal. (Soundies.)

LANNY ROSS sings *Fiddle Polka*, his own composition. Cafe setting, with the patrons dancing a polka while the musicians play at several tables. (Minoco.)

*Johnny Peddler* is a novelty tune played by JOHNNY LONG AND HIS ORCHESTRA. Vocals are by HELEN YOUNG and PAUL HARMON. Bandstand setting. (Minoco.)

Looking like characters out of *Esquire's* famed hillbilly cartoons, a male group sings and plays *There's a Hole in the Old Oaken Bucket*. FLORENCE GILL the "chicken woman," contributes a chorus. Rural setting. (Cameo.)

ART DIXON, a male quartet and a feminine trio are featured in *The Singing Hills*. Western setting and costuming, with some beautiful shots of the mountain country. (Cameo.)

*Louis Jordan Medley No. 2* presents three popular numbers: *Old Man Mose*, *If You Can't Smile and Say Yes* and *G.*

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PERMO POINT ROUND relieves those needle headaches. Ask your Columbia, Decca or RCA distributor about this great new needle. It costs no more. Gives trouble-free service. Permo Point Elliptical needles will continue to be available through regular distributors.

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TODAY'S CONDITIONS

TO MEET

own growling self, backed only by the rhythm section, for Duke Ellington's *Echoes of Harlem*. With Eddie Vincon on alto and Eddie on tenor, Eddie Powell at the piano, Sam Payne at the piano and Ned Keenan on bass, remaining seven sides take in originals and evergreens. Save, possibly, for the fast-stepping *Floogie-Boo*, one can easily dismiss *Talk a Little Trash, I Don't Know, Do Some War Work, Baby* (for which Cootie adds a chant that is on par with poor playing), *Sweet Lorraine, Honeysuckle Rose* and a heaven-forbid fashioning of *My Old Flame*.

**HAWAII (Capitol)**

Spotlighting the Pacific scene, it's a dream excursion to the South Seas for eight sides with Harry Owens and His Royal Hawaiians. Apart from the maestro's own *Sweet Leilani*, which brought meaning to his name and attending fame, Owens has selected a wide variety of native melodies, with contrasting moods and tempos, to make for easy listening to match the easy style. One of the most attractive of the sides is Owens' *The Laughing Song*, better recognized as the *Hawaiian War Chant*, with Ernest Kawohi and the male voices of the Trio, singing out the humorous lyrics both in the native and English tongue. Side also stacks up as a strong coin-catcher for the juke boxes. Kawohi also comes thru big for *Mau'i Girl*, while the Trio takes it in stride smoothly for *My Tane* and *Down on Ami Ami Oni Isle* in addition to the *Leilani* lullaby. For the dream ballads, Bob Hamlin fits the picture expertly with an excellent kiddie-appeal song, *Little Butch* and *Farewell Malihini*, latter the only lullaby in which maestro Owens did not have a composing hand. Band rounds out the set with a smooth waltz melody, *Aloha No Wau I Ko Maka*, instrumentation taking in the full complements of the regulation dance band, with the accent on the steel guitar strums.

**FAVORITE HAWAIIAN SONGS (Decca)**

While Dorothy Lamour is no great shakes in singing the eight South Sea song favorites that make up this set, the spinning all falls easy on the ears. Particularly with an optic pealed on the album cover, revealing la Lamour in a revealing position that is quite the sarongy thing. But if the attention, under such circumstances of stress and tension, can be shared with the spinning, a non-partisan vote must be cast for the mood-inspiring guitar strummings of Dick McIntire and His Harmony Hawaiians. Their sustained vocal harmonies also help no end. Song selection leaves no room for

**POPULAR RECORD RELEASES**

(Continued from page 18)

- THE MAN WHO COMES AROUND.. Will Osborne (Dale, Barbara, Stinky) ..... Continental C-3018
- THE OLDEST CHRISTMAS STORY Charles Laughton (Narration With Musical (The Gospel According to St. Luke) cal Background) .....Decca 23365
- THE STORY OF THE THREE WISE MEN (The Gospel According to St. Charles Laughton (Narration with Musical Matthew) ..... Background) .....Decca 23365
- THE THREE CABALLEROS .....Bing Crosby-Andrews Sisters (Vic Schoen Ork) ..... Decca 23364
- THE TROLLEY SONG .....Judy Garland (Georgie Stoll Ork) ..... Decca 23361
- WHEN JOHNNY COMES MARCH-Glenn Miller (Tex Beneke, Marion Hutton, ING HOME ..... the Modernaires) .....Victor 20-1600

criticism, bringing forth many evergreens and including *Hawaiian Hospitality, Lovely Hula Hands, Little Brown Gal, My Little Grass Shack in Kealakekua, Hawaii, The One Rose, A Song of Old Hawaii, The Moon of Manakooa* and *Malihini Mele*. There is much here, too, for the juke boxes to go native in the Hawaiian tradition.

**CROSBY CLASSICS (Columbia)**

Of all the portfolios of platters with a special connotation for the connoisseurs, Columbia scores about the best with this set of Bing Crosby dandies of a decade or so ago. The 10 sides bring back the Groaner from the day he really hit the crest of a strong popularity wave. On each count, it's Bing putting over a song as only he can do it best, adding a hot vocal lick or a smattering of whistling as his care-free spirit commands. He even sings out seat for two of the sides—*Some of These Days*, and with the Mills Brothers on the assist, for *Shine*. The Mills freres also fill in for *My Honey's Lovin' Arms*. From start to finish, there's nothing antiquated in the singing or style. The collectors will easily recognize the all-star musicians providing the lilting and rhythmic support for the singing. Selections are all ideal for both the disk collector and the Crosby fan, remaining seven sides taking in *Please, I've Got the World on a String, Down the Old Ox Road, How Deep Is the Ocean?, Home on the Range, The Last Round-Up and Thanks*. Moreover, there is plenty in this package to tempt the juke-box fans as well.

**THE KING COLE TRIO (Capitol)**

On the strength of their *Straighten Up and Fly Right*, the King Cole Trio shape up strong enough in name appeal to attract attention to a portfolio of platters.

Since these eight sides provide ample opportunity to display a real degree of artistry rather than the jump and jive folly, the album makes for inviting listening. Apart from his compelling style of song selling that emphasizes warmth instead of voice for the wordage, the sides show off Nat (King) Cole as a piano stylist with a high degree of originality and individually in his rhythmic gambols over the black and whites. Selections are keyed to display his talents to the best advantage, also serving in good stead for Oscar Moore's guitar pickings and for Johnny Miller at the bass. An intimate setting is created thruout, and the album shapes up as one of the more important contributions to the fund of chamber music for the school of jazz. Selections are standards, save for a slow blues pattern styled by Nadine Robinson as *Easy Listenin' Blues*, and Rachmaninoff's famous *Prelude in C Sharp Minor*, to which a rhythmic beat is applied. Other instrumentals, and providing song contrast, are Cole Porter's *What Is This Thing Called Love?*, Gershwin's *The Man I Love*, and a really exciting interpretation of Johnny Green's *Body and Soul*. Adding vocal refrains, Cole completes his first platter package with *Embraceable You, Sweet Lorraine* and *It's Only a Paper Moon*. There's plenty in the eight sides that make for phono potents along the nickel circuits, and placing three or four contrasting sides in the machine at the same time makes for smart music machine merchandising that should make for mounting returns.

**ALICE IN WONDERLAND (Decca)**

With movieland's Ginger Rogers as Alice, and a supporting cast of voices, all heightened by effective sound effects, original songs by Frank Luther and a musical score created by Victor Young, this Lewis Carroll classic of a child's world is excellently portrayed on wax in this set of six 12-inch sides. Young and old alike will thrill at this adaptation by George Wells, under whose direction Miss Rogers so vividly recreates Alice and her adventures in the land of make believe.

**Popular Album Reviews**

(Continued from page 19)

**MUSIC FOR YOUR LISTENING PLEASURE (Hit)**

For its second package of platters bearing the new identifying "white" label for such sets, the record company offers up exactly what the album title indicates. With Henry Nosco conducting the concert orchestra, heavy on woodwinds and strings, it is for the most part music that makes for listening pleasure. While the arrangements and the playing may not be as interesting or attractive as they might, the melodic appeal of the eight familiar selections are strong enough to carry the listener with the set. Once passed Cole Porter's *Begin the Beguine* and *Night and Day*, in which concert setting the listening is not as pleasure-provoking and tends to become boresome, maestro Nosco acquits himself excellently for the remaining six sides. Much more in the concert realm are *Intermezzo* and *Caprice*, with the fiddle in the solo spotlight for each opus, *Extase, Indian Summer, Reverie* and *May Night*.

**WANTED WURLITZER PHONOS WE WILL PAY**

For #616's .....\$60.00  
 For #71's ..... 70.00  
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 Must be in operating condition.  
 Needed in Defense Areas.  
**CORPORATE CASE CO.**  
 Box 3505, Mdse. Mart CHICAGO 54, ILL.

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We carry one of the largest stocks of all make records in the U. S. A. You pay us list prices for records but you get the records when you want them most. Order by wire, phone or letter today. Below are a few of our best sellers. Place number of records desired in box before selection. We ship C. O. D. express insured. All orders filled same day received.

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- I'LL WALK ALONE
- LILI MARLENE; FIRST CLASS PRIVATE MARY BROWN
- TOGETHER
- PRETTY KITTY BLUE EYES
- STAR DUST (Crosby)
- SWEET AND LOVELY (Crosby)
- BEGIN THE BEGUINE (Vocal)
- SUGAR BLUES; SOMEBODY STOLE MY GAL
- HAWAIIAN SUNSET
- NIGHT AND DAY
- STRAIGHTEN UP AND FLY RIGHT
- HONEYBUNCH POLKA; WOLF'S POLKA
- JANIE
- MY MAMA TOLE ME
- SOME OF THESE DAYS; EVERYBODY LOVES MY BABY
- BARREL HOUSE BOOGIE; 4F FERDINAND THE FRANTIC FREAK
- SINCE YOU WENT AWAY
- DON'T YOU DARE CALL ME DARLING
- DEEP PURPLE (Lena Horne)
- WHITE CHRISTMAS
- GOODNIGHT, SWEETHEART (Crosby)
- CHINA STOMP; RHYTHM RHYTHM MY BUDDY
- SWING GUITARS; STOMPOLACY
- LOVE ME OR LEAVE ME
- HONEYSUCKLE ROSE; BLUES
- RAINCHECK
- I'M GETTING SENTIMENTAL OVER YOU
- CARAVAN; A STUDY IN BROWN
- ON THE SUNNY SIDE OF THE STREET
- THE LAST TIME I SAW PARIS; AFTER IT'S OVER
- MIDWEEK FUNCTION; I NEVER KNEW
- MY MAMA DON'T ALLOW ME; STANDIN' AT MY WINDOW
- SWINGING ON A STAR
- THE TROLLEY SONG
- DANCE WITH A DOLLY
- IT'S A CRYING SHAME
- WHISPERING
- MELODY OF LOVE
- TICO TICO
- BIG LIP BLUES
- McNAMARA'S BAND
- THE OLD SAW SONG
- TIME WILL TELL THE STORY
- List your other selections on a separate sheet.

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When it's results you want—in better tone, longer needle life, lower playing costs—MIRACLE POINT Needles are still tops. Favored by leading coin machine operators because the only round point of precious metal has never been surpassed. Still pre-war quality, too. Order from your record jobber . . . lots of 100, 20c each.

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 YOU SAVE UP TO 75% of your needle costs.

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P. O. BOX 770, FORT DODGE, IOWA  
 A Guaranteed Precision Service

# Interstate Aircraft To Make Beverage Venders

**Deal on to make three flavor selective cup vender for Spacarb—calls for Interstate to retain distribution and servicing rights for 17 Western States**

CHICAGO, Nov. 4.—A post-war newcomer into the bulk beverage field is the Interstate Aircraft & Engineering Corporation, of El Segundo, Calif. Firm is preparing to manufacture a three-flavor selective bulk beverage machine based on patents held by Spacarb, Inc., of New York. Deal calls for firm to manufacture machines for exclusive sale to Spacarb, provided machines meet competition, distribution, sales, service and operating privileges in all or part of 17 Western States running on a straight line from

Winnipeg to the Gulf and including all or parts of Washington, Oregon, California, Nevada, Idaho, Montana, Wyoming, Utah, Arizona, New Mexico, Colorado, Nebraska, South Dakota, North Dakota, Kansas, Oklahoma and Texas. Spacarb, whose pre-war operations were on a franchise basis, will collect royalty on Interstate machines in the 17-State territory the latter has been granted and Interstate has acquired use of all Spacarb's drink vender patents.

Spacarb, headed by Emery Flinn, has been one of the pioneers in the beverage vender field. Firm originally purchased patents and machine developed by the J. P. Seeburg Corporation.

Interstate Corporation is headed by Don P. Smith, who was one of the original members of Vultee Aircraft. Since it was formed in 1936 until the war, Interstate was one of the leading manufacturers of small aircraft for private owners. Since the outbreak of war it has manufactured precision equipment at its El Segundo, Calif., plant for major aircraft manufacturers and special precision armament for the navy. Firm also has a plant at DeKalb, Ill., devoted to the production of complete military airplanes for the navy. A third, "Wilshire Division," is located in Los Angeles and has been devoted to naval engineering projects. It is the plan of the firm to produce their drink venders at the El Segundo plant.

Whether or not Interstate will set up its own operations of venders in its 17-State territory is unknown, but the firm has had its own engineering staff, as well as consultant firms, busy on improving and redesigning the machine itself and reportedly will be all set to start production lines rolling when re-conversion permission is granted.

This is the first deal to jell of many that have been rumored on the first in which aviation firms were reported surveying the post-war possibilities of the coin machine field. Latest rumor had Curtis-Wright looking into the possibilities of cigarette venders with Jim Stewart, of the former Stewart-McGuire firm, doing the promoting; but latest reports are that firm nixed the deal on the grounds that once they got the machines rolling on their production lines the sales volume would not be able to keep pace with production.

## WFA Amends Set Aside Order To Exclude PX's

CHICAGO, Nov. 4.—At the recent vending machine conference held here under the auspices of the National Automatic Merchandising Association, the candy group spent much time in discussing the recent order of the War Foods Administration which requires manufacturers to set aside 50 per cent of their candy bar production for the armed forces overseas.

Operators who were present at the conference raised many questions about getting preference for vending machines in military posts and army and navy stores in the U. S. An amendment to the original order was issued by the WFA October 26 which apparently gives an official answer to the question of preference for post exchanges.

The first amendment to the original order is as follows:

### Candy Bars, Candy Rolls or Candy Packages

War Food Order No. 115 (9 F. R. 12239) issued by the Acting War Food Administrator on October 6, 1944, is hereby amended by deleting therefrom the parenthetical provisions in Sec. 1490.8 (a) (3) (1) and by inserting in lieu thereof, the following: "(excluding, unless otherwise specified by the director, for the purpose of this order the United States army (See WFA Amends on opposite page)

## Ford Gum Co. Reorganizes; Buys Plant for Post-War Use

LOCKPORT, N. Y., Nov. 4.—Reorganization of the firm and the acquisition of a new plant at Akron, N. Y., have been announced by Ford S. Mason, president and general manager of the Ford Gum & Machine Company.

The company has acquired the property of the Wheat's Ice Cream Company in Akron, and in addition is now constructing a large, modern manufacturing plant and machine shop. The latter will be ready for operation in about two months. Gum manufacturing will begin in the new shop after the war, according to Mason.

J. Carl Fogle, Lockport attorney, was elected treasurer, succeeding Herman K. Hart of Buffalo. He will also serve on the board of directors. Directors, in addition to Mason and Fogle, are Edward W. Llewellyn, Albany, N. Y.; Edgar A. Holliday, Sacramento, Calif.; W. L. Davi-

son, El Paso, Tex., and Ralph Palmer, Everett, Wash. Mr. Holliday is vice-president of the company and Davidson is secretary. Llewellyn was also named sales promotion manager.

Ford Gum & Machine Company was founded many years ago by Mason, who introduced gum self-service machines invented by his father, W. N. Mason, a retired Baptist clergyman. The business has expanded steadily until the company now has outlets in 39 States. The company both manufactures and distributes Ford ball gum self-service machines and Ford branded ball gum, sold exclusively thru them.

Working with various civic organizations, such as Kiwanis, Lions and American Legion Posts, the firm has become known thruout the United States, Mason said. More than 60,000 machines vend the company's products at present.

## MERCHANDISE MART

### Meaningless Quotas

Cigarette quotas set by leading manufacturers to insure equality of distribution are practically meaningless at present.

As of Wednesday (1), New York wholesalers had received announcement of November's allotment from only one manufacturer, American Tobacco Company, makers of Luckies. This quota is 70 per cent of the 1943 month, the same as in October. Other companies presumably will continue shipping to the best of their ability. One manufacturer's representative said his firm's allotment basis was "out the window."

To show the futility of quotas, one New York wholesaler reported last week's receipts, compared with the same week

in 1943 as follows: Camels, less than 50 per cent; Chesterfields, about 70 per cent; Luckies, 70 per cent; Old Golds, 35 per cent.

### Match Situation

Since the cigarette shortage has assumed nationwide proportions, cigarette vending machine operators probably will be able to bear the additional bad news announced this week by the War Production Board—that penny-box and book matches will become scarcer.

Military services are asking for 90 per cent of all the penny-box matches and 25 per cent of the book type, hence the shortage of these safety-type matches. To ease civilian shortages, match manufacturers revealed that part of their ca-

(See Merchandise Mark, opposite page)

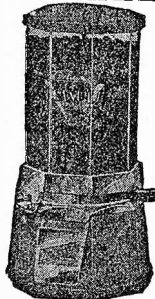
**SPECIAL!**  
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200 reconditioned Model 33 Jr. Nut Venders with fool proof mechanisms, slug ejectors, adjustable portions.

**GET STARTED DEAL**

10 Model 33 Jr.'s and 30 Lbs. Peanuts.

Sample, \$5.25.  
10 or More, \$4.95 Ea.



## MILLS VEST POCKET BELL

5c Play Only  
Complete With Automatic JACK POT

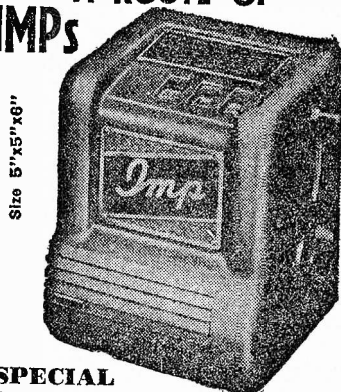


Pays out automatically just like a big slot!

**\$75.00**

WITHOUT JACKPOT ATTACHMENT  
Green .... \$44.50 Blue & Gold \$54.50  
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**MAKE MONEY WITH A ROUTE OF IMPs**



**SPECIAL Introductory Offer Case of Six \$57.00 \$9.90**

With Meters, \$1.00 Extra Per Mach. Plenty of good locations are now available. Start now by buying a few machines. A route of IMPs will earn a steady income for you. Just received over 200 Brand New IMPs! Available in straight 1c or straight 5c play, Cigarette or Fruit Symbols.

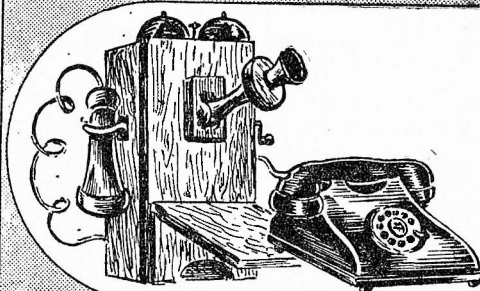
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American business surged into high powered action almost simultaneously with the invention of the Bell Telephone; and, the Automatic Vending Machine Industry, in particular, will go into high gear as soon as the war is won and we can release:

**THE CHALLENGER** — designed to feature what you want in merchandising cigarettes!

**THE CANDYMAN** — designed to feature what you want in merchandising candy!

You know that at present we are in war production—100%—and we can offer only service and repairs; but, we're ready for V-Day with the most dependable merchandisers ever designed.

**Arthur H. DuGRENIER, Inc.**  
15 Hale Street Haverhill, Mass.

# Smokers and Ops Burned by Country - Wide Cig Shortage

CHICAGO, Nov. 4.—A check on the nation-wide cigarette shortage reveals that the drought has hit most every smoker in the country by now and the "reasons" range from necessity of keeping the armed forces in supply to blaming it all on hoarding smokers themselves.

Here in Chicago it was learned that the OPA, under the directorship of Marion Isbell, has started a thoro probe into the shortage after receiving complaints of black market activities. Complaints have come in from various sources as the store shelves and counters remained bare and wholesalers reported making deliveries as usual.

Other complaints have come in from interested sources who are riling at the favoritism being shown individuals by certain establishments, as well as the wholesale confiscation of cigarettes by personnel employed in the cigar stores of the city.

### Middle Men Used

Cigar stores are reported to be selling cigarettes thru "middle men" who sell the smokes off the store premises to eager takers for as much as 40 cents per package. In cases such as these, it is Isbell's contention, that retailers are thus circumventing revenue loss thru the reduction in merchandise being made available for sale. In many cigar store outlets, where the principal revenue up to now has been derived from the sale of cigarettes and cigars, a turn is being taken toward pushing candy and soft drinks to make up the difference. Isbell also reported a charge made by one local wholesaler that one of his customers received an offer from another wholesaler of all the cigarettes he wanted for \$2.25 a carton, "any brand, and as many cartons as you want."

Wholesalers thruout Chicago are firm in their statement that the shortage

would not be so acute if individuals would be content with their normal needs and not go from outlet to outlet buying a pack at a time.

Prior to the last few days (before November 1) a favorite trick used to obtain a pack here was completed by tossing a quarter to a half-dollar on the counter saying, "I don't want any change." According to one wholesaler, this innovation of purchasing skill seldom failed to bring a pack up from below the counter. A plea has been made by Isbell for all persons to report infringement of OPA ceiling prices to their local office in order to stop the situation before it runs riot.

### Coast to Coast Reports

Office of Price Administration officials in Des Moines have uncovered certain evidence of black market operations in the sale of cigarettes and Walter D. Kline, local area director, warned: "We are going to take drastic action against price ceiling violators in all fields subject to OPA regulations." Kline said that the black market operations appear to be connected with the sale of cigarettes by cab drivers selling standard brands for as much as 30 cents per pack, 11 cents more than the regular price there. Other retailers thruout Des Moines were reported selling packs for 25 cents per package.

By contact with retailers and wholesalers, as well as the man on the street in Pittsburgh, Detroit, Boston and San Francisco, *The Billboard* learned that smokes were virtually non-existent. In New York cigarettes were reported available but scarce.

In St. Paul, a special grand jury investigation is in the offing thru a threat by Federal Judge Robert C. Bell that, unless the situation clears, or should any illegality crop up, to investigate the cigarette shortage.

Market trend experts thruout the country feel that the immense increase of cigarette consumption on the home front, as well as the shipment of billions of cigarettes to the armed forces overseas, is the principal cause of the cig lack thruout the nation. Consumption on the home front, attributed partly to the pent up nerves of a war weary populace, has increased 100 per cent since 1935 and nearly 50 per cent since the pre-war year 1939. Other causes given by the market experts level some of the accounting on the tobacco crop labor shortage as well as the curtailment of tobacco acreage to meet the increased demands for food by the nation, the armed forces and the allied nations. Shortage of labor in cigarette manufacturing plants thruout the country is also beginning to be felt, according to these experts.

### Women Smokers Increase

A nation at war has increased by a great percentage the number of women smokers, as well as the number of current male smokers who, prior to the war, "rolled their own." The increased wages of war workers has brought many more cigarette smokers into the fold compared with pre-war years. Another cause for the shortage can be attributed to the package industry, which has all it can do to provide packaging for the more essential items needed for the war.

As the shortage grows more acute the change over of "roll your own" addicts to "package customers" will once again turn about and it is predicted that unless a miracle happens many who laughed at those rolling their own will be doing it themselves, and those who admired the ingenuity of the advertising copywriter who said "I'd walk a mile for a Camel" will be only too glad to "walk 10 miles for any brand."

It is indicated in some parts of the country, where the cigarette shortage has been acute for some weeks now, that smokers, even the feminine ones, will become pipe smokers. Many of the men, not able to get cigs, will resort to chewing tobacco or the use of snuff. However, it is felt that in keeping with the social graces the femmes might give up the habit rather than chew or snuff.

### OPA Steps In

In Los Angeles the OPA has already stepped in and a vigorous inquiry into cigarette black market operations is promised by chief enforcement attorney

Stanley Jewell, who revealed several violations of ceiling price regulations which carry triple damage penalties. Jewell reported that several wagon delivery wholesalers had illegally boosted prices to \$1.75, in turn giving the retailer a price to the consumer of \$2.50 per carton. Jewell also brought his hammer down on the practice of vending machine operators who have been labeling their machines "two dimes or four nickels," thus getting 20 cents per pack in violation of the ceiling. Jewell states that triple damages for every sale made in this manner in Los Angeles will be asked. In cases where the machines are deliberately left empty, cigarettes given to proprietors and sold over the counter or bar will receive his office's attention with the same resultant penalties.

A report released this week by the Internal Revenue Department in Washington revealed that tax stamps for 20,000,000 cigarettes were bought in September as compared with 22,500,000,000 in September, 1943. During the same month in 1944, producers purchased stamps for 391,500,000 cigars compared with stamps for 525,900,000 cigars in 1943. These figures, according to the Department of Revenue, represent only the domestic consumption and do not include shipments overseas. Basing their reasoning on these figures authorities in Atlanta, Ga., state that they prove the shortage of cigarettes and cigars thruout the nation is solely due to the fact that consumption has outrun production.

### MERCHANDISE MART

(Continued from opposite page)  
 pacity to make "strike anywhere" matches—the type usually used in the kitchen—has been turned over to producing the penny-box type.

### Sugar Supplies Dwindle

Declining imports of raw sugar are adding to the difficulties of domestic cane sugar refiners, and shortages are being reflected in deliveries to manufacturers of soft drinks and confections. Stocks of sugar in civilian markets are small. Industrial users generally are being supplied on a priority basis, with bakers and cereal manufacturers taking precedence over beverage and confectionery makers. The trade reports that several candy companies in New York

State alone have had to close at the peak of orders for the Christmas season. Imports have fallen off because of shipping schedules upset by the recent hurricane and transfer of some sugar ships to other uses. Refiners believe, however, that if shipping space were to become more plentiful the backlog of orders for refined sugar could be materially reduced within a month.

### Miscellaneous Notes

Eighteen billion bottles of soft drinks were sold in 1943, the Department of Commerce has announced. Of this amount, 15 per cent went to the armed forces and another 15 per cent to industrial plants. Hospitals and similar institutions were important consumers, but most of the output went to retail outlets, of which there are now 1,250,000 in the United States. . . . If the peanut industry has its way, peanut vending machines should be highly profitable in the post-war period. Benefiting from huge sales to the government for the armed forces, the peanut trade plans to spend \$900,000 in the next three years for a research and consumption promotion program.

### WFA AMENDS

(Continued from opposite page)

post exchanges, sales commissaries, United States navy and coast guard ships' departments, and United States marine corps post exchanges in the continental United States).

The provisions of this amendment shall become effective at 12:01 a.m., EWT., October 27, 1944. With respect to violations, rights accrued, liabilities incurred, or appeals taken under said War Food Order No. 115 prior to the effective time of the provisions hereof, the provisions of said War Food Order No. 115 in effect prior to the effective time hereof shall be deemed to continue in full force and effect for the purpose of sustaining any proper suit, action, or other proceeding with regard to any such violation right, liability or appeal. (E. O. 9280, 7 F. R. 10179; E. O. 9322, 8 F. R. 3807; E. O. 9334; 8 F. R. 5423; E. O. 9392, 8 F. R. 14783).

Issued this 26th day of October, 1944.  
 ASHLEY SELERS,  
 Acting War Food Administrator.

## BALL GUM SUBSTITUTE

MARBLES—GLASS—ASST. COLORS

Barrel of 50,000 .....\$59.50  
 Keg of 15,000 ..... 19.50

CHARMS, Best Grade, 15 Gross Carton,  
 \$13.25 Parcel Post Paid.

COIN COUNTERS, 1c or 5c Cast Alumi-  
 num, \$1.25 Each While They Last.

WINGS, Counter Game, Rebuilt,  
 \$7.95 Ea.

Full cash with order—f.o.b. factory

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 PHILA. 42, PA.

## AT YOUR SERVICE!



Although we are 100% engaged in vital war production, we still want operators to feel free to call upon us whether you want machines, parts, repairs or just a bit of information. And if you operate venders you're missing a lot by not reading *The Northwesterner*. It's free!

# Northwestern

835 E. Armstrong St., Morris, Ill.

## CIGARETTE & CANDY VENDING MACHINES

Ready For Location

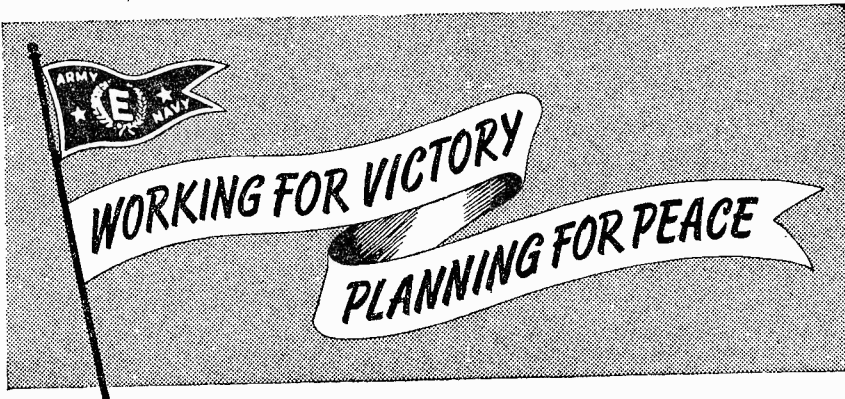
National 9-30	\$67.50
National 6-30	22.50
National 6-26 (No Stand)	15.00
Du Grenier Model "S"	30.00
Du Grenier "Candyman"	35.00
9 Col. Du Grenier Model WD	60.00

1/3 Dep., Bal. C.O.D., F.O.B. N. Y.

Also Unedapak Candy and "500's," Stoners, Rows, Nationals, etc. WRITE FOR COMPLETE PRICE LIST. Mention Dept. B.

WE RECONDITION, REPAINT AND REPAIR ALL TYPES AND MAKES OF MERCHANDISE VENDING MACHINES.

**NATIONAL VENDING SERVICE CO.**  
 250 West 54th Street, New York 19, N. Y.



The full capacity of the big Stoner Plant is now devoted to producing vital war materials. The coveted Army-Navy E flag, with its two white stars, that flies from our flagstaff is evidence that we are doing our job well.

But Stoner Engineers are doing more—they're planning for the day when we will again be making UNIVENDORS. So take this tip: for the finest in candy venders, keep your eye on UNIVENDOR.



**STONER MFG. CORP.**  
 AURORA, ILLINOIS

# Court Trend on Patent Cases Shown in Decision; Coin Mach. Case Mentioned

Based on Famous TNEC Report

WASHINGTON, Nov. 4.—In an important decision by the U. S. Court of Appeals for the District of Columbia, the court described at length a growing trend among high courts to differentiate between patents for inventions when a corporation is the applicant and applications from individual inventors. The status that should be given to patents issued in the name of corporations as compared with that of individual inventors has been widely discussed in recent years and has become an economic issue.

That the federal courts have taken a definite trend in the field may become an important guidepost in the future. The record of the coin machine industry shows that the big majority of its patents have been issued to individuals, and this trend is expected to continue after the war, altho most of the factories are reported to have creditable research laboratories established.

A basic decision handed down by the Court of Appeals here involved a discussion of the Bell Telephone System and its patents. The decision might become important in the coin machine trade in the future because at one place the court referred to a decision handed down in 1942 which involved a manufacturer of coin machines in Chicago. The decision, in part, is as follows:

"The dominance of the Bell System extends beyond the regulated field of communications. Thru its subsidiaries it manufactures more than 90 per cent of the telephone equipment in the United States. It owns and controls a large number of patents not only for instruments used in communications but also in the electrical arts, including radio transmitting and receiving equipment, therapeutic devices, audiphones, public-address equipment for outdoor and indoor use, photo-electric cells and race timing equipment. In many of these products the Bell System has a dominating position and sometimes a controlling position by virtue of the control or exclusive licensing of patents.

"This position both in and outside the communications field has been maintained in part thru the expenditure of vast sums on engineering research; \$242,541,569 was spent for these purposes between 1916 and 1935, which is probably more than the total budget of any university in the United States during this period. Electronic physics, chemistry, applied mathematics, optical phenomena and other fields of inquiry are under constant study.

#### Internal Control

"All patents on devices discovered in its laboratories are assigned to some unit of the Bell System. Thus in large part thru its research facilities the Bell System has come to own or control over 9,000 United States patents. It is licensed under 7,000 more. In these research laboratories about 4,500 people are employed, half of whom are engineers, chemists, metallurgists and physicists. They represent nearly all the best talent in the field. In addition to research in laboratories the Bell System has made arrangements with other groups for mutually exclusive exchange of information which is available to no independent inventor.

"(1) In determining whether an invention has been made the character of the article or process, its novelty and its advance over the prior art are merely evidentiary. The ultimate question is the character of the contribution made by the inventor. There is no invention without inventive genius. The objective advance does not identify or evaluate the individual achievement. The individual achievement is becoming more and more difficult to identify and evaluate as organized research becomes our greatest source of invention. And so the trend of recent decisions has been to emphasize more and more the character of the individual achievement rather than the qualities of the product in determining patentability. We have held that a step forward which, considered in connection

with the highly developed condition of the art, might reasonably be expected from the research of highly trained specialists is not invention. Thus, neither the result of great industry in experimental research nor the successful product of a gradual process of experimentation over a period is invention. Routineing, even by the most highly trained specialists, step by step improvements, the carrying forward of a new and more extended application of the art, are not invention.

"(2) In order to evaluate the contribution of the inventor the court must reconstruct the conditions under which he worked, with emphasis on the contribution of others. This method is sharply outlined in the case of *Marconi Wireless Telegraph Company vs. United States* because a different point of view was there considered and rejected by the Supreme Court. In his dissenting opinion Mr. Justice Frankfurter argued that inventions have always been 'parts of an evolution, the culmination at a particular moment of an antecedent process.'

#### Ordinary Expert

"He asserts that the majority was wrong in using 'reconstruction by hindsight' of the state of the art in such a way as to show that the final step made by Marconi was one which could have been made by an ordinary expert of high skill. He objects to the process of which 'a judge of unusual capacity for understanding scientific matters is, by a process of intricate ratiocination, able to demonstrate that anyone could have drawn precisely the inferences that Marconi does...'

"He repudiates the flash of genius doctrine which depends entirely upon an evaluation of individual accomplishment. Nowhere is this point of view better stated. Yet the court declined to accept it. Both the majority opinion, declaring the patent in question invalid, and Mr. Justice Rutledge, in a separate dissent, are concerned only with an evaluation of the individual achievement of Marconi, considered in connection with the accomplishment of others in the field.

"(3) In other words, patents are not (See COURT TRENDS on page 74)

## Airport Coin Mch. Spots To Reap Plenty Post-War \$\$\$\$

CHICAGO, Nov. 4.—Members of the coin machine industry who have fallen under the spell of Henry J. Kaiser, who frequently expounds on the setting up of a vast corps of workers to build and service over 5,000 airports for the post-war air travelers, have reason to become further elated due to facts and figures recently released in the 1944 fiscal year financial statement of the Washington National Airport.

The potentialities lying behind the establishment of airports of the future shows a gross income of \$516,470 for 1944. A significant breakdown of this statement reveals that of the total income, \$90,968 was earned thru the sales of food, tobacco, newspapers, locker space, paper cups, napkin dispensers and other odd items, all of which can be vended thru coin-operated machines. Sales of food in the restaurant, coffee shop, hanger cafe, public roads and employees' cafeteria and in the form of box lunches and meals aloft brought in \$79,832.

#### Potentialities Indicated

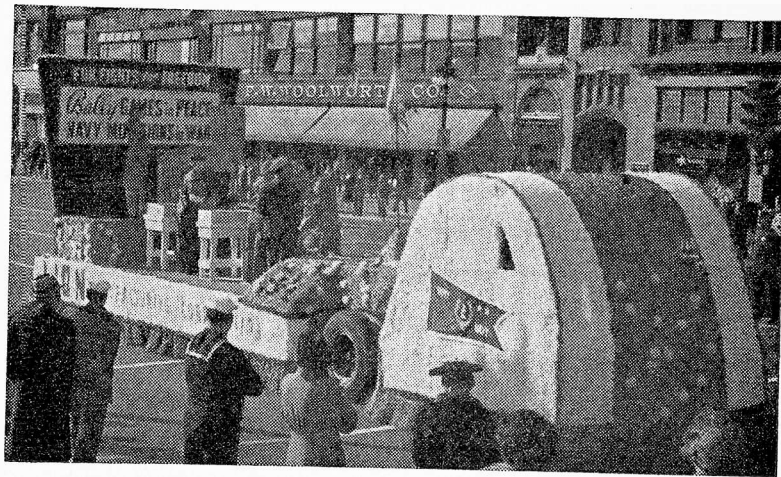
This single report is indicative of the revenue to be derived from the operation of airports, and it likewise indicates the potentialities of locations established in or near air parks and airports in post-war days.

Kaiser recently made the statement that jobs will not be hard to find for

returning vets and war workers. This will be done, according to Kaiser, by immediate reconversion as soon as government authorities permit the manufacture of items not concerned with the war.

Thru Kaiser's plan for building 5,000 airports spanning the country soon as the war is over, thousands of coin machine locations for vendors and amusement devices will be made available. In Kaiser's most recent prediction he outlined the building of airports every 30 miles along the super highways which will answer the needs of post-war automotive and air-minded tourists. In this manner, Kaiser points out, the air traveler will never be more than 15 miles from a safe landing place. In the picture painted by the boatbuilder is included the necessary building of shops and establishments of amusement to meet the demands of the public.

These airports of the post-war world will take the place to a large extent of the gas stations which prior to the war serviced motoring tourists. There are now estimated to be some 4,500,000 persons actively engaged in the management and operation of gasoline stations from Coast to Coast, and as automobiles improve there will be less need for as many stations we had prior to the war, according to Kaiser. The aviation industry will give each person leaving the motoring service field an opportunity for employ-



BALLY GAME IN NAVY PARADE showed a pin game with lights flashing in the backboard prominently displayed, during the Navy Day parade in Chicago as part of a float entered by Lion Manufacturing Company, peacetime producers of Bally games. The game played by a live model, symbolized the pre-war activity of the Bally organization, while in the foreground three girls in shop garments were busy at actual machines producing munitions parts. A banner above the display bore the legend, "Fun Fights for Freedom! Bally Games in Peace—Navy Munitions in War!"

## Omaha City Council Looks to Coin Mchs. For Added Tax \$\$\$

OMAHA, Nov. 4.—The city comptroller has given the city council here a new plan for raising revenue which will hit coin machines hard if it passes. City officials have been calculating revenues and costs in prospect for 1945, and it now appears there will be a deficit unless new sources of revenue are found.

The total revenue estimated for next year will be about \$2,836,000, while minimum expenses for running the city will be \$2,947,000. Future conferences on the budget will be held from week to week and these figures may be revised. It has been also suggested that a tax of 1 cent per pack be placed on cigarettes which should yield about \$600 daily for the city, but with the cigarette shortage this increased revenue could not be counted on. City officials have been investigating taxes in other cities, and they say most of the large cities now tax cigarettes. The city has had a license tax on coin machines for some time, but it is now considering the idea of raising the fee considerably on juke boxes and pinball games.

Apparently city officials have heard about the juke box tax in Chicago and

are considering duplicating that fee. The proposal has been made that the present pinball license fee be hiked by about \$10 which would make it very exorbitant, operators of the machines say. Officials estimate that about 900 pinball games are now in operation in the city.

No date has been set for the next conferences on the budget. Several meetings have already been held in the past several months, but others were temporarily postponed two weeks ago.

## Small Coins To Tune Of Billions Jingle In Nation's Pockets

WASHINGTON, Nov. 4.—The federal reserve system reports that more small coins are now jingling in people's pockets than ever before.

According to the report, the circulation of coins and of one dollar bills has reached a record high of more than \$16,000,000,000. One year ago, this same figure of circulation was a little more than \$13,000,000,000. The number of silver dollars in circulation has also increased considerably, now representing totals of about \$107,000,000. The number of half dollars in circulation has also increased.

The report also gives interesting information that large bills have greatly increased in circulation. Altho the coin machine trade has no secrets for breaking large bills up into small coins, the trade always receives the news of increased money circulation with interest because it knows that the bills break up fast into small change, which means more coins to deposit in the coin chutes.

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**Rolled Gold Plate Wire**

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**WIRE WORKERS**

WRITE FOR PRICES

**WIRE TRADER**

114 E. 32nd St. NEW YORK

**SALESBOARDS**

Immediate Deliveries—Except Lulu,

600	5¢ Deluxe Charley	Def. \$10.00	\$ .79
1000	5¢ Box Candy Board	Def.	.98
1000	5¢ Nickel Charley	Def.	24.59
1000	5¢ Double Finn	Def.	18.00
1800	5¢ Lulu, Thick	Def.	52.08
1000	25¢ J.P. Charley	Avr.	20.75
800	5¢ J.P. Bell Boy, X Th.	Avr.	23.00
1000	5¢ J.P. Thick, Asst'd	Avr.	2.29
800	10¢ J.P. "Pay Out"	Avr.	52.59
1200	25¢ J.P. Texas Charley	Avr.	108.02
1184	5¢ J.P. Jumbo 10 Bingo	Avr.	27.79

Boards, 1¢ to \$1.00 Play; Jar Games, Push Cars.

**DELUXE SALES CO.**

BLUE EARTH, MINN.

MUSIC-SUPPLIES ACCESSORIES

- 1 Wurl. 950, Lite-Up Plastics \$700.00
1 Wurlitzer 950, Wood Sides . 650.00
2 Wurlitzer 24 . . . . . 250.00
1 Seeburg Envoy, ESRC . . . . . 425.00
1 Seeburg Classic in Victory Cab. 450.00
3 Mills Thrones . . . . . 250.00
1 Mills Do-Re-Mi . . . . . 90.00

HIDEAWAY UNITS

- Rock-Ola Monarch with Adapter and 4 20 Sel. Late Model Buckley Lite-Up Boxes, Original Amplifier and Speaker. Comp. . . . . \$235.00
Twin Sixteen Buckley System, Metal Cab., 15 Late Model Chrome Lite-Up, 32 Sel. Buckley Boxes. Comp. . . . . \$395.00
Wurlitzer 24 in Metal Cab. with Buckley Adapter and 10 Buckley Lite-Up Chrome Boxes (can supply 4 complete units at the same price). Comp. . . . . \$310.00
Seeburg Wireless 8800 Chassis in Metal Cab. with Classic Amplifier & Speaker, 2 Baromatics, 2 Wallomatics (both 5, 10, 25c). Comp. . . . . \$500.00

We have 30-wire or 38-wire cable, new or used, for all above installations. 25c per ft., used—40c per ft., new.

ACCESSORIES

- 3 3-Wire Baromatics, 5-10-25c. 45.00
8 3-Wire Wallomatics, 5c . . . . . 35.00
2 Wurlitzer #304 Steppers . . . . . 19.50
15 Wurl. #125 Boxes, 5-10-25c 29.50

WRITE FOR ANYTHING YOU DON'T SEE LISTED!

All Mase. Subject to Prior Sale! 1/2 Dep., Bal. C. O. D.

DAVE LOWY & CO.

594 10th AVENUE, NEW YORK CITY PHONE: BRYANT 9-0817

Cin. OPA Gets Cig Ceiling Price Beef From Vending Spots

CINCINNATI, Nov. 4.—Officials of the regional OPA office here said that complaints against vending machines had only come from two cities in the district. Complaints held that cigarette vending machines in these two cities do not give the customary three cents change when a purchase is made. The ceiling price on standard cigarettes for vending machines in this district is 17 cents per pack, while the ceiling for over-the-counter sales is 15 cents.

The OPA also stated that if they found location owners who were removing cigarettes from the vending machines and selling them over the counter at vending machine prices, steps would be taken against such dealers.

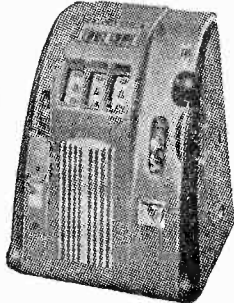
There is also a tax question being discussed here relating to the case of store owners who pay the retail tobacco tax of \$25 on vending machines. The question is whether stores can also sell cigarettes over the counter unless another \$25 license tax is paid to cover the over-the-counter sales. Some of the legal officials here have been conferring on the subject.

"CHAMPION"

Jackpot Fruit Reel

\$47.50

BRAND NEW



A Great Automatic Payout Machine for 5c Play. Colorful design. Pays out a flashy nickel plated token (25c size) when winning fruit symbols come up, such as two cherries, etc. Complete with 136 tokens bearing odds low as 3 to 1, high as 50 to 1.

JACKPOT consists of large "Goldaward" coin which is usually redeemed at counter for \$5.00 cash. Takes space 10x10 in. Ht., 13 in. Wt., 25 lbs. Send \$10.00 deposit, balance express C. O. D. While they last. Each, \$47.50.

WEBB DISTRIBUTING COMPANY

612 N. Michigan Ave., Chicago 11, Ill.

WANTED!

AMBITIOUS OPERATORS

We have a liberal percentage deal for live-wire Operators who have good will and following in their territories, can repair games and are in immediate need of high-grade equipment. This is a permanent connection with unlimited post-war opportunity. We furnish the latest and finest 5 and 1-Ball Games available at all times. Write, tell us about yourself, three references, territory covered, license requirements, number of games and type of equipment you can place. Address:

BOX 618, The Billboard, 155 N. Clark St., Chicago 1, Illinois.

WANTED TO BUY

Phonette Measured Music Counter Boxes. 1c Play or 5c Play.

The Late Model "C" With Haydon Clocks.

Box D-251, The Billboard, Cincinnati 1, O.

FOR SALE

MILLS 4 BELLS. \$495.00

Serials Over 2500

GENERAL NOVELTY CO.

521 North 16th St. Milwaukee 3, Wis.

WE TAKE THE GAMBLE WHEN YOU BUY FROM US!

ANY MACHINE WE SELL IS GUARANTEED TO SATISFY OR THE SHIPMENT CAN BE RETURNED WITHIN FIVE DAYS AFTER DELIVERY FOR FULL CASH REFUND OF PURCHASE PRICE LESS THE TRANSPORTATION CHARGES.

GET OUR PRICES

- MILLS GOLD CHROME BELLS
MILLS SILVER CHROME BELLS
MILLS BROWN FRONT BELLS
MILLS BLUE FRONT BELLS
MILLS CHERRY BELLS
MILLS BONUS BELLS
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MILLS CLUB CONSOLES
BAKERS PACERS

ALL MODELS — ALL COIN PLAYS WE SPECIALIZE IN REBUILDING MILLS SLOTS and PACES RACES

SEE US FOR PACES RACES Service and Supplies

BAKER NOVELTY CO.

1700 WASHINGTON BLVD., CHICAGO 12, ILL.

Every Punch A WINNER!



Tickets pay from 25c to \$5.00 with shot at \$50.00 JACKPOT

768 holes at 50c Play

Takes in . . \$384.00 Av. payout . . 299.95 Gross Profit \$ 84.05

Also Made for 25c and \$1.00 Play

HARLICH MFG. CO.

1411 W. JACKSON BLVD. CHICAGO 7, ILLINOIS

SCOTT-CROSSE CO.

formerly Keystone Vending Co.

The East's Leading Distributor

PHILADELPHIA, PA.

ATLAS MEN IN SERVICE

ATLAS NOVELTY Proudly Presents— SUPER RECONDITIONING

Produced by ATLAS EXPERT TECHNICIANS STARRING ATLAS (LIKE NEW) BARGAINS

PARTS FOR ALL YOUR NEEDS

- Order by Part Number
Bally Paytable Escalators . . . . . \$ 7.50
5c Jackpot for Mills . . . . . 15.50
103—Waltling Jackpot Glasses . . . . . 1.25
183—Substitute Lock for Mills Pin Table . . . . . 1.50
197—Jackpot Glasses for 3-Star Jennings Chief . . . . . 1.00
173—Substitute Lock for Mills Bell . . . . . 2.00
196—Clock for Marvel & American Eagle . . . . . 2.50
395—Adapter from 523—80—83 to 574—5U4—524—5W4—5V3 . . . . . 1.00
394—Adapter from 2A4C to 2051 . . . . . 1.25
169—Title Strips, 20,000 . . . . . 5.00
603B—30 MFD 450 V. Condenser . . . . . 1.75
604B—40 MFD 450 V. Cond., Dry . . . . . 1.75
171—3000 Ohm Variable Resistor for Chicken Sam . . . . . 2.25
Wurlitzer & Seeburg Casters, Set of 4 . . . . . 1.50
ABT Coin Chutes, Reg. & F.P. . . . . 3.75
Case (120) 25 W. Bulbs . . . . . 9.80
Grille Cloth, Sq. Yd. . . . . 2.50
Mills Cash Boxes . . . . . 1.00
Mills 4-Bell Glasses, Complete Set of 5 . . . . . 8.75

WRITE FOR COMPLETE PARTS LIST.

SINGLE SAFE STAND . . . \$21.50

1/3 Deposit With Order.

ATLAS NOVELTY COMPANY

2200 N. WESTERN AVE. PHONE ARmitage 5005 · CHICAGO 47

Assoc. ATLAS AUTOMATIC MUSIC CO. 4704 CASS AVE., DETROIT 1 Offices ATLAS NOVELTY CO. 2219 FIFTH AVE., PITTSBURG 19

New Midway \$199.50 New Marine. 199.50

Panoram . . . \$395.00

FOUR BELL GLASSES, Set of 5, \$8.75. (Part No. 325)

PANORAM PHOTO CELLS, \$2.80. (Part No. 852)

Crystal Pickup \$ 8.50 PM Speakers . 10.50

PANORAM Projector Bulb. \$3.75

MILLS MAIN CLOCK GEAR, Complete, \$3.50.

JENN. CLOCK GEARS, Complete, \$3.50.

ALL GAMES CAREFULLY CHECKED AND PACKED

- Hitone 8800, RC . . . . . \$600.00 Big Six . . . . . \$39.50
Bally Rapid Fire . . . . . 195.00 Used Records from our route, carefully packed, none broken. For 100 . . . . . 11.00
Super Chubbie . . . . . 39.50 1 Converter, 110 DC to 110 AC . . . . . 45.00
Stratoliner . . . . . 39.50
Pursuit . . . . . 39.50 All Games Carefully Checked and Packed.

NATIONAL NOVELTY CO., 183 MERRICK ROAD, MERRICK, N. Y. Tel.: Freeport 8320.

WE WILL BUY AND PAY CASH ON THE LINE THE FOLLOWING PRICES FOR EQUIPMENT IN ANY QUANTITY

Table listing various amusement machines and their prices, categorized by Music, Pin Games, and Miscellaneous.

PUGET SOUND NOVELTY COMPANY
114 ELLIOTT AVENUE, WEST SEATTLE 99, WASHINGTON
Alder 1010

AOA TO GET

(Continued from page 62)
Stress was laid on the fact that with the proper application and drive, there is no reason why the present AOA membership cannot be jumped up from its present roster of 80 members in 27 States...

Members urged at the meeting that every effort be made to employ a business manager who has had some experience in the coin machine trade, if not actually in the arcade business.

AOA members emphasized that they want a self-starter for a business manager. Among duties they thought he might assume in addition to stepping up members, issuing a bulletin, setting up files, creating an arcade info clearing house, cataloging, and publishing legal news pertaining to arcades.

The committee which originally decided upon measures best suited to increase the AOA roster, was also delegated to pick a candidate and make its recommendation at an association meet scheduled for early December.

Committee members who will interview applicants for the job of business manager are: Joe Ash, J. McKim Smith, Harry Rosen, Ed Raverby; Herman Brothers, AOA attorney; Ben Smith and Joe Orleck.

Members present at the special meet were F. McKim Smith, Atlantic City; Mrs. Marion Webster, Staten Island, N. Y.; Harry Rosen, John Sanders, Joseph Raziano, Sam Holtzman, Coney Island, N. Y.; Louis Capell, Mr. and Mrs. H. Grauf, Philip Mazzock, Louis Rabkin, Keansburg, N. J.; George Panser, New York; Irving Morris, Joe Ash, Philadelphia; Ed Raverby, H. A. Weaver, Mike Munes, New York; Harry Jacobowitz, Coney Island; Herman Brothers, AOA attorney, New York; Meyer Wolf, Atlantic City; Bernard Katz, Louis Fox, Coney Island; Ben Smith and Joe Orleck, New York.

In the absence of Al Blendow, AOA prexy, Louis Fox, 3d v-p. presided.

MUSIC SUPPLIES ACCESSORIES

Table listing music supplies and accessories with prices, including Wurlitzer models, wall boxes, and parts.

AMERICAN COIN MACHINE COMPANY
437 Elizabeth Ave., Newark 8, N. J.
Phone: Waverly 3-1500

READ THIS AND RUSH YOUR ORDER!

Table listing music equipment for sale, including Wurlitzer models and Rock-Ola records.

Table listing accessories and bar brackets, including packard boxes, wurlitzer parts, and steppers/adapters.

RUNYON SALES CO.
123 W. RUNYON STREET NEWARK, N. J.
Phone: Blgelow 3-6685

Phonograph, Console and Pin Ball Route FOR SALE
Licensed territory. Established 5 years. Owner has other business. Location, Connecticut. Price \$30,000.
Write BOX D-307 Care of The Billboard Cincinnati 1, Ohio

INTERNATIONAL SCOOPS!

Table listing music equipment for sale, including Rock-Ola Imperial, Rockola Moderne, and Mills De-Re-Mi.

One Lot Special
10 Double Slot Safes, Single Door, No Keys \$300.00

Table listing miscellaneous items for sale, including Mills Vest Pockets, Jennings One Star Chief, Watling Rollatops, Popmatic Popcorn Machines, and Cigarette Vendors.

Special
12 1938 Track Times \$125.00

WANTED, PANORAMS
TERMS: 1/2 Deposit With All Orders for Domestic Purposes.
Full Cash With Orders for Exports.
Foreign Inquiries Invited!
International Coin Machine Dist.
2115 Prospect Ave. CLEVELAND, OHIO (MAIn 5769)

FOR SALE
Mills Throne \$200.00
2 Keeney Fortunes, Convertible 200.00
Mills Jumbo, Cash 60.00
Mills Jumbo, Free Play 40.00
Square Bell 70.00
Gold Chromo, 5¢, 3-5 Pay; Never Used, Factory Reconditioned 300.00
2 Casinos, 5¢, New 20.00
3 1¢ Vest Pocket, Blue-Gold 25.00
Columbia, Gold Award, Cigarette Reels 45.00
3 Jennings Totalizers 90.00
Sky Fighter, Convertible 230.00
HUTZLER VENDING MACHINE CO.
900 Winchester Ave. Martinsburg, W. Va.

There is no substitute for Quality
Quality Products Will Last for the Duration
D. GOTTLIEB & CO. CHICAGO

HARRY WILLIAMS
Designer and Manufacturer of Outstanding Games Since 1934
AFTER VICTORY WATCH WILLIAMS!
WILLIAMS MFG. CO.
161 W. HURON ST. CHICAGO 10, ILL.

WANT TO BUY!
Rotary Merchandisers — Panorams — Phonographs and all other types of Coin Operated Equipment.
Send Your List!
PHIL GOULD
220 E. 18th St. BROOKLYN 28, N. Y.



**MARKEPP VALUES**

**PHONOGRAPHS AND WALL BOXES**  
 2 Brand New Seeburg SR4 Selection Receivers \$ 53.00  
 Seeburg Wireless Wallomatics, WS2Z Write  
 Seeburg 8200, Regal Converted 475.00  
 Wurlitzer 500, KB, 2-Wire Remote with Two 5/10/25 Boxes Write  
 Wurlitzer Victory Model 500KB 475.00  
 Rockolite Master '40 Write  
 Mills Throne of Music 250.00  
 Rockola Twin 12, Buckley Remote, 6 Buckley Wall Boxes, 1 Speaker, 120' 30-Wire Cable 395.00  
 35 #1503 Rockola Wall Boxes. Ea. 15.00  
 15 #1504 Bar Boxes. Ea. 20.00

**SLOT MACHINES AND CONSOLES**  
 5c Mills Futurity Write  
 Jumbo Parade, Free Play, Fine Shape 89.50  
 Double Safe Stand, Single Door Write  
 Jennings 5c Chief Write

**ARCADE EQUIPMENT**  
 Seeburg Chicken Sam \$105.00  
 Scientific Bating Practice 105.00  
 Keeney Submarine Gun 150.00  
 Bally Rapid Fire 168.50  
 Shoot Your Way to Tokyo 195.00  
 Seeburg Slap the Jap 135.00  
 Seeburg Shoot the Chute 135.00

**6-NATIONAL 9-COLUMN CANDY MACHINES**  
 A-1 Condition, Both in Appearance and Mechanically.

**FIVE BALL PIN GAMES**  
 Gold Star \$39.50 Gun Club. \$67.50  
 Dude Ranch 39.50 Texas  
 Boom Town 42.50 Mustang 79.50  
 Big Chief 45.00 5/10/20. Write  
 Horoscope. 45.00 Contest 105.00

**ALL EQUIPMENT THOROUGHLY CLEANED AND CHECKED. HALF DEPOSIT WITH ORDER.**  
**WANT TO BUY**  
 50 MILLS EMPRESS.  
 Wire, Write or Phone.

**THE MARKEPP CO.**  
 (Established 1928)  
 3908 Carnegie Ave., Cleveland 15, O.  
 Telephone: Henderson 1043

**TUBES AND NEW ACCESSORIES**

**FOR COIN OPERATED PHONOGRAPHS**  
**NEW ACCESSORIES**

Front Glass for 61 Counter Model	.90	Box of 100 Carbon Resistors	\$3.00
Front Glass for 71 Counter Model	.90	Power Transformers, All Models	6.00
Needle Screws, Per Dozen	1.75	Electric Soldering Irons	\$1.75 and 3.00
Ohmite Dividohm, 2500 OHM, 25 W.	.90	PM Speakers, 8"	8.00
OHM Resistors, Any Size, 10 Watts	.30	PM Speakers, 10"	9.75
OHM Resistors, Any Size, 20 Watts	.50	PM Speakers, 12"	9.75
8 MFD Cond., 450 V.	1.85	Locks for Cash Boxes, Etc., with Keys	.60
16 MFD Cond., 450 V.	.85	2 Wire Rubber Covered Zip Cord, Per Ft. 3 1/2 c	
16 MFD Cond., 600 V.	1.25	Micro Pick-Ups (Metal), Rock-Ola and Mills	\$4.75

Plenty of Used Parts for Wurlitzer-Rock-Ola-Seeburg-Mills . . . Write!  
 Wurlitzer Amplifiers, Work 412, 616, 24, 500, 600, With Tubes. . . \$30.00

**TUBES FOR THE COIN MACHINE INDUSTRY**

0Z4	\$1.50	5Y3	\$.70	117Z6	\$1.60	26	\$.75
1A5	1.50	5Z3	1.00	70L7	1.95	27	.70
1A7	1.60	6C5	1.00*	12A8	1.00	30	1.00
1H4	1.00	6C6	1.00	12K7	1.00	33	1.00
1H5	1.30	6A6	1.50	12Q7	.90	38	.95*
1LA4	2.35	6B5	1.75	12SR7	1.00	41	.85
1LN5	2.35	6F6	.90*	12Z3	1.00	43	1.10
1N5	1.60	6J5	.75	14A7	1.60	45	.80
1P5	1.60	6H6	1.10*	14C7	1.40	46	1.10
1Q5	1.60	6K7	1.10	25L6	1.30	47	1.10
2A4G	2.00	6L6	1.50*	25Z5	1.00	56	.80
2A3	1.60	6Q7	1.10	25Z6	1.00	57	.90
3Q5	1.60	6SC7	1.10	35A5	1.30	76	.85*
5V4	1.50*	6SK7	.85*	35L6	1.00	77	.90
5U4G	1.00*	6V6	.60	35Z5	1.30	78	.90
5W4	1.00	6X5	1.00*	35Z7	.85	79	1.40
		2051	2.25*	50L6	1.10	80	.70
		117L7	2.35	50Y6	1.10	83	1.10*

WE HAVE MANY MORE TUBES TOO NUMEROUS TO MENTION!  
 SUPPLIER'S CERTIFICATE MUST ACCOMPANY ORDER!

When you need critical tubes we are always glad to accommodate. In all fairness, you should reciprocate by giving us ALL your tube business, including the less critical tubes marked with an (\*) above. Our prices are right and warrant your orders!

Deposit required with all orders!  
**ALBENA SALES CO.** 587 10th AVE., N. Y. C.  
 LONGACRE 5-8334

**YOU HAVE TRIED THE REST—NOW TRY THE BEST**

5c Mills Blue Fronts	\$.235.00	5c Mills Bonus Bells	\$300.00
10c Mills Blue Fronts	.275.00	10c Mills Bonus Bells	350.00
25c Mills Blue Fronts	.325.00	25c Mills Bonus Bells	400.00
5c Mills Brown Fronts	.275.00	5c Mills Chrome Bells	375.00
10c Mills Brown Fronts	.300.00	10c Mills Chrome Bells	400.00
25c Mills Brown Fronts	.350.00	25c Mills Chrome Bells	450.00

All Originals, Thoroughly Reconditioned and Refinished and Equipped With Knee Action, Drillproof, Spoonproof and Club Handles.

**WORK DONE BY ORIGINAL FACTORY MECHANICS**  
 Send in Your Old Machines for Repairs. We Will Return Them to You Actually Like Brand New. Nominal Cost.

**PARTS FOR MILLS SLOTS**

Knee Action With Springs (3)	\$5.25	Cash Boxes	\$1.25
Idle Pinion Gears	2.50	Cash Box Doors (No Locks)	2.00
Main Clock Gears (Complete)	3.00	Spring Kit (55 Springs)	9.50
Bottom Payout Slide, 5c	3.50	Award Cards, 3/5 or 2/5	.15
Jackpot Glasses	1.00	Reel Strips, 236 or 356	1.00
Escalator Glasses	.50	Club Handles	4.00
Reel Glasses (3)	1.50	Standard Handles	2.00

Many Parts Available Not Listed.

**Southwest Amusement Company**  
 2916-18 Main Street (Riverside 5141) Dallas 1, Texas

**Complete OVERHAULING AND REBUILDING**  
 SEEBURG GUNS — BALLY GUNS

**\$30.00** plus parts; F. O. B. Chicago  
 All types of amplifiers repaired. Work done by mechanics of 15 years' experience. All work guaranteed. We have Ray Gun parts in stock.  
 Radio Tubes for All Coin Machines. O. P. A. Prices.  
 Send Consumer's Certificate With Orders.

**MANOR ELECTRIC & APPLIANCE COMPANY**  
 3236 Southport Ave. Chicago 13, Ill. LAKEview 2033

**POKERENOS . . . . . WRITE WANTED!**

**ALL TYPES OF GENCO GAMES IN ANY QUANTITY AND IN ANY CONDITION. ALSO WANT TIMERS, PUMPS, RECTIFIERS AND TRANSFORMERS. Give Description, Quantity and Price in First Letter!**

**SUPREME ENTERPRISES**  
 557 ROGERS AVENUE BROOKLYN, N. Y.

**ANNOUNCING**

**MORE MILWAUKEE WEEKLY SPECIALS!**

Each week our Billboard ad will carry good, serviceable merchandise that we have slashed in price for the purpose of clearing our inventory before January 1.

**ONE BALLS**

Fortune Convertible to Free Play or Pay Out	\$274.50
Skyark Convertible to Free Play or Pay Out	234.50
Sea Biscuit	79.50
Hawthorne	79.50
Blue Ribbon	89.50
Sport Page	89.50
Thistledown, P.O.	64.50
Thistledown Converted to F.P.	64.50
Gold Cup	49.50
Eureka	49.50
Gold Metal	49.50
Gottlieb Multiple Races	49.50
1939 1-2-3 Pay Out	39.50
1939 1-2-3 Free Play	39.50
Bally Stables	39.50
Mills 5-in-1, Free Play	39.50
Gottlieb Horseshoes	39.50
Gottlieb Derby Day	39.50
Fairgrounds	29.50
Breakneck	29.50
Ak Sar Ben	24.50
Fleetwood	24.50

1/3 Deposit—Balance C. O. D.

**WATCH FOR NEXT WEEK'S SPECIAL**

State Distributor for Seeburg Phonographs and Accessories.

**MILWAUKEE COIN MACHINE COMPANY**  
 3130 W. Lisbon Ave. MILWAUKEE 8, WISCONSIN

**New! New! New!**  
 3 TICKETS IN A BUNDLE  
**RED—WHITE—BLUE**



Takes in @ 3 for 25c . . . \$170.50  
 Pays Out . . . . . 120.00

Definite Profit . . . . . \$ 50.50

**SAMPLE DEAL \$2.50**  
**JOBBER, WRITE FOR QUANTITY PRICES.**

We Have a Complete Line of **ORIGINAL JAR-O-DO**  
 Red, White, Blue; Bingo, Combination Tickets, Tip Books, Salesboards. Write for Samples and List.  
 Please State Your Requirements.

**WILNER SALES CO.**  
 715 N. ELM ST. MUNCIE, IND.

**HIGHEST PRICE PAID**

for Mills Free Play Mint Vendor, Lite-o-Card, Late Model 5-Ball Games.

**St. Thomas Coin Sales**  
 St. Thomas, Ontario, Canada

**PARTS—SUPPLIES**

6/8 Volt Bulbs, 40, 44, 46, 47, 50, 51 and 55. Per Hundred	\$5.40
3 AG Fuses	Per Hundred \$9.00
1/2 Amp.	
1, 1 1/2, 2, 2 1/2, 3 Amp.	3.50
5, 6, 7 1/2 Amp.	3.00
10, 15, 20, 25, 30 Amp.	2.50
PHONOGRAPH TITLE STRIPS (Red Border)	
1000	\$5.00
5000 Per M	4.00
10000 Per M	3.50
25000 Per M	3.00

**6SC7, 5Z3, 80, 2A4G, 70L7**

Tubes are almost impossible to secure, but we have adapters for making the change-over to available tubes that require no change in the amplifier.

#100 6SC7 to 7F7	#205 2A4G to 2051 (Seeburg Guns)
103 6SC7 to 6SL7	210 2A4G to 2051 (Seeburg Music)
110 5Z3 to 5U4G	215 70L7 to 7A4-7A5 (Seeburg Remote Boxes)
125 80 to 5T4, 5V4G, 5Y3 or 5Z4	
126 83 to 5U4G or 5X4	
<b>\$1.50 Each</b>	<b>\$3.50 Each</b>

These have been tried and proven thoroughly satisfactory. We guarantee satisfaction. Absolutely no worry, anyone can make the change. Carry these in your service kit as standard equipment.

Ask Us for List Available Records  
**HERMITAGE MUSIC CO.**

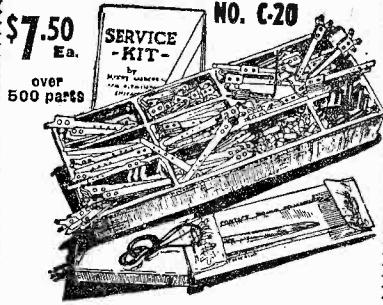
416A Broadway, Nashville 3, Tenn.

**ARCADE AND ONE-BALL CASH PAYOUT MACHINES**

4 Mutoscope Sky Fighters. Each	\$265
1 Keeney Submarine Gun	150
1 Western Baseball, 1939, Free Play	75
1 Scientific Basketball	85
1 Periscope, Brand New	250
1 Winning Ticket, Cash Payout	50
1 Grand Stand, Cash Payout	50
1 Grand National, Cash Payout	75
1 Mills Four Bells	Write
One-Third Deposit—Balance C. O. D.	
Phone 4-1109 between 12 Noon and 1 P.M.	

**AUTOMATIC COIN MACHINE CORP.**  
 338 Chestnut St. SPRINGFIELD, MASS.

# JUST GOOD BUYS



\$7.50 Ea.  
over 500 parts

## RECTIFIERS

Send us your worn-out Rectifiers. We will rebuild, clean and make them as serviceable as new ones. Be sure to detach all rectifiers from the transformers before shipping.

\$2.50 Each

## ESCALATOR BELTS

for all Bally One Ball Games. Very hard to get—stock up.

75c Each Any Quantity

## SLOT SPRING KIT

Buy the "original." Be sure. Large assortment. 30 different types of high-grade quality springs.

\$9.75 Per Kit

## PLASTICS

We carry a full line of replacement plastics for phonographs at the right price.

## BALL SHOOTER PLATES

Bally ball shooter gauge plates—hard to get.

\$1.25

## ABBOTT Coin Wrappers

Lots of

- 1 M to 10 M ..... 70c M
- 10 M to 25 M ..... 63c M
- 25 M to 100,000 ..... 58c M
- Over 100,000 ..... 55c M

## BALLY RAPID-FIRE MOTORS

Complete with housing and gears. Limited supply.

\$22.50

## MINIATURE BULBS

Large Ass.—45% Off List.

## MAZDA BULBS

25% Off List

7½, 15, 25, 40, 60 Watts

## Your Price—\$9.00 Per Case

Plus Tax 90c Per Case. Sold in case lots only.

## GLASS CARTRIDGE FUSES

- 1-2-3 AMP ..... \$3.25 Per 100
- 5-6-7½ AMP ..... 2.25 Per 100
- 10-15-20-25-30 AMP ... 2.00 Per 100

## RUBBER

- #A1 Small Live Rings ... \$2.00 Per 100
- #A2 Medium Size Rings ... 2.50 per 100
- #A3 Large Size Rings ... 3.50 Per 100

## RUBBER PLUNGER TIPS

Hard To Get

- #A12 Small Hole ..... \$3.50 Per 100
- #A12A Large Hole ..... 3.50 Per 100

## RUBBER TUBING

For Races, Etc. Limited Supply \$8.95 Per 100 Feet

**HARRY MARCUS CO**  
316 W. ERIE ST. CHICAGO ILL.

# Eastern Execs Talk Advantages in G. I.'s Starting Biz Abroad

NEW YORK, Nov. 4.—G. I.'s scattered thruout the four corners of the globe will become the nucleus of a farflung American coin machine operation in plans now being laid by trade execs. Honorably discharged vets in all theaters of action who choose to remain in foreign lands, whatever may be their reason, will be given opportunity to set up routes at these distant places.

Special attention will be paid to former coinmen now in service abroad in this program. Some of these soldiers and sailors have already been contacted thru the means of private correspondence and more will be addressed in the future as victory comes nearer. Candidates for foreign coin routes or distributors will be asked to try and acquire a working knowledge of the language of a foreign country if this country is other than English speaking, also make a study of its laws or customs if they have not already done so. They will further be asked whether it is possible for them, within present military requirements, to make contacts among influential civilians in the foreign territory or think that one day, after the war, they can make these contacts.

Actual statistics as to the number of G. I.'s in service abroad who may want to remain in a foreign land either as a representative of an American coin manufacturer or as a routeman are not available at this time. It is known that, judging by what happened during World War I, a fair amount of servicemen may be depended on to stay behind in a distant land after all hostilities have ended. In any event coinmen point out that G. I.'s who elect to remain in a foreign country will have a dominant American government behind them, and in addition they will be entitled to financial help as Congress has enacted for all honorably discharged servicemen.

Countries believed by industry execs to be most suitable for coin machine development include most of the liberated areas of Europe whose manufacturing and retail outlets either have been devastated or knocked out of gear. Also mentioned as being especially fertile for the machines are countries like Australia, New Zealand and the Philippines which, previous to the war, have sampled several units and called for more.

Coinmen stress the following over-all benefits that may accrue to the coin machine industry in the United States in the plan to set up properly accredited servicemen as routemen and distributors in foreign lands after the war: (1) Used equipment may be siphoned off at the highest prices. (2) Competition for American ops after the war will be reduced. (3) Rapid installation of coin machines in devastated countries will accelerate move towards trade normalcy in these lands and to the degree that the machines do this job prosperity in the United States will be materially assisted.

## EASTERN'S SPECIALS

- 1 Turf King ..... \$495.00 Thoroughly Reconditioned
- 1 Keeney Fortune ..... \$275.00 Reconditioned Thruout
- 3 Mills One, Two, Three, '40; Excellent. Ea.....\$75.00 ½ Deposit.

## EASTERN SALES COMPANY

Culver 5278

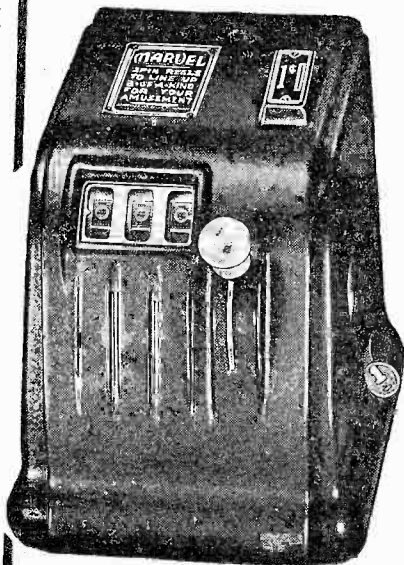
1824 East Main St. Rochester, N. Y.

## Thoroughly Reconditioned

- Thorobred Pimlico Longacres
- Club Trophy '41 Derby Fortune (Conv.)
- Hawthorne ONE BALL AUTOMATIC PAYOUT Fairgrounds
- CONSOLES
- Club Bells (Conv.) Silver Moon (F.P.)
- Super Bell (Conv.) Galloping Dominoes
- High Hand (Conv.)
- Sun Ray (F.P.) (Cash P.O.)
- ARCAD E EQUIPMENT
- Chicago Coin Hockey Bally Rapid Fire
- Mutoscope Ace Keeney Anti Aircraft Bomber

Write—Wire—Phone  
**CALVERT SALES COMPANY**  
708 N. Howard St. BALTIMORE 1, MD.  
Phone: Vernon 3034

# DAVAL'S MARVEL World's Greatest Token Pay-Out COUNTER GAME!



## FACTORY REBUILT . . . SEEBURG Cannot be told from NEW

While They Last \$19.50 ONLY..... EA.

Non-Coin Operated....\$24.50

AVAILABLE SPACE LIMITS LISTING ALL OF OUR ITEMS. WRITE FOR COMPLETE LIST.

### TERMS:

One-third deposit with order, balance C. O. D., F. O. B. Chicago, Ill. Or remit in full to save C. O. D. charge.

# EAGLE COIN MACHINE CO.

528 S. Dearborn St. • Wabash-1089 • Chicago 5, Ill.

# EAGLE REPLACEMENT PLASTICS

AVAILABLE FOR ALL PHONOGRAPHS

Clear Transparent Plastic Windows for your Wurlitzer 850 Program Holder \$5.00 Per Set

## WURLITZER

- 800 Top Corners ..... \$16.50 Each
- 800 Lower Sides ..... 13.50 Each
- 800 Top Centers, Right and Left Red ..... 8.00 Each
- 750 Top Corners ..... 8.75 Each
- 750 Lower Sides ..... 8.75 Each
- 850 Top Corners ..... 9.50 Each
- 850 Top Center ..... 11.00 Each
- 950 Side Plastics ..... 10.50 Each
- 600, 500 Top Corners ..... 4.00 Each

## ROCK-OLA

Standards, Masters, DeLuxe or Supers, Top Corners or Lower Sides ..... \$12.75

## WE HAVE IT!!

# MARVEL'S NEW 5 BALL REVAMP \$179.50

- |   |   |   |
|---|---|---|
| <b>Cupid's Fortune</b><br>Wheel ..... \$275.00<br>Periscope ..... 295.00    | <b>ARCAD E—REVAMPS</b><br>Liberator ..... \$325.00<br>Selector Scope ..... 250.00 | <b>Zingo (5 Ball Free Play) ..... Write</b> |
| <b>Batting Practice</b> ..... \$105.00<br><b>Shoot the Jap</b> ..... 115.00 | <b>ARCAD E—USED</b><br>Radio Rifle, 3 Rolls ..... \$59.00<br>Film ..... \$179.50  | <b>Rapid Fire ..... \$179.50</b>            |

## PIN GAMES

- |                           |                          |                           |
|---------------------------|--------------------------|---------------------------|
| ABC Bowler ..... \$42.50  | Home Run ..... \$29.50   | Sparky ..... \$27.50      |
| All Baba ..... 22.50      | Horoscope ..... 49.50    | Speed Demon ..... 29.50   |
| Anabel ..... 25.00        | Lone Star ..... 29.50    | Speed Way ..... 29.50     |
| Band Wagon ..... 39.50    | Majors, '41 ..... 49.50  | Spot Pool ..... 69.50     |
| Barrage ..... 35.00       | Metro Beach ..... 39.50  | Sea Hawk ..... 47.50      |
| Belle Hop ..... 49.50     | Miami Beach ..... 42.50  | Snappy, '41 ..... 49.50   |
| Big Chief ..... 39.50     | Pan American ..... 59.50 | Ten Spot ..... 49.50      |
| Bolaway ..... 69.50       | Paradise ..... 49.50     | Texas Mustang ..... 69.50 |
| Baker Defense ..... 39.50 | Play Ball ..... 49.50    | Towers ..... 49.50        |
| Commodore ..... 22.50     | Punch ..... 22.50        | Trailways ..... 69.50     |
| Dude Ranch ..... 39.50    | Pursuit ..... 39.50      | Target Skill ..... 37.50  |
| Four Diamonds ..... 49.50 | Rotation ..... 29.50     | Ump ..... 39.50           |
| Gold Star ..... 40.00     | Sara Suzy ..... 27.50    | Velvet ..... 49.50        |
| Hi Hat ..... 49.50        | School Days ..... 39.50  | Wild Fire ..... 44.50     |
| Hi Dive ..... 69.50       | Show Boat ..... 50.00    | Zig Zag ..... 50.00       |

WANTED TO BUY DIXIES—ANY CONDITION—MUST HAVE ALL PARTS—\$25.00.

1/2 Deposit, Balance C. O. D., F. O. B. Chicago.

**MID-STATE CO.** 2848 ROOSEVELT RD. CHICAGO 12, ILL.

## ORDER NOW—SPECIALS

- |  |  |
|--|--|
| <b>PHONOGRAPHS</b>                                 | <b>Rock-Ola Master</b> ..... \$325.00              |
| Wurlitzer 412 or P12 ..... \$ 99.50                | <b>Mills Empress</b> ..... 299.50                  |
| Wurlitzer 616, Plain ..... 129.50                  | <b>Mills Throne</b> ..... 239.50                   |
| Wurlitzer 616, Lite-Up ..... 159.50                |  |
| Wurlitzer 24s ..... 245.00                         | <b>BOXES—ACCESSORIES</b>                           |
| Wurlitzer 24, Buckley Adapter, Cellar ..... 159.50 | Seeburg 5-10-25 Bar-o-Matics ..... \$ 45.00        |
| Wurlitzer 600R, Acme Rebuilt ..... 355.00          | Seeburg Wireless Stroller, 20 Sel. Box ..... 29.50 |
| Wurlitzer '42 600 ..... 515.00                     | Seeburg 24 Wall-o-Matics, Wireless ..... 29.50     |
| Seeburg Vogue, ESRC ..... 395.00                   | Wurlitzer 320 Sweet Music, 5c ..... 24.50          |
| Seeburg Melody King (K-20) ..... 189.50            | Wurlitzer 320 Sweet Music, 5c ..... 24.50          |
| Seeburg Plaza ..... 289.50                         | Brackets for Wurlitzer Boxes ..... 3.00            |
| Seeburg Vogue ..... 349.50                         | Brackets for Seeburg Boxes ..... 5.95              |
| Seeburg Hi Tone 8800, ES ..... 495.00              | Buckley Gray Boxes ..... 5.95                      |
| Seeburg Hi Tone 880, ESRC ..... 565.00             | Volume Tone Control Keys ..... .03                 |
| Seeburg Gem ..... 275.00                           |  |
| Seeburg Rex ..... 219.50                           | <b>MISCELLANEOUS</b>                               |
| Seeburg Classic ..... 365.00                       | Mills Vest Pocket, Green ..... \$ 37.50            |
| Seeburg Classic, Remote ..... 410.00               | Mills Vest Pocket, Blue and Gold ..... 47.50       |
| Rock-Ola Imperial, 20 Records ..... 169.50         | Mills Vest Pocket, Chrome ..... 60.00              |
|  | A.B.T. Challenger & Stand, "Japs" ..... 29.50      |

Terms—1/3 Deposit, Balance C. O. D.

**NEW YORK DISTRIBUTING CO.**  
630 10TH AVE. (Circle 6-9570) NEW YORK 19, N. Y.

# YOUR OPPORTUNITY TO MAKE POST-WAR PLANS

In preparation for Jennings' expanded coin machine program following the war, we invite qualified distributors, jobbers and coin machine salesmen to contact us regarding local and regional sales coverage.

Your facilities for sales, service and warehousing may qualify you for participation in Jennings' post-war program. Write us fully.

**HELP WIN • • BUY BONDS!**

## O. D. JENNINGS & COMPANY

SINCE 1906  
RATED AAX1

4309-4339 WEST LAKE STREET • CHICAGO, ILLINOIS

### REPUBLICANS AND DEMOCRATS

5-BALL  
FREE PLAY  
UPRIGHT  
PIN GAME

## VOTE FOR ZINGO

HI-SCORE  
LITES OUT  
BALL RETURN  
SPECIAL FEATURES

#### AUTOMATIC PAYOUT CONSOLES

Mills Four Bell, Factory Rebuilt .....	\$695.00	Evans '41 Domino with Jackpot .....	\$450.00	Keeney 4-Way Bell, 3-5¢ & 1-25¢ .....	925.00
Mills Three Bell, Factory Rebuilt .....	995.00	Evans '41 Bangtail with Jackpot .....	450.00	Keeney Twin Super Bell, 5¢ & 25¢ .....	625.00
Baker Pacers, Daily Double & Jackpot .....	350.00	Evans Pacer .....	350.00	Keeney Twin Super Bell, 5¢ & 5¢ .....	495.00
Pace Twin Reels, 5¢ & 10¢ Play .....	550.00	Evans '40 Domino .....	245.00	Keeney Half Dollar Super Bell, F.P. Only .....	495.00
Pace Twin Reels, 5¢ & 25¢ Play .....	550.00	Bally Roll-Em .....	185.00	Pace Reels, '41 .....	145.00
Pace Twin Reels, 10¢ & 25¢ Play .....	550.00	Bally Royal Draw .....	95.00	Pace Saratoga, '41 .....	145.00
Mills Four Bell, New Type Heads .....	895.00	Bally Club House .....	95.00	Pace Payday, 25¢ .....	450.00
		Keeney '38 TrackTime Buckle Flashing Ivories, Stant Head .....	275.00	Jennings Derby Day .....	55.00
				Evans Lucky Lucre .....	250.00

#### FACTORY REBUILT ONE BALL FREE PLAY GAMES

Bally Thoroughbred, Jackpot .....	\$625.00	Bally Club Trophy, Jackpot .....	\$375.00
Mills 1941 One-Two-Three .....	145.00	Bally '41 Derby, Jackpot .....	375.00
Bell Revamped Sportsman, 1 or 5-Ball Multiple, with Jackpot .....	425.00	Bally Blue Grass .....	195.00
		Bally Sport Special .....	165.00

#### FACTORY REBUILT ONE BALL PAYOUT TABLES

Bally Jockey Club .....	\$550.00	Bally Turf King .....	\$550.00	Bally Fairmount .....	\$750.00
Bally Santa Anita .....	325.00	Bally Sport King .....	395.00	Race King .....	275.00
Bally Pacemaker .....	135.00	Keeney Fortune .....	350.00	Rockingham .....	475.00
Bally Grandstand .....	135.00	Bally Longshot .....	425.00	Mills 1-2-3 .....	69.50
Bally Hawthorne .....	135.00	Bally Gold Medal .....	95.00	Grand National .....	135.00

#### MILLS FACTORY REBUILT SLOT MACHINES

Gold Chrome, 5¢ .....	\$425.00	Futurity, 5¢ .....	\$175.00	Blue Front, 25¢ .....	\$350.00
Gold Chrome, 10¢ .....	465.00	Futurity, 10¢ .....	215.00	Brown Front, 5¢ .....	295.00
Gold Chrome, 25¢ .....	535.00	Futurity, 25¢ .....	275.00	Brown Front, 10¢ .....	325.00
Gold Chrome, 50¢ .....	750.00	War Eagle, 25¢ .....	295.00	Brown Front, 25¢ .....	425.00

TERMS: 1/3 Deposit, Balance C. O. D. or Slight Draft.  
PLEASE ADDRESS MAIL TO CHICAGO 22.

## MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE. (PHONE ARMITAGE 1434) CHICAGO

# C. & P. SALES CO.

628 MADISON AVE. 5-4576 MEMPHIS, TENN.

FOR SERVICE THAT SATISFIES

CONSOLES		SLOTS	
Paces Saratogas, C.P., Late Head .....	\$ 99.50	3 5c Jennings Club Bells, 3/5 .....	\$169.50
Mills Jumbo Parade, High Head, C.P. ....	99.50	1 5c Jennings One Star, 3/5 .....	139.50
Watling Big Game, High Head, C.P. ....	89.50	3 10c Jennings Chief .....	179.50
Jennings Fast Time, F.P. ....	89.50	35 5c Mills Blue Fronts .....	169.50
Jennings Fast Time, C.P. ....	99.50	5 10c Mills Blue Fronts .....	210.00
Galloping Dominos .....	325.00	2 25c Mills Blue Fronts .....	299.50
Jennings Multiple Slot Liberty Bell .....	59.50	6 5c Mills Cherry Bells .....	225.00
Jennings Multiple Racer .....	59.50	1 25c Mills Cherry Bell .....	325.00
Keeney's Kentucky Club .....	59.50	10 5c Watling Rotatops .....	107.50
Jennings Silver Moon, C.P., 5c .....	122.50	3 5c Pace Comets, All Star .....	122.50
Roulette, Jr. ....	227.50	2 10c Pace Comets, All Star .....	179.50
Paces Spinning Reels, C.P. ....	117.50	1 Columbia, Jackpot .....	89.50
		5 Columbia, Gold Award, Front & Back Pay .....	69.50
		1 Mills Q.T., 1c Play .....	59.50
		5 5c Mills War Eagle, 3/5 .....	149.50

ALL ABOVE SLOTS HAVE BEEN REFINISHED AND RECONDITIONED  
SLOTS OVERHAULED AND REFINISHED FOR \$35.00 EACH  
1/3 Cash Deposit With Order, Balance C. O. D.

# MILLS

*Serves the Industry*

## MILLS NOVELTY COMPANY

4100 FULLERTON AVE., CHICAGO 39, ILL.

## LOU WOLCHER

Largest Distributor in the West

Offers Machines at

"REAL BARGAIN PRICES"

#### CONSOLES

1 Mills 4 Bells, Late Head, 4/5¢ .....	Write
1 Mills 4 Bells, Late Head, 3/5 & 1/25¢ .....	Write
3 Mills 4 Bells, Drig. Head, 4/5¢ .....	Write
1 Pace Saratoga, Comb. F.P.-P.O., Brand New .....	\$250.00
2 Pace Saratoga, Comb. F.P.-P.O. ....	165.00
3 Saratoga Jr., P.O. with Rails .....	130.00
2 Pace Reels Jr., P.O. with Rails .....	135.00
4 Saratoga Sr., P.O. with Rails .....	140.00
2 Pace Reels Sr., P.O. with Rails .....	150.00
1 Jennings 5¢ Cigarolla .....	65.00
1 Lucky Lucre, 5/5¢ .....	225.00
1 Galloping Dominos (Old Head) .....	50.00
1 Keeney Skylark, F.P.-P.O. ....	250.00
1 Sugar King .....	40.00
Bally Big Top, P.O. ....	140.00
15 Jumbo Parades, Latest Model Cash Pay, brand new in original crates .....	200.00
6 Jumbo Parades, F.P. ....	125.00
1 Jumbo Parade, Conv. F.P. P.O., Latest Model .....	200.00
1 Galloping Dominos, D.D., J.P., Light Cabinet, Like New .....	Write

#### ARCADE

1 Periscope (Brand New) .....	\$325.00
1 Periscope (Used 1 Week) .....	275.00
2 Anti Aircraft Guns .....	60.00
2 Johnson Baseball .....	75.00
1 Shoot the Bull (Jap Conversion) .....	75.00
1 Rockola World's Series .....	75.00
1 Mountain Climber .....	100.00
2 Warner Voice Recorders .....	Write
2 Jumbo Cranes (Pusher Type) .....	90.00
2 Ideal Lo-Boy Scales (Like New) .....	55.00
1 Simplex Nameplate Bowling .....	100.00
1 Bally Lucky Strike Bowling .....	125.00
1 Mutoscope Punching Bag (Perfect) .....	275.00
1 Super Torpedo, New Revamp .....	Write

#### MUSIC

1 Mills Throne .....	\$250.00
Wurlitzer 950 .....	Write
Wurlitzer 70E .....	Write
Wurlitzer 800 .....	Write
1 Model 700 Wurlitzer .....	Write
1 Model 850 Wurlitzer .....	Write

#### BRAND NEW GAMES

Zingo .....	Write
Paratrooper .....	Write
Bombardier .....	Write
Shanghai .....	Write
Production .....	Write
Torpedo Patrol .....	Write
Eagle Squadron .....	Write
	@ \$7.50 Ea.

#### SLOTS

50¢ Brown Fronts .....	Write
50¢ Glitter Gold Blue Fronts .....	Write
50¢ Glitter Gold War Eagles .....	Write
50¢ Glitter Gold Roman Heads .....	Write
16 Select-o-Matic Boxes (24 Record 30" Wire)	
1 Rockola Playmaster with Spectrovox and Series E Speakers, Complete .....	\$500.00

Terms: 1/3 Deposit, Balance C. O. D.

## ADVANCE AUTOMATIC SALES COMPANY

1350 HOWARD STREET

SAN FRANCISCO 3, CALIFORNIA

CARL TRIPPE Price Plus Guaranteed Satisfaction

## ALL A-1 RECONDITIONED

1 BALLS	Each	CONSOLES	Each
1 Club Trophy, F.P. ....	\$329.50	1 Bally Bell, 5¢ and 25¢, P.O. ....	\$109.50
1 Mills 1940 1-2-3, P.O. ....	59.50	2 Dixie Race Horse, P.O. ....	59.50
1 Mills 1939 1-2-3, P.O. ....	22.50	1 Fast Time, P.O. ....	42.50
1 Mills 5 in 1, F.P. ....	82.50	2 Good Luck, Jennings, P.O. ....	39.50
1 Mills Owl, F.P. ....	349.50	1 Jumbo Parade, F.P. ....	82.50
3 1941 Derby, F.P. ....	429.50	1 Jumbo Parade, P.O. ....	120.00
6 Plimlico, F.P. ....	22.50	1 Mills 4 Bells .....	595.00
2 Peckness, P.O. ....	169.50	1 Pace Races, 5¢ .....	195.00
2 Race King, P.O. ....	129.50	1 Pot Shot, 5¢, F.P. ....	39.50
1 Victorious, F.P. ....	129.50	3 Silver Moon, 5¢, F.P. ....	119.50
		2 Silver Moon, 25¢, P.O. ....	269.50

1/3 Deposit, Balance C. O. D.

## IDEAL NOVELTY CO.

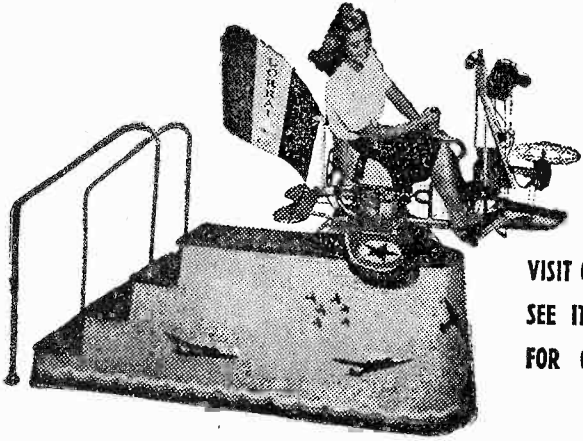
Phone: Franklin 5544  
2823 Locust St  
St. Louis 3 Mo

Always  
A SQUARE  
DEAL  
WITH  
IDEAL

ARTHUR J. OLEY AND JOE PEARL, PROMINENT RICHMOND, VA., OPERATORS, SAY . . .

"We can't see how PILOT TRAINER can miss as a terrific money-maker!"

"Aviation will be uppermost in the public mind in the post-war period and we're going to cash in on it with PILOT TRAINER."



VISIT OUR SHOWROOMS AND SEE IT IN ACTION! SEND FOR COMPLETE CIRCULAR!



TRAINER SALES CO.

GEORGE PONSER - JACK GARLINER

2 Columbus Circle, New York 19, N.Y.

COURT TRENDS

(Continued from page 68)

intended as a reward for a highly skilled scientist who completes the final step in a technique, standing on the shoulders of others who have gone before him. By the same token they are not intended as a reward for the collective achievement of a corporate research organization. Today routine experimentation in the great corporate laboratories can produce results beyond the imagination of 20 years ago.

Crucial Point

"To give patents for such routine experimentation on a vast scale is to use the patent law to reward capital investment and create monopolies for corporate organizers instead of men of inventive genius.

"The corporate research laboratory of today has given us the greatest invention of modern times, the knowledge of how to invent. Under a disorganized system of invention a hundred men would hunt for the needle in the haystack, the price going to the successful finder, while the efforts of the others served only to scatter the hay in all directions. Organized invention has changed the entire process. Each man is given a section of the hay to search. The man who finds the needle shows no more 'genius' and no more ability than the others who are searching different portions of the haystack.

"If we fail to take notice of these facts about modern industrial research we create a situation in which the corporate research laboratory may become a device to control the step by step progress of applied science. Because the captive inventors in these great laboratories have no control over their patents, the corporation may distribute the very right to apply for a patent among its employees in accordance with sound business policy. And thus the research laboratory becomes a sort of sub patent office, granting or withholding patents to its employees for considerations foreign either to the patent law or to the provision in the Constitution which authorizes it."

PHONO OPERATORS!

JUST WHAT YOU NEED!

A SPARE UNIVERSAL AMPLIFIER

FITS ALL WURLITZER

616, 24, 500, 600, 700, 800, 750, 780, 850, 950

SEEBURGS

(Except Hi-Tones)

ROCK-OLAS

SAVES YOU TIME AND EXPENSE

When you have a service call on an amplifier replace with a Universal Amplifier. Your machine keeps working—your customer is satisfied!

ONLY \$49.50

We Are Manufacturers of Tubular Coin Wrappers

10,000 at 65c M | 75,000 at 50c M  
25,000 at 60c M | 100,000 at 48c M  
50,000 at 55c M | 250,000 at 45c M

REAL REPAIRING SERVICE BY EXPERTS

AMPLIFIERS, WURLITZER AND SEEBURG TONE ARMS, COIN CHUTES. All Types (Be Sure They Are Complete). Expert Workmanship! Try Us. Prompt 10-Day Service. Send Railway Express Prepaid.

GLASS

FOR YOUR F. P. & P. O. TABLES

3/16 Crystal Sheet for all makes of machines.

Check your size before ordering. Sold in case lots only.

Table with columns: Size, Case Contains, Price Per Case. Rows include 20x42, 21x41, 21x43, 21x45, 22x45, 23x47.

SAVE MONEY, order in five case lots—deduct 20%.

Terms: Full cash with order, less than \$15.00; otherwise 1/3 deposit, balance C. O. D. by Railway Express, unless you give us definite shipping instructions.

JAFCO, INC.

JOHN A. FITZGIBBONS, Pres. 776 Tenth Ave., New York 19, N. Y. Phone: Columbus 5-7996

WANT—WILL PAY TOP PRICES!

SUPER BELL conv. 5c-5/25c-5/5/25c

HI HANDS BALLY CLUB BELLS ONE BALL F. P.

MUSIC-PANORAMS Send your list of music machines!

PIN GAMES

Will Pay the Following Prices:

Table listing pin game prices: Leaders \$35.00, Flickers 40.00, Zombies 40.00, Sun Beam 45.00, Dble. Play \$45.00, West Wind 45.00, Stars 45.00, Do-Re-Mi 45.00.

NEED NOT BE IN WORKING CONDITION, BUT ALL PARTS MUST BE INCLUDED!

WHAT DO YOU NEED?

ALL MACHINES GUARANTEED WITH PRIVILEGE TO RETURN IF NOT SATISFIED!

Write Us Your Needs!

NEW REVAMPS

MARINES AT PLAY.....\$199.50 | MARVEL'S BASEBALL.....\$179.50

ALSO COMPLETE LINE OF ORIGINAL CHROMES, BLUE FRONTS, BROWN FRONTS, CHERRIES, BONUS BELLS, ETC. 1/3 DEPOSIT, BALANCE C. O. D.

H. ROSENBERG CO. All Phones: Longacre 3-2479 627 10TH AVE., NEW YORK

OLIVE'S SPECIALS THIS WEEK

Table listing five ball free play games and their prices: Action \$127.50, Attention \$75.00, Five-Ton-Twenty \$135.00, Gun Club \$75.00, Invasion \$150.00, Jeep \$127.50, Knockout \$125.00, Majors '41 \$55.00, Majors (Old Style) \$18.00, Mascot (Plastic) \$40.00, Monicker \$85.00, Play Ball \$42.50, Repeater \$50.00, Scoop \$20.00, Slap the Jap \$60.00, Slugger \$60.00, Ten Spot \$55.00, Venus \$75.00.

Terms: 1/3 Deposit With Orders, Balance C. O. D. or Sight Draft.

OLIVE NOVELTY CO.

2625 LUCAS AVE. ST. LOUIS 3, MO. (Phone: Franklin 8620)



RED, WHITE and BLUE 2170 Tab Tickets—100% Guaranteed. Also Red, White and Blue 2170 folded and banded, machine made. Write for special prices.

H & H Novelty Sales Co. 545 Hamm Bldg. ST. PAUL 2, MINN.

SALESBOARDS—All Orders Shipped Same Day Received

Table with columns: Holes, Play, Description, Average Profit, Net Price. Rows include Short & Sweet, Lucky Bucks, Seven-Eleven, Baby Bell, etc.

WRITE FOR OUR LATEST PRICE LIST Large Stock Plain, Tip, Definite, Jackpot Boards and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢, stating your requirements. 25% deposit with all orders—Balance C. O. D.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

WANT TO BUY PHONOGRAPHS

Leader — Do-Re-Mi — Stars West Wind — Double Play Sunbeam

And many other types of equipment. Send us your list. We pay best prices.

ATLAS NOVELTY CO.

2200 N. Western Ave. Chicago 47, Ill. Phone: ARMITage 5005

Table listing various music titles under the heading MUSIC.

Send Your Complete List!

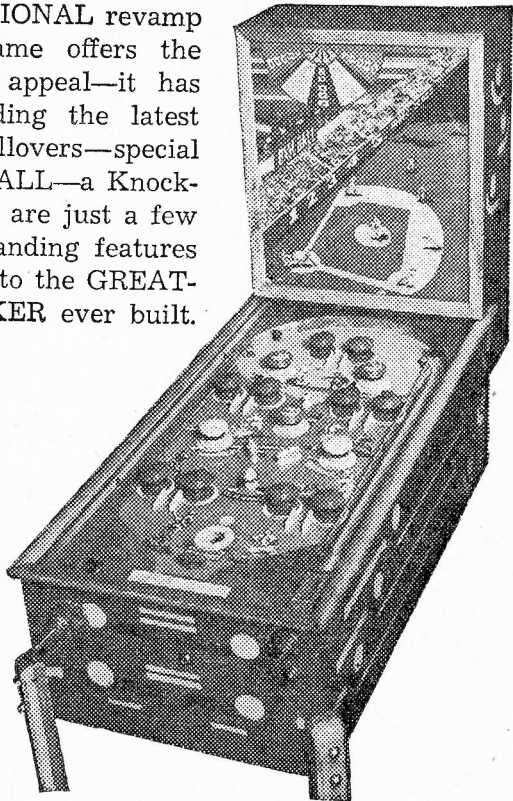
★ DAVID ROSEN ★

855 NORTH BROAD STREET PHILADELPHIA 23, PA. STEVENSON 9943



# MARVEL'S BASEBALL

The most SENSATIONAL revamp of 1944. This game offers the utmost in player appeal—it has everything—including the latest style bumpers—rollovers—special pin, and BEST of ALL—a Knock-Out-Pocket. These are just a few of the many outstanding features which will add up to the GREAT-EST MONEY MAKER ever built.



**PRICE**  
**\$179.50**

**RUSH YOUR ORDER TODAY!**

**Distributors, Write for Special Deal Territories Are Now Available**

National Factory Representative

**EMPIRE COIN MACHINE EXCHANGE**

2812 WEST NORTH AVENUE

CHICAGO 47, ILL.

## MARVEL MFG. CO.

2124 MILWAUKEE AVE.

CHICAGO 47, ILL.

### WANT TO BUY!

**FREE PLAY GAMES — MUSIC — CONSOLES**  
STATE CONDITION AND BEST PRICE IN FIRST LETTER

"You Can Always Depend on Joe Ash All-Ways"

### ACTIVE AMUSEMENT MACHINES COMPANY

900 NO. FRANKLIN ST.

PHILADELPHIA 23, PA.

#### CONSOLES

- 5 Paces Reels, Comb. F.P.-P.O. with Rails @ \$160.00
- 4 Paces Saratoga, Comb. F.P.-P.O. with Rails @ 150.00
- 10 Jumbo Parades, F.P. @ 125.00
- 2 Combination Jumbo Parades @ 187.50
- 1 Automatic Jumbo Parade, 25c @ 250.00
- 20 Automatic Jumbo Parades, Late Model, High Head @ 125.00
- 21 Mills Four Bells, 4-5c WRITE
- 3 Keeney 2-Way Super Bells, 5c & 25c WRITE
- 4 Keeney 4-Way Super Bells, 4-5c WRITE

#### ARCADE

- 6 Keeney Anti-Aircraft @ \$ 75.00
- 2 Exhibit Rotary Merchandisers @ 145.00
- 6 National Jumbo Merchandisers @ 90.00
- 1 Roto Crane @ 150.00
- 1 Evans Tommy Gun @ 147.50
- 1 Mills Punching Bag @ 90.00
- 6 Mills Merchandisers @ 95.00
- 1 Exhibit Striking Clock @ 30.00
- 4 Exhibit Card Vendors @ 20.00
- 3 ABT Palm Readers @ 47.50
- 2 Paces Bowling Alleys WRITE
- 4 Tru-Shot Bang-a-Deers @ 125.00

Terms: 1/3 Deposit, Balance C. O. D.

## MILLS SALES CO., LTD.

1640 18TH STREET

OAKLAND 7, CALIF.

**TWO BILLION**

### RED and BLUE RATION TOKENS

ARE YOU GETTING YOUR SHARE?

Token Ejectors now ready for immediate delivery for Mills 10c Bell Escalators. Guaranteed to eject 100% Red and Blue Tokens, aluminum and paper slugs—50% of all car tokens. Install it yourself right on location in a few minutes. No drilling, cutting or fitting—no special tools necessary.

TOKEN EJECTOR COMPLETE WITH INSTRUCTIONS.....\$5.00

### VALLEY SPECIALTY COMPANY, INC.

1061 Joseph Avenue

Rochester 5, New York

## Threatened Closing Of NY Candy Plants Due to Sugar Lack

NEW YORK, Nov. 4.—Several candy manufacturers in this area are reported to be closing because of the sugar shortage. Some representatives of candy factories in this area recently attended the vending machine conference held in Chicago and they reported at that time that the 50 per cent set-aside order was taking all their production.

Candy manufacturers say that the present sugar shortage is due to several factors including a reduction of sugar imports, disrupted shipping facilities due to the recent hurricane and the use of ships that regularly carry sugar for other purposes.

Raw sugar stocks at Atlantic ports have been cut from about 200,000 tons September 1 to a little more than 100,000 tons, but, it was pointed out, stocks in the South are being increased thru harvesting of the Louisiana and Florida cane crops, and the arrival of new crop beet sugars in the Middle West, which is lessening the demand from that area on Eastern refiners.

Jobbers continued to press orders in an effort to maintain stocks in the civilian market and an even running supply in stores. Industrial users are being supplied on a priority basis, with the baker and cereal manufacturers taking precedence over soft drink manufacturers.

### Something New In Jar Deals 3 for 25c Red, White and Blue



Tickets in Bundles of 3.  
Take In .....\$170.50  
Pay Out ..... 120.00

Profit .....\$ 50.50

Sample 2.50

Add 25c if You Need Glass Jar.

Jobbers, Write for Quantity Prices.

Mfg. Tip Books, Jar Deals

**MUNCIE NOVELTY CO., INC.**

2704 S. Walnut St. MUNCIE, IND.

### WILL PAY \$100 FOR GENCO BANK ROLLS and WURLITZER SKEE BALLS

ARCADE MACHINES ALSO WANTED

Plus \$15.00 extra for crating

For Sale

### 100 LATEST PINBALLS

Ready for Location

**S & W COIN MACHINE EXCHANGE**

2416 Grand River Ave., Detroit 1, Mich.

Phone: CLifford 1956

### MECHANIC

Experienced on Pin Balls and Phonographs. Sober and reliable. \$250.00 per month and a good post-war job in Florida. Write or wire

**Casino Novelty Company**

602 N. Albany Ave.

Tampa, Florida

## SLOTS

For Immediate Delivery

- 2 Mills 5c Gold Chromes, 2-5
- 3 Mills 10c Gold Chromes, 2-5
- 6 Mills 25c Gold Chromes, 2-5
- 3 Mills 25c Gold Chromes, 3-5
- 5 Mills 25c Brown Fronts, Drillproof, K.A., Club Handle
- 2 Mills 10c BROWN FRONTS, Drillproof, K.A., Club Handle
- 4 Mills 25c Blue Fronts, Drillproof, K.A., Club Handle
- 2 Mills 10c Blue Fronts, Drillproof, K.A., Club Handle
- 2 Mills 5c Q. T.'s, Originally Blue, made Gold Giltter
- 3 Mills 10c Q. T.'s, Originally Blue, made Gold Giltter
- 2 Mills 25c Q. T.'s, Originally Blue, made Gold Giltter
- 3 Mills 5c Blue Front Q. T.'s
- 3 Mills 25c Club Consoles
- 2 Mills Four Bells, 4-5c
- 1 Mills Four Bells, 1-25c, 3-5c
- 6 Mills Blue & Gold Vest Pockets, 5c
- 4 Mills Green Vest Pockets, 5c
- 1 Watling 50c Rolatop
- 1 Jennings 25c Club Special
- 1 Paces Reels
- 1 Paces Races Red Arrow
- 1 Keeney Tokio Gun
- 8 Sheffler Loboy Scales
- 1 Watling Scale-Mirror
- 5 Organ Type Speakers
- Seeburg 5c-10c and 25c 3-Wire Barboxes

Visit our new complete Record Department for Operators.

#### PHONOGRAPHS

- 1 Seeburg Rex
- 1 Seeburg Royal
- 1 Wurlitzer 500
- 1 Wurlitzer 61 Counter Mod.
- 1 Wurlitzer 41 Counter Mod.
- 2 Wurlitzer 24
- 1 Victory Model Wurlitzer
- 1 Wurlitzer 412
- 1 Rock-Ola MONARCH
- 1 Rock-Ola 12 Record
- 1 Mills THRONE OF MUSIC

IF WHAT YOU WANT IS NOT LISTED, WRITE US, AS WE HAVE A LARGE STOCK OF ALL TYPES OF VENDING MACHINES. WRITE FOR PRICES. Terms: 1/3 Certified Deposit, Bal. C.O.D.

### STERLING NOVELTY CO.

669-671 S. Broadway, Lexington 20, Ky. Wholesale Distributors

## OPERATORS!

USE

### DURO TEST

One Year Guaranteed - 2,000 Hour Lamps - Complete Line to Fill Your Needs

Send for Catalog S

**DURO TEST CORPORATION**  
NORTH BERGEN, NEW JERSEY

**FEWER BURNOUTS MEAN REDUCED MAINTENANCE COSTS!**

## WANTED

Experienced service man for music machine and pin ball games. Top salary.

### COOKE MUSIC CO.

Box 625

Killeen, Texas

CONVERT TO WHIRLWAY AND DUST WHIRLS

BE MODERN—UP TO THE MINUTE

WHIRLWAY ONE BALL FREE PLAY CONVERTED FROM SPORT SPECIAL, DARK HORSE, BLUE GRASS AND SPORT EVENT.

DUST WHIRLS ONE BALL FREE PLAY CONVERTED FROM CLUB TROPHY. WILL TAKE IN TRADE '41 DERBY, PIMLICO.

CONSOLES

Table listing console models and prices, including Mills Three Bells, Jumbo, Cash, Keeney Pastime, etc.

SLOTS

Table listing slot machine models and prices, including Watling Treasure, Jennings Triple Bell, etc.

FIVE BALLS

Table listing five ball machine models and prices, including Midway, New, Twin Six, Victory, etc.

ARCADE MACHINES

Table listing arcade machine models and prices, including Kirk Astrology Scale, Western Base Ball, etc.

ALL MACHINES HAVE MONEY BACK GUARANTEE

ROY MCGINNIS CO.

2011 Maryland Avenue Baltimore, Md.

CENTRAL OHIO QUALITY BUYS

THERE IS NO SUBSTITUTE FOR QUALITY



Woolf Solomon

PIN BALLS

Table listing pinball models and prices, including Jeep, HI Hat, Texas Mustang, etc.

Table listing other machine categories and prices, including Marines at Play, 20 Mills, One Ball Pimlicos, etc.

CONSOLES READY FOR LOCATION

Table listing console models ready for location and prices, including Jumbo Parades, Bakers Pacer, etc.

SLOTS—WRITE OR PHONE FOR PRICES

Table listing slot machine models and prices, including 5c-10c-25c Blue Fronts, 5c Silver Chief, etc.

WIRE WRITE PHONE FOR PRICES

CENTRAL OHIO COIN MACHINE EXCHANGE

514 S. HIGH ST., COLUMBUS 15, O. Phones ADams 7949, ADams 7993.

Advertisement for 'The BROWNIES are coming' featuring 'New Sensational Features!' and 'WATCH FOR THESE PHENOMENAL DOLLAR SNAGGERS'. Includes cartoon illustrations of children.

SLOT PARTS FOR MILLS BLUE FRONTS, ETC.

Table listing slot machine parts and prices, including Complete Reel Assemblies, Jackpot Glass, Award Cards, etc.

EXPOSITION GAMES CO.

989 Golden Gate Ave. San Francisco 2, Calif.

PHONOGRAPHS WANTED FOR CASH!

Rock-Ola Spectravox and Playmaster Combination. Must be in excellent mechanical condition as well as appearance. Also Supers, Masters, Deluxes, Standards.

SLOTS—I-BALLS—CONSOLES

Table listing slot, i-ball, and console models and prices, including Pimlico, Record Time, Mills Owl, etc.

PHONOGRAPHS

Table listing phonograph models and prices, including Rock-Ola Imp. 20 with 5 Keeney, Rock-Ola Spectravox & Playmaster, etc.

Table listing New Revamps and prices, including Sun Valley, Gatt. Liberty, Midway, etc.

RECONDITIONED PIN GAMES

Table listing reconditioned pin game models and prices, including Sun Valley, Gatt. Liberty, Midway, etc.

1/3 Deposit, Balance C. O. D., F. O. B. Chicago.

NATIONAL COIN MACHINE EXCHANGE

1411 13 DIVERSEY BLVD. (Phone: BUCKingham 6466) CHICAGO

Advertisement for 'RAPID-FIRE CONVOY MOTORS' and 'SKY BATTLE DEFENDER'. Features 'BULL CHAIN DRIVE MOTORS TO FIT BALLY GUNS' for \$12.50 each.

## MARVEL'S NEW 5-BALL REVAMP—FEATURING A KICK-OUT-POCKET! MOST SENSATIONAL GAME ON THE MARKET—ORDER NOW! \$179.50

MUSIC—ARCADE EQUIPMENT—GUNS—MISCELLANEOUS	
CHICAGO COIN HOCKEY .....	\$229.50
EXH. PUNCHING BAG .....	189.50
A.B.T. MODEL F .....	29.50
KICKER & CATCHER & STAND .....	34.50
WESTERN SUPER GRIPPER .....	47.50
MILLS MAIN CLOCK GEARS .....	2.50
KEENEY ANTI AIRCRAFT .....	69.50
PHOTO CELLS, SEEBURG & BALLY .....	2.50
BINGO—COUNTER ARCADE GAME .....	22.50
WORLD'S SERIES—ROCKOLA .....	119.50
USED 5c F.P. COIN CHUTES .....	1.65
SEEBURG JAIL BIRD .....	\$139.50
EXH. CHIN RINGS .....	189.50
SKY FIGHTER, PERFECT .....	319.50
GUN BULBS, SEEBURG & BALLY, EA. .....	.85
BALLY RAPID FIRES, PERFECT .....	219.50
BATTING PRACTICE .....	129.50
GOTT. 3-WAY GRIPPER .....	19.50
JAP CONVERTED CHICKEN SAM. .....	139.50
KEENEY AIR RAIDER .....	224.50
EXH. BULL GUN .....	129.50
BACK GLASS FOR BALLY 1-BALLS .....	8.50

### SLOTS—ONE BALLS—CONSOLES

NEW MODEL MAY-BELL, 5c-5c-5c-25c .....	\$895.00	JENN. SILVER MOON OR BOB-TAIL, F.P. .....	\$99.50
10c JENN. SILVER MOON, FL. SAMP. .....	269.50	25c WATLING CHERRY BELL, 3-5 .....	199.50
5c GOLD CHROME, 2-5, NEW REB. .....	345.00	5c SARATOGA, RAILS, CASH P.O. .....	129.50
BALLY TURF KING .....	545.00	JUMBO PARADE, F.P., HIGH HEAD .....	89.50
BELL'S SPORTSMAN .....	395.00	JUMBO PARADE, C.P., LATE HEAD .....	129.50
1939 1-2-3, F.P. .....	44.50	5c JUMBO PARADE, COMB. .....	169.50
5c V.P. BLUE & GOLD, METERS .....	54.50	MILLS OWL .....	79.50
PIMLICO .....	435.00	COLUMBIA CIG. REELS, G. A., LIKE NEW .....	89.50
5c SUPER BELLS, PERFECT .....	319.50	JENN. 4-COIN MULT. RACER, 5c .....	75.00
BALLY EUREKA .....	49.50	JENN. SILVER MOON, COMB. & FP .....	149.50
CLUB BELLS, COMB. ELEC. BUTTON .....	339.50	VICTORIOUS OF 1944, NEW .....	165.00
SAFE STANDS .....	20.00	MILLS SQUARE BELL .....	95.00

THE KLEER-FLO PARTS AND MECHANISM CLEANING MACHINE—INCLUDING 30 GAL. DRUM OF CLEANER. \$129.50

#### USED PIN GAMES

DUPLEX .....	\$64.50
BIG PARADE .....	129.50
LEGIONNAIRE .....	59.50
SNAPPY .....	59.50
CHAMPS .....	57.50
GOTT. LIBERTY .....	169.50
TEN SPOT .....	57.50
AIR CIRCUS .....	129.50
STAR ATTRACTION .....	60.00
'42 HOME RUN .....	99.50
SPOT POOL .....	74.50
TEXAS MUSTANG .....	79.50
ATTENTION .....	47.50

#### NEW REVAMPS

UNITED'S OKLAHOMA .....	\$209.50
MIDWAY .....	209.50
STREAMLINER .....	209.50
BELL'S PIN UP GIRL .....	\$209.50
FLYING TIGER .....	209.50
WESTERHAUS MARINES .....	109.50
NEW CHAMPS .....	\$69.50
MONICKER .....	89.50
KEEP 'EM FLYING .....	149.50
Gott. SHANGRI-LA .....	154.50

#### USED PIN GAMES

SOUTH PAW .....	\$89.50
BOLOWAY .....	74.50
KNOCKOUT .....	129.50
BROADCAST .....	49.50
SNOW BOAT .....	59.50
SKY CHIEF .....	169.50
TWIN SIX .....	57.50
BIG CHIEF .....	44.50
CROSSLINE .....	48.50
CAPT. KIDD .....	79.50
5-10-20 .....	129.50
SPEED BALL .....	69.50
SEVEN UP .....	59.50

Will pay \$45.00 for EXH. WEST WIND, SUN BEAM, DO-RE-MI, STARS AND DOUBLE PLAY, \$40.00 FOR LEADERS AND FLICKERS, \$200.00 FOR SUPER BELLS, AND \$200.00 FOR DIXIE PIN GAMES. SEND LIST OF OTHER GAMES.

ONE-HALF DEPOSIT WITH ORDERS, BALANCE C. O. D. OR SIGHT DRAFT.

**Empire Coin**

**MACHINE EXCHANGE**

2812 WEST NORTH AVENUE - PHONE: HUMBOLDT 6288 - CHICAGO 47, ILLINOIS

## Helps Put Can. War Loan Drive Across With 50G Purchase

DARTMOUTH, N. S., Nov. 4.—In tying up with the Seventh Victory Loan of Canada, W. R. Beazley, owner-manager of the Sportland Arcade here, practiced what he preached. He has been advocating buying of War Bonds and Stamps since taking over Sportland here two years ago. Beazley became the largest individual investor in the Seventh Loan when he took \$50,000 in bonds. There was considerable ceremony for this purchase, which took place in the arcade on the opening day of the bond drive, with the local supervisor of schools acting as salesman.

"Everyone must do his utmost to speed the victory," said Beazley. Adding, "I came here from Toronto for a two months' period but have already been here two years. And, judging from the way I feel about your town I will be here for a long time." For 20 years he had been affiliated with the amusement center at the Canadian National Exhibition in Toronto and in 1936 founded the Club Esquire in Toronto, a nitery.

In addition to operating Sportland, Beazley is connected with Jones & Currie, operating two arcades in Halifax, which is across the harbor.

### MECHANIC WANTED

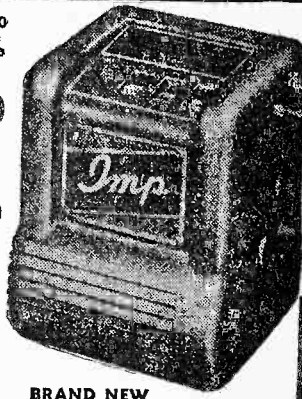
By WURLITZER DISTRIBUTOR  
Must be thoroughly experienced Wurlitzer Phonographs and Wall Boxes. Top salary—48 hour week. Unlimited opportunity.  
MARTIN DISTRIBUTING CO.  
1911-1917 First St. Detroit 26, Mich.

Over 75,000 Now Giving Trouble-Free Service!

**IMP**  
BRAND NEW

**\$9.90**

WHILE THEY LAST!  
Regular Price \$12.50.



BRAND NEW

Wings.....\$11.50 | Yankees.....\$11.50

Liberty Bell, 5c, Fruit .....	\$18.50
Zephyr .....	9.90
Champion .....	14.80
Vitalizer .....	69.50
Evans Playball .....	195.00
Love Testers .....	149.50
Exh. Merchantmen .....	49.50
Fan Front Mutoscope Diggers .....	79.50

BLISTER GUNNER CONVERSION FOR AIR RAIDER .....
 \$12.50 || TOKYO RAIDER CONVERSION FOR DRIVE MOBILE ..... | 16.75 |
| KLIP-A-IMP CONVERSION FOR SKYFIGHTER ..... | 16.75 |

1/3 Deposit With Order.

## MAX GLASS

DISTRIBUTING COMPANY  
Successors to Gerber & Glass  
914 DIVERSEY - CHICAGO 14, ILL.

## OPERATORS!! LOOK AT THESE BARGAINS

Every Piece of Equipment Absolutely Guaranteed

### CONSOLES, SLOTS AND ARCADE EQUIPMENT

Tall Gunner, Original Case, Special .....	\$259.50	Paces Reels, Jr., Cash Payout .....	\$124.50
(Original Price was \$349.50)		Paces Races, Black Cabinets .....	79.50
Baker's Pacers, Daily Double .....	289.50	Mills Four Bells, 5c Play, Excellent Shape, Original Head .....	575.00
Paces Slots .....	149.50	Jennings Silver Moon, Comb. Cash Payout & Free Play .....	129.50
Paces Races, Brown Cabinet .....	259.50		
Paces Reels, Combination, Factory Rebuilt, Original Cases .....	289.50		

### REVAMPED PIN GAMES

United's Midway, Arizona, Grand Canyon, Santa Fe, Brazil, Streamliner & Oklahoma. Ea. ....	\$209.50	Marines at Play .....	\$199.50
		Gottlieb Stage Door Canteen .....	Write

### PHONOGRAPHS AND WALL BOXES

Wurlitzer Victory Model 24 Record Phonograph .....	\$475.00	Wurlitzer Bar Boxes, Model 332 .....	\$14.00
Seeburg 8800, E.S. ....	585.00	Wurlitzer Wall Boxes, Model 125 .....	29.50
Packard Wall Boxes, Excellent Condition .....	29.50	Wurlitzer Bar Boxes, Model 111 .....	18.50

### PARTS

Top Glasses for Bally Club Bells .....	\$10.00	Aeropoint & Pfanstiehl Needles .....	.50
Club Bell Clocks (with Old Clock) .....	10.00	Main Clock Gears for Mills & Pace Slots .....	3.50
Black Crystal Pickups for Mills or Rock-Ola Phonos (with Old Pickup) .....	5.00	5-Wire Cable for Rock-Ola Remote or Ray-o-Lite Guns (Minimum Ship-ment—50 Ft.). Ft. ....	.20
Dial-a-Tune Heads for Rock-Ola Deluxes or Standards .....	29.50	2-Wire Zip Cord, Rubber Covered (250 Feet Spools). Ft. ....	.03 1/2
Plastic Bumpers, Complete in Lots of Twenty-Five, Ea. ....	.35		

### WANT TO BUY

ROCK-OLA MASTERS, STANDARDS and DELUXES PLAIN. BALLY HIGH HANDS, CLUB BELLS and FLICKERS.  
All Above-Listed Merchandise Offered Subject To Prior Sale.

### B. D. LAZAR COMPANY

1635 FIFTH AVENUE (Phone: GRant 7818) PITTSBURGH 19, PENNA.

### ARCADE AND CONSOLES

11 Mutoscope Sky Fighters .....	\$324.50	2 Kicker & Catchers .....	\$22.50
16 A.B.T. Challengers, 5c Play .....	29.50	2 Shocking Machines .....	15.00
5 A.B.T. Skill Targets, 1c Play .....	19.50	1 Four-Way Super Bell, 3-5c, 1-25c .....	Write
10 Holley Grip Scales .....	12.50	1 Four-Way Super Bell, All 5c .....	Write
8 Triple Grippers .....	19.50	1 Paces Reels .....	109.50
14 Pike's Peaks .....	14.50	1 Paces Saratoga .....	99.50

### SLOTS

1 Mills 25c Dewey (perfect condition) .....	\$129.50
6 Mills 5c Blue Fronts (thoroughly checked and refinished) .....	224.50
2 Mills 10c Blue Fronts (thoroughly checked and refinished) .....	275.00

## SOUTHERN NOVELTY COMPANY

2201 PRICE ST. TEL. 3-7027 SAVANNAH, GA.

## WANTED TO BUY PHONOGRAPHS

Wurlitzer 312-412-616-716

Seeburg Rex—Royal—Gems—Regals

Crown—Classic 8800, 9800

Rock-Ola 39 Standard and DeLuxe

40 Standard and DeLuxe

## CALIFORNIA AMUSEMENT CO.

1348 Venice Blvd.

Los Angeles 6, Calif.

Telephone PRospect 4131

## WANTED TO BUY

# PHONETTE MEASURED MUSIC COUNTER BOXES

1c or 5c Play—Model C

Latest Style Only — With Hayden Clocks

Write, Wire or Call

## CALIFORNIA AMUSEMENT CO.

1348 VENICE BLVD.

LOS ANGELES 6, CALIF.

Telephone: PRospect 4131

## Will Accept Reasonable Offer for

28 FOUR BELLS, Latest Type Head, Center Skill Fields Built In  
30 JUMBO PARADES  
4 LUCKY LUCRES, 1941  
3 MILLS HIGH BOYS  
2 BALLY ROYAL FLUSH, Console Type  
These games are all 5c play. All of these games are off location and in best mechanical condition. All look as good as new. All equipment belongs to one operator who bought it new. Hurry your offer. First come, first served. Best price. F.O.B. Seattle, Wash.  
LEWIS & CO., 524 Broadway, Seattle 22, Wash.



**SLOTS**

**MILLS---JENNINGS---WATLING---PACE**

RECONDITIONED—Guaranteed

By Our 48 Years of Experience  
WRITE FOR PRICES

- 2 5c MILLS CLUB BELLS (Cabinet Model)
- 1 10c MILLS CLUB BELLS (Cabinet Model)
- 4 25c MILLS CLUB BELLS (Cabinet Model)
- 3 5c GOLD CHROMES
- 7 10c GOLD CHROMES
- 9 25c GOLD CHROMES
- 2 5c SILVER CHROMES
- 5 10c SILVER CHROMES
- 8 25c SILVER CHROMES
- 2 5c BROWN FRONTS
- 4 10c BROWN FRONTS
- 12 25c BROWN FRONTS
- 3 5c BLUE FRONTS
- 5 10c BLUE FRONTS
- 8 25c BLUE FRONTS

All above Machines have Knees Action, Club Handles and Drill Proof.

- 12 5c Q. T.'s Originally Blue Made Glitter Gold ..... \$89.50
- 6 10c Q. T.'s, Same as Above ..... 99.50

- 8 5c JENNINGS FOUR STARS
- 2 10c JENNINGS FOUR STARS

- 6 5c WATLING ROLA-TOPS
- 2 10c WATLING ROLA-TOPS

We have all types of Coin Machines. Tell us what you want.

**SICKING, INC.**

1401 Central Parkway Cincinnati 14, O.

*Watch Out!*

NEW YORK, Nov. 4.—Distributors along coin machine row here have been warned by the police department to take more than necessary precautions to prevent robbery. Following the theft of 11 juke boxes from the New York Distributing Company offices here several weeks ago, there have been many more attempts to burglarize other outlets, including three separate attempts to clean out the Acme Sales Company. In each case the burglars failed to get any appreciable merchandise, altho once they got away with \$60 in cash and stamps.

**Panorams Hit Favor With Armory Employees in Mass.**

SPRINGFIELD, Mass., Nov. 4.—Operators of the Springfield Armory Post Restaurant are attributing a 15 per cent increase in business to the installation of several Panoram machines. Since the machines were first installed the patrons of the eatery have played the machines constantly, taking advantage of the relaxing benefits of enjoying music and movies with their meals.

An amusing circumstance to the placement of the machines came about when numerous armory employees professed that they mistook the machines for "television sets." The patrons, altho they have an amplifying system which plays and sends recorded music thruout the lunchroom, prefer the new machines and since the first day of operation, the disk music has been running a poor second here.

**WE WANT TO BUY 50 SEEBURG 8200'S AND 100 SEEBURG WALL-O-MATICS 20 SELECTION, ALSO WURLITZER 750'S. WRITE, GIVING PRICE AND GUARANTEED CONDITION OF WHAT YOU HAVE TO OFFER.**

**FLOOR SAMPLES, REBUILTS AND SLIGHTLY USED SLOT MACHINES EQUIPPED WITH DISCS AND REELS FOR RESALE ONLY.**

OUR GUARANTEE — MONEY REFUNDED IF NOT SATISFIED ON ARRIVAL UPON RETURN OF GOODS, CHARGES PREPAID.

10 5¢ Gold Chrome, Used 10 Days ... \$385.00	4 10¢ Original Chrome, Used 10 Days \$400.00
2 5¢ Copper Chrome, Used 10 Days ... 400.00	4 25¢ Original Chrome, Like New ... \$350.00
14 5¢ Original Chrome, Like New ... 375.00	9 25¢ Brown Fronts, Like New ... \$350.00 Up
3 5¢ Melon Bells, Like New ... 200.00	4 25¢ Blue Fronts, Like New ... 350.00
4 5¢ Blue Fronts ... 200.00	1 Columbia Bells, Cash, Jackpot ... 89.50
5 5¢ Cherries, Like New ... 200.00	16 Columbia Bells, Ch. Sep., Perfect ... 79.50
1 1¢ Watling Twin Jackpot ... 27.50	5 Kentucky Club, Like New ... 115.00
1 1¢ Pace Bantam ... 27.50	40 5¢ Eat 'Em Hot Peanut Machs., New 15.00
1 1¢ Mills Gooseneck, Single J.P. ... 49.50	3 Gold Chrome, 10¢, Used Ten Days ... 400.00
3 Galloping Domino, Cash, J.P., Dark Cab., Factory Rebuilt ... \$225.00	1 Mills Four Bells, 5/5/5/5¢, Perfect, \$7 1/2 ... \$550.00
40 Galloping Domino, Cash, Light Cab., Like New ... 335.00	9 Mills 5¢ Jumbos, F.P., Late Heads ... 89.50
6 Galloping Domino, J.P., Chk. Sep., Light Cab., Like New ... 345.00	2 Mills 5¢ Jumbos, Cash, Late Heads ... 159.50
1 Mills Four Bells, Orig. Style Head, 5/5/5/5/25¢, Rebuilt Like New, Perfect \$2511 \$700.00	1 5¢ Paces Races, Brown Cabinet ... 175.00
10 Box Stands, Used Ten Days ... \$ 27.50	2 25¢ Paces Races Red Arrow ... 260.00
3 Jack in Box Stands, No Lock ... 35.00	1 Drivemobile, Perfect ... 300.00
3 Folding Stands ... 5.50	41 Derby, Free Play ... 300.00
1 Mills Single Safe, No Locks ... 29.50	1 Fortune, Cash or Free Play ... 129.50
	1 Chicken Sam ... 129.50
	1 Santa Anita ... 250.00

**SUPPLIES**

2 Chicago Metal Safes for Bally Slots, Revolv-a-Round Base ... \$50.00	Slot Shatter Proof J.P. Glass. Per Doz. \$13.50
9 Mills Four Bell Cabinets, New ... 20.00	Brand New Jackpot Domino Glasses ... 25.00
	Lots of 5 or More ... 22.50
	24 Slot Machine Cash Boxes, New ... 1.75

**FIVE BALL PIN BALL MACHINES**

4 Mystics ... \$29.50	1 Pickem ... \$19.50	1 Jolly ... \$19.50	1 Roxy ... \$22.50
1 Bally Reserve 29.50	1 Sport Parade 42.50	1 Score a Line 22.50	1 Sporty ... 19.50
4 Spottem ... 19.50	2 Mascot ... 29.50		

**NEW MACHINES IN ORIGINAL SEALED CRATES**

14 Mills Copper Chrome, 10¢ ... \$425.00	2 Keeney Super Track Times ... Write
18 Mills Copper Chrome, 25¢ ... 525.00	3 Galloping Dominos, J.P. ... \$425.00
50 Mills Brown Fronts, 5¢ ... 385.00	4 Columbia Bells, Gold Award ... 89.50
9 Mills Brown Fronts, 10¢ ... 395.00	1 Longacres, Brand New ... 600.00

**FACTORY REBUILTS IN ORIGINAL SEALED CRATES**

15 Mills Brown Fronts, 5¢ ... \$275.00	10 Mills Consoles, 5¢, New ... \$375.00
7 Mills Brown Fronts, 10¢ ... 295.00	2 Mills Gold Chrome, 50¢, New ... 625.00
10 Mills Brown Fronts, 25¢ ... 350.00	2 Mills Consoles, 10¢, New ... 450.00
9 Mills Gold Chrome, 5¢ ... 400.00	1 Mills Console, 25¢, New ... 275.00
1 Mills Gold Chrome, 10¢ ... 425.00	5 Mills Mystery Bonus, 5¢, New ... 275.00
1 Mills Gold Chrome, 25¢ ... 450.00	3 Mills Mystery Bonus, 10¢, New ... 285.00

**ARCADE, PHONOGRAPHS AND SUPPLIES**

2 Wurlitzer 600's, Rotary ... \$350.00	1 AMI BAR BOX, 20 Selection ... \$ 15.00
1 Keeney Air Raider, Like New ... 189.50	40 Rock-Ola Wall Boxes, #1525, New ... 55.00
1 Keeney Submarine, Perfect ... 139.50	3 600 Wurlitzer Victory Model, New ... 525.00
1 Exhibit Foot Ease, Perfect ... 79.50	2 Playboys ... 25.00
8 Seeburg Selectomatics (24) Sel. ... 22.50	9 1939 Wall-o-Matics, Perfect ... 17.50
5 A. M. I. Wall Boxes (20) Sel. ... 10.00	2 430 Wurlitzer Speakers, New ... 125.00

TERMS: FULL CASH MUST ACCOMPANY ALL ORDERS IN THE FORM OF POST OFFICE, EXPRESS, TELEGRAPH MONEY ORDERS OR CERTIFIED CHECKS.

If We Are Unable To Fill Your Order We Will Make Refund of Your Deposit Promptly.

**MOSELEY VENDING MACHINE EXCHANGE, INC.**  
60 BROAD STREET, RICHMOND, VIRGINIA. DAY PHONE 3-4511—NIGHT 6-5328.



**A TIMELY PROFIT-EEER**

Here it is— a BIG football board that punts home a clear \$29.16 profit— 5c play; \$47.57 — 10c play. It's a real touch-down for action, with FOOTBALL TICKETS in Jackpot, and NEW JUMBO HOLES. Order in 5c and 10c Play.

**ORDER AS #1000 SCRIMMAGE-5c Play**  
(Special THICK—Slot Symbols)  
Takes in ..... \$50.00  
Pays Out:  
Av. J.P. ... \$ 9.84  
Cons. .... 11.00 20.84  
Average Profit ..... \$29.16

**ORDER AS #1000 SCRIMMAGE-10c Play**  
Takes in ..... \$100.00  
Pays Out:  
Av. J.P. ... \$19.68  
Cons. .... 32.75 52.43  
Average Profit ..... \$47.57  
Send for Price List #438-13

**GARDNER & CO.**  
2309 ARCHER • CHICAGO

**SALEMEN WANTED FOR FEW CHOICE TERRITORIES.  
WRITE SALES MANAGER.**

**REX BOWLING LEAGUE**  
OPERATORS FROM COAST TO COAST ARE MAKING BIG MONEY WITH THE FINEST BOWLING GAME EVER MADE

- FREE BALL RETURN FEATURE
- Plywood Construction Thruout Cabinet
- Replaceable Runway
- Fool-Proof MECHANICAL Ball Return
- Easy To Adjust—Extra Heavy Switches
- No Troublesome Legs To Bother With
- Cabinet Finished in Snappy Lacquer Colors
- Appearance That Makes Every Location Want One

LOCATION TESTS PROVE FREE BALL RETURN FEATURE ON "5" CUP MAKES BOWLING LEAGUE BIGGEST MONEY MAKER IN HISTORY OF BOWLING GAMES.



Length—9 ft. 1 1/2 in.  
Height—55 in.  
Width of Runway—20 in.

**IMMEDIATE DELIVERY** **\$299.50**

**EXCLUSIVE DEALS OPEN FOR RECOGNIZED DISTRIBUTORS** ORDER TODAY <sup>1/3 Dep.</sup> Bal. C.O.D. F.O.B. Syracuse

**REX MANUFACTURING AND SALES CORPORATION**  
821 S. SALINA STREET SYRACUSE, N. Y.  
PHONE 2-5076

**WE BUY—WE SELL—WHAT HAVE YOU?**

1 Sky Fighter ... \$275.50	3 Hi Hands ... \$149.50	5 Club Bells, Bally ... \$199.50
1 Air Raider ... 199.50	1 Drive Mobile ... 319.50	1 Silver Moon ... 79.50

**45 KIRK ASTROLOGY SCALES, \$74.50**

1 Rotary, C.V. Ex. ... \$99.50	1 Knock Out ... \$115.50	1 Champ ... \$49.50
5 Crane Domes ... 49.50	1 Sea Hawk ... 42.50	2 A.B.C. Bowler ... 44.50
4 Merchantmen ... 39.50	1 Play Ball ... 35.50	1 Capt. Kidd ... 54.50
1 Duplex ... 59.50	1 Big Parade ... 115.50	2 South Paw ... 55.50
1 Belle Hop ... 49.50	1 Monicker ... 69.50	1 Venus ... 79.50
1 Sky Chief ... 129.50	1 Attention ... 39.50	1 Legionnaire ... 49.50
1 Jungle ... 65.50	1 Gun Club ... 69.50	1 Spot Pool ... 59.50
1 Zig Zag ... 49.50	1 Silver Skates ... 49.50	1 Defense ... 39.50
1 Texas Mustang ... 65.50	1 Sink the Japs ... 59.50	1 Dixie ... 42.50
1 Spot a Card ... 65.50	1 Air Circus ... 119.50	1 Seven Up ... 52.50

STANDARD CIGARETTE SERVICE, 2111 N. Charles Street, Baltimore 18, Maryland



# OKLAHOMA

CONVERTED FROM  
**(LEADER)**  
UNITED'S LATEST REVAMP  
  
WE ARE ALSO REVAMPING  
**STREAMLINER**  
From STARS  
  
**GRAND CANYON**  
From DOUBLE PLAY

**SANTA FE**  
From WEST WIND

**ARIZONA**  
From SUN BEAM

**MIDWAY**  
From ZOMBIE

**BRAZIL**  
From DO-RE-MI

You'll Get and Hold the Play With Games Revamped the UNITED Way!

SEE YOUR DISTRIBUTOR NOW OR WRITE DIRECT

## UNITED MANUFACTURING COMPANY

6125 N. WESTERN AVE., CHICAGO 45, ILL.

# MAYFLOWER SPECIALS

25c BLUE FRONT CLUB HANDLE . . . \$225.00  
5c YELLOW FRONT, 2-4, GLITTER GOLD . . 125.00  
25c YELLOW FRONT, 2-4, GLITTER GOLD . . 150.00

25c PACE BANTAM. \$ 50.00	10c WATLING ROLA-TOP, 3-5. . . . . \$ 85.00
5c PACE COMET, 2-4 60.00	5c CAILLE COM-MANDER, 3-5 . . . . . 49.50
10c PACE COMET, 2-4 70.00	10c CAILLE COM-MANDER, 3-5 . . . . . 49.50
5c ALL STAR COMET 75.00	5c JENNINGS CHIEF CONSOLE. . . . . 200.00
10c ALL STAR COMET 85.00	25c CAILLE CONSOLE . . . . . 175.00
5c PACE DELUXE, S. P. . . . . 100.00	
10c PACE DELUXE, S. P. . . . . 125.00	
5c WATLING ROLA-TOP, 3-5. . . . . 75.00	

**BRAND NEW CHESTNUT AND POPLAR PACKARD ADAPTERS . . . . . \$25.00 each**

CONSOLES	ONE BALLS
MILLS FOUR BELLS. . . . \$625.00	KENTUCKY . . . . . \$375.00
FOUR WAY SUPER BELLS . . . . . 750.00	SANTA ANITA . . . . . 325.00
1941 GALLOPING DOMINO . . . . . 375.00	GRAND STAND. . . . . 125.00
LUCKY LUCRE, Walnut Cabinet . . . . . 175.00	PACE MAKER. . . . . 125.00
GALLOPING DOMINO, Walnut Cabinet . . . . . 100.00	CHALLENGER, Conv. . . . . 175.00
PACE REELS, SR., Rails. . 90.00	OWL, F. P. . . . . 65.00

ALL MACHINES READY FOR IMMEDIATE SHIPMENT  
TERMS: ONE-THIRD DEPOSIT WITH ORDERS

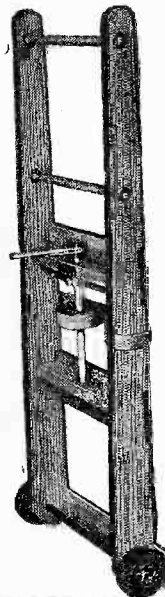
## Mayflower Distributing Co.

2218 University Ave. ST. PAUL 4, MINN. | 350 Delaware Ave. BUFFALO, N. Y. | 615 10th Street DES MOINES, IA.

# A SAFE -- SPEEDY -- DEPENDABLE HAND TRUCK

For Handling

PHONOGRAPHS, PIN GAMES AND OTHER COIN OPERATED EQUIPMENT



- Hardwood Frame, 56 Inches High.
- Cross-Member Grip, Sure—Steady—Safe.
- 14 Foot Heavy-Duty Webb Strap.
- Goes Up and Down Steps.
- No Curved Handles.
- Ratchet Device for Tightening Strap, Two-Way Tension.
- 24 Inch Steel Lip.
- 5 Inch Wheels.
- Rubber Tires.

**\$32.50 EACH**

ORDERS NOW TAKEN FOR JANUARY DELIVERY!

## BLOCK MARBLE CO.

1527 FAIRMOUNT AVENUE, PHILA. 30, PA.  
GET IT FROM BLOCK—THEY HAVE IT IN STOCK!

# SIMON SALES

1 A.B.T. RIFLE RANGE GUN, FACTORY REBUILT  
2 GUNS FOR BANG-A-DEER, FACTORY REBUILT  
CENTURY'S

## "SUPER TORPEDO"

FOR SALE—Combination Hand-Operated Camera, solid walnut cabinet, 1½" (sold 4 for 25c). 3½" (post card size, sold at 50c each). Consists of 6 different backgrounds, Cooper Hewitt Lighting and Photo Flood Reflectors; \$950.00 all inclusive.

WRITE—WIRE—PHONE!

152 W. 42nd St., New York 18, N. Y. Phone Pennsylvania 6-9495

# ECONOMY SUPPLY COMPANY

GENUINE SEEBURG AND BALLY GUN LAMPS  
IN LOTS OF 10 . . . . . 60c EACH

WRITE FOR SPECIAL PRICE IN LOTS OF 100!

LIMITED SUPPLY .22 LONGS  
\$75.00 PER CASE

TERMS—1/3 Deposit With Order, Balance C. O. D.

WRITE FOR PRICE LIST OF PARTS, SUPPLIES, TUBES, FUSES, WIRE, ETC., ETC.  
615 TENTH AVE., NEW YORK CITY (Phone BRyant 9-3295)

### MAYCALL NOVELTY CO.

#### ST. LOUIS COIN MACHINE HEADQUARTERS

All A-1 Reconditioned—Ready for Locations.  
5 BALL FREE PLAY GAMES

Alert . . . . . \$89.50	Double Feature . . . \$32.50	Limelight . . . \$32.50	Salute . . . . . \$37.50
All-American 34.50	Doughboy . . . . . 25.00	Major, '41 . . . 62.50	Score Champs 59.50
Anabel . . . . . 32.50	Dude Ranch . . . . 49.50	Mr. Chips . . . 22.50	Silver Skates 45.00
Big Show . . . . 25.00	Fishin' . . . . . 24.50	O'Boy . . . . . 19.50	Sky Ray . . . . . 29.50
Big Six . . . . . 29.50	Flagship . . . . . 19.50	Nippy . . . . . 25.00	Snappy . . . . . 29.50
Big Town . . . . 25.00	Follies . . . . . 39.50	O'Boy . . . . . 25.00	Sports . . . . . 39.50
Blackout . . . . 35.00	Formation . . . . . 27.50	Pan American 39.50	Shortstop . . . . 45.00
Blondie . . . . . 35.00	Headliner . . . . . 49.50	Powerhouse. 29.50	Super . . . . . 25.00
Boombast . . . . 65.00	High Stepper . . . . 39.50	Red Hot . . . . 25.00	Sportsy . . . . . 75.00
Broadcast . . . . 35.00	Horoscope . . . . . 59.50	Red, White & Blue . 29.50	Thumbs Up . . . . 25.00
Cadillac . . . . . 69.50	Jolly . . . . . 27.50	Repeater . . . . 32.50	Trapze . . . . . 45.00
Champs, New 32.50	Lancer . . . . . 32.50	Roll Call . . . . 19.50	Wildfire . . . . . 32.50
Commodore . . . . 49.50	Landslide . . . . . 32.50	Roy . . . . . 32.50	Wings, Exh. . . . 35.00
Contact . . . . . 49.50	League Leader 32.50	Rotation . . . . 10% of Above Prices.	Wow . . . . . 35.00
Defense . . . . . 49.50	When Ordering 5 or More Games Deduct 10% of Above Prices.	Terms: 1/3 Deposit, Balance C. O. D.	Yacht Club. 32.50

**WE BUY. SELL AND EXCHANGE**

3147 LOCUST ST. ST. LOUIS, MO.

## THIS LOT OF EQUIPMENT HAS BEEN OVERHAULED, REPAINTED, READY FOR OPERATION

20 Mills 5¢ Blue Fronts, Single J.P., Over 400,000 . . . . . \$200.00	1 Mills 10¢ Extraordinary . . . . . \$147.50
10 Mills 5¢ Blue Fronts, Double J.P., 375,000 & Over . . . . . 177.50	2 Mills Jumbo Parade, Free Play . . . 67.50
1 Mills 10¢ Blue Front, Single J.P., Over 400,000 . . . . . 235.00	1 Mills 25¢ Goose-neck, 2-4 Pay . . . . 75.00
4 Watling Rotatops, 3-5 Pay, Dime. . 144.50	25 Yankee-Wings 1¢ Counter Cig. Machines (New) . . . . . 11.50
	10 Penny Book Match Venders (New) 2.95

## CONFECTION VENDING CO.

220-22 WEST FOURTH ST. (PHONE 2-1816) CHARLOTTE, N. C.

# "Blackie" SALESBOARDS

CREATED IN 9 DIFFERENT STYLES

designed to go in all locations. Each one outstanding in play-appeal, color and attractiveness. Creating more new business than anything ever developed.

A Few "Blackie" Style Boards Are Listed Below

Each board moderately priced to make substantial profits for the operator. Order by number. All orders shipped in rotation as received.

<b>BLACKIE No. 1</b> 624 Holes—25c Play <b>BLACK GOLD</b> Takes in .....\$156.00 Average Payout ..... 105.52 PROFIT ..... 50.48	<b>BLACKIE No. 2</b> 1250 Holes—5c Play <b>DOUBLE WINNERS</b> Takes in .....\$62.50 Average Payout ..... 30.19 PROFIT ..... 32.31
<b>BLACKIE No. 3</b> 1260 Holes—5c Play <b>BUOYANT</b> Takes in .....\$63.00 Average Payout ..... 31.08 PROFIT ..... 31.92	<b>BLACKIE No. 4</b> 1080 Holes—5c Play <b>OH DOCTOR</b> Takes in .....\$54.00 Average Payout ..... 27.65 PROFIT ..... 26.35
<b>BLACKIE No. 5</b> 1050 Holes—5c Play <b>HI YAH SAILOR</b> Takes in .....\$52.50 Average Payout ..... 26.37 PROFIT ..... 26.13	<b>BLACKIE No. 6</b> 1050 Holes—5c Play <b>KING OF ALL</b> Takes in .....\$52.50 Average Payout ..... 26.75 PROFIT ..... 25.75

**SUPERIOR PRODUCTS**  
 14 N. PEORIA ST. CHICAGO 7, ILL.

## REBUILDING & REFINISHING all types of SLOT MACHINES

**\$79.50**

10-DAY SERVICE. SEND US YOUR MACHINES.  
 One trial will convince you. Machines returned like new. Write in advance for complete description of our REBUILDING AND REFINISHING PROCESS.

### CENTRAL MANUFACTURING CO.

4245-47 FULLERTON AVE. CHICAGO 39, ILL. SPAulding 1670-1

#### WHEN IT COMES TO PARTS—COME TO PINCUS!

Rapid Fire Gun Castings	Write	Jenn. Main Clock Gear	\$3.50
Bally Open Face Motors, 45V.	\$ 7.50	ABT Reg. and F.P. Coin Chutes	3.75
Silver Bumper Sleeves, Pkg.	2.75	Triggers for Rapid Fire, Defender and Gony	.80
Ten Strike Release Buttons	.50	Collection Books, Doz.	1.00
Western Kicker Coils	6.00	Cleaner for Pin Games, Consoles and Photographs, 2 Lb. Jar.	.75
Comb. Mechanics Tool Box and Service Kit	14.50	5¢ Tubular Coin Wrappers, 1,000	.75
Mills Main Clock Gear	3.50	1,000 Sheets of Title Strips	5.00
Mills Medium Idler Gear	2.50	Old Rectifiers Repaired	2.50
Mills Center Ratchet Post Gear	2.00		

All Types Fuses — All Sizes Rubber Bumpers — All Bulb Numbers — Rod Plastic Sheets — Fusetats — Fusetrons — Etc., Etc. Write.

#### COIN MACHINE SERVICE COMPANY

2307 N. WESTERN AVE. Phone: HUMBoldt 3476 CHICAGO 47, ILLINOIS

#### GOOD CLEAN MACHINES

Ready for Location—No Worn Out or Abused Machines in This List			
Big League \$ 19.50	Legionnaire ..\$59.50	Smack the Japs .....	Victory ....\$109.50
Bombardier ..129.50	Lucky ..... 19.50	Snappy .....\$69.50	Yanks .....119.50
Bomb Axis	Majors, '39 .. 19.50	Sports ..... 24.50	1¢ CIGARETTE MACHINES
Rats ..... 84.50	Nippy ..... 19.50	Sporty ..... 24.50	6 Mercurys (Clock) ...\$11.50
Contact ..... 19.50	On Deck .... 79.50	Star Attraction 69.50	10 Gingers (Late) ... 9.50
Defense ....114.50	Polo ..... 29.50	Stratoliner ... 49.50	
Gobs ..... 119.50	Roxy ..... 19.50	Tall Gunner. ... 74.50	
Gun Club ..... 84.50	Slap the Japs. 64.50	Ten Spot ... 59.50	
'42 Home Run109.50			

1511 Windemere Avenue H. E. ODOM

Baltimore 18, Maryland

## WE WILL ACCEPT ALL TYPES OF USED COIN MACHINES AS PART OR FULL PAYMENT

FOR

The Most Thorough and Complete "CHICKEN SAM"—Change-Over to

"JAP" Ray Guns

\$179.50

"SHOOT THE JAP"

\$179.50

RAY-O-LITE GUNS

1/3 Deposit, Balance C. O. D.

Appearance and performance equal to a brand new machine. Factory-trained mechanics—expert cabinet makers see to it that every re-conditioned Seeburg "CHICKEN SAM" Ray Gun leaves our shop in perfect condition. Amplifiers—Tubes—Cables—every part is thoroughly checked and tested, and cabinets finished in solid blue lacquer with black trim. Our "Jap" Ray Guns make friends with every operator because they look and perform like new and make money right from the start. Send us your Certified Check for \$175.00 to save C. O. D. charges or \$60.00 with your order—balance of \$119.50 C. O. D.

## BALLY RAPID FIRE GUNS

WE REBUILD RECONDITION For \$49.50 REFINISH

F. O. B. CHICAGO

MADE TO WORK AND LOOK LIKE NEW BY FACTORY TRAINED SPECIALISTS

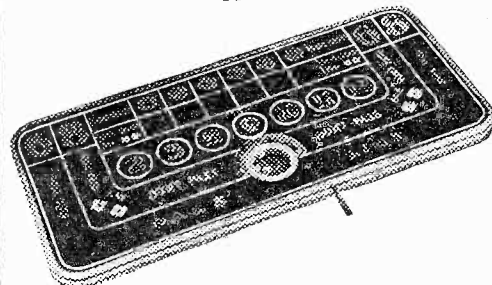
WE RE-BUILD—RE-CONDITION—RE-FINISH—Your old run down "CHICKEN SAMs" and "JAIL-BIRDS" and convert them into "SHOOT THE JAP" Ray Guns. MACHINES COMPLETELY PAINTED TO LOOK LIKE NEW! for \$59.50 F. O. B. Chicago

## Chicago Novelty Company, Inc.

1348 Newport Avenue

Chicago, Ill.

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### AFRICAN GOLF

The IDEAL COUNTER GAME NO SLOT—NO TAX!

A Complete Casino Game With Top Appeal and Money-Making Power for Counter Play!

ALSO AVAILABLE:

HI-LO CHUCK-LUCK  
 MIAMI COLOR GAME  
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1520-1530 W. ADAMS STREET CHICAGO, 7, ILL.

Write for Free descriptive folder in full color

H. C. EVANS & CO.,

#### THE NEW MODEL

### MAY-BELL

IS NOW READY!

This LATEST RECONVERSION of the famous MAY-BELL has eliminated practically all service calls. Now sold on a 10-day money-back guarantee. Write for details and price. Will reconvert older models of May-Bell at nominal cost.

### SAM MAY INDUSTRIES

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HUMBOLDT 5497

CHICAGO 47, ILL.

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THE GAME FOR THOSE BETTER LOCATIONS. Revamped from Broadcast and Crossline.

### WILLIAMS MANUFACTURING COMPANY

161 WEST HURON STREET

CHICAGO 10, ILLINOIS



## Bally Plant Wins Third "E" Award

Again the Army and Navy honors the "Bally" organization by adding a second star to the Army-Navy "E" Flag flying above the home of "Bally" games and venders—proof that the technical skill developed in peace-time production of coin-operated equipment is a valuable asset to America in time of war.

**FOR VICTORY...BUY U. S. WAR BONDS**



LION MANUFACTURING CORPORATION, 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

HOME OF THE FAMOUS **Bally** GAMES AND VENDERS

\*Distributed by Bally Manufacturing Company

### REBUILDING AND REFINISHING ALL TYPES OF MILLS SLOTS, \$95.00

#### Special Prices for Conversions SEND US YOUR MACHINES

#### SLOT MACHINES FOR SALE

Mills 5c Blue Fronts  
Mills 10c Blue Fronts  
Mills 25c Blue Fronts  
Mills 50c Blue Fronts  
Mills 5c Brown Fronts  
Mills 10c Brown Fronts

Mills 25c Brown Fronts  
Mills 5c Gold Chrome  
Mills 10c Gold Chrome  
Mills 25c Gold Chrome  
Mills 5c Vest Pocket Bell  
Watling 5c Roll-a-Top

Watling 10c Roll-a-Top  
Watling 25c Roll-a-Top  
Jenn. 4 Star Chiefs, 5c  
Jenn. 4 Star Chiefs, 10c  
Jenn. 4 Star Chiefs, 25c

Safe Stands for Mills and Jennings Machines  
Write for Latest List.

#### CONSOLES

Buckley Daily Double Track Odds, May-Bell, 4-Coin Chute Console, 3-5c and 1-25c or 2-5c and 2-25c.

Write for Particulars and Prices.

Jennings Bobtail, P.O. .... \$125.00	Evans Bangtails, '40 .... \$227.50
Mills Jumbo, F.P. .... 105.00	New Paces Reels Sr. .... 260.00
Mills Jumbo, P.O. .... 129.50	New Saratoga Jr. .... 250.00
Mills Jumbo (Comb.) .... 197.50	New Saratoga Sr. .... 260.00
Mills 1-2-3, P.O. .... 135.00	Paces Reels Jr. .... 175.00
Mills 1-2-3, F.P. .... 99.00	Paces Saratoga .... 175.00
Keeney Kentucky Club .... 90.00	Paces Races, Red Arrow .... 267.50
Keeney Skill Time .... 90.00	Mills Four Bells .... Write
Bally Club Bells .... 275.00	Jennings Fast Time, P.O. .... 152.50
Bally Royal Flush .... 112.50	Bally Roll-Em, 25c .... 175.00

#### ARCADE MACHINES

Supreme Tokyo Gun ..... \$330.00 | New Supreme Skee-Ball ..... \$317.50  
 Rex Bowling League ..... 299.50

#### PIN GAMES

Mills 1-2-3, P.O. .... \$ 97.50 | Keeney Contest ..... \$135.00  
 Keeney Super Six ..... 50.00 | Thistledown ..... 75.00  
 Keeney Skylark ..... 225.00

#### MUSIC EQUIPMENT

Buckley Boxes, New ..... \$ 35.00 | Wurlitzer Model 100 ..... \$20.00  
 Buckley Boxes, Rebuilt ..... 25.00 | Perforated Program Sheets, Per 1000 4.50

### WE PAY CASH for YOUR MACHINES

We are still optimistic about buying and selling machines—and we will pay top market prices.  
 Wanted—500 Scales—Mills Modern and Tylon—Mills—Jennings High Type—Watling Tom Thumb and Fortune Tellers.  
 Wanted—A quantity of AMI Singing Tower Phonographs.  
 Send your complete list with your lowest price—now—before the whistle blows.

#### BUCKLEY DIGGERS

REBUILT TREASURE ISLAND ..... \$55.00 | REBUILT DE LUXE ..... \$100.00

Our Rebuilt Machines Are All Sold on Our Trial Plan—  
 Satisfaction Guaranteed or Your Money Back.  
 All Prices Subject to Prior Sale. Terms: 1/3 Cash With Order.

## BUCKLEY TRADING POST

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LOS ANGELES SEE **BADGER'S BARGAINS** MILWAUKEE SEE  
 BILL HAPPEL CARL HAPPEL

"OFTEN A FEW DOLLARS LESS—SELDOM A PENNY MORE"

### NEW PHONOGRAPH MECHANISM CABINETS

Modernized Replacement Cabinets, Glamorous Design, Beautifully Illuminated Modernistic Glass Paneling, Adaptable for Any Twin (12) 20 or 24 Hide-a-Way with Adaptor. Special Price \$59.50.

#### RECONDITIONED SLOTS AND CONSOLES

<p>4 Mills Gold Chrome, Rebuilts, 5c \$325.00            1 Mills Gold Chrome, Rebuilt 10c. 375.00            4 Mills Regular Chrome, Orig., 5c 325.00            14 Mills Blue Fronts, Refinished, 5c 225.00            11 Mills Blue Fronts, Refinished, 10c 275.00            6 Mills Blue Fronts, Refinished, 25c 350.00            2 Mills Blue Fronts, Refinished, 50c 595.00            2 Mills Brown Fronts, Rebuilts, 10c 225.00            5 Mills Brown Fronts, Rebuilts, 25c 295.00            8 Jenn. 4-Star Chiefs, Refin., 5c... 189.50            4 Jenn. 4-Star Chiefs, Refin., 10c. 199.50            4 Mills Clitter Gold, 5c Q.T. .... 114.50            2 Mills Clitter Gold, 10c Q.T. .... 139.50            2 Mills Extraordinary, Refin., 5c ... 189.50            3 Mills Cherry Bells, Refin., 5c ... 225.00            2 Mills Blue Q.T., 5c ..... 89.50            2 Mills Bonus, Orig. 5c ..... 249.50            10 Weighted Slot Stands, Refin. .... 29.50            8 New Mills 4 Bell Cabinets .... 39.50            6 Mills Four Bells, Rebuilts, 5c, 5c, 5c ..... 595.00</p>	<p>4 Keeney Super Bells, 4 Ways, 3-5c, 1-25c ..... \$795.00            6 Keeney Super Bells, 2 Ways, 5-25c Cash ..... 450.00            2 Keeney Super Bells, 2 Ways, 5c-5c Cash ..... 395.00            2 Keeney Super Bells, 5c Comb. ... 324.50            2 Evans Lucky Lucre, 2-5c, 2-25c 395.00            2 Evans Bangtails, D.D., J.P. .... 345.00            4 Evans Dominoes, Late Two Tone D.D., J.P. .... 335.00            3 Bally Club Bells, Free Play, Pay-out ..... 249.50            3 Evans Lucky Lucre, 5-5c ..... 249.50            4 Pace Saratogas or Reels, Late ..... 124.50            1 Jenn. Silver Moon, 25c P.O. .... 195.00            Evans Lucky Star, Late 2-Tone ..... 159.50            2 Pace Saratogas (Comb.), Late ..... 179.50            3 Pace Saratogas, P.O., 25c, Late. 189.50            1 Bally Roll 'Em ..... 179.50</p>
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**SPECIAL BAKER'S PACERS DAILY DOUBLE, LATE MODEL JACKPOT FEATURE, ALL REBUILT AND REFINISHED LIKE NEW.... \$299.50**

**SPECIAL MILLS JUMBO PARADES, P. O., LATE MODELS, HIGH HEADS, REFINISHED AND REBUILT LIKE NEW..... \$129.50**

#### NEW REVAMP GAMES—IMMEDIATE DELIVERY

<p>Marines at Play ..... \$199.50            Oklahoma ..... 209.50            Santa Fe ..... 209.50            Midway ..... 209.50            Streamliner ..... 209.50            Grand Canyon ..... 209.50</p>	<p>Invasion ..... \$165.00            Pin-Up Girl ..... 189.50            Shanghai ..... 179.50            Topped Patrol ..... 179.50            Paratrooper ..... 179.50            Eagle Squadron ..... 179.50</p>	<p>New "Zingo" ..... \$375.00            New Liberator ..... 295.00            New Periscope ..... 295.00            New Bowling League ..... 299.50            New Play Pool ..... 295.00            Scientific Baseball ..... 139.50</p>
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All Prices F. O. B. Los Angeles. Write Milwaukee for Special Price Quotations.

**BADGER SALES COMPANY**  
 1612 WEST PICO BLVD.  
 LOS ANGELES 15, CALIF.

**BADGER NOVELTY COMPANY**  
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## 3 NEW HITS

**PIN UP GIRL**  
Created from  
SILVER SKATES

**SKY RIDER**  
from  
PAN AMERICAN

**FLYING TIGERS**  
from  
PLAY BALL

### RECONDITIONED Like New

FIVE BALLS	FIVE BALLS	FIVE BALLS	FIVE BALLS
<p>All American ..... \$45.00            Attention ..... 45.00            Bandwagon ..... 40.00            Belle Hop ..... 60.00            Big Chief ..... 45.00            Big Parade ..... 135.00            Bolaway ..... 80.00            Bosco ..... 85.00            Brit Spot ..... 30.00            Captain Kidd. 75.00            Crystal ..... 85.00            Defense ..... 120.00            Five &amp; Ten ..... 135.00            Four Aces ..... 135.00</p>	<p>Four Roses ..... \$55.00            Gun Hunt ..... 40.00            Gun Clubs ..... 75.00            Hi Dive ..... 75.00            Hi Hat ..... 65.00            Hold Over ..... 40.00            Horoscope ..... 60.00            Jungie ..... 75.00            Knockout ..... 135.00            Legionnaire ..... 65.00            Gott. Liberty 160.00            Majors ..... 40.00            Metro ..... 50.00            Miami Beach. 65.00</p>	<p>Monicker ..... \$100.00            New Champ ..... 65.00            Paradise ..... 50.00            Pursuit ..... 40.00            School Days ..... 50.00            Scoop ..... 30.00            Sea Hawk ..... 55.00            Seven Up ..... 60.00            Shangri-La ..... 165.00            Sky Ray ..... 50.00            Slugger ..... 70.00            South Paw ..... 70.00            Sport Parade. 50.00            Spot Pool ..... 80.00</p>	<p>Star Attract. \$65.00            Stratoliner ..... 45.00            Tex. Mustang. 80.00            Topic ..... 85.00            Velvet ..... 50.00            Victory ..... 100.00            Zig Zag ..... 70.00</p>

#### ONE BALLS

<p>Blue Grass ..... \$165.00            1-2-3, P.O. .... 45.00            Record Time. 160.00            Sportsman ..... 385.00            Sp. Special ..... 165.00</p>
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Another **HIT!** **JUMBO**—\$185.00 EA.  
 REBUILT FROM GRAND STAND AND GRAND NATIONAL

HERE'S WHAT WE DID TO MAKE JUMBO A WINNER!

1. A new redesigned playboard panel is added to each game.
2. The entire cabinet and base is reinforced. Complete new fronts are installed where necessary.
3. A new set of balls is added to each game.
4. The cabinet and base has been redesigned with a colorful paint job by men who are experts.
5. The mechanism has been thoroughly overhauled and checked. Parts have been repaired or replaced where necessary.

#### NEW LIBERATORS. \$325.00

<p>Alr Ralder ..... \$235.00            Anti-Aircraft, Brown 75.00            Bowling League, New 299.50            Du Gr. Candy Vendors 50.00            Chgo. Coin Hockey. 235.00</p>	<p>Bally King Pin ..... \$200.00            Photoscope ..... 50.00            Bally Rapid Fire ..... 225.00            Selectorscope ..... 225.00            Shoot the Chutes ..... 140.00</p>	<h4 style="text-align: center;">ARCADIE MACHINES</h4> <p>Skyfghter ..... \$350.00            Keeney Submarine ..... 175.00            Bally Foot Ease ..... 65.00            West. B. B. 1939 FP 95.00            West. B. B. Deluxe. 120.00</p>
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*At their fingertips...*  
**SEEBURG REMOTE CONTROL  
MUSIC SYSTEMS  
SELL MORE  
MUSIC!**

**After Victory... plan on the New  
Seeburg Remote Control Music  
Systems... Take **FULL AD-  
VANTAGE** of post-war  
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Awarded to the J. P. Seeburg Corporation for outstanding production of war materials in each of its four plants

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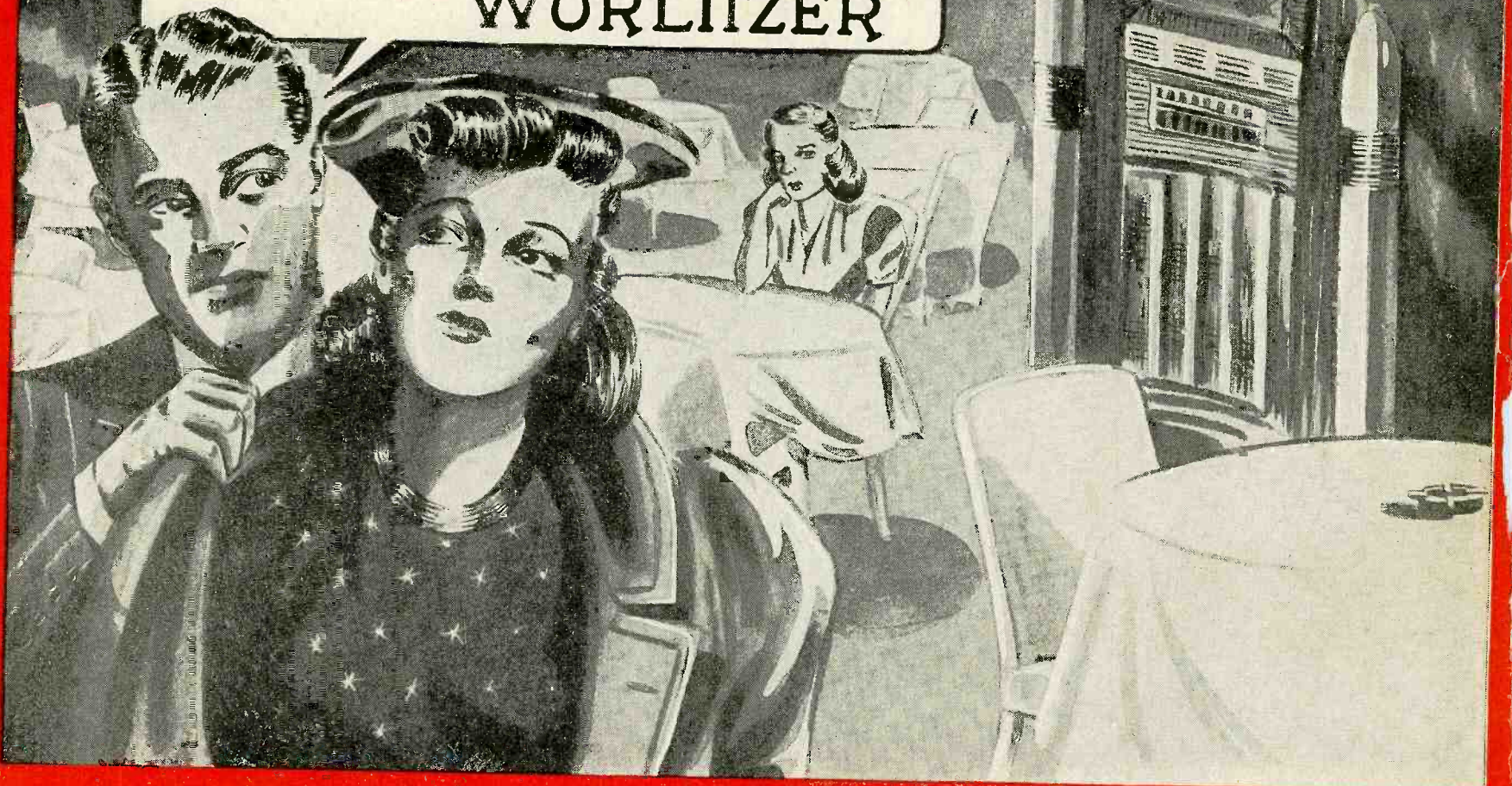
**J. P. SEEBURG CORPORATION · CHICAGO**

FINE MUSICAL INSTRUMENTS SINCE 1902



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*Locations*

**THIS PLACE IS TOO DEAD . . .  
LET'S GO ACROSS THE STREET  
. . . THEY'VE GOT A *New*  
WURLITZER**



**Get your share of today's BIG SPENDING with**

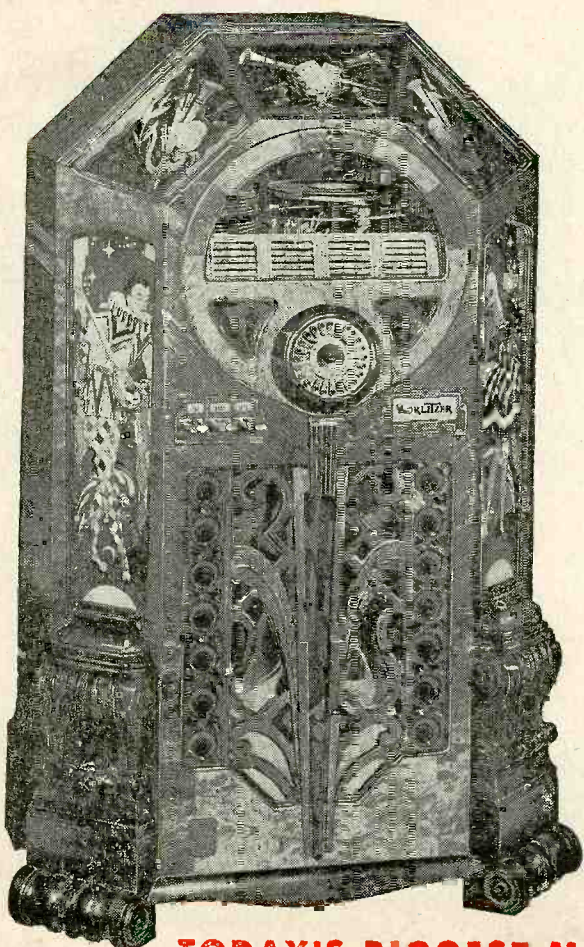
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**WURLITZERS**

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With new Modernized Wurlitzers they are landing big-paying locations—putting themselves in solid for postwar business. They are keeping their routes up-to-date, realizing that it may be a long time after the war before there are enough new phonographs to go around.

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