

The **Billboard**

SEPTEMBER 29, 1945

25 Cents

THE WORLD'S FOREMOST AMUSEMENT WEEKLY

MUSIC

MORE WORK FOR TOOTERS



VAUGHN MONROE
The Biz Is Saying It Again, Again and Again
(See Music Section)

RADIO

Fractional Audience Segs Increase Station Ratings

CARNIVAL

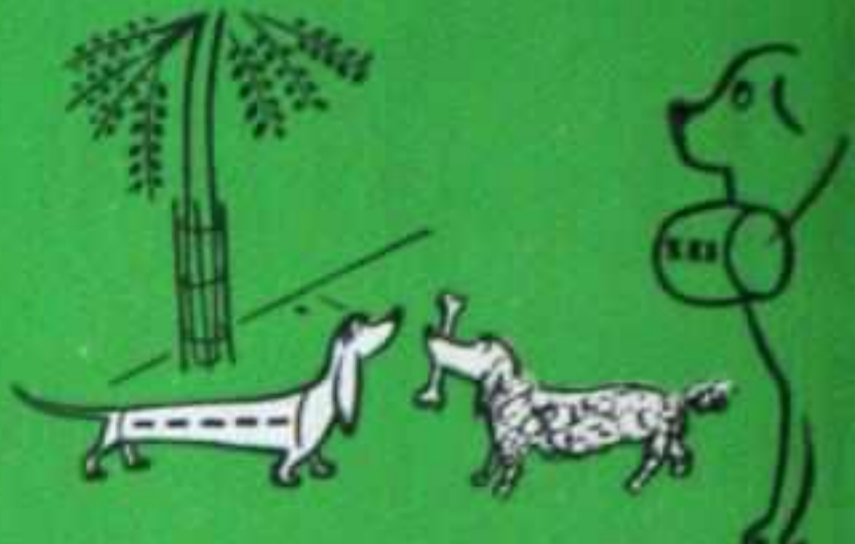
Do Outdoor Press Agents Pay Their Way at the B. O.?

NIGHT CLUBS-VAUDE

WHAT'S WITH NEW NITERIES?

**PHIL "SHOO SHOO BABY" MOORE REPEATS WITH
THE NEW RHYTHM BALLAD**

**I WANT
A
LITTLE
DOGGIE**



A DASH-HOUND, A TRASH-HOUND, A SAINT BER-HARD,



A TER-RI-ER, FLEA CAR-RI-ER THAT THAT REAL-LY IS— A CARD.



A HOUND-DOG, LOST AND FOUND DOG AND A DOG THAT'S GOT THE MANGE.



AND A HAIR-Y DOG, A PRAIR-Y DOG THAT'S RIGHT AT HOME ON THE RANGE.



A GLAD DOG, A SAD DOG, AND A DOG THAT LOVES TO GRIPE.



A CHI-HUA-HUA THAT CAN RHUM-BA IF YOU LIKE THE LAT-IN TYPE.

RECORDED BY THE
PHIL MOORE FOUR WITH
LENA HORNE



BILLBOARD SAYS:

"with a winning combination, PHIL MOORE FOUR-LENA HORNE, to woo the phono fans, ops can look for a deluge of coins with 'I WANT A LITTLE DOGGIE'."

NICK KENNY, DAILY MIRROR, SAYS:

"... cute patter, clever chatter, and timely subject matter, in Phil Moore's 'I WANT A LITTLE DOGGIE'."

DAVID QUIRK, DAILY NEWS, SAYS:

"LENA HORNE . . . and PHIL MOORE shining in a cute manner on Phil's 'I WANT A LITTLE DOGGIE' . . . a catchy number."

WALTER WINCHELL SAYS:

for—"Love and Kixxxx to LENA HORNE and PHIL MOORE FOUR toying with 'I WANT A LITTLE DOGGIE' on VICTOR."

ANOTHER WALTER WINCHELL RAVE:

"Lena Horne's (and the Phil Moore Four) platter of 'I WANT A LITTLE DOGGIE' one of RCA Victor's best."

PUBLISHED BY

TIMELY MUSIC, INC.

115 WEST 57th STREET, NEW YORK 19, N. Y.

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Air May End Travel Worries

Showbiz Bldg. Delay Asked Because of Labor, Material Scarcity; Price Lid Still On

Outlook for Spring Construction Much Brighter

WASHINGTON, Sept. 24.—Entertainment operators may find it tough to acquire labor and materials during next few months despite the fact that all controls on construction will be dropped October 15. This warning came simultaneously from all federal agencies involved in construction administration, with the injunction to showbiz and other commercial operators that only urgently needed projects may be undertaken immediately following the October release date.

However, the whole situation will be recast by next spring, boom season for all construction work, with expectations by government officials that plenty of labor and building materials will be available then to meet needs of entertainment industry. Entertainment and theater operators have already been given the "green light" for repairs and alterations to interior of establishments, but after October 15 the go-ahead is set for repairs outside and inside.

OPA Sits on Lid

Quietly holding the reins, tho, is OPA Chief Chester Bowles. The lid is still on for prices of building materials, and Bowles promises to tighten up on existing controls. It is likely that specific dollars-and-cents ceilings will be set for localities, as far as materials and all types of construction service and labor are concerned.

Bowles hints strongly that OPA won't attempt to roll back prices but will take present levels in setting specific ceilings. The building material prices are up generally about 30 per cent over 1941 levels, this is dwarfed by comparison with the 218 per cent jump prices took in 1918 when no pricing agency was in operation.

The OPA move for price control over completed houses, as well as building components, will not cover commercial

construction, according to best guesses here. The OPA chief has indicated that he may not even ask Congress for authority over commercial buildings but will confine his request to home dwellings. This means, generally, while all materials going into a new night club or theater will be subject to price controls, once completed the establishment can be sold at any price the market will bear and can be resold under the same conditions. Apparently, the OPA feels that the real speculative activity will come in residential construction (and not in commercial field) where terrific demand is lined up against a situation of scarce material and labor supply.

Most building materials on national basis will remain tight in relation to demand for another three months, WPB Chief Krug warns. However, in some areas there may actually be more materials than can be absorbed. Brick, iron pipe, tile, gypsum board and asphalt roofing are among tightest items and may remain so in some areas for the next several months. Real bottleneck right now, however, is labor. Altho the manpower situation will ease rapidly there are now too few skilled workers in construction turning out the basic materials for building.

Showbiz Asked to Wait

For this reason, government is calling on entertainment and other business operators to defer construction until 1946 unless there is "reasonable assurance locally that materials will be available" (See **BLDG. DELAY ASKED** on page 4)

B.G. and Swarthout In Free Concerts Of KC Drug Chain

KANSAS CITY, Mo., Sept. 24.—Business firms have used about everything in giving free shows, but a local drug chain takes the blue ribbon for its planned offering of October 27. Katz Drug Company, which hasn't got the motto but could use one on the order of "whatever it is, we can sell it," is presenting a super-duper show at the Municipal Auditorium, with Benny Goodman and Gladys Swarthout already booked as soloists with the Kansas City Philharmonic Orchestra. Concert, for nix, also will feature Efreim Kurtz as conductor and the two-piano team of Pierre Luboschutz and Genia Nemenoff. Two performances, afternoon and evening, will be given for the first time (See **FREE DRUG CONCERT** on page 4)

Mickey Rooney's 1st Looks OK G.I. Show

CHICAGO, Sept. 22.—Mickey Rooney's first venture as a G.I. producer, *OK, U. S. A.*, is shaping up as one of the potentially best all-service cast and written shows of the entire war, according to word received here. Story on which the revue is based concerns a refresher course on life in the U. S. A. for overseas European fighters, among which it will be played. Revue's score includes *Chicago*, written by Frank (Praise the Lord and Pass the Ammo) Loesser; *America Is the Place for Me*, by Pvt. Hugh (Trolley Song) Martin, and Cpl. Mike Stratton's *Brooklyn*.

Besides Rooney, the show's cast will include Jackie Williams, Tommy Farrell, and Archie Robbins and Red Buttons, two comics from the *Winged Victory* show. Musical backing will be handled by a crew batoned by Jimmy James, the ex-Midwest batoneer.

Two Dates, 2 Cities, 1 Day

Europe and S. A. no longer travel ache for showbiz—world's a day away

CHICAGO, Sept. 24.—Travel by air for entertainers, theatrical troupes and name orks appears imminent now that it has been announced that all priorities on planes would be abolished October 15. General easing of restrictions on air travel started September 15, when certain classes of air priorities were dropped from the list.

Prospect that plenty of entertainers will be taking to the air to make their jumps was encouraged by the revelation by airline biggies that air travel fares are now generally equal to the cost of first-class rail transportation with Pullman accommodations. A series of rate cuts by airlines during the war has now reduced air travel to about 4½ cents per mile. W. A. Patterson, prexy of United Air Lines, and C. R. Smith, chairman of American Airlines, expressed hope for a 3-cent-per-mile rate when airplane manufacturers are able to provide the expanded aerial facilities, which aerial execs are hoping for. Currently, the major airlines have \$500,000,000 in orders for equipment on hand, which have to be filled.

Rate Comparison

Following is a comparison of air rates, from Chicago, with present railroad charges for first-class ticket with Pullman lower berth (not including taxes):

	Airline	Rail
Boston	\$40.45	\$41.62
New York	33.65	36.93
Washington	29.45	31.70
San Francisco	85.45	91.43
Denver	46.80	42.62

While plenty of cities aren't yet equipped to handle the larger transport ships used in commercial passenger runs, those bands playing the one-nighter circuit of cities under 50,000 should be able to utilize planes during the next couple years, as civilian aeronautical execs have received plenty of inquiries from smaller cities which are interested in enlarging their plane-landing facilities. A recently passed Congressional bill makes it possible for these cities to get half of the (See **AIR MAY END TRAVEL** on page 4)

Retailers To Start Getting Brass Instruments Nov. 1

CHICAGO, Sept. 24.—Future availability of brass musical instruments for civilian market is still hazy, but reports received last week from Elkhart, Ind., band instrument manufacturing center, indicate that the first trickle into retail stores will begin around November 1. Number of instruments manufactured will increase until about September 1, 1946, when a normal peacetime production will be reached.

Manufacturing execs, when contacted by *The Billboard*, said that the extent of production depends largely upon when adequate skilled workmen can be put on the job and also the OPA's ruling on the price of the new instruments. Manufacturers have sent their side of the price story to Washington and are await-

ing a ruling from the OPA on the new ceilings before they are able to determine production costs.

Selmer, which manufactures saxophones and clarinets in its plant in France, from where instruments are shipped to the U. S. for assembling, has had a full report on the condition of its foreign plant from Prexy G. M. Bundy, who has just returned from that war-torn area. Plant is in part production already because of only superficial damage. French Selmers cannot be exported, however, until the present rate of exchange in currency problem is ironed out, a spokesman for Selmer said. Piccolos and flutes, which Selmer manufactures here, will be available in small quantities very soon, he added.

Pressers See Juke Disk as Easier To Get

Hope for More Sides

CHICAGO, Sept. 22.—Promise that juke operators thruout the country will get sufficient records to operate their phonos efficiently, as soon as disk manufacturers can expand their plant facilities and raise the caliber of their personnel, was given here this week.

Leading distributors queried for an answer to Chicago area juke operators plaint that they were being slighted in allocation of disks by local distribs, said that conditions were due to the effect the war has had on record manufacturing and, to some extent, due to inefficient ordering methods.

A spokesman for the Decca Distributing Corporation, which is one of 35 distributing outlets for the firm, said new pressing plants are being readied for operation in Los Angeles and in Chicago. L. A. diskery is expected to be pressing by November and the one in (See **Mfrs. See More Records** on page 84)

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Air May End Travel Worries; Two Dates, 2 Cities in 1 Day

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expense of such building paid by the federal government. Thus far, commercial lines are running into such small cities as Joplin, Mo.; South Bend, Ind.; Elkins, W. Va.; West Palm Beach and Vero Beach, Fla., and Big Springs and Texarkana, Tex. Making the one-nighter jumps via the air may mean that a theatrical troupe or band, which consumed a full day in making a jump of 400 miles where highways were bad because of the terrain, will now be able to make that same jump in a couple of hours and perhaps squeeze in an afternoon personal appearance. Working two locations in one day would mean a bigger revenue for the band, and perhaps, the cost of each date might be lowered, which would mean that more local promoters would be angling for appearances by the theatrical group or band. Lower cost of putting on each production will mean that smaller cities, when landing fields are ready, will be able to play more shows and orks.

Air Means Continent for Some

Utilizing of plane transportation will mean easier penetration of the European theater cafe and ballroom, which, according to returning G.I.'s, is starving for the American entertainer and musician. Where previously the trip by boat meant spending a week or more in passage, planes are now making the jump in 17 hours, according to a spokesman for American Airlines in Chi, and that flying time will be reduced when the new and more improved equipment comes off the assembly line shortly. Present fare from New York to London runs approximately \$585, with airline execs expecting a drop in price to somewhere around \$200 when new planes are available and the volume of business increases. Opening of the aerial route is especially important to the plans of music biggies, who learned that AFM is considering the elimination of the ban against foreign musickers here, which will assist greatly in marketing our bands for European p.a.'s (*The Billboard*, September 15).

Four and a Half Days to S. A.

Extension of American entertainment into South America will also be hyped when performers can make the 6,150 mile hop from New Orleans to Buenos Aires in 4½ days at a cost of \$943 for the round trip. The boat trip takes 17 days and cost is approximately the same. Spokesman for Pan-American, which handles the South American jump, told *The Billboard* that both the time element and cost will be reduced when more planes for the hop become available. Other important cities on the South American run of the airlines include Lima, Peru, and Rio De Janeiro. Entertainers or troupes wishing to make the hop will have to make a reservation six weeks ahead of time to insure passage.

While most commercial transport ships now accommodate from 21 to 35 passengers, larger theatrical groups, such as opera companies with large casts and their own concert orchestra, can make the air jumps soon in the 44 and 56 passenger jobs which the lines have on order.

Group Travel Rates

Prior to the war, chartered plane costs were reckoned on the basis of one fare multiplied by the seats in the ship, or for a rate of \$85 per hour used. Execs have not yet worked out a post-war rate for chartered transports, but feeling locally among airline officials is that some special deal will be worked out to encourage more group travel by air now that more large planes will soon be available to the public.

A number of entertainers and band leaders, such as John Calvert, who heads his own magic spectacle, are mulling the purchase of their own transports. Calvert has his bid in for a C-47 transport, which will accommodate his 20-people troupe and their cargo of magic apparatus. Calvert, a professional pilot himself, will hire a commercial co-pilot full time to service and operate the ship. A spokesman for the surplus property aircraft unit of the RFC here, said that transport ships, up to 14-passenger capacity, are already available to private owners, with larger army transports expected soon after all returning vets are back on home shores.

Wartime Tests

Airline transportation as an aid to mak-

ing longer jumps by show troupes was illustrated clearly during the war, especially in 1944 and 1945, when army transports were allocated for the transportation of name bands which agreed to play a number of benefit engagements at service camps and hospitals, which they hit en route. Leaders were glad to make the stops to entertain the servicemen because of the shorter time involved in flying enabled them to make their civilian dates even tho they had to make several stops.

Leaders who made the jumps told bookers afterwards that they felt air transportation was the ideal way to solve transportation worries and to insure sidemen of relaxing a few hours before playing a date.

Bldg. Delay Asked Because of Labor, Material Shortage

(Continued from page 3)

able and work can be completed." Meanwhile, government agencies are putting their heads together on a program to encourage a wide scale construction program beginning in 1945 as a means of absorbing millions of workers and to pump-prime our whole industrial economy.

New York suppliers represented at the New York OPA meet included: Raytheon Manufacturing Company, Solar Manufacturing Corporation, Erie Resistor Company, American Transformer Company, General Electric, Automatic Manufacturing Company, Electromotive Manufacturing Corporation, General Instrument Corporation, Hammerlund Manufacturing Company, Weston Electric Instrument Corporation, Hytron Radio & Electronic Company, National Union Company, Radio Condenser Corporation, Sylvania Electric and American Radio Hardware.

Snyder Program

In a program to do just this, War Reconversion Director John Snyder has set forth the following goals:

1. Thru co-operative government action a campaign will be waged to increase the supply of scarce building materials wherever needed and if necessary price and wage boosts and priorities to break bottle-necks will be granted.
2. WPB will strengthen inventory controls to prevent hoarding of materials which might create artificial shortages.
3. OPA will strengthen price control of building materials to counteract inflationary pressures.
4. Federal credit agencies will work to discourage unsound lending on mortgages.
5. Representatives of industry groups will be called to Washington map out a voluntary program to increase quickly the production of all materials and facilities needed to fight inflated building costs and real estate prices.

All G.I. Musical Set To Preem Soon

NEW YORK, Sept. 24.—Around the end of this year, the Main Stem is due to see the first of the proposed all G.I. musical revues (*The Billboard*, August 11) when *Free and Easy*, a satire on the post-war rehabilitation of vets, prems on Broadway. The show, a sort of military *Of Thee I Sing*, will be scripted by Russ Gleason and Ted Key, of the army, with lyrics by well-known G.I. writers. In addition to the vets, some few USO performers, who rang the bell troupes overseas, will be used.

This show differs from others in the planning stage in that it is strictly a commercial proposition with no concessions wanted from the unions. All the dough has been raised. The way it shapes up it will be a slick version including even ballet, of a soldier show.

By Gardner, back for Tommy Dorsey and the Hotel Astor, has the same sort of a show in the blueprint stage. However, he is laying off at this time because his six key entertainers are still in the service. It is Gardner's belief that a show must be more than all G.I. to click. According to him, many soldier shows that made the grade with

Cry-Baby Nix

By Myles Bell

I'M ABOUT to get on a ship and start my seventh overseas trip to entertain the boys in service. I've had some wonderful experiences and really feel indebted to USO-Camp Shows, the army and the navy for the chance to see the world and be a part of this big show. So, if you don't mind, I'd like to make a few comments on the cry-baby letters (mostly from Hollywood) I've been reading lately.

The army can't be so awfully stupid—they had some pretty fair opposition, yet they managed to stagger thru somehow and get into Berlin—and now—Tokyo! If they made an actor mad, once in a while, it isn't so terrible.

The main squawk seems to be that the Special Service Division of the United States Army doesn't know its business. I claim, thru experience, that the majority of the Special Service officers do know their business. I'll name you some of the efficient ones we met. I wish I could remember them all . . . Colonel Millenthal, Panama. Captain Krowshar and Bud Ban Kron, who worked like dogs for 42 days on a transport, across the Pacific, trying to keep the minds of 10,000 men occupied. Major Hinchliffe and Lieutenant Alperstein, 10th Air Force in Africa, 1943. (Where were Gardner and Sinatra then?) Major Sparks in Bermuda. The boys in Newfoundland and Alaska knew their jobs. Lieutenant Diamond and Lieut. Bruce Mason in England. Lieutenant Colonel Hinchliffe, Major Alperstein, Capt. George Fotos of the 9th Air Force in France, 1945. Yes, the same guys from Africa. Maj. Joe Lindsay, Rheims; Capt. Bob Flynn, Metz; Lieutenant Coates, Persia. These are a few who took good care of us. The few stinkers we met never kept us from doing our job, and we've never written any complaints about them. We figured that maybe when they were neglecting us, they were running a boxing show, organizing a baseball league, getting together a basketball team, taking a movie to some isolated spot or doing something else just as worthy.

When a Special Service officer did something to us that wasn't right, we tried to straighten the deal out so that units following us would not run into the same trouble.

As to the crack about the majority of camp shows being bad—there's a man named General Eisenhower who thinks we did a good job. I'll string along with him!

Philly Symp Lines Up Top Sked; 57 Concerts on Road

PHILADELPHIA, Sept. 24.—With travel restrictions lifted, the Philadelphia Orchestra, launching its 46th season September 28, has lined up its most ambitious series of in-town and out-of-town schedules ever undertaken. A total of 129 concerts, 57 of them on the road, have been booked for the symphony thus far, it is revealed by Manager Earl McDonald.

Eugene Ormandy will conduct most of the concerts, sharing the podium with Pierre Monteux, Bruno Walter, Saul Caston and Alexander Hilsberg. Guest soloists will all be from the concert field, starting off with Dorothy Maynor October 19.

Home concerts will be held at the Academy of music. Road tour will be more extensive than any other symphony ensemble in the country, the 57 dates taking in the South and Middle West, as well as the standard Eastern and New England stops.

Harry Martin Returns Oct. 1 To "Commercial Appeal"

MEMPHIS, Sept. 24.—Harry Martin, veteran amusement editor of *The Commercial Appeal* here, expects to return to the amusements desk about October 1 after three years as a navy press agent at the Memphis Naval Base. Mike McGee, during Martin's absence, has handled both the amusements and radio desks and is expected to stay on as radio and assistant amusement editor.

the troops wouldn't have a ghost of a chance if done on Broadway. Their appeal is too limited and performers are not professional enough. That is why he is waiting for the guys he needs to come out of the service. Once they do—in about six months to a year—he will be ready to go.

Scene Painters, None Glamour, Really Short

NEW YORK, Sept. 24.—Scenic Artists Union (Local 829) is short of scene painters to do the brush work on sets. Union brass emphasize that there are plenty of designers, but a competent scene painter is worth his weight in gold. Right now org is switching men from one job to another to give producers a chance to get their sets finished. It takes eight or 10 years of training for a man to know his onions in this end of the trade. Nothing replaces the valuable years of experience needed.

Scenic artists have their hands full with college kids with dramatic degrees who come up to the union for jobs. They think the trade is all glamour and when they have to go to work in a dirty paint shop they soon lose their taste for the theater. Same goes for G.I.'s who have done some scene painting in the army. Servicemen don't realize that a long period of apprenticeship must be completed before they can design or paint sets. G.I.'s, union boys aver, don't just themselves and don't last long.

Army Requisitions 73 USO-CSI Units

NEW YORK, Sept. 24.—Camp Shows, Inc., has just received the army's post-V-J Day requisitions. New demands ask for 12 musicals, 12 legits, six Negro variety shows and 43 variety units (eight to 15 people—a total of 73 units wanted within 90 days. In addition, CSI is sending six concert units on its own hook. Altogether, 1,141 entertainers will go overseas to meet the entertainment need in the Pacific.

As tabbed in *The Billboard* (August 25), the program will equal the V-E Day quota, altho quota seems 18 shy at this moment. Requisition is for October, November and December and may be increased after the first of the year. In recognition of the coming entertainment, Special Services has set up a Southwest Pacific area (Philippines and Japan) under MacArthur and a Pacific Ocean area (most of islands up to Okinawa) under Nimitz, and is being enlarged to take care of the CSI units and its own soldier shows.

CSI problem is tougher now than it was at the end of the European war because org must build an entire program rather than supplement units the way they did on the Continent. CSI drew on European entertainers to make up a number of units in Europe which made things easier. This is especially true of the variety unit, probably the greatest bottleneck in the coming program. CSI has 1,800 performers overseas and 550 on the domestic circuit and will have to dig deep to get talent.

FREE DRUG CONCERT

(Continued from page 3)

this year—department store-drug outfit has presented these free shows for 4 years—because 10,000 people were turned away last year from a single performance when Oscar Levant and Dorothy Sarnoff were featured with the Philharmonic. Auditorium, built on the site of K. C.'s old Convention Hall, holds 20,000 to 22,000 people, but the drug chain predicts that thousands of people will be turned away this year, too, because of the drawing power of the licorice stick player and opera star.

Firm gives tickets away on request in each of its 13 local stores. Slick promotion policy of not requiring a purchase is followed. Good-will returns are indicated in the fact that the concern's expenditures on artists and ads, extensive now, are increasing yearly, and idea is being watched by other concerns thruout the country as a possibility for their own name merchandising.

Planned trip by Noel Coward, according to the Broadway wisecracks, isn't really going to be a visit. The "Bum to Brooklyn" will hop into town for a day or two some time early in spring and clear out fast enough to dodge the brickbats that will be tossed at him. The idea is to take the verbal clouts that are sure to come his way the next time he hits the Big Town and get them over with, so that, when he comes in later for a show, latter enterprise won't catch the pounding that it otherwise would and hurt in the spot most sensitive—the pocketbook.

Fractional Programing Delivers

NBC Research Now On Its Own

NEW YORK, Sept. 2.—One of the decisions set into motion at the National Broadcasting Company's exec powwow last week, was the establishing of the research and audience measurement department as a separate division instead of one of the right arms of the advertising and promotion department.

CBS's research department has always been on its own and altho trade admits that Columbia has made more effective use of its "question asking" than the senior web, NBC's post card mailing set-up has for a long, long time been a division of advertising and promotion. Switch puts survey experts on their own and also puts every other division of web operation in a position to "ask questions," instead of having to accept what's delivered by the machines of tabulating.

Trade endorses the move, but is still waiting to see what both NBC and CBS pull out of their research hats, when and if they sign that \$250,000 check that the Broadcast Measurement Bureau fondly hopes they will.

Say Petrillo's Snafuing Webs, NABET Parley

NEW YORK, Sept. 24.—NABET negotiations with Blue and NBC were upset over the weekend by a persistent report that AFM Prexy Petrillo had ultimatumed the webs that the musicians would walk if NBC and ABC signed with NABET. As usual, negotiators refused to comment and Petrillo was incommunicado.

Informed sources interpreted report as (1) a neat nifty by networks to hammer down NABET demands, and (2) Petrillo move to stall signing of pact until Supreme Court has chance to act on AFM appeal of lower court decision nixing AFM claim to NABET platter-turners.

NEW YORK, Sept. 22.—Contracts between the National Association of Broadcast Engineers and Technicians, and NBC and ABC, will probably be signed by Wednesday (26), according to informed sources here. Meetings on the contracts, delayed by an out-of-town NBC executives' meeting, are expected to be resumed Monday (24) afternoon and most observers predict full agreement will be reached within 36 hours. The two networks, strike-bound for two days last week, are in agreement with the union on 75 per cent of the clauses under discussion, but the tough ones, wages and hours, are still to be ironed out.

At the present time, NABET's wage scale runs like this. Staffers begin at about \$50 a week and run to \$87.50 after nine years. Union wants \$60-\$120 in six years. It will probably get \$55-\$100. Junior supervisors (who have to have nine years' experience now) get \$101 today, want something between \$140-\$150, will probably get around \$125. Supervisors get \$110, want between \$150-\$160, will undoubtedly get about \$140. Trade says that union demands for an eight-hour day, presently in effect in IBEW-covered CBS, will be granted.

Y&R Incorporates Mexico City Office

MEXICO CITY, Sept. 24.—Young & Rubicam, U. S. ad-agency, has incorporated its local office. Outfit has had branch office here for some time; now, however, it is fully chartered to function as a Mexican concern.

Firm name is Young & Rubicam Mexico, S. A. The S. A. is Mexican version of incorporated. Firm undoubtedly will move into local and Latin-American ad-agency field; however, for time being it is expected to concentrate on clients on the list of the U. S. office.

Subscription Radio Junked As \$\$\$-Eater

Benton's New Job Helps

NEW YORK, Sept. 24.—Direct payment for air entertainment in the U. S. A. is dead—for another three years at least. It was buried last week by Bill Benton, when he accepted the appointment as Assistant Secretary of State, it being understood that the man who holds down either the No. 1 or the No. 2 slot in the State Department shall divorce himself from active business association.

However, Subscription Radio, Inc., was not killed basically because of Benton's acceptance of his government post, but because confidential research had proven that it would immediately be a losing (See *Subscription Radio* on page 84)

Kate and Postum Shift to F., C. & B.

NEW YORK, Sept. 24.—Kate Smith program and its product, Instant Postum, move from Young & Rubicam to Foote, Cone & Belding come the new year. Shift stems from fact that General Foods now has three competitive products, namely Instant Maxwell House Coffee, Instant Sanka and Instant Postum.

Sanka and Postum have been at Y & R but were not strictly competitive since they were relatively inactive. Now, with Kate plugging Postum and Baby Snooks plugging Sanka, a change was indicated.

Maxwell House Coffee account stays with Benton & Bowles. And Y & R will undoubtedly be recompensed for loss of billing by increased expenditures for other General Foods accounts in the house.

WTMJ Tries Out Religion on Sun. 1 1/2-Hour Stretch

CHICAGO, Sept. 24.—Putting an end to the problems of religious programing that have plagued it for years, WTMJ, Milwaukee, plans to start October 7 a once-a-week 90-minute religious sustaining series that will give all legitimate religious orgs a chance at radio time but will eliminate racket religious programers.

WTMJ's plan, which the trade says is an example that could be used by many stations, is to discontinue all commercial religious programs and set aside a definite sustaining period each Sunday, 7 to 8:30 a.m. (*time isn't too hot but idea is fine*) on which all the principal faiths will have a chance to air their messages. Idea of putting all religious groups in a "mood" sequence is okay. Twenty-five religious groups and denominations will participate in the plan. Represented will be religious groups with which a majority of the Milwaukee population is affiliated. This will include major denominations such as Catholic, Lutheran, Methodist, Baptist, Presbyterian, as well as such faiths as the Jewish, Christian Science, Bahai and Salvation Army.

First part of the hour and a half program will be the Catholic transcribed show, *Ave Maria*, furnished by the Franciscan Friars of St. Christopher's Inn, Garrison, N. Y. Second half hour will be arranged by a Milwaukee inter-faith committee, representing 23 religious organizations in Milwaukee.

Third half hour will be furnished by the Evangelical Lutheran Synodical Conference of Milwaukee County. This group formerly had a program on WTMJ each Sunday on a commercial basis.

Joe Commiskey, sports editor of *PM*, starts a new show on WOV, New York indie, September 24. Commiskey will be heard from 6:30-6:40 p.m., across the board.

Indie WNEW Proves Sense

20% new listeners each year since 1942 means there's an answer for indies

By Lou Frankel

NEW YORK, Sept. 24.—Building an audience for a program is a tough job these days. Building an audience for a station is even tougher. And building an audience for both programs and station year after year is something about which even the networks don't do much horn-tooting.



Yet WNEW, local indie outlet, has in each of the last three years upped its audience 20 per cent or more each year over the previous year. And this has been an over-all

increase thruout its weekday schedule, morning, afternoon and evening; Monday thru Friday, 8 a.m. to 10:30 p.m.

What makes it even more important is that only two other outlets in Manhattan have notched gains albeit not as consistent. One a network outlet, the other primarily a foreign language station that's been hyping its English speaking airtime.

Started Okay

And, as most everyone knows, WNEW started with a considerable audience thanks to peak audience programs like the *Make Believe Ballroom* and its 20-hour-a-day newscast tie-up with *The Daily News*. For in sum and substance what WNEW has done is fill in the valleys without leveling off the peaks of audience appeal.

To do this the station developed something they call fractional appeal programing. And obviously they made it click. Here's the why and how it was done.

WNEW had a walloping big and loyal audience attracted originally by a program structure built primarily on recorded music and activated basically by honey-voiced announcers. This is and was no secret to the trade.

Pop Easy To Listen To

Nor was it any secret that WNEW was an easy station to listen to if the listener liked pop music. Anytime at all, 24 hours a day, tune to WNEW for music and don't worry about having to think if you, the listener, don't want to think.

The non-musical shows were few and far between, the commercials neither too rank nor too long by comparison with other indies. Even the house band was rigged to sound like records. It was strictly mass appeal programing and WNEW, having pioneered it, was way out ahead of its competitors.

What the station's execs also realized was that its competitors were bound to close in if WNEW continued to live, no matter how lushly, on a diet of platter-turners, spot announcements and participation shows. To go anywhere WNEW (See *Fractional Programing* on page 10)

Educational Broadcasters Expect To Fight Clear-Channel Commercial Airers

WNYC Novik Warns P. S. Boys—"Get Busy"

CHICAGO, Sept. 24.—First shot in the fight of the National Association of Educational Broadcasters to get improved facilities for their stations was fired here last week at the association's annual meeting. NAEB, made up of representatives from various educational stations, principally college and university outlets, passed a resolution at the meeting which will be forwarded to the FCC in time to be considered when the commission meets to rule on clear-channel allocations next month.

Background leading up to the passing of the resolution has been in the formative stages for years. The educators' beef, for example, is that many of them do not have full-time operations because large commercial stations with which they share frequencies force them off the air at night when the powerful stations throw into their areas a signal that carries further than in the daytime. They complain, too, that many clear-channel stations are occupying frequencies that could be divided up, allowing station in various territories to occupy the frequencies now monopolized by the clear-channel stations. Some of the stations that could come into being as a result of destroying of clear-channel monopolies, could be educational stations, the association maintains.

Stand of the association meetings will not rest with mere sending of resolution

to the FCC. Each station in the group will have representatives at the FCC hearings to argue for his station and for the group in general. But the resolution is important in that it was the opening wedge and the means by which the stand of the association was clearly summarized.

Resolution read: "The National Association of Educational Broadcasters, assembled at Chicago September 17-18, 1945, resolved to submit to the Federal Communications Commission its position with relation to the pending clear-channel hearing.

"1. In its review of the evidence submitted at this hearing, the commission is urged to consider the unique public services rendered by the educational and non-profit radio stations of the country.

"A study of the record of these stations must reveal the type of service which is not duplicated by any other group of stations in the United States. Their operation is truly in the public interest, convenience and necessity.

"2. The association urges that the commission seriously consider the contention that the principle of public service must prevail over the traditional yardstick of the protection of unreasonable coverage.

"3. The resources of America's leading educational institutions should be available (See *Educational Casters* on page 11)

IMPORTANT:

You can help make The Billboard serve you better if you answer the important postcard questionnaire included in this copy.

Fill it in and mail it TODAY. Your answer will help The Billboard serve you better.

BLUE (ABC) GETS DOWN TO BIZ

Agency Pitch Lands in Red

Noble looks at the ledgers and starts a clean-up with network men in saddle

NEW YORK, Sept. 22.—What has been called a "grand experiment in network operation"—and other things—went down the drain last week with the major housecleaning of Blue Network execs. Chester LaRoche checked out as executive head of the company and with him went Hubbell Robinson, v.-p. for programming, and Fred Smith, v.-p. for advertising, promotion and research.

With them in the near future will go staffers in talent and station rep departments. And with it all went the philosophy of "public service commercialism" personified by these one-time ad agency men and neophyte network execs.

Taking over active executive charge was Blue web president, Mark Woods. And to fulfill the unspoken policy of "getting back to running the network on a standard business-like basis with the proper respect for the relationship of income to outcome," Adrian Samish stepped up to head the program department. Charles (Bud) Barry, one-time program staffer and current Washington rep for the web, comes back to follow Samish as national program director. Ed Boroff and Don Searle stay as head men for Chicago and Hollywood respectively.

No Surprise

Trade was not surprised at the turnover. As the cognoscenti saw it the handwriting was on the wall for some time.

This was their reasoning: Ed Noble is a public-minded business man but essentially the latter. And he bought the Blue, or American Broadcasting Company, as it now calls itself, as a business. Being a business man, Noble has two key execs, Nicholas Priault and Earl Anderson, who move with him into every business venture.

Their chore is to look over the operation, advise on how to put, or keep, it on a sound profit basis. When this team gandered the operation and saw (1) sustaining program costs on the rise, (2) salaries going up and (3) hours sold going down, the trade figured, "that was all, brother."

No Politicians?

Additionally, the sideliners reasoned, the network novitiates were neither aware of nor adept at internal political maneuverings.

Thus, not only did they operate the network like a lavishly endowed experimental laboratory and forget to protect their posteriors, they also forgot to let the spotlight shine, from time to time, on the man footing the bills.

Adding it all up, every now and then the trade figured it was only a question of time till the grand illusion was over. Last week the time came.

From here on in the criterion at the

Radio Tokyo

NEW YORK, Sept. 24.—Among other things, American forces in Tokyo have inherited one of the most broken-down radio stations in existence, Radio Tokyo, held together with fish glue, balling wire and old kimonos. Radio reporters in the Jap capital who have been forced to use the station's broken-down facilities became so disgusted last week that they were moved to verse. Here's the result:

Here's an ode to the deathless prose

That has to die, 'cause nobody knows

Just how to handle the intricacies of the emperor's radio, beamed overseas.

We arrive each 'night at the studios—

Just why we bother, God only knows—

But at least we are sure whatever the season,

Our failures are due to a darned good reason.

The control room is jammed with signal corps brass.

Our scripts are reeking with colorful class.

But the net results are always the same:

Silence will not produce radio fame.

So here's a toast to the great unheard—

The boys who excel in the unspoken word:

As long as it's only a labor of love,

We'll get our reward in heaven above.

Blue will be practical experience and the profit and loss statement. And the sooner the web gets in the black and stays that way the sooner everyone can relax.

Observers point to Noble's Life Savers and Rexall Drugs properties as indicative of what is to be at the Blue.

GRAND RAPIDS, Mich., Sept. 22.—U. S. District Judge Fred M. Raymond this week nixed Associated Broadcasting Company's action against the Blue (American Broadcasting Company) on ground that latter was not answerable to the action within his jurisdiction.

Sans legal verbiage it means Associated will have to file suit against American, to stop its use of the ABC symbol, somewhere else, maybe Illinois (Chicago). Michigan is not where ABC-Blue makes policy.

HOLLYWOOD, Sept. 24.—Don Lee net will cover all major Pacific Coast Conference football games. Pigskin play-by-plays will be bank-rolled by Associated Oil Company, handled by its agency, Buchanan Company. Kick-off game will be September 29, University of California vs. University of Southern California to be played at Berkeley.

House Group Investigators' Private Red Hunt in Radio Industry Brews Big Fight

Lid May Blow Off at Committee Meeting Wednesday

WASHINGTON, Sept. 24.—Top-flight battle on Capitol Hill is shaping up quietly behind-scenes over the effort by a group within the House Un-American Activities Committee to initiate big-scale hunt for Reds in nation's broadcast industry. The conflict, which hasn't been disclosed yet in public press, is certain to have wide-scale repercussions once it hits the headlines.

Inside story is that some investigators on House Un-American Affairs Committee staff have been undertaking inquiries into applicants for radio station work and also into radio talent, despite the fact that several members of the House Committee avowedly had been unaware of these separate investigations. The committee, as a whole, has never been recorded as authorizing separate investigations into broadcast industry, satisfied apparently that Federal Communications Commission and its allied federal agencies were capable of doing the job. For example, Chairman John S. Wood

(D., Ga.) of the House Un-American Activities Committee, when asked whether his committee planned an inquiry into station owners and applicants, said he thought the FCC was performing the function "adequately." Wood added, however, that because he had only recently taken over the chairmanship and because only one meeting had been held since the Congressional recess, he wasn't fully informed on what the committee was doing and didn't want to be regarded as speaking for the committee. "Expressing a purely personal view," he told *The Billboard*, "I can't see that it's our job to look into station applicants since the FCC has that function and it would appear to be performing the job adequately."

Rep. Herbert C. Bonner (D., N. C.), a member of the committee, declared he hadn't been aware of any separate inquiry by the committee into radio station applicants. "I don't know what it's about," he said.

Rankin Sees Need

John E. Rankin (D., Miss.), queried about the investigation, said: "I certainly think there ought to be an investigation of some of these station owners, applicants and broadcasters—if it's within our range of activity to do so." Even Rankin, however, apparently was unaware that some committee staff investigators had been proceeding on their own to examine any "suspects" on the FCC's application list. While the FCC have never complained about the activities of these investigators, the operations of the House Committee's staff men have been viewed as egregious since the FCC exhaustively examined each station applicant for months preparatory to public proceedings, and the services of Federal Bureau of Investigation and other qualified agencies available to the FCC in its examination.

There was some possibility that the issue might break into the open at the House Un-American Activities Committee's second post-recess meeting scheduled for Wednesday (26). The meeting, which will be public, is expected to center on activities of the American Communist party.

Rankin May Name Names

Representative Rankin, who has been (See House Group Red on page 11)

Morrell Drops Net Ads for Mags and Local Live Shows

CHICAGO, Sept. 24.—Campaign of Morrell Meat Packing Company, one of the first wartime network advertisers to forsake web advertising for post-war magazine and local programs in various markets, was set last week by Henri Hurst & McDonald Agency. Trade estimates the non-web plugging is going to cost about \$225,000 a year.

Morrell, to plug Red Heart dog food during the war, had been using Alex Drier, news commentator, on NBC. During war, over-all institutional effect of network performing was considered to be okay, but now with material available Morrell wants to go and really do some concentrated market selling.

For that reason, agency is lining up local live programs in about 15 key markets to tee-off between October 15 and November 1. So far, shows set are: Martha Deane, WOR, New York, for five 15-minute programs a week; on the same time basis, Molly Marlin will be sponsored on WBAL, Baltimore; Ruth Crane on WMAL, Washington; the Housewives Protection League programs on KMOX, St. Louis, and on a Los Angeles station. Others will be added in the next few weeks.

In addition to this radio time, Morrell is going to utilize a series of 26 half-page advertisements in *Life* and *The Saturday Evening Post*. Magazine layouts will be cartoon work done by Clifford McBride, using characters of his syndicated *Uncle Albie* and *Napoleon* newspaper series. Tie-in between magazine and radio will be made by having *Napoleon*, a dog, "write" letters to the various radio talent being used by Morrell. These letters will be read on the local shows.

Johnson's 3 Sponsors B.R. 137-Station Web

NEW YORK, Sept. 24.—Erskine Johnson, whose Hollywood commentaries go on Mutual October 15 has been signed on a total of 137 stations by three different sponsors, Bathasweet, Purex and Soil-Off. Johnson, UP feature writer, was supposed to start October 1, but his preem was delayed two weeks because the World Series broadcasts would have cut him off the air anyhow. Show, which was set by Bert Hauser, MBS co-op chief, will be sold co-op in areas where the three clients have not bought him.

Montreal Radio Actors Get AFL Charter and Org

MONTREAL, Sept. 24.—Montreal branch of the Association of Canadian Radio Actors came into formal existence last week with the granting of charter by the AFL. At its first formal meeting, where the charter was presented, Earle Grey, of ACRA-Toronto, was guest speaker. ACRA-Toronto was first branch of the organization and took a leading part in promoting the Montreal branch, which will be known in future as ACRA-Montreal.

Officers elected were: George Alexander, president; Gerald Rowan, vice-president; Alec Baird, treasurer; Phyllis Carter, secretary; Lamont Tilden, member-at-large. Organization embraces a majority of the free-lance radio actors in Montreal as well as a large section of those connected with the stations. Scale of wages and union conditions, based largely on the agreements secured in Toronto, were sent to all advertising agencies with the notice that these scales were effective immediately.



THE Dinning SISTERS

GUEST STARS
CHESTERFIELD'S
"SUPPER CLUB"
NBC AGAIN

HOWARD MACK Personal Manager

GENERAL AMUSEMENT CORP.
Chicago • New York • Hollywood

SELLING GETS GOV'T WORKS

Bromo-Seltzer Buys 2,000 Spots a Week On Keystone List

NEW YORK, Sept. 24.—Emerson Drug has bought full Keystone e. t. web for a spot announcement campaign on Bromo-Seltzer. McCann-Erickson is the agency. Deal is interesting the trade since it's the ultimate in "saturation" advertising. Stint calls for about 2,000 transcribed one-minute spots each week on Keystone's full list. This is better than 180 stations and represents coverage of communities with populations of 40,000 and under.

Idea Not New

Idea of "saturation" coverage is not new to radio. Heretofore, it has usually been applied to special markets. And even in the minor market field, Keystone has sold partial coverage to consistent network users such as Miles Labs, Lever Bros. and Sterling Drugs. Where Bromo-Seltzer deal differs is that product, plugged over CBS by *Vox Pop* program, is using an unrelated spot campaign in every minor market on the Keystone card.

Campaign will use testimonial copy with plugs coming from people, not personalities. Copy will change but emphasis will not.

Headache powder splash may presage similar radio coverage expansion by other sponsors. Where Bromo-Seltzer makers are lucky is in having, thanks to end of war, plenty of product available and no distribution problem.

Congress on Fence As Film Strikers Prep D. C. Picket

WASHINGTON, Sept. 24.—Congress is taking a hands-off attitude on Hollywood's labor troubles despite strenuous efforts by unions represented here to impress the lawmakers with problem involved in seven-month old strike affecting 10 major film producers. Congressional leaders are remaining non-committal amid demonstrations organized here by laborites.

Preparations were completed for picketing of downtown movie houses by 1,000 unionists in protest of showing of films produced by studios involved in strike. Labor group's "unfair" list includes Warner Bros., Metro-Goldwyn-Mayer, Columbia, Loew's Paramount, RKO, Republic, Sam Goldwyn, 20th Century-Fox and Universal. Jack Adams, Hollywood organizer of capital picketing, said the demonstration is aimed to "dramatize" the strike situation and to help induce National Labor Relations Board to hand down decision.

Aria Da Capo

CHICAGO, Sept. 24.—There's a story going around about the pleasure a certain radio exec got over recently going into the station rep biz. Years ago he worked for a station reppery, got fed up and wanted to check out.

Before his prexy would let him out he had to sign a paper agreeing not to go into biz for himself. Only he didn't read the fine print and found that according to the pact he couldn't go into any phase of radio.

Then, so the story goes, he sat and figured and thought and found the loophole. He couldn't go into commercial radio but he could work for a trade association. Which he did and made a flock of contacts which now come in handy.

Now that the pact has run its limit and is no longer effective, the guy is in the station rep biz. And his associates left his previous boss to join up with him. As has been said, it's a grand and glorious feeling.

Chi Feels News Segs To Hold Continuous Sock Audience Pull

CHICAGO, Sept. 22.—News programs will be just as important to the public, post-war as well as during the war and webs will feature newscasting, sponsored and unsponsored, same as before—tho with certain modifications, program directors representing the four major nets said this week.

Occasion was forum held by Chicago Radio Management Club. Webs don't figure on losing many sponsored programs, tho some paring of commentators was envisioned, to be replaced by on-the-spot boys—both local and national.

Here's the way the boys laid it on the line:

Buck Gunn (WGN—Mutual): "While news will be just as important to radio in the post-war era, we can expect the military experts and the phony 'I know it all boys' to fade out in favor of newspaper and radio trained men who know the news. New programs will be changed somewhat, for instance, to have a man and his wife discuss the news. Big emphasis will be on international, national and regional rather than local. Small locals should carry the local news. Programs should be flexible in time instead of trying to create stories where there is no story to pad out the 15 minutes."

Oliver Morton (NBC), subbing for Jules Herbuveaux: "We don't figure on losing any of our audience. One reason is there are so many things left to tell about the war. Another is we've got a full staff of the best writers we can get to write interestingly enough to hold audiences for newscasts even when they're about less gripping developments."

Gene Rouse (ABC): "Our problems both domestic and foreign, have now become even more important than ever and it's up to us in radio to dramatize them to the public so the public will become more and more interested in them. We must readjust our programs to peace and play up the news for all it's worth. I think we may have more direct competition with the newspapers in covering spot news. In fact, radio stations may take on a special staff of reporters whose duties are solely to gather the news instead of depending on outside sources. This would work locally as well as nationally and internationally."

Walter Preston (CBS): "Radio has a terrific obligation to the public now to keep it abreast of the news. Heretofore, we have played it like the newspapers, emphasizing the local news first. Now I think we are due for a change with more persons interested in what's

going on in the world. People don't have time to read the newspapers thru and thru. They only glance at the first few paragraphs. Radio can do a better job in less time and present a more complete picture. There was a letdown in news listening immediately after V-J Day, which was to be expected, but soon listening picked up to where it was before. We've got to keep it there. We're keeping all our foreign broadcasts and even adding some in places."

WTIC, WKY, WOSU Get Safety Awards

CHICAGO, Sept. 24.—WTIC, Hartford, Conn.; WKY, Oklahoma City, Okla., and WOSU, Columbus, O., this week were judged to have done the best work of stations competing in the National Safety Council's first National Farm Safety radio contest. Basis of awarding was judging of programs the stations aired during the nationwide observance of National Farm Safety Week, July 22-28, 1945. More than 200 stations thruout the country aired segs prepared by, or suggested by the National Safety Council during this week.

WTIC was selected the winner in the 50-kw. group, WKY in the less than 50-kw. group, and WOSU in the group of key stations originating programs during the week for regional networks.

Judges of the contest were Keith Himebaugh, director of info of the United States Department of Agriculture; John J. Lacey, director of information, American Farm Bureau, and Maynard H. Coe, director of the farm division of the National Safety Council. Plans are under way to have presentation of the awards during special programs with governors of the respective States and other dignitaries dressing up pitch.

Wib Eichelberg Quits MBS To Open Coast Rep Office

NEW YORK, Sept. 24.—Wib Eichelberg, Mutual time salesman, checks off the web early in October to open his own rep office on the Coast. He will handle publications.

He will be in partnership with W. Hubbard Keenan in the company of Eichelberg & Keenan. Eichelberg will operate out of his home town, Los Angeles, and Keenan will cover San Francisco.

Stoopnagle and Fadiman Prove Education Can Be Jazzed Okay

CHICAGO, Sept. 22.—Effort to hypo *The Human Adventure*, Mutual's educational public service program, for the first time in its long web history with well-known radio names, has proved successful. More than 7,000 letters (with coin) have been pulled to date, asking for transcripts of the broadcast September 12 in which Clifton Fadiman and Col. Lemuel Stoopnagle discussed the Einstein Theory of Relativity. One in four requests contained a buck for series of 13 transcripts, an unusual figure, trade says. Furthermore, letters are still coming in at a rate of 400 a day.

Show got favorable write-up in *Time* and rated good press, so Sherman Dryer, director-producer, as well, and sponsors (Revere Copper & Brass, Inc.) are wearing broad grins and intimate name policy may be the order of the day ere long.

Producer Dryer said appearance of names was deliberate attempt to snare wider audience of dial twisters at particular airing at which scripts of the broadcast were offered (Price 10 cents, 13 for \$1). It is apparent that to grab large audiences names are practically es-

sential, and Revere, making its first bid, got plenty of evidence to prove it. Dryer hopes this will be beginning of name policy with the program, but added the show's "intellectual integrity" would be preserved in any event.

"If we do follow this policy," he declared, "the stars will be fitted to the program and not the program to the stars."

Human Adventure, which MBS picked up in September, 1943, was launched on CBS July 25, 1939, running for 48 weeks. After that the program languished for three years until revived by Mutual.

The *Einstein Theory* was first aired March 9, 1944, bringing such response, repeat was re-aired the following August. Sponsorship began last July 4. Show was chosen for name broadcast because it proved most popular of the series, dragging in more than 12,000 unsolicited letters.

Some future themes skedded (without name actors for the present) are tuberculosis, surgery, X-rays and story of Socrates.

FCC Counsel "?'s" Tip-Off

Some congressmen see comm. needing legislative support—D.C. expects zero

WASHINGTON, Sept. 24.—Over-commercialization of radio programs, subject to controversy almost since radio's crystal-set years, is now due to become target of the most vigorous and most co-ordinated offensive from government and public groups in history of the industry. This became apparent here today not only from "inside" disclosures within government but also from policy revealed in numerous government developments, particularly the line of questioning by Federal Communications Commission counsel in Station WINS hearing which has recessed to next Monday (October 1).

Altho not openly defined as such, issue of program commercialization is not viewed by shrewd observers as crucial in proceedings involving sale of New York's WINS to Crosley Radio Corporation which has been bought by Aviation Corporation of America. Of high significance is implication by FCC's general counsel during cross-examination, that danger of over-commercialization of WINS program service is very real if station is to be paying proposition and worth \$2,100,000 cash and free time sought for it. Altho Chairman Porter, of FCC, and most of his fellow-commissioners have been outspoken on their antipathy of excessive commercialization of programs, FCC counsel's line of questioning has resolved the issue more forcefully than ever before.

Capitol Hill Developments

This development is singularly important in view of growing interest among several congressmen in giving FCC more power to cope with what is viewed as one of radio's most pesky problems. Right now, however, it looks as the Congress isn't going to get into high action on the problem immediately. Some lawmakers are insisting that FCC needs encouragement of some kind if not outright legislative action. Altho FCC appears to be proceeding cautiously within its administrative bounds, trend of FCC counsel questioning in WINS case appears to have a new and powerful approach. James Shouse, who heads broadcast activities of Crosley Radio Corporation, in response to question of commercialization, said he didn't see why station should not have 100 per cent commercial or sponsored programs. He added later, however, that there were certain types of programs which couldn't be sponsored. Examples: Speech by President Truman; religious talks, etc. Shouse pointed out that even with these exceptions, he thought station could be 85 to 95 per cent commercial and still perform "in public service."

WINS Okay Expected

Inside opinion here is that the commercialization issue won't finally decide the WINS case but that the discussion provides an important way for FCC to feel out its own strength toward curbing commercial excesses. Fact is that WINS deal may finally get FCC's okay with some modifications. Nevertheless, FCC is determined to get full financial details, and Security Exchange Commission will undoubtedly get a look-see at negotiations also. Government interest in proposed sale of WINS from Hearst Radio, Inc., to Crosley Corporation is running high, especially because the sale price placed on the station is many times higher than original cost and also because, according to testimony in hearing, Marshall Field was once willing to pay up to \$1,500,000. Charles McCabe, president of Hearst Radio, Inc., said he did not encourage Carl Randau, Field's agent, because negotiations with Crosley Corporation were "already well along." Leonard Marks, member of FCC counsel staff, asked McCabe: "If Field had met (See *Selling Gets Works* on page 12)

A NEW APPROACH TO... THE 1945-46 NBC PARADE OF STARS



RADIO SELLS RADIO

• It's "on the air"... over NBC stations from east to west... the most intensive, effective, ingenious and dramatic "radio sells radio" promotion ever devised.

For the entire 1945-46 NBC Parade of Stars campaign was *jointly planned* . . . the first time in the history of Radio's greatest year-round promotion drive . . . planned in a series of coast-to-coast meetings between the National Broadcasting Company and (a) local stations, (b) radio stars, (c) advertising agencies and (d) sponsors!

Recorded station breaks in the voices of the stars—entertaining 1-3 minute star recordings together with scripts building complete fifteen-minute programs—recorded fifteen-minute shows complete for broadcast—a series of all-star, coast-to-coast network programs scheduled for peak listening periods—and a continuing system of telegraphed timely spot announcements—all add up to radio's greatest selling campaign for radio.

• • •

Big every year, this year bigger than ever, NBC's 1945-46 Parade of Stars launches a new chapter in its year-round promotion of the greatest shows in radio . . . programs that continue to keep NBC "the network most people listen to most."

National Broadcasting Company

America's No. 1 Network



A service of Radio Corporation of America

Fractional Programing Sells; WNEW Indie Proves Sense

(Continued from page 5)
had to go up and that meant fighting for audiences with the networks.

Production Plus

That, to the station masterminds, meant not big-names and heavy talent budgets. As they figured it the webs big edge lay in quality programing. And since all net shows were not big name shows, yet the nets held their big bulge on the audience, it could only mean high-caliber production.

So WNEW set out to give its program structure some network appeal. They hoped to grab class listeners without losing their mass audience. (And being smart operators they didn't stop at the programing department; they always had a hot press department, now they added a promotion man and a research-ery.)

The station brought in a program head with ideas. He added writers and producers. And instead of multiple-hour units of programs the schedule blossomed out with 15 and 30-minute units of integrated idea shows. They were still record shows but now they had scripts, themes, pace and planning.

In other words, WNEW started to sound a little like a web affiliate; and in the words of one listener, "WNEW was always loused up with commercials but I could listen to it while writing or reading. Now it's loused up with production and I find myself doing more listening and less writing or reading. I'll have to find another station."

But no other station had the savvy of WNEW. For the other indies were not as easy to listen to and WNEW was still more listenable than the nets much of the time. One example: Others tried round-the-clock news but WNEW had pioneered this, did a consistently smoother and better job than the other indies, did not attempt to compete with the web newsrooms.

So, unconsciously, the WNEW pulled itself up by its bootstraps. And WNEW held onto its basic audience, picked up 20 per cent new listeners. And since the station execs were sharp they made progress in easy stages. For almost two years they improved a bit at a time, always giving the audience time to assimilate and become acclimated before adding another touch, expanding on previous improvements.

Of course the station had one ace in the hole. They had plenty of good solid commercial biz, so had plenty of dough in the kick. Nor were they chary about digging into the aforementioned kick.

Example: A perennial moocher of free time on a public service basis in these parts is a home for consumptives. It's a fund-raising campaign that most every indie gives a quarter-hour for a dull audience-dissipating talk.

Public Service Entertains

Instead, WNEW set its scripters and producers and dollars to work, came up with a half-hour program called *The Unseen Enemy*. The first 20 minutes of the show was a thriller, a la *Gang-busters*, about the unseen enemy. Not until the last 10 minutes when the program switched to a round-table gabfest with rep of the consumptive home answering obvious questions in mind of the audience did the listener learn that the villain was the tuberculosis bacilli.

It took some doing but was worth the doing and was done. It was a deft method of turning public service into

public interest. It was network stuff and it worked.

Going to Work

Then WNEW took the wraps off its fractional-appeal gimmick. Being a New York station and up against the best of every network they started on the premise that the webs had the audience every evening and on Sunday.

But they also figured that almost everyone has something that is of paramount interest at one time or another. It may be a hobby, it may be a trend, it may be the news. But somewhere down the line there's some one thing that'll grab and hold an audience.

If they could attract attention and do a good enough production job to capitalize on the audience-getting possibilities of this technique then WNEW might benefit. With the millions of listeners in greater New York to draw from an attention-getting program might attract 5,000 or 50,000 extra listeners.

It Had To Be Good

It was up to WNEW to do the program well enough to hold its regular audience, hold also several hundred of the new listeners. Continue to do a good job on this limited appeal program and these several hundred or maybe even a few thousand new listeners will come back to hear this program.

Now add in place of the normal commercials some smartly written and produced plugs for the balance of the WNEW program schedule and maybe this batch of new listeners will find something else they like on the station, gradually become WNEW devotees. In other words fractional-appeal programing is a case of laying a trap for the audience; make the bait attractive enough, either thru idea or by using a name, to get a highlight listing in the newspapers and the listeners will come; make the program good enough to bring some of them back; make the WNEW commercials good enough to get some of them listening to other programs on the station; and if everything jells the over-all audience swells. But don't forget one important item: If the program is a clinker junk it and try another.

Some examples:

Russian Lessons

Let's Talk Russian, a Sunday evening quarter hour. This started during the latter stages of the war in Europe while the Red army was on the front pages. The idea is a natural. To make certain of highlight listings add some names. To hold normal audience add a switch, to wit—

One week Zero Mostel doing the teaching amid overtones of humor. Another week Hy Zehret, composer of *One Meat Ball* singing his tune in Russian. Another time Sam Jaffe, the actor, interpreting language of the footlights in Russian. Proof of appeal came from the 1,500-odd listeners who wrote in for lesson sheets.

How To Catch 'Em

Victory Playhouse, a Sunday afternoon program repeating the great war plays of radio. Again a natural for highlight listings and prime bait for a certain bunch of listeners. To hold regular WNEW listeners add some spice, to wit—
Sound: Crowd noises up and under. . . .
Voice 1: Programs . . . get your souvenir programs . . . (fade) . . . programs. . . .

AFRA Protests DeMille Award For 'Americanism'

CHICAGO, Sept. 25. — Local AFRA headquarters last week persuaded the powerful Chicago Federation of Labor to adopt a strongly worded resolution of protest against the American Legion's Wall Street Post giving film magnate Cecil B. DeMille its medal for Americanism today, Tuesday, 15th anniversary of establishment of Bill of Rights.

Feud between DeMille and AFRA flamed to incandescence when Legion Post announced that DeMille, because of his fight against the closed shop in California, was singled for the presentation. DeMille, as an AFRA member, had refused to pay a buck assessment levied by AFRA and as a result, the union barred him from the air. Film magnate then created DeMille Political Freedom Foundation, seeking members from the whole country. Foundation is headed by DeMille and William Jeffers, president of Union Pacific Railroad.

AFRA execs got busy when the Post said it would present the medal from steps of Sub-Treasury Department Building, program to be aired by ABC net and indie stations. AFRA tried to get air show called off, but ABC considers DeMille not as a performer on this airing but guest of honor.

In Chi, Ray Jones, aggressive exec secretary of AFRA chapter, gave outline of fight to the Chicago Federation of Labor. What he said convinced the delegates they should help out the radio boys, but good. Talk is that pressure of the protest which was sent to Bill Green, AFL head man, and Ed Scheiberling, Legion Commander, had stirred the pot considerably. Reports had it that Scheiberling was skedded to make DeMille presentation, but begged off. Same sources say, however, Scheiberling would have shied away without the pressure anyway. Following example of local AFRA execs, other officers of the union presented similar protests to AFL and American Legion.

Over-all AFRA stand is exemplified by contents of Chicago Federation of Labor's wire to Green. Wire said in part:

"Cecil DeMille has consistently refused to abide by rules of his union, the AFRA, and the Superior Court (California) has held these rules lawful. DeMille has formed the Political Freedom Foundation for establishing the open shop in all industry, which if successful, would deprive unions of what court stated was 'one of the most revered tenets of organized labor.' Chicago Federation condemns and protests such presentation to DeMille and urges that Scheiberling refuse to make this presentation."

Voice 2: Two minutes to air time . . .

(fade) . . . Two minutes to air time

Voice 3: Tickets, please . . . show your ticket stubs . . . thank you, ma'am . . .

thank you . . . tickets, please . . . first

aisle to your right . . . thank you—oh,

hello, Mr. Smith.

Smith: Hello. How's the house tonight?

Voice 3: Oh . . . every seat's taken, sir . . .

as usual . . . yes, sir!

Smith: Am I late?

Voice 3: Oh, no, sir. They've just called

two minutes. Say, it's a great show to-

day, Mr. Smith, called "The People vs. Adolf Hitler," by Moss Hart.

Smith: Um, that should be a great show.

Voice 3: It is, Mr. Smith, believe me. I

caught the dress rehearsal, and, well—

it's just something everyone should hear.

Smith: I imagine it must be pretty good.

Voice 2: One minute to air time . . . (fade)

. . . one minute to air time . . .

Smith: Well . . . I'd better be getting to my

seat. I don't want to miss any part of

this show.

Voice 3: Sure thing, Mr. Smith. Thank you,

sir.

Sound: Crowd noises up and under. . . .

Music: Organ—chimes "V" for victory.

Announcer: (projecting) Ladies and gentle-

men . . . may I have your attention,

please!

Sound: Crowd noises out. . . .

Thank you. We're on the air in five

seconds. Stand by, please!

Sound: Buzzer.

Music: Organ hits first half of "V."

Announcer: The Victory Playhouse presents

. . . .

Music: Second half of "V."

Announcer: "The People vs. Adolf Hitler,"

by Moss Hart!

Music: Theme up and under.

Announcer: The WNEW Victory Players to-

Parade Web Segs May Be Cut to 2; Sat. Pitch Out?

NEW YORK, Sept. 24.—Altho plans were fairly definite for a three-day NBC air pitch for the *Parade of Stars* October 6, 7 and 8, there's a fair chance now that the Saturday (6) seg will not be part of the final airings. It seems that the Saturday program was to run (as outlined in last week's *The Billboard*) during non-option time, which means that no matter how high the station acceptance was for the pitch there would have been plenty outlets not taking the build-up program. This would hurt the Sunday and Monday all-star promotion since the Saturday seg was to be the curtain raiser for the following two broadcasts.

Result of hurdles, which hadn't ended as *The Billboard* went to press, was that the Sunday program would run as sked and that the Monday hour pitch from 10 to 11 p.m. would be extended to 11 hour and a half, in other words to 11:30 p.m. All this being on network option time will be on the full web and not subject to the whims of individual stations that might see an extra buck and forget the value of using air time to promote broadcasting.

Lum 'n' Abner on Air

HOLLYWOOD, Sept. 24.—Chet Lauch and Norris Goff (Lum and Abner) returned here today to resume their regular alrer. Wade Advertising Agency's Bob McGinnes continues as producer.

day bring you another studio presentation of radio's greatest war dramas, penned by notable American dramatists.

. . . Get it?

More proof of appeal came during the recent newspaper deliverymen's strike in Manhattan. Station got several hundred calls asking when *Victory Playhouse* would be heard.

To grab some listeners from the devotees of grand opera, WNEW scheduled a program called *The Opera Goes to Town*. To keep the regular listeners, amuse the newcomers, the annotator had a script written in the words of and spoken with patois of a Brooklyn baseball bug.

For Real Young Uns

For the kids WNEW aired a different type of show. Sunday mornings from 9-10 they do a program for pre-kindergarten age moppets. Ingredients are Vernon Crane whose recordings for kids are best sellers; Alice Remsen singing songs for children, and even the regular newscast is written for the babes. Sample: Instead of saying "the war is over, say "your dad'll be coming home soon."

This one has another twist in that it makes the kids WNEW conscious as WNEW knows that pays, since its first audience, way back when, consisted of swing-slappy teen-agers. They still listen now. And the parents of the mop pets listening to this particular program also get a dose of WNEW goods.

For Oldies, Too

For the old-timers there's a show called *Vaude Isn't Dead*. This revives the vaude favorites of the days of the old Palace Theater. It's a must with the rocking-chair set, a nice bit of bait for the rest of us who heard about those days but never experienced them, and also good for highlight listings. For the regular customers the trick is to match some of these old platters with modern records of the type; maybe an old Eddie Cantor record and a current one. Catch?

Longhair, Too

For longhair listeners WNEW aired *Music in Exile*. A Sunday evening half-hour loaded with emotional appeal. To hold regular audience a typical opening was this . . .

Announcer: If this were WNEW, Berlin, instead of WNEW, New York, and you were listening to this . . .

Music: (bring Mendelssohn "Spring Song" up from background to full.)

(See WNEW Proves Sense on page 13)

THE Dining SISTERS

FEATURED ON BRACH'S "SWING'S THE THING" WEEKLY MUTUAL NETWORK

GENERAL AMUSEMENT CORP. Chicago • New York • Hollywood

HOWARD MACK Personal Manager

Bubrelle's

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BA-POLY 7-5871

Nets Shy About Signing With BMB

Education Casters Plan Fight Against Clear Com'l Airers

(Continued from page 5)

able to all. Yet the broadcast facilities of these stations are at this time so limited in terms of power, frequency and hours of operation that only a portion of the available service is being broadcast.

"4. Our members are ready and, because of years of broadcast experience, are able to carry on an expanded radio service.

"The National Association of Educational Broadcasters respectively urges that the rules regarding clear-channel operation be revised. Revision should be such that full-time operation, sufficient power and improved facilities be made possible in order to provide adequate service to listeners in those areas where the educational stations should rightfully serve."

Thus did the members of the NAEB, which comprises representatives from 23 public service stations, voice their objections to the present statute in which commercial radio seems to them to have an unfair advantage. But at the meeting it was also brought out that it would not be enough for the NAEB station merely to strive to get improved facilities and hours of operation. It was brought out by Morris Novik, head of WNYC, who is a member of the association's executive committee, that the stations also have a duty to themselves, to their listeners and to their sponsoring schools and organizations.

"On Your Toes—Or Else"—Novik

In commenting on his recent trip of the E.T.O. with other leading execs, Novik drew a picture of European radio station operation that could be taken as an example for the educational broadcasters. He said that the European stations, by not being diligent and outspoken and by not acting in the public interest contributed to the rise of Fascism in their countries and thus eventually lost everything. He stated that if the educational broadcasters didn't stay on their toes they might just as well quit right now and save their organizations a lot of money.

In addition to passing the FCC resolution and hearing reports, such as Novik's from various members, the NAEB at the meeting here, its largest in four years, also re-elected for a year the officers and executive committee that served during the past year. Officers will be: president, Frank Schooley, WILL, University of Illinois station in Urbana; vice-president, Allen Milner, KOAC, Oregon State College; treasurer, W. J. Griffith; executive secretary, A. James Ebel, Station WILL. The executive committee will be: Carl Meyer, WSUI, State University of Iowa; Robert J. Coleman, WKAR, Michigan State College; Morris Novik, WNYC, New York; John W. Dunn, WMAD, University of Oklahoma, and Jim Miles, WBAA, Purdue University.

Philly Adult Ed Group Plans FM-er for Music Acad. Cellar

PHILADELPHIA, Sept. 22.—Plans are now being made for the building of a new FM outlet in Philadelphia. Site of the station will be the cellar of the Academy of Music (famous for longhair music on the main floors), which is now the site of the Stage Door Canteen. Servicemen's hangout will close next month.

Station will be operated by the Junto, an adult education enterprise, which has made application for a frequency modulation broadcasting license. Only educational and cultural programs will be aired in order to follow the Junto's plan of learning.

HOLLYWOOD, Sept. 24.—KGFJ staff announcer, David Ballard, has been named chief newscaster for the station and will air two daily news programs. A vet of World War II, Ballard started in radio in Seattle and came to KGFJ from 20th Century-Fox. He appears in current films, *A Bell for Adano* and *Captain Eddie*.

Too Short for a Head

WILLIAM KEIGHLEY, former Warner Bros. producer-director and more recently a colonel in the U. S. Army, is rumored to be candidate most likely to succeed as replacement for Cecil B. DeMille on the *Lux Radio Theater*. Keighley did a shot on the show and is signed to do two more. J. Walter Thompson toppers are said to like his style and delivery better than any of the other guests and betting is five to three that he'll get the job.

Radio p. a. Hal Davis, out of the navy, is doing radio exploitation for International pix.

That Bing Crosby situation, which has more people heading for nervous breakdowns than anything since the San Francisco earthquake, seems to be shaking down at long last. Ed Horton, who was rumored to be staying on KMH when Bing returned, is out, his contract ceasing this Thursday (27). Latest word from Hollywood is that Crosby will be off the show for another 13 weeks but will return, live, not recorded, at the end of that time.

Edwin T. Jameson, ex-WABC account exec, has joined the WNEW, New York, sales staff.

Latest subject for speculation among radio guys is the resignation of Henry Ford, the succession of his grandson, Henry II, and the possible effect on "Ford" radio shows. In the past it has been an axiom that "Ford" shows must conform to the old gent's tastes, meaning no rating. However, II is said to be a hep character and may decide that longhair doesn't pay after all. He is a pal of Sinatra's.

Ted Collins, called by his press agent a "news commentator, radio impresario and dollar-a-year man" (it's a nice dollar) is turning philanthropist. Collins has commissioned an architect to draw up plans for 12 different monuments to the war dead. Plans (no Junior, not the monuments) will be given to 12 American cities.

Garry Simpson, film and special events producer, has rejoined NBC tele after a three-year hitch with Sperry.

Those dogfaces in the AFN are really serving up a dish of smart special events. Latest trick in their bag is a play-by-play of a bullfight, done by Pfc. Bob Hinners, Cleveland, who, steeped in bull lore from weeks of research, gave the ancient sport an up-to-date American radio twist. Not only did Hinners cover the fight, but he charged out into the arena to catch that matador in the act of saying: "Buenos Dias, Madre," then the matador bent down to pick up not the traditional shower of hats and flowers, but cigarettes, gum and chocolate bars. Bullfight was held at Boyonne, France, just across the border from Spain.

Gil Babbitt, exploitation director at Mutual, leaves the web's sackery September 25 to take over a job of writing, production and exploitation of new ideas for Dave Elman. Babbitt will work with Addison Smith in his new job. Previous to his MBS association he was with WCAU, Philly.

WNYC, New York munny station, resumes airing of operas from the New York Center of Music and Drama September 28. Station goes off the air at 10 p.m., but its FM twin continues the three-a-week programs.

Col. Tom Lewis, head of AFRS, is expected to get his army discharge shortly.

Columbia V.-P. Frank Stanton off for a two-week road tour next week. Stanton will play the four-a-day among CBS stations. Howard Meighan, o-and-o station topper for CBS, will hit the Southern stops for a week. Another traveling exec is Ed Kobak, MBS prezzy, who is in Chicago and points Midwest for a week. And it's not only brass hats who travel; U. S. Steel's "Theater Guild on the Air," moves, complete with Lunt and Fontanne, to Chi next week to show off before the steel trade press and Midwest manufacturing interests.

Don Rich, WJZ slack out of the office for four weeks. He's ill—from overwork. Bill Feagin, CBS sales manager, also on the sick list.

Just for the record, the Southeastern Broadcasting Company took over WBT,

Charlotte, S. C., former CBS o-and-o, at 1:05 p.m., September 23.

C. A. (Abe) Upchurch, Raleigh newspaperman, has been appointed news editor for WRAL, Raleigh, N. C. Among other things, Upchurch is *The Billboard* correspondent in that neck of the woods.

Gruen Watch, Pepsi-Cola and the American Broadcasting Company have taken options on George Pal Puppets for video use via Bond-Charteris Enterprises. Gruen and Pepsi will use them for spot announcements, ABC for station breaks.

C. G. (Tiny) Reiner, for 11 years program director of KMOX, St. Louis, has been appointed program director of KMPC, Los Angeles, succeeding Don Otis.

Bill Williams, at one time a continuity editor for CBS, New York, and KNX, L. A., succeeds Eddie Albright as continuity ed for KJJ, Don Lee Hollywood station. And Nancy Holme has been appointed director of education and publication relations for the Columbia Pacific net, replacing Gwendelyn Shepley Peacher.

Arrowhead Network has dreamed up a novel way of presenting its weather reports. Instead of straight material about one specific area, web calls in all its stations to give pertinent data about its market. As each outlet comes on the web, local business men and farmers are able to judge just what the weather situation is in the whole area covered by Arrowhead.

Sidney Ten Eyck, announcer and special events broadcaster for WCKY, Cincy, has returned to his job after a four-year hitch in the navy. Ten Eyck has quite a service record. He holds the Navy Good Conduct Medal, the Marine Good Conduct Medal (he was a Leatherneck from 1922-'26), the European-African-Middle Eastern Campaign Bar with stars for the invasions of Italy and Normandy and the American Theater Ribbon with one star.

Just in case you've wondered who was the first guy to air the now-famous AFN "VDMT" teaser, based on *Lucky Strike's LSMFT*, you can rest now. It was Pfc. George E. Sweeney, AFN Paris announcer, nephew, interestingly enough, of George Washington Hill.

Art Brown, WHN, New York, had a new technique to add to the list of singing platter jockeys, those who turn handstands, do strip teases, wiggle their ears and in general carry on like crazy. Brown, it seems, will play the organ along with records. Radio, it's wonderful.

Otis Williams checks out of WOR-MBS sales to join Newark (N. J.) *Evening News* as chief of that newspaper's radio interests. Sheet recently purchased WBYN, Brooklyn, and hopes to move it to Newark.

Edgar Bergen show comes east end of the month for a four-week stand. Ben Grauer takes over announcer chores.

Frank Sinatra comes home next month. His show will come from New York for several weeks.

WLOL Seeks To Build Powerful Transmitter

ST. PAUL, Sept. 24.—WLOL, the MBS outlet in the Twin Cities, has petitioned St. Paul City Council to approve a rezoning application permitting station to erect a new radio transmitter station at W. Seventh Street and Davern. Petition requests that approximately 11 acres now zoned for residential use be rezoned for commercial to permit construction of the transmission building and towers.

Station already has application in with FCC for authority to increase operating power from 1,000 to 5,000 watts. Transfer of the outlet from its present location at Franklin Avenue and E. Mississippi Road, and building of three 202-foot steel towers will enable St. Paul listeners to hear the station's broadcasts more clearly. E. S. Mittendorf, president, said. Council took petition under advisement.

CBS and ABC Look to NBC

Trade feels NBC is acting like a prima donna, but cost is factor in delay

NEW YORK, Sept. 24.—Broadcast Measurement Bureau has invited networks to subscribe, as noted in *The Billboard* last week, but networks have not been rushing to sign applications. Big bunker is NBC.

If NBC refuses to sign up, it's expected that CBS will follow suit. And if CBS stays out it will probably keep its o-and-o stations out as well.

ABC Awaits NBC Move

ABC budget has an appropriation for its BMB dues, but under the current executive re-shuffle it will surprise no one if the net takes its cue from NBC and does not sign until—and if—the Radio City bunch put ink to paper. Mutual is a cinch to sign, hot or cold, even if it means a solo ride.

Angle here is that MBS would be only web with BMB figures and BMB seal of approval. And since the webs will pay BMB, as do the stations, on basis of "take-home pay," i. e., dollar time sales after all deduction for commissions, rebates, discounts, etc., it is obvious that Mutual will have a good buy in BMB's network coverage info.

This development, in turn, poses BMB a couple of pesty problems. First, the revenue from one network subscriber will not cover the BMB nut for preparing the data. Second, coverage data about one network only would be interesting but not too important to the agencies and advertisers. Third, and maybe most important, BMB network data sans the two senior webs would be like printing an atlas without a map of the U. S. A.

Prestige Takes a Rap

Another factor is prestige. With all the nets, BMB would be constantly servicing the industry with web data, so become a vital factor in the biz. Sans the senior nets, data would be missing for the two ingredients most important to ad men and advertisers.

What the trade would like to see, and what an influential segment of the trade will battle for, is NBC agree to subscribe if the others agree. This would bring ABC into line and also remove the CBS objections. And so, there'd be a full chain list to go into the BMB volumes.

Trade Sees Grand Entrance

Trade feeling is that NBC will come along, is only holding out to emphasize its position as a key factor in the biz. Nevertheless, NBC is sure to be needed if it does not come along soon.

One deterrent to getting the signatures of the webs on BMB contracts is the network feeling that BMB's bill is too high. Approximate nut for compiling the chain data is \$250,000, with BMB expecting networks payments, on basis of billing, as explained, to add up to this sum.

Some in trade feel that if this sum was shaved or if BMB made it clear that it was ready to sign and go ahead with network indices even if all webs do not sign and full \$250,000 is not subscribed the bottleneck would be broken. But most everyone is certain it will be broken anyway.

Ross Named Production Mgr. Of Associated Coast Office

CHICAGO, Sept. 24.—Dick Ross, recently discharged from the Army Air Corps, has been appointed production manager of the Associated Broadcasting Network's West Coast office. Prior to entering the armed forces, Ross was program director of KMO, Tacoma, Wash., and night manager of the Don Lee West Coast headquarters.

KCOK, Newie, Joins Don Lee

HOLLYWOOD, Sept. 24.—Don Lee chain will be upped to 40 station affiliates when KCOK (Tulare, Calif.) joins the net October 1. KCOK, a 250-watt outlet operating on 1240 kilocycles, will cover both Tulare and Visalia with the transmitter to be located between the two towns. Station personnel include Herman Anderson, owner; Sheldon Anderson (son), general manager; Richard A. Wagener, sales manager, and Harold Sparks, program director. Station will be housed in a new building specially constructed for its purpose.

SELLING GETS WORKS

(Continued from page 7)

Crosley's price of around \$2,000,000, would you have been willing to sell the station to him?" To which McCabe replied: "That is a hypothetical question."

Analysts here now see FCC trying to solve the over-commercialization problem by trying at least to see that radio stations originally licensed or transferred get into the hands of people who are less likely to concentrate on commercial plugs and are more apt to open the airways to "public interest" programs.

Of considerable interest in this respect was Shouse's testimony that the station under Hearst is now taking in about \$400,000 a year and that Shouse believes, under his management, revenues can be increased to about \$800,000 a year.

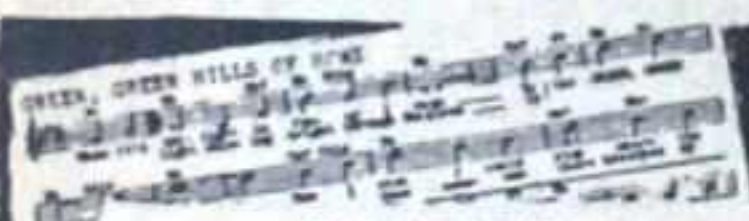
When McCabe was asked how he could reconcile price of \$2,000,000 or more for WINS after station had been losing money for four years, he said WINS had a "strong commitment" from former FCC Chairman James Lawrence Fly that the station would get the "first 50-k.w. transmitter not needed by the government" and that consequently the station would up its revenues sharply.

Worcester's Top 28 Night Time Network Programs

ALL on WTAG VOX POP 31.6

Hooper Survey Dec., '44—Apr., '45.

WTAG WORCESTER



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The Billboard TALENT COST INDEX

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

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

Vol. II, 9D (Report September, 1945)

Program Sponsor, Agency, Net & Stat.	Hooper Rating	Weeks to Date	Opposition	Talent Cost	Cost Per Point	Talent Cost Per 1,000 Urban Listeners
WHEN A GIRL MARRIES Maxwell House Coffee B&B NBC 76	8.1	222	Service Time—CBS Terry & Pirates—ABC Pete Howo—MBS	\$2,300	\$283.95	*
PORTIA FACES LIFE General Foods Post Raisin Bran B&B NBC 87	7.3	223	Service Time—CBS Dick Tracy—ABC Superman—MBS	\$2,750	\$378.71	*
MA PERKINS P&G Oxydol D-F & S CBS 72	7.2	139	Locals—NBC Constance Bennett—ABC Lopez Luncheon—MBS	\$1,300	\$180.56	*
BREAKFAST IN HOLLYWOOD Kelllogg Pep K&E ABC 191	7.0	199	2d Husband—CBS Ella Maxwell—MBS Fred Waring—NBC	\$1,500	\$214.29	\$.31
WIDDER BROWN Phillips Toothpaste D-F & S CBS 72	6.8	390	Danny O'Neil—CBS Hop Harrigan—ABC Summertime Melodies—MBS	\$1,600	\$235.29	\$.36
PEPPER YOUNG P&G Camay Soap P&R NBC 79	6.5	469	Sing Along—CBS Ladies He Seated—ABC The Smoothies—MBS	\$2,650	\$407.69	*
STELLA DALLAS Phillips Milk of Magnesia D-F & S NBC 137	6.3	376	House Party—CBS Time Views News—ABC Johnson Family—MBS	\$1,750	\$277.78	\$.48
JUST PLAIN BILL Whitehall, Anacin D-F & S NBC 137	6.3	464	Cincinnati Tavern—CBS Jack Armstrong—ABC Capt. Midnight—MBS	\$2,000	\$317.46	*
LIFE CAN BE BEAUTIFUL P&G Ivory Soap Compton CBS 58	6.2	361	Various—NBC Bankage—ABC Gunnison—MBS	\$2,500	\$403.23	*
BACKSTAGE WIFE Lyons Toothpaste D-F & S NBC 62	5.9	460	House Party—CBS Jack Bench Show—ABC War Crime Songs—MBS	\$1,750	\$298.61	\$.46
OUR GAL SUNDAY Anacin D-F & S NBC 137	5.9	451	Farm & Home—ABC Service Bands—MBS Music Room—NBC	\$1,750	\$298.61	\$.46
TODAY'S CHILDREN G. Mills Bisquick KR NBC 127	5.9	166	Perry Mason—CBS Ebel & Albert—ABC Jane Cowi—MBS	\$2,500	\$423.73	\$.68
BIG SISTER Lever Bros. Rinso R&R CBS 142	5.8	235	Words & Music—NBC Glamour Manor—ABC Morton Downey—MBS	\$2,500	\$431.03	\$.65
BREAKFAST IN HOLLYWOOD Irony Flakes, P&G Compton ABC 191	5.7	191	Amanda—CBS Arthur Gaeth—MBS Fred Waring—NBC	\$1,500	\$263.16	\$.39
WOMAN IN WHITE Wheaties KR NBC 127	5.7	212	Rosemary—CBS Fitzgeralds—ABC Queen for Day—MBS	\$3,000	\$526.32	\$.87
MA PERKINS Oxydol, P&G D-F&S NBC 136	5.6	611	Three Musketeers—CBS Best Sellers—ABC Harvey Harding—MBS	\$1,300	\$232.14	\$.38
KATE SMITH Certo Y&R CBS 67	5.6	340	Glamour Manor—ABC Words & Music—NBC Wm. Lang News—MBS	\$5,000	\$892.86	*
GRAND CENTRAL Pillsbury Me-E CBS 119	7.3	368	Nat. Farm & Home Hr.—NBC Mess Call—ABC Lopez Luncheon—MBS	\$3,000	\$410.06	\$.59
STARS OVER HOLLYWOOD Bovey's Dari-Rich Sorenson CBS 50	6.5	341	Home & Garden—ABC Locals—MBS Atlantic Spotlight—NBC	\$4,000	\$615.38	*
THEATER OF TODAY Armstrong Quaker Rugs B. B. D. & O. CBS 142	6.0	118	Various—ABC House of Mystery—MBS Various—NBC	\$2,500	\$416.67	\$.54

The average daytime audience rating is 4.1 as against 5.7 last report, 4.3 a year ago. Average sets-in-use are 15.0 as against 23.4 last report, 14.8 a year ago. Average available audience of 71.0 as against 68.0 last report, 70.6 a year ago. Sponsored network hours of 82% as against 77% last report, 79% a year ago.

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

D-F & S—Dancer-Fitzgerald & Sample. Y&R—Young & Rubicam. R&R—Ruthrauff & Ryan. B&B—Benton & Bowles. B. B. D. & O.—Batten, Barton, Durstine & Osborn. K&E—Kenyon & Eckhardt. P&R—Pedlar & Ryan. KR—Knox Reeves. Mc-E.—McCann-Erickson.

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

Coast 25th Anniversary Contest Wins Go To KNX and KIT

HOLLYWOOD, Sept. 22.—Out of 39 competing stations, KNX (Los Angeles) and KIT (Yakima, Wash.) were named winners of Packard-Bell's Western contest for the best ailer marking the 25th anniversary of radio broadcasting in the U. S. Radio manufacturer H. A. Bell, head of Packard-Bell Company, will hand silver plaques to the winning outlets with cash awards going to writers and producers of the prize programs. Station were divided into two groups, 5,000 watts and over and those under 5,000 watts. Waxings of airshows were

House Group Red Hunt in Industry Brews Big Fight

(Continued from page 6)

most vocal in a long and sporadic series of Congressional anti-Red hunts that reached its peak of activity under the old Dies Committee, indicated he may suggest an inquiry into "a certain few undesirable" in the radio industry. Rankin declined to make specific accusations, saying that he would make public the names and charges "at the proper time."

The present Un-American Activities Committee, which at the outset of the current session was placed in the category of a permanent standing committee, thus far has avoided the sensational tactics which stigmatized the old Dies Committee. As a result, the new committee has appeared to have been inactive. Its investigators have been proceeding largely on their own in initiating searches and making recommendations to the committee later. The possibility that this activity might develop into a reckless witch-hunt at a time when the radio industry is moving toward its greatest expansion is causing more than mild anxiety among Congressmen as well as leaders of the industry here, and some foresee a serious threat to free speech on the air unless responsible members of the Un-American Activities Committee exercise appropriate control.

The suggestion has been made, for example, that instead of permitting Congressional outlays for inquiries that duplicate the functions of the FCC, Congress might better increase the FCC's appropriation, particularly in view of the necessity for examining hundreds of new applicants for FM stations as well as for exhaustively studying license renewal requests. There is strong likelihood that Chairman Wood of the House Un-American Activities Committee will take the lead in cracking down on unauthorized activities of his staff investigators. Intimates of the committee chairman describe him as opposed to recurrences of the campaigns of personal vilification that characterized the old Dies Committee. In fact, several Congressmen are convinced that the old Dies Committee did much to damage the prestige of Congress and they are determined to head off repetition of such activity, particularly with the swiftly-growing radio industry as a possible victim.

entered in the contest from stations in Arizona, California, Colorado, Idaho, Utah and Washington.

KNX won for the larger group, with production honors going to Tom Hargh and writing awards going to Everett Tomlinson and Beth Barnes. Tomlinson holds the KNX-CBS post of assistant program director in charge of writers and Miss Barnes is a staff scribe. KNX contribution was a 30-minute whodunnit about a guy who wins the legacy of a broken down radio and who tries to untangle the mystery.

KIT's production and writing credit are shared by Vern Cary, continuity head and radio sales director, and Edna Kimpel Waugh, continuity writer. Winning airshow used the background of the war as the theme, with three generations spinning yarns of three wars and the part radio played in the last war.

Pacific Advertising Association Clubs acted as regional judges with final picking done by Irvin Borders, Los Angeles Advertising Club proxy; scribbler Arch Obler; William L. Lawrence, airshow producer; Fred R. Kerman, vice-president, Pacific Mutual Life Insurance Company, and ad exec Dan B. Miner.

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WNEW PROVES SENSE

(Continued from page 10)

Announcer: (continuing) this would happen.
Voice 1: (heavy Nazi accent, loud and menacing) Das is verboten! The rest of it is obvious, no?

WNEW's March

In the same tempo WNEW did not use the routine handouts during the March of Dimes campaign. Not only was every other station using them, but it would have been out of character for WNEW. Instead, they built a nightly series of quiz panels. These used guests, were about sports one night, music the next, movies the next, etc. Every wrong answer by a contestant brought a dime penalty. The effect to the charity was as good if not better than the programs of other stations. To WNEW it was an-

other example of good and productive fractional programming.

One of the more recent and most typical examples of this WNEW technique is its Manuel Komroff program which premiered last week. It's spotted Tuesday evenings from 10-10:15, smack up against Bob Hope. It's strictly a pitch for the Komroff fans. And to keep the regular WNEW audience, note the twist in the opening. No pompous fanfare, instead a teaser that will hold both regular and newcomer.

Announcer: Manuel Komroff asks: Komroff: Did you ever find a thousand dollar bill?

Music: Theme.

Announcer: This is Manuel Komroff's program.

Voice: (filter) One second, please.

Announcer: And who are you, sir?

Voice: I'm the radio audience. I am here to inquire about some pertinent facts.

Announcer: What would you like to know?

Voice: Well, first, who is this fellow, Manuel Komroff?

Announcer: A fair question. Let's answer it with a statement from Whit Burnett who says: "Komroff is one of those rare personalities who seems to have come down to us from another age. He has kept his own serene and charming temper in an age of hubbub and confusion. And when it comes to tale telling, tale spinning, he entrances his listeners with a spell of words. Many a good American writer has sat at Komroff's side and come away refreshed and comforted with both words of wisdom, good tobacco and joy."

Voice: He sounds like a right fellow. But one more question. Who is Whit Burnett?

Announcer: Whit Burnett should know. He's

editor of "Story" magazine. Komroff: Besides which, he's one of my best friends.

Voice: Okay. We're listening.

Announcer: Very well, then, WNEW presents Manuel Komroff's program.

... And into script.

Attention—Interest—Desire—Action

Fractional-appeal programming may be something new to some of us. But to many an agency and advertising man it will be an old story with new words. These advertisers recognize fractional-appeal programming as another name for their old fundamental four-point foundation for all crackajack sales-making copy.

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(Aug. 29, 1945)

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FCC Sticks New York But Good

Comm. Sets 4 Stem Channels

Hearing to be hot and heavy as Hollywood gets 50% more stations than Gotham

WASHINGTON, Sept. 24. — Serious charge is bobbing to surface here that Federal Communications Commission in latest proposed television channel allocations issued Thursday (20) is favoring Los Angeles as the nation's No. 1 television center at the expense of New York which already has taken the bitter end in rivalry with sunny California for movie production. FCC's proposed allocations, which will be the subject of fiery hearing here October 4, gives New York only four metropolitan television channels as compared with six for Los Angeles whose population is only a fourth the size of New York and whose volume of retail sales ranks third in the nation as compared with New York No. 1 standing.

New York will get ample opportunity to argue FCC out of the proposal at October 4 hearing which is expected to be a whopper. New York television folk,

NBC Starts Tele Training on Coast

HOLLYWOOD, Sept. 24.—NBC is the first net here to take a definite step toward training tele engineers. Net has started an airpic course at its local studios.

Attending are 175 students including NBC engineers, and representatives from 11 motion picture studios and equipment manufacturers. Course will run 50 weeks with five two-hour sessions held each week by Clarence Radius, head of the department of video technology at RCA in New York.

Course is to get the men ready for tele operations and hits problems of pick-up control, synchronization, radiation reception and tele signal. Equipment for demonstration work is supplied by NBC in New York. Closed to all outsiders, students are admitted by invitation only.

It is learned, may ask FCC to get allocations more nearly in line with proposals recommended last July by the engineering advisory group. Latter group suggested seven metropolitan-sized channels for New York and an equal number for Chicago, with seven Class C channels (small time) for Los Angeles. New York, in top place both in population and sales volume, is chopped down in FCC's latest

proposed allocations to a number of metropolitan channels on a level with communities a tiny fraction of its size, population and retail sales rank.

San Francisco-Oakland, Calif., with total population of 1,428,525, as compared with New York's 11,690,520, and ranging seventh in retail sales volume, would get five metropolitan stations—one more than New York—under the FCC proposed new allocations. Chicago, with less than half New York's population and ranking second in sales, would get five metropolitan stations. Albany-Schenectady-Troy, N. Y., with total population about a third the size of New York's and ranking 23d in retail sales, would get five metropolitan stations. Boston with a population a fifth of New York's and in fifth place on retail sales rank list, would get five metropolitan stations.

Sioux City Sting

Making the sting even worse for New York is the disparity shown in such proposed FCC allocations as four metropolitan-sized stations for tiny Sioux City, Ia. Sioux City has only 87,791 inhabitants, hardly as many as the population of an assembly district in New York. In retail sales, Sioux City is 107th on the list. All of Sioux City's television stations would be of metropolitan stature like New York's.

Also something to make the New Yorkers doleful is the FCC proposal for four metropolitan stations in Charleston, W. Va., whose population is almost 100 times smaller than New York's and which is 88th in retail sales. Fort Wayne, Ind., even smaller than Charleston and 81st in retail sales, would get four metropolitan television stations—just like New York. The Buffalo-Niagara area, 14th in retail sales and with 300,000 fewer inhabitants than New York, would get just as many metropolitan stations as New York.

Here are some of the cities, which, according to FCC's proposed allocations, would get exactly the same number of metropolitan television stations as the nation's No. 1 city in population and retail sales:

City	Population	Retail Sales
Cincinnati	455,000	16th
Denver	384,372	26th
Indianapolis	455,357	24th
Knoxville	151,829	87th
Memphis	332,447	37th
Milwaukee	790,336	15th
Minneapolis-St. Paul	911,077	11th
New Orleans	540,030	31st
Norfolk-Portsmouth- Newport News, Va.	330,396	47th
Portland, Ore.	406,406	23d
St. Louis	1,367,977	16th
Salt Lake City	204,488	58th
San Antonio, Tex.	319,010	50th

FCC's latest proposed channel assignments are seen as seriously jeopardizing New York's naturally dominant place on the television map and threatening to leave it behind the eight-ball in television rivalry which has already developed between the nation's No. 1 city and the California film centers.

New York Can Change 'Em?

There is virtually no doubt here that the final channel assignments will appear little like those FCC has proposed—if New York television folk make themselves heard here, as they are expected to do. FCC, it is observed here, has made no attempt to hand down an arbitrarily final list and has offered the assignments as a basis for argument. Surprising development, however, is that FCC so drastically altered the recommendations made last July by its engineering advisory committee. That group's proposed channel assignments gave top places on the television map to municipalities in ratio with their population stature and sales volume.

Even in its proposed channel assignments, FCC emphasized the flexibility of its recommendations. Table of allocations, stated FCC, will be revised "from time to time depending upon the demand for television stations which may exist in the various cities." "Where it is desired to use a different channel in any such area," added FCC, "or to use one of the channels in another conflicting therewith, it must be shown that public interests, convenience or necessity will be better served thereby than by the allocation set forth in the table."

Postponed or Added Hearing

Because the October 4 date for the hearing on FCC's proposed list doesn't

CBS May Be 1st Web in Chi To Have Air Pix

CHICAGO, Sept. 24.—Columbia Broadcasting System plans to have a small television station in operation here by the end of March, 1946, provided the FCC approves its application for an experimental license by that time. If the station begins operation on the expected date, Columbia will become the first radio network to have a station in Chicago, all others stating that they have no definite starting date in mind.

When the CBS station opens, it will confine its shows to spot news for a time. A mobile transmitter will handle the airing until a regular transmitter (probably on high frequencies) is built. Studios will be located either in the Wrigley Building, present CBS site, or in the No. 1 N. La Salle Building.

It is expected that most of the broadcasting will be done by Ev Holles, WBBM news and special events topper, who was Columbia's New York tele newscaster for several months last year.

provide too much time for television folk to muster their arguments (briefs must be filed a few days in advance of the hearing), there is a strong possibility that either the session may be deferred or a later additional hearing may be held.

In explaining its allocations, FCC states:

"As a guide, the commission will consider that the additional area beyond the service area of a metropolitan station which is proposed to be served is predominantly rural in character if at least 50 per cent of the population proposed to be added within the 500 univolt per mile contour live in rural areas or in cities smaller than 10,000. In making this computation, cities with population in excess of 10,000, shall be excluded if the signal of such cities is less than 2,000 uv/m. Exceptions to this rule, will be made where a showing is made to the commission that due to conditions of terrain or local factors, more extended service to unserved rural areas is possible by licensing rural stations to serve an area which does not meet the above requirements than would otherwise be possible."

Metropolitan stations are defined as those which will render service to a single metropolitan district or to a principal city and to the rural area surrounding such metropolitan district or principal city. Community stations are designed to render services to cities or communities "which have fewer than two metropolitan stations," altho a community station may be assigned to a city with two or more metropolitan stations under certain conditions, states FCC.

Only Temporary

Behind the scenes, FCC spokesmen are indicating that the first television assignments will at best be temporary since tele will get higher frequencies in another few years. Nevertheless, the first assignments are viewed as of greatest importance because they will allow for considerable pioneering. In this respect, the West Coast, heart of the film (See FCC STICKS N. Y. on opp. page)

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WE DELIVER WHAT WE ADVERTISE

Casey, Press Photographer

Reviewed Thursday (20), 8:30-9 p.m. Style—Mystery drama. Sustaining over WCBW (CBS), New York.

While, to a mystery fan, Casey's tale, *Diary of Death*, wasn't worth looking at, it was better than fair video entertainment. From the identification, Casey snapping the picture of the tele audience, to the curtain parade of players, it was camera stuff and a credit to Frances Buss, who directed, and her assistant on this seg, Lucille Hudiburg. Jim McNaughton's sets were adequate; not up to NBC standards, it's true, but sufficient background for the Grade B pic story.

What carried the air pic whodunit was the swell job of playing done by the entire cast, who appeared to have stepped into their roles as if they knew the formula. . . . And all of the parts were prototypes of standard characters. There was Anne Williams, feature writer and sweet on Casey (Ruth Ford); Casey, the photog (Oliver Thorndike); Ethelbert, the suds dispenser (Johnny Gibson); Eulice, the victim (Marilyn Erskine); Metho, the menace (Gregory Morton), and Horse Halloran, tool of the murderer (Bernard Hoffman).

On the credit side were the murderer being seen only from his back until the denouement, the running newspaper presses for bridges and the continuous use of close-ups (more than ever seen in a drama air pic before). Negative were the actual murder scenes in which Miss Erskine did a burlesque horror double take, the so-called sophisticated by-play between Casey and Anne Williams (first-rate drip) and the climax which fell flatter than a bride's pancake.

Last week on NBC the comment was made that air pic demand better than adequate acting. This week the CBS comment is that there has to be first-rate scripting, too.

Smooth camera work of Howard Hayes and Ralph Warren was noticeable. Whoever did the shading job on the controls, however, forgot that you have to ride that shading so that the close-ups and the medium shots have the same quality of light and shade. They didn't on this job. *Joe Koehler.*

Another Television Review Appears on Page 38

REVIEWS

Balaban & Katz

Reviewed Thursday (20), 7:30 to 8:30 p.m. Style—News, educational. Sustaining on WBKB, Chicago.

Everything that WBKB presented tonight was above average but the presentation still fell short of being a complete television show because it did not have variety. There just wasn't enough there to make it stand up as a well-rounded evening of video that the public here is beginning to expect and want.

Entire offering consisted of a news commentary and one of R. Marlin Perkins' discussions of the habits, structure and behavior of various animals. Perkins, who is director of the Lincoln Park Zoo here, brings various snakes, toads and reptiles into the WBKB studio and presents them for close scrutiny by the television camera. Perkins' informative discussion together with use of such tricks as having a snake walk a rope, made for a show that was attention-holding and educational. Perkins, however, went for about 40 minutes. Result was too much of a good thing.

WBKB would do better to present Perkins once every two weeks in a regularly scheduled 15-minute program.

Only other material on tonight's program was commentator Ward who uses his head to figure out video props to add interest to his programs. Tonight he used a blackboard to explain relative standings of baseball teams. That added a good touch. And then, for his best idea, he worked out a series of graphs and charts to explain the dangers of inflation. As Ward went thru his commentary the camera was switched from him to the charts. Ward's background explanation plus the graphic charts made for the vivid type of explanation that showed what video could do to bring easy-to-understand information into the American home.

In line with its new policy of attempting to improve its program content, WBKB this week for the first time is using a male announcer instead of the gals it used in the past. Result gives a new note of authority to the station's program structure. *Cy Wagner.*

Television Productions, Inc.

Reviewed Wednesday (19), 8:30-9:30 p.m. Style—News, fashion guide, vaude acts. Sustaining on W6XYZ, Hollywood.

Altho a camera cable broke while W6XYZ was on the air, tonight's telecast went thru sans a hitch and with viewers totally unaware of the quick patch-up job done by the telemen. Load was carried by the other camera for a brief spell, proving that tele can take emergencies in its stride when the boys in the control room are on their toes.

A combination style show and vaude revue was tonight's main eye-getter. Director Klaus Landsberg has long held that fashion tips to the gals is a top tele topic. He has tried out various methods of showcasing stylists but has hit on a skit tonight which proved to be the best yet.

Tonight's lesson treated fem accessories (hats, handbags, gloves, etc.). Skit has guy and a gal dancing in a night spot. Gal is topped with a broad brim hat which keeps poking her partner in the eye, messing up his hair and sparking his anger. Oversized handbag doesn't help the situation, and gal soon having to pick between keeping her partner or her fancy accessories. "Problem" is brought before Paramount pix fashion designer Edith Head, who patches things up so that style-conscious fem is satisfied as well as her partner's comfort. Couple then supposedly return to nitery just in time to catch the floorshow which ushers in vaude part of skit. Acts are introduced by the hat-maddened guy who reads off their names to his companion from a program.

This form of presentation sugar-coats the styler and packs enough interest for male viewers to keep them from yawning. Smooth patter by the pair (Dick Lane and Roberta Jonay) keep skit from lagging and pulls enough laughs to make it entertaining. Only trouble was there was a little too obvious a break between the style and vaude portions. If Lane had mentioned the hats, etc., a few times while reading the vaude program to the gal, thereby tying in the first to

the second part, skit would have had more unity. Idea of having Lane emcee vaude acts by supposedly reading them from the program to his gal proved to be a good twist and saved air-pic audience from having to suffer long-winded intros.

Vaude part proved good tele fare and included Herb Bruce in his *Haunted House* act in which he makes miniature furniture in a toy house move around by sleight-of-hand; Helen Mary Watson in an acro routine in which she picks up a cigarette with her toes, puts it in her mouth; the McLanes, an acro dance duo, and the Philharmonicas, a Bluejacket harmonica trio.

Telecast followed usual W6XYZ format, starting with Paramount News (slide films) voiced by Jack Latham, news commentary backed with map work also handled by Latham, followed by the skit. Show as a whole moved along at a good pace, was well lighted and held the eye thruout. In a few spots camera work wasn't quite up to W6XYZ level but this didn't mar the show. *Lee Zhitto.*

FCC STICKS N. Y.

(Continued from opposite page) industry, would get a foot in the door first, on the basis of the proposed FCC assignments, according to observers.

One of the amazing features in the proposed blueprint is the fact that recommended assignments for New York would practically bar future pioneering there for there are now three experimental stations in operation and there are 12 applications for New York stations. FCC spokesmen explain, tho, that applicants will be invited to share channels for full-time operation, under the proposed blueprint. The shared-channel arrangement is expected to be a hot point of discussion at the public hearing.

Another strange feature of the suggested assignments is the fact that several cities which haven't been represented by applications for stations are favored by proposed allocation of two or more big channels. This has given emphasis to some opinion here that the suggested blueprint is a highly tentative one and that, at best, the allocations made this year will be temporary. Supporting this is the observation that some of the proposed community channels are in the "shadow" zone and wouldn't operate too successfully.

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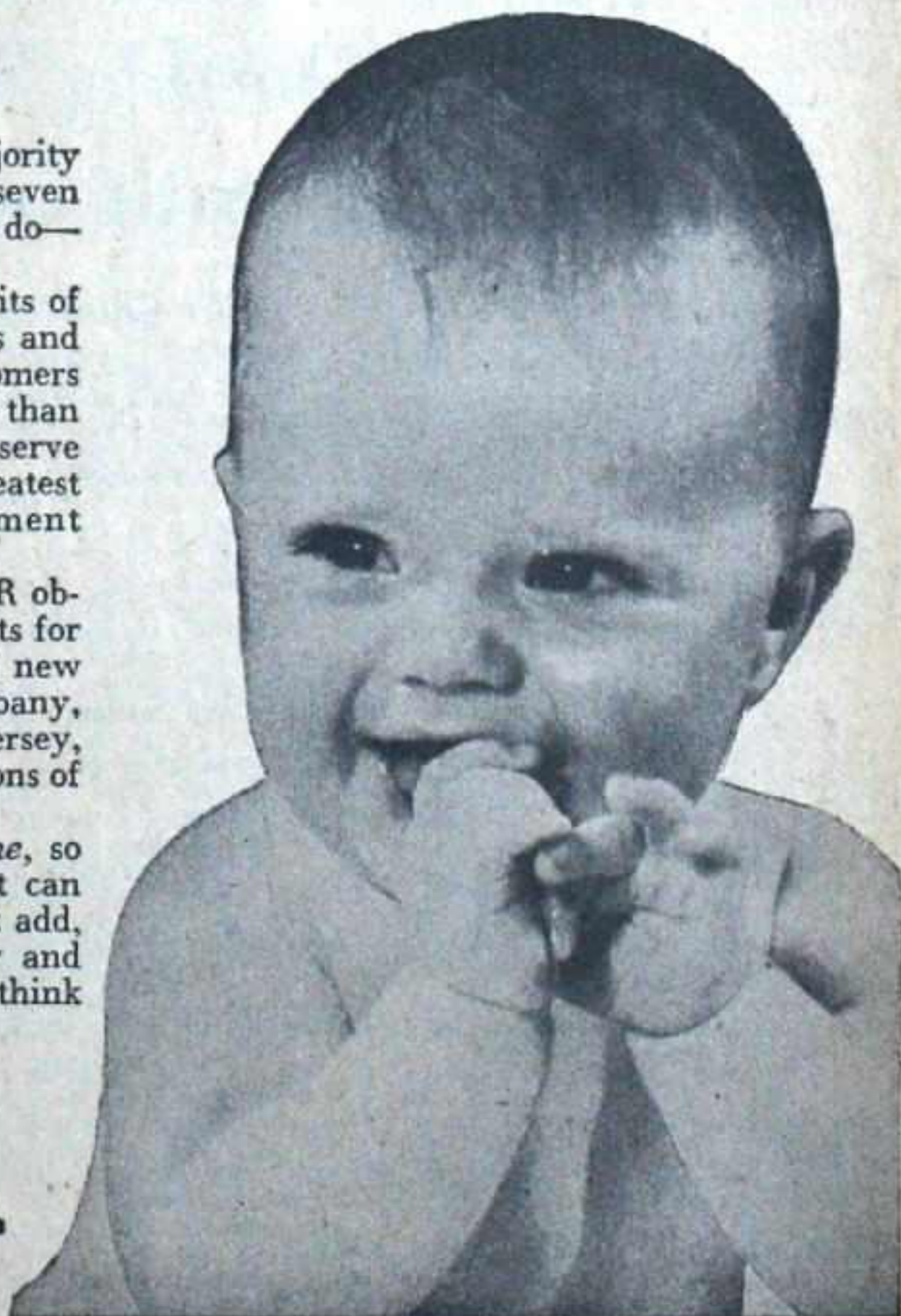
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MUTUAL

MORE WORK FOR TOOTERS

Daytime Segs At Cut Rates

Less organ more ork stuff on soapers seen as aim of big brains among musickers

By Paul Secon

NEW YORK, Sept. 24.—A plan, whereby more musicians in the metropolitan area would get a crack at the lucrative radio field, has been banded about at Local 802 offices for some time, and it recently came to light that some of the execs have been giving it some concentrated thought. Idea, in essence, is simple.

Nets Have 275 Music Men

At the present time there are something like 275 musicians on the staff of the four nets around New York. NBC has around 100 on staff, CBS has 65, American has 65 and Mutual (WOR) has 40. These men make \$128.50 a week for 20 hours work. Besides these men there are a couple hundred more who just play single commercial engagements, men added to the staff musicians to work the various shows. Rate for single shows for a half hour is \$14 with a \$6 rehearsal fee for the first hour, etc. Rate for an hour show is \$18.

Included on the staff musicians' list are a number of organists who spend most of their time thumping away at soap operas mainly on NBC and CBS. To be exact, NBC has 19 soapers while CBS has 16. American and Mutual have practically none to speak of.

The main make-work idea encompasses these 35 soapers. At the present time the work is divided by a number of organists, the exact number not divulged, but it's probably around 10, with many organists playing a number of the shows.

A Daytime Rate?

Plan, which was once submitted to the union, would be for these soap operas to use a small orchestra instead of just a single musician, therefore putting a couple of hundred men in the radio gravy pot. Question immediately comes up, as to whether the advertising agency or the sponsor's rep, is going to stand the additional cost of anywhere from 6 to 10 musicians. That query, in the present plan, was taken up and answered by a system whereby the musicians who work the soap operas would be on a special daytime rate, with perhaps the fee cut in half.

In other words, if an ork of 10 men, which would ordinarily cost \$140 for a 15-minute show, plus rehearsal time—however, in the case of topnotch musicians, rehearsal time could be kept down (See SEE MORE WORK on page 18)

There was quite a commotion outside 799 Seventh Avenue last week when an amateur writer appeared, set up his music on the sidewalk, and went to work selling his music for 12 cents a copy. He worked in front of a big sign which said to the effect that due to the major interests such as radio, Hollywood, etc., the amateur had no chance to sell songs.

And then he shook his fist at the offices above him, namely Bourne and Robbins. He shouted horrible things about the publishers but didn't know that Jack Robbins was in the crowd listening attentively to the harangue. Robbins asked the guy if he had ever tried to sell his songs but the amateur—a man about 50—said he couldn't get inside the front door with his songs. That "so-and-so" Robbins was responsible, not recognizing J.J.R., of course.

Shame the story couldn't end that Robbins took the guy upstairs and gave him a contract. But, in looking over the songs, which were of the 1910 vintage, and included such titles as "Bug Square," etc., Robbins decided guy belonged right where he was—on the sidewalk.

Barnet Mulling Mex. City Concert

NEW YORK, Sept. 24.—Good possibility of Charlie Barnet, now current at the Strand Theater here, doing a concert in Mexico City after the first of the year. Dickering now going on between leader and promoter down there to bring band in at the Symphony Hall. Not many bands do concerts at the spot, but since Barnet has been out on the West Coast for some time hitting spots with wires that probably air to Mexico City, he's logical guy to do biz in city.

Barnet, who's said to have had difficulty with Decca Records, is also said to be negotiating a deal with Signature Records. According to Barnet, things are still in the talking stage, with nothing definite. And, also, Decca hasn't agreed to give the guy a release.

Labor Strikes Send Band Biz Into Nosedive

NEW YORK, Sept. 23.—Current situation around country, in which a good number of strikes seem to be cropping up in all industries, has affected band biz in many locales. Typical of these was strike at the Ford plant in Detroit recently when some 50,000 workers took an enforced walk. Not only did the plant shut, but the movie houses downtown could have done the same, judging by the amount of biz done.

Tony Pastor was at the Michigan Theater in Detroit, and his biz was way off because of the strike. Other spots around the city also felt it. According to agency men back here, they see possibility of strikes hitting biz in many more spots before working conditions are straightened out, which may be some time off.

ASCAP Writers, Pubs Who Double With BMI Feel Hot Breath of Society's Anger

We Gotta Make a Living, Pencil-Pushers Reply

NEW YORK, Sept. 24.—Altho it's been kept pretty much of a hush-hush affair, ASCAP, in several instances, has put subtle pressure on several of their writers anent the subject of joint authorship with non-ASCAP writers. In the case of the latter, it's obvious that what is meant is writing material with guys not in the Society, therefore, making the songs available for BMI firms. Not too long back, Deems Taylor sent out a letter to an ASCAP writer pointing out that it didn't do the Society any good, having their writers write for BMI houses.

There has been plenty of discussion of the matter, but the subtle pressure from the ASCAP pubs is said to be a pretty direct affair. Some writers, who have doubled up with BMI or non-ASCAP writers and placed material in BMI houses have already felt the hot breath of ASCAP displeasure, which is said to have been put in the subtle manner of "wait until you ask for an increase in rating in the Society."

Pubs Feel It, Too

For the first time also, pubs who have two publishing houses, an ASCAP and BMI firm—and there are many of them—have come up against some sort of pressure from ASCAP biggies. In many cases in the past, ASCAP writers without a big rep have turned to BMI firms because they couldn't get a break with ASCAP orgs. Couple of outstand-

Petrillo Studies Dough Air Nets Pay Musickers

NEW YORK, Sept. 24.—James C. Petrillo has shown that he's not afraid to even buck the President when he wants something. The networks therefore had better watch out, for from inside sources comes info that he's now taking a nationwide survey of dough being made by musicians in radio. It's not known just what J.P.'s angle is, but, according to those who've seen him in action, it's not a love survey.

From some guys comes info that probably what will happen—simply conjecture—is that Petrillo will find out how much dough is being made by the men who play for nets, and then find out how many men are actually involved in playing for radio. Then something like a re-distribution may take place, with Petrillo probably trying to up the number of men in radio, or else.

As it stands today, in New York, anyhow, men get \$128.50 for a 20-hour week. However, only a couple of hundred men around town are on nets' staffs. Just whether Mr. P.'s survey means that he intends stepping into the picture to see whether he can't find some means to increase the number of men who can come up with the radio loot is a question.

Some point out that the number of record shows on the air, which keep many indie stations alive, is also one of the reasons for Petrillo's questioning. In other words, if a station uses records for 10 hours out of a 16-hour day, then Petrillo may try to take some step by which radio pays the union so much dough for the use of music, and not using a sufficient amount of live musicians.

Louis Prima Set for Casino Gardens

NEW YORK, Sept. 24.—Louis Prima goes into the Tommy Dorsey-Larry Finley-owned Casino Gardens at Ocean Park, Calif., June 25, 1946, for four weeks, following Jimmy Dorsey, who goes in May 28 to June 24. This will be the first trip West for the Prima band, currently hot b-o. in the East. Guy is comparatively quiet out there, since his disks haven't penetrated due to lack of production.

James is currently at the spot, with Glen Gray following, then Charlie Barnet, with negotiations on now for Benny Goodman to follow. Stan Kenton follows Prima, with Barnet trailing Kenton, taking the spot up until the middle of August.

Ahlert Plan Major ASCAP Coast Battle

HOLLYWOOD, Sept. 24.—Proposed new method of rating ASCAP members by performance, the Ahlert Plan, was among the main topics of discussion at ASCAP's annual West Coast meeting held at Slapsy Maxie's last week. An announcement was made that the plan is strictly in the experimental phase and that the inability to get the computing machine for point scoring tunes has held up getting tests for review of the society's board members. Gene Buck, ex-prexy of ASCAP, and now board member, spoke for a considerable time against the Ahlert method and its manner of mechanizing ASCAP which he stated is against the principle for which the society was formed.

Ahlert Substitute

A substitute for the Ahlert Plan was presented by Pinky Herman, the songwriter, whereas a portion of money would be taken away from biggie members and scattered among the smaller writers. Pinky Herman and Herman Starr, publishers' rep on the board of directors, tangled horns over technicalities. And later Gene Buck pitched in with Pinky Herman to question Herman Starr's manner of running ASCAP and Buck's method. However, Starr had left the meeting by then.

ASCAP biggies, who came here from New York, included Deems Taylor, president; Stan Adams, chairman of the exec meeting; George Meyer, secretary, and George Hoffman, comptroller, as well as Gene Buck.

ASCAP biggies, who came here from New York, included Deems Taylor, president; Stan Adams, chairman of the exec meeting; George Meyer, secretary, and George Hoffman, comptroller, as well as Gene Buck.

It was expected that Larry Shea, local ASCAP head, would be announced as taking over Dick Powers's job of brassing Coast activities of ASCAP but no such announcement was made. Powers, who recently moved over to MGM, was present at the evening dinner along with names from radio, motion pictures and the recording fields. Another matter that localities felt would come up at the meeting, the Palladium rate squabble, wasn't even mentioned.

it, more and more writers are going to step BMI's way, from what they say, if they can't find an outlet for their songs among the accredited ASCAP pubs. Another certain factor in BMI's favor, they point out, is that if they get a record of a song which is placed with a BMI firm, they can definitely be assured of a lot of dough from having the platter played on the air by disk jockeys. Writers don't get air performance dough on disks from ASCAP.

And altho ASCAP isn't going to like

Herman To Do 'Ebony Concerto,' Special Stravinsky Original

HOLLYWOOD, Sept. 24.—In a move to bring about a blending of swing music and the classics, Igor Stravinsky, noted classical composer, has agreed to write a special composition titled *The Ebony Concerto* for Woody Herman's ork. It will be recorded by the Herman herd on a two-sided 12-inch Columbia record as soon as it is completed.

Success of this musical experiment may mean that Herman will make an extensive concert tour this coming spring. This is probably the first time a classical composer the stature of Stravinsky has allowed as an outlet for his musical expression a swing band. Composing for the usual heavily numbered in personnel symphonic orchestras, Stravinsky is expected to bring forth something of a new era in music expression for the modern day 20-piece dance band of the jump type Woody Herman leads.

Aaron Goldmarks, of Leeds Music, has been the middle man in negotiating the deal between Herman and Stravinsky, who headquarters here. Goldmark is understood to be a close friend of Stravinsky and arranged the deal after being approached by Herman to talk over the

possibility of getting the famed classical composer to write some special material for Herman's band.

Kermit Goell, lyric writer, is doing a couple of pop songs based on themes from Stravinsky's *Firebird Suite*.

Ev'rybody Wants To Get In On Art Mooney Push

NEW YORK, Sept. 24.—Current hustle on Broadway is over Art Mooney's band, now at Lincoln Hotel, with every booking agency in the biz trying to sign the guy. Seems that Music Corporation of America claims Mooney is under contract to it, but Mooney claims that MCA only has a deal on with Johnny O'Connor, who was Mooney's manager when the pact with MCA was made. O'Connor never had the power of attorney, Mooney says, therefore his contract with the agency is not binding.

Sonny Werblin, MCA exec, states flatly that the band is under contract to Music Corporation's office, pointing out that Mooney took out ads in trade papers, paying for them himself, with MCA used in the ads. Anyhow, reps from other booking agencies have been hounding guy night after night. Mooney is in for five months at spot, getting plenty of air time.

Hal Roach Pays 200G for Majestic West Coast Distrib

NEW YORK, Sept. 24.—In what will mean distribution of Majestic disks on the Coast, deal is said to have been made between Hal Roach, film exec in California, and the disk firm for distribution rights in that sector. Said that Roach paid \$200,000 for the rights. This move, which will put Majestic artists on the West Coast for the first time, would make the label one of the top indie contenders.

During the war, with holding back of production, Majestic artists never hit West Coast loadings at all. Actually disks seldom got past Chicago. Typical case is Louis Prima, hot b.o. property right now, who hasn't hit the Coast because his records haven't been out there yet. Still back here and in Chicago, guy has been doing terrific biz due to big disk sale.

Sponsors Offered "Meadowbrook Mat" Air Show Again

NEW YORK, Sept. 24.—Newest gimmick in interlocking bands and commercial radio is being tried in an attempt to market *Matinee at Meadowbrook*, hour-long show that once was big-time show from Frank Dailey's spot on Pompton Turnpike in New Jersey. Perry Lafferty, AAF captain, chap who wrote former show couple of years back, and Herman Levin, manager around town, are submitting show to sponsors with the idea of using the bands playing the spot as the attraction for radio. Idea would be to have the show on Saturday afternoon, as it was then, and slant it for teen-agers.

B. G. To Play Four At Mission Beach

NEW YORK, Sept. 24.—Benny Goodman does a series of four week-ends at Larry Pinley's Mission Beach Ballroom in San Diego, Calif., early next year. He'll probably do two consecutive, then play Casino Gardens, Ocean Park and come back for two more week-ends.

Artie Shaw had same arrangement at Mission Beach, playing number of consecutive week-ends at the place. Dough is good, and if bands hit a crowd they can come out high with a good percentage figure.

Reichhold To B.-R. Cosmo Radio Show

NEW YORK, Sept. 24.—Newest and probably the best exploitation gimmick that's been devised in a long time for a new and indie company is Cosmopolitan Record's tie-up with Reichhold Chemicals, Inc., of Detroit, with latter going to sponsor a net show on Mutual starting September 29. Tie-up, of course, as reported in *The Billboard* last week, brings in Henry H. Reichhold, chairman of the board of Reichhold Chemicals and prexy of the Detroit Symphony Ork, as a substantial stockholder in Cosmo (disk name).

Radio show, which Cosmo is packaging, will be made up of its own artists and includes Eric Madriguera, Henry Busse, Four Chicks, Buddy Moreno and Alan Kent as emcee. Show will start from New York with Four Chicks and Chuck, and Moreno and Kent, switch to Ciro's for Madriguera, pick up Busse at Lee 'n' Eddie's in Detroit and return to New York for rest of the show. Time is 8:30-9, with Grant Agency, Reichhold Chemical agency, handling.

This is something like the RCA-Victor show heard Sundays, which features RCA-Victor stars along with other artists. Columbia, Decca, Majestic and Capitol disks have no tie-up with any radio show.

VAUGHN MONROE

The Biz Is Saying It Again,
Again and Again

ONCE in a while a guy comes across a tune that he seems to be able to do better than anyone else—at least the tune becomes identified with him. That's what's happened to Vaughn Monroe with his Victor disk, *There! I've Said It Again*.

It's still being spun continuously on juke boxes and disk shows despite the fact that, by all the rules, it's a gray-bearded oldie. This platter has probably done more to shove Monroe into the limelight than any one thing.

He formed his first pro ork in 1937 at the Ten Acres Club in Boston. His present band was organized in 1940, after two seasons in Boston and one in Florida with the Ten Acres society combo.

The engagement he played this year at the Commodore Hotel in New York marks his eighth appearance there and he has played the Paramount, New York, for five consecutive years. He also has played sock engagements at College Inn, Hotel Sherman, Chicago; Eastwood Gardens, Detroit, and Hamid's Million-Dollar Pier, Atlantic City. Managed by Jack Marshard and booked by William Morris, Monroe's band is a smooth aggregation and the maestro does a fancy bit of crooning as a regular stint. With their present direction, it's safe to say that Vaughn Monroe will be saying it again for a long time to come.



JUST RELEASED

another

BAN G UP
recording

IT'S ONLY
A PAPER
MOON



BACKED BY

I'M GONNA
LOVE THAT GUY

BY

BENNY GOODMAN

AND HIS ORCHESTRA
ON

COLUMBIA

RECORD #36843

STILL TOPS IN THE NATION

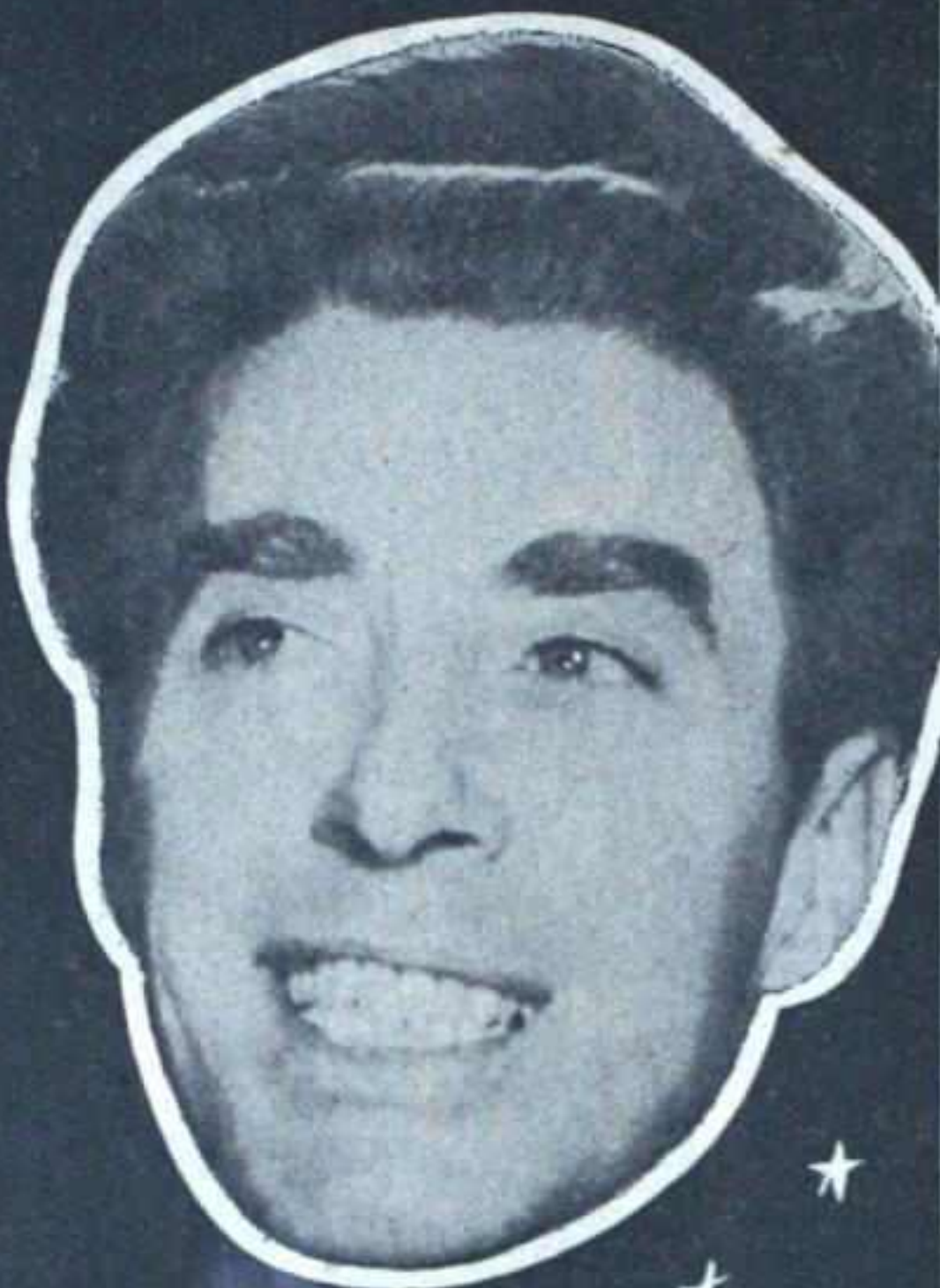
GOTTA BE THIS OR THAT

RECORD #36813

PERSONAL MANAGER

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The
Band
of
The
Year



ART MOONEY

THAT GENIAL IRISH GENTLEMAN
and his orchestra

FEATURING

- ★ JOHNNY DARCY ★ JANIE FORD
- ★ DICK WISE ★ ARCHIE TOWNS
- ★ THE FOUR SHAMROCKS
- ★ THE MOONEY CHOIR



NOW—RETURN ENGAGEMENT FOR

MARIA KRAMER

FAMOUS BLUE ROOM

HOTEL LINCOLN
NEW YORK

BROADCASTING

CBS ★ NBC ★ MUTUAL NETWORKS

★ DIRECTION—MUSIC CORPORATION OF AMERICA

See More Work In Daytime Segs At Cut Rates

(Continued from page 16)

to a minimum of once a week perhaps in which they would go over the entire week's music—were to cut their daytime rate—with the union's permission of course—and work for \$7 for the show, that would only cost \$70 per show, but would give the soaper plenty more musical weight.

The men approached about the project in the past were more than willing to take a daytime rate reduction, for this would give them \$50 a week for 15 minutes a day (is there anything sweeter?). According to the union execs approached, the plan was feasible, for it would distrib the radio dough into more pockets. Again, altho it would up the jack spent by an advertiser during the year, there have been many comments made on the similarity of music, day by day, that comes from any one instrument, whether it be an organ, piano or a harp.

No Doubling

Another point in the plan would be to make sure that in the case of the men who did the job, there would be no duplication or doubling on any one side-man's part. In other words, if Joe Jones did the *Amanda of Honeymoon Hill* five days a week, he could not play any of the other soapers on this special rate. This would immediately toss the loot into everyone's pocket, instead of into a clique's hands, as usually happens in the music field.

Observations will be made that this really doesn't take up the slack of unemployed musicians, since perhaps 300 more musicians doing radio work is like a drop in the bucket, a small drop in a large bucket. However, the plan while limited to radio, also had another angle to it that made sense. This portion of the plan dealt with the musicians who assemble at the union's headquarters to snare jobs, connections, etc.

Another "Make Work" Idea

Why, the question was asked, has the union not set up union paid rehearsals for unemployed musicians, with advertising men, agency men, bookers, etc., called in once a week to look over the field? In this way, perhaps, an orchestra here or there might be picked up and placed in work. Again, perhaps, owners of location spots could be called in, and there again would be the case of having him hear a half dozen combinations—union sponsored—that might satisfy his tastes and needs.

Of course, booking agency men might raise hell with the union saying that they were cutting into the territory, but that's not the union's concern. Their concern is to get as many men to work as possible, and any plan which would get musicians working together so that there was a possibility of them being put into employment should certainly be welcome by union and musicians alike.

Just how much will be done about the radio plan hasn't been divulged, but *The Billboard* for one, thinks it is a helluva idea to spread the radio dough around. And beside that, as anyone in the biz knows, once a guy gets his nose into radio in any way, he can start sniffing around and make more dough there for himself.

Perhaps the time will come when every radio show will have a live ork. Who knows?

Harry James Sets One-Nighter Sked

HOLLYWOOD, Sept. 24.—Harry James takes his band out for a round-up of one-nighters in this area immediately upon closing at Casino Gardens, September 30. James will play over two dozen consecutive one-nighters, breaking the jumps with a week of rehashing scenes for his forthcoming 20th Century-Fox picture *Kitten On the Keys*.

Bulk of the recording and camera shots for the picture were gone over this past spring.

One-nighter tour will take the James band as far north as San Francisco and south to San Diego, Calif., for two separate week-end runs at Pacific Square Ballroom.

Extra-Curricular Retail Biz Yenned By Tommy Tucker

NEW YORK, Sept. 24.—Tommy Tucker, like a lot of other band leaders, is going in for stable biz enterprises on the side. Guy is opening store in Asbury Park, N. J., around December 1, which will have record franchises from all three major companies. Store will also handle appliances, radios, etc. Gimmick is that Tucker will probably bring his band down to p. a. for the opening. He's going into the venture with chap from that city.

Horace Heidt has hotel at Palm Springs, Calif., an eatery in Los Angeles, besides other properties, including a ballroom, while the Dorseys have a ballroom in California. Many other leaders are socking their dough into establishments all over the country, with Abe Lyman probably having the best venture, a series of drive-ins, in and around L. A.

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- HONEY DRIPPERS—Joe Liggins
- (The Nation's Sensation)
- SOMEBODY'S GOTTA GO—Fiennoy Trio
- STUFF YOU GOTTA WATCH—Cecil Gant
- LONESOME LOVER BLUES—Billy Eckstine
- PLEASE BELIEVE ME—Frank Hayward
- Night Mare Boogie—Hadda Brooks
- I Left a Good Deal—Joe Liggins
- I'm Tired—Cecil Gant
- The Grass is Getting Greener—Cecil Gant
- Blues in L. A.—Cecil Gant
- Rainy Day Blues—Betty Roche
- You Taught Me To Love—Johnny Moore
- Around the Clock Blues—Blues Harris
- Lonesome Gal—Pearl Traylor
- Daddy, Somebody's Gotta Go—Pearl Traylor
- Sooner or Later—Pvt. Cecil Gant
- Lost Baby Blues—Pvt. Cecil Gant
- Green Gin—Ernie Andrews Trio
- Ridin' the Boogie—Hadda Brooks
- Baby, Don't You Want To Go—Jimmy McCracklin
- I Wear the Pants—Roosevelt Sykes
- Country Boy Blues—Atomic Bombers
- Tender-Hearted Woman—Roosevelt Sykes
- I'm for You—Fiennoy Trio
- Jessie Boogie—Jessie
- That's the Wrong Gal—Fiennoy Trio
- Highway 101—Jimmy McCracklin
- Things You Want Most of All—Four Blues
- Uptown Boogie—Illinois Jacketts

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For traveling Dance Band Unit. Good pay. Steady employment. Apply to

LITTLE JOE

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"Leavings" Big Biz For Indies

Howard Returning With New Bandmen

CHICAGO, Sept. 22.—Eddy Howard, ex-Jurgens vocalist who left his fronting chores for his own band six months ago to do a vocal single for radio, is returning to the bandstand around the middle of October with another commercial crew, which will highlight his own warbling. Since dropping the baton, Howard has been featured vocalist over the Billie Burke Show (NBC, Wednesday, 7:30 p.m., C.W.T.) Howard loses his radio spot October 10 when the show makes its last appearance. Band will be booked by MCA for a tour of Midwest one-nighters, starting around October 15, with Howard expected to make a long stand at the William Karzas ballrooms, the Aragon and Trianon, Chicago, starting late in November.

Record dealers have been having tough times and many laughs out-arguing customers who want Chopin's own waxing of "Polonaise"—didn't he play it in the movies!

The usual reply that Frederic C. cashed in just a little while before phonos were invented chills off most of these bright shoppers, but one young lady was undaunted.

"Listen," she told an impatient disk peddler, "if I can get Rachmaninoff by Rachmaninoff why can't I get Chopin by Chopin?"

ASCAP Inks 35 Symph Orks

NEW YORK, Sept. 24.—American Society of Composers, Authors and Publishers has licensed 35 symphony orks so far in new field of drawing bucks from the longhairs. It's expected by ASCAP execs that before this season is over—this season being the second stint that the society has collected dough from the symph groups thruout the country—that they will have about 90 per cent of the same 100 active orks in the country dropping into the ASCAP till.

In the field of concerts, ASCAP is getting its dough from the promoter, and, altho society ran into about 100 per cent kicks from these guys, latter saying that the artist, especially the ones sharing in the profit of the venture, should contribute toward the ASCAP license, all have come thru. In a survey taken by the society it was discovered that about 30 per cent of the numbers given in concerts are licensed by ASCAP, with their concert rate running on the 1-2-3 basis. In other words, ASCAP has a certain rate if one song is done, another fee if two of their songs are performed and still another rate for three or more.

Last summer ASCAP licensed all the pop concerts, including Lewisohn Stadium, Robin Hood Dell and Hollywood Bowl. Not known what the take is going to be from this revenue, but when it's all added up it could be considerable.

Paxton Signs With Majestic

NEW YORK, Sept. 24.—Newest band to ink contract with Majestic Records is George Paxton, who disked couple for Guild Records in past. Paxton is going to cut four sides in near future.

Majestic is currently in tussle with Louis Prima over contract, with dishing company saying that they have Prima until 1948, while Prima says his contract runs out at the end of this year. Majestic's artist and rep man, Ben Selvin, is now in Chicago, handling waxing dates there.

New Rochelle Spot Plans New Band And Show Policy

NEW YORK, Sept. 24.—Newest spot for name bands on the outskirts of the city is spot to be opened in New Rochelle, N. Y., on North Avenue. Operator Nick Zella is said to be going to spend up to \$5,000 a week to operate the place, bringing in name bands and probably a show.

Spot is skedded to open December 1 and will hold around 500 people. There will be a buck cover charge during week and \$2.50 over week-ends.

Dealers Sell Copycat Disks

It's a "profit today" set-up with no future, but smallies know it and plan ahead

NEW YORK, Sept. 24.—Current shortages in platter production have indie disk firms here chirping that "it pays to imitate." Small indies, such as Continental, Musicraft, Guild, National, De Luxe and others, are reaping lots of copy-cat shekels, it is explained, by picking up where the Big Three leave off on best-seller orders.

System indies employ is simple. First, they take a quick survey of dealers to determine which best-seller disks the majors are not shipping—in quantity. Then they call for a quick recording session (any artist or house ork will do), follow up with a fast pressing job, and finally slam the stuff onto the market, sometimes not more than a day after Victor or Columbia orders on specific sellers are cut off to a given number of shops.

Dealer reaction to this fill-in stuff from the indies follows the line that it's not top tallow, mebbe, but it's still mer— (See "Leavings" Big Biz on page 21)

VOGUE RECORDINGS WITH COLOR

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VOGUE RECORDINGS INC.
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THE ACE OF SONGS**

**NO
CAN
DO**

Lyric by CHARLIE TOBIAS
Music by NAT SIMON

**VICTOR RECORD
NO. 20-1719**

ROBBINS MUSIC CORPORATION

**One-Nighter Survey Indicates
Lotta Huffin', Puffin', Few Facts**

(Next week The Billboard will present the opposite side of the one-nighter picture, taking it from the promoters' point of view.)

NEW YORK, Sept. 24.—A further survey this week by The Billboard, after reports last week indicated that the one-nighter field showed signs of bursting wide open with bucks, brought a drum-full of answers—but not the same ones. One-nighter bookers of the top agencies were asked: "What goes with one-nighters now that the war is over? Are you getting your spots back and picking up any new ones? Have you found the transportation ease-up helpful so far?" With some of the queries, the boys went along with each other; on others, however, they hit different notes.

The boys all agree that some of the pre-war spots will be talking biz in the very near future, but only one of them was able to speak in inking terms—the rest are just hoping. And about new spots opening up—"well, that's something you can figure on, of course," is how one of the bunch put it, "but off the record, nothing's broken for us yet since the Japs quit." Generally speaking, that's the picture all of the guys spoken to, painted. They all "knew" that they were going to pick up spots just as soon as things became more settled, but only one of the bookies was able to mention names, and something more than a vague future.

Dough Tunes Differ

On the question of dough spent—more or less—for one-nighters since the war ended, the fellows sang different songs. "Promoters are starting to deal close," was one opinion offered. "They're not asking anything drastic, it's true, but where once they were all smiles, now they're asking us to go easy and co-operate with the changing conditions—in other words, knock the price down. They say the price is an impossibility at the time."

Most of the questioned, however, didn't go along with that. They said that in an over-all glimpse, there was just as much dough being tossed around now in one-night spots as there ever was during the war. In fact, some of the guys quoted figures which indicated that more coin was being pocketed at the present time than ever before. "Promoters aren't kicking yet. All they want is names that make for a heavy b. o. and they'll pay." This was the majority opinion expressed.

Tighter Spending Predicted

All looked for a tightening of the pursestrings in the future but believed it would begin with the lesser name or "new" band whose lack of draw in comparison with the biggie ork would prove a "way out" for some band buyers. "They'll try to save dough on the newies to spend it on the names," was the way one of the boys said it.

Continuing on the subject of "new"

**Contact Men's Union
Mulls Try To Make
Sun Hire Pluggers**

NEW YORK, Sept. 24.—Sun Music, Decca's publishing house which has put out the sheet music on tunes that have been made via Decca's disks—*You'll Always Hurt the One You Love*, etc.—is currently running into a unique situation. Seems that contactmen's union, which controls song pluggers, has been talking about trying to get Sun to put on a plugging staff, as it is actively engaged in publishing music.

Just how far the union can go in making demands, or in forcing the company to put men on, is a matter of conjecture. But suffice to say, in eyes of practically most astute business men, union will be barking up the wrong tree. They can't force any pub house to put on men, it's said, and if they try to make any move in Decca's Sun direction, it will be interesting and prove worthy of watching. Reason, of course, is that many new pubs have sprung up recently with no plugging staff, and if union can force a pub to go into biz actively or not at all, it will affect status of other pubs in the biz who are in on a rain check.

orks, the group differed on what was the best bet for some of the smaller bands getting one-night spots now. Some said that if the ork was hep, it'd get a location with air time and hibernate, leaving one-nighters alone until it was ready for them—and that meant, ready for them with a name that air time would help create. Others didn't think so. "Air time, nuts," was how they put it. "Little name orks should pick up anything they can, one-nighters and all—that is, as long as they cut themselves a couple of records—that's what counts."

Small Bands

For some, the increased availability of transportation facilities would eventually start kicking back at prices, but up to date, going along with their figures of upped coin since the peace, they see no hurts. Others, those who had said that the buyers were getting touchy, "imagined" that the transportation ease-up was what was making the promoters more exacting. Both groups, however, agreed that the smaller ork—the newie—was the guy who was going to get slugged for answering the question "what are the new bands' pricing?" Tho the figures ran up and down the line from \$75-\$1,850 and a few of the boys had the lower than that—they all yessed as to that the heavy sideman wage would drag the smaller ork under when the promoters really started holding back bucks.

As far as demands for new orks were concerned, there were different thoughts thrown around. A good 50 per cent of the opinion was that the so-called demands were "secondary" requests—that is, promoters still wanted the names but many times they had to be content with a newie as a second choice. Most of the others, however, said that the demand was a healthier one—one in which the first ork selection was actually a smaller outfit. This group believed that the demand had upped somewhat since the end of the war.

On one thing, however, all the one-nighter bookies agreed. They felt that it was still too early to tab any trends. They felt, tho, that there were sufficient indications in the biz to predict a bonanza year for name ork, and a hungry one for newer group.

**Prima Incorps;
Affiliates With
ASCAP as Pub**

NEW YORK, Sept. 24.—Louis Prima activities have been incorporated into L. P. Enterprises, Inc., located in New York, headed by his personal manager, Billy Wolfe. First thing coming out of the new venture is an ASCAP-affiliated publishing house, with first song titled *You Gotta See Baby*.

Move, in eyes of the trade, is a smart one, as Prima is hot on records. (Majestic), and if he pubs as well as exploits tunes he can really reap a harvest. Prima is only one of number of bandmen who have set up pubbing houses.

**Continental Suit
For 250G Nixed**

NEW YORK, Sept. 24.—Continental disk firm's \$250,000 suit against Scranton Records and Capitol Recording Company was tossed out of State Supreme Court here Thursday (20) by Justice Benedict Dineen, who found the plaintiff's allegations "insufficient." Case stemmed out of continental charges that Capitol and Scranton had conspired some months back to put the indie waxer out of business.

Indie's argument was that Capitol had induced Scranton pressers to cut down on deliveries to them in violation of contract. Continental has another suit, for alleged breach of contract by Scranton, currently hanging fire in Federal Court.

"Leavings" Big Biz for Indies; Dealers Sell Copycat Disks

(Continued from page 19)
 andise, and if the majors can't fill the
 on hits their own artists build up,
 ersatz stuff will do until the real
 thing comes along.

Since the biggie execs, worried enough
 by labor and shellac problems, can't con-
 template counter-action against the in-
 dies for quite a spell, smaller firms are
 merrily stepping out of their normal
 class to take up the slack. Best example
 of the dough indies coin by gleaning
 tactics, dealers say, is given by Chopin's
Polonaise. Pushed by movie, radio and
 plugs into a No. 1 tune slot, *Polonaise*
 currently stands as almost unobtainable
 in the shops, except on an indie side.
 Victor's Jose Iturbi, Columbia's Igon
 Petri and Decca's Carmen Cavallaro
 brought the original disk demand, it is
 hinted out, but none of these ver-
 sions, with rare exception, can now be
 gotten for love or money.

With no love angle in mind, Conti-
 nental disk firm has rushed into the
 market with a Stephen Kovacs version
 of *Polonaise*, which stock-hungry dealers
 are taking gladly. Same dose of replace-
 ment tonic for the shopkeeper will be
 offered by Musicraft outfit when it
 slashes this week with a Hilde Somer
 cutting of the Chopin piece.

Sheer Desperation

None of the big diskers has been
 spared on this aping-for-profit turn the
 disk biz has taken. Recently, when Decca
 ran short on Fitzgerald's *Paper Moon*,
 and Capitol declared itself temporarily
 out on the King Cole Trio's version of
 the ditty, Manor Recording Company
 slipped over a non-name waxing which
 dealers took out of sheer desperation
 more than anything else.

And when Vaughn Monroe fans swept
 Victor jobbers clean on *See You In My
 Dreams*, Musicraft was right in there
 with a no-rave, but nevertheless placat-
 ing platter of its own.

Another small firm, National, tried its
 hand recently at subbing for the biggies
 when it peddled *Rum and Coca-Cola* on
 wax to dealers who had been rebuffed
 earlier by Decca on Andrews Sisters or-
 ders. National, along with a sepien
 specialty house, Black and White, also
 dropped into the blues field which the
 topers have virtually vacated and
 picked up beaucoup coin for *Evil Gal
 Blues* and *Salty Poppa Blues*, among
 others.

Guild Record firm showed its hand
 at the replacement game lately when it
 leaped onto *There, I've Said It Again!*,
 which Victor has been forced to short-

ship currently, and in the calypso field,
 Guild has been lading out disks to ab-
 sorb the demand that Decca once rated
 and got.

De Luxe Rides "Time"

Another wee disker, De Luxe has come
 out with a *Till the End of Time* platter
 that gobbles up sales originally launched
 by Victor's Perry Como.

Latin-American platter field, too, is
 not without its apers. With Columbia's
 Cugat rhythms playing hard to get on
 the market, shop salesmen tagged right
 on to a Noro Morales series offered by a
 new indie label, Coda. Ironically enough,
 Coda got a taste of the substitution and
 imitation biz a while back when it ran
 into pressing troubles up in Canada
 lately and saw the Pan-American disk
 company come out with the desirable
Rumba Rhapsody and other Latin num-
 bers.

Short-Time Biz

But with all their imitating, indie
 execs are the first to concede their pol-
 icies are strictly short-run. As one
 spokesman puts it, "Good business men
 don't copy their competitors for too long.
 We'd just as soon start now and buck
 the big boys on a basis of talent, quality
 merchandise and selective material
 rather than go on this way postponing
 an inevitable battle for survival." Other
 representatives were agreed that they
 planned to change their positions as
 soon as the leaders resume normal pro-
 duction.

Nor are majors too concerned by the
 development of indie imitators. One
 exec pointed out that lesser firms could
 get away with it for the retail dealers
 but that they were making little head-
 way with juke box operators. He claimed
 that the smaller waxers are making disks
 that won't stand up on the machines and
 no matter how swollen the demand for
 a given tune, says he, no operator will
 go for a platter that gives insufficient
 plays.

Indie men admit their disks "might
 be better constructed," but they argue
 "the war's not over in the disk biz—
 wait and see." Given an open labor
 market and access to equipment and
 technicians, they feel, they will be able
 to lure the operators' trade as well.

Impartial observers see the present
 profit-return from copying tricks of the
 indies as being the one hope of survival
 for some of the smaller outfits. Once
 competition with the majors goes back
 to a normal basis, the little lads are
 figured to need every buck they can get.

G.I. Tune Faves Differ Greatly From Stateside Civilian Picks

NEW YORK, Sept. 24.—A look-see of
 the tunes which rate in *The Billboard
 Honor Roll of Hits* and the number
 which are G.I. faves on its counterpart
 in the E.T.O.—the *European Theater Hit
 Parade*—shows a marked difference in
 soldier and civilian choices. According
 to Maj. Robert M. Light, AFN program
 director, the 10 top tunes in the E.T.O.,
 which are based on requests received
 by the networks' stations in France,
 England and Germany, are a lot different
 from those which have the civilians
 yelling.

Many of them never make the grade
 in the States, but are G.I. faves for
 weeks. On the other hand, the major
 reports, some of our top pops—State-
 side—don't even cause a stir abroad. A
 tune like *Atchison, Topeka and Santa
 Fe* has still to gain a place on the G.I.
 hit parade.

Three Months' Gap

PFC. Irving Winehouse, producer of
 AFN's replica of America's weekly song
 showcase, says that it takes about three
 months for a new American Honor Roll
 of Hits success to show up on the over-
 seas honor roll. Recent vote-getters on
 the other side are *Nancy*, which Sinatra
 helped along; *Robin Hood* and *Please
 Don't Squeeze Da Banana*—Prima's nov-
 elties, *Why Is a Private a Private*—an
 Ethel Merman non-commersh recording
 —and Oscar Hammerstein's *Three-Day
 Pass*.

Among the tunes on August Honor
 Roll which did not appear on AFN's pop

listing were *Atchison, Topeka and Santa
 Fe*, *If I Loved You*, *Gotta Be This or
 That*, *Till the End of Time*, *The More
 I See You* and *I Wish I Knew*. During
 the same week when the above tunes
 were being played as tops, Statewide,
Sentimental Journey, *Laura*, *Dream*,
There! I've Said It Again, *Bell-Bottom
 Trousers*, *I Should Care*, *My Dreams Are
 Getting Better All the Time*, *Nancy*,
Candy and *Robin Hood*, in that order
 were the songs the G.I.'s were asking for.

AFN record spinners who emphasize
 selection with a G.I. twist and the time
 involved before a number reaches the
 troops are claimed to be reasons for this
 difference in choice.

B. G., After Duke, Mills Bros., Into N. Y. Paramount

NEW YORK, Sept. 22.—Benny Good-
 man goes back into Paramount Theater
 around February 1, 1946, which will be
 about a year after he played the spot
 this annum. Band follows Duke Elling-
 ton and Mills Brothers combo.

Prior to that, Woody Herman plays
 spot, then Tony Pastor. Later follows
 Frank Sinatra show, which goes in on
 October 2.

Russ Morgan comes into Strand fol-
 lowing present Charlie Barnet stint.

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ON THE STAND

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

Stan Kenton

(Reviewed at Cafe Rouge, Hotel Pennsylvania, New York)
 (Personal manager: Carlos Gastel)
 (Booking agency: General Amusement Corporation)

Initial appearance of this band at a prime location spot in Manhattan marks the band as an outfit not to be taken lightly. In evidence all night long is the hand of a guy who knows what he wants, and he gets it thruout. In this case it's Kenton, at the piano, who guides the goings on, and he's definitely striving for a band of distinction probably in the precision forte. There's no doubt in anyone's mind after hearing the band for a while that everything is black and white and comes off like snapping of the fingers.

This reviewer heard the band at two different sessions, late on opening night and at dinner later on, and the above goes for both hearings. There's the consistent style thruout. On ballads Kenton's piano comes in after the warbling of Gene Howard, who does a consistently fine job, to accent the Kenton style. Kenton is a musician's musician, but knows how to bend a commercial note when he wants to.

Where he's off on a tangent, so far as a commercial enterprise is concerned, is in dishing up a majority of originals late in the eve. Putting out originals consistently, no matter how new, musically terrifying or standout-ish, leaves a question mark with the guy who plunks down his buck at the b. o., where's the tune of the day? When he's in dancing with his girl he wants soft lights and sweet music, and a tune he knows. Kenton overlooks that. On the other hand, for those guys who are in the know, and there are probably plenty around, he's a musically hep band and gives a good accounting of himself in every department.

If Kenton were to lean a little more on the commercial tune side—(said that he had no time to rehearse them since he

Del Courtney

(Reviewed at Hotel Claridge, Memphis)

Courtney aggregation currently playing at Claridge is distinctly superior to most of the self-styled orks which have recently been invading the Midsouth. Courtney himself does a fine job of leading, working constantly on the stand and playing up to the dancers. He shows a deft and sure touch of showmanship in sensing their moods and changing pace of his band.

Weakest section is the vocal department. Trudy Marsh is a plenty good-looking canary but does not sell her songs too well. Pat Russo, the bartitone, can only be rated as adequate, altho with numbers better suited to his style he might do much better. Johnny Strong's novelties are interesting.

Balance on the band is five brasses, three trumpets and two trombones, four saxes and four rhythms. Library appears adequately stocked with fair to good arrangements. Band makes pleasant listening and good dancing.

Ted Johnson.

was on the road so much lately), plus his sock original material—guy has every indication of hitting. On the subject of a band playing too loud, that's an age-old question. For those who want their music hot and jivey it's okay. For those who want to talk and just dance, it's another story. Depends on whom you want to please. Gal singer, June Christy, is a peppy youngster who handles herself and lyrics well. Kid knows how to toss her tonsils around.

Paul Secon.

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DOIN' IT THE HARD WAY—Betty Hutton	.53
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GOTTA BE THIS OR THAT—Benny Goodman	.53

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Competish Buy Up Name Bands, Snag Mosque

NEW YORK, Sept. 22.—New policy of bringing name bands into the Mosque Theater, Newark, and ballroom below the building—where Frank Dailey's Old Terrace Room used to be located—has hit a couple of snags. Namely, the difficulty in getting name bands because (a) Adams Theater, which plays namers, when it discovered that the Mosque was thinking of going into a vaude policy with name bands, bought up every available name for a long time to come. And Frank Dailey, operating his Meadowbrook on Pompton Turnpike, did the same thing. He's now booked until the middle of July.

Dailey was going to open another spot at Broad and Hill Streets, to bring in name bands, but plan never jelled. Last week, he sold his liquor license to Rosenhaus Brothers, who are going

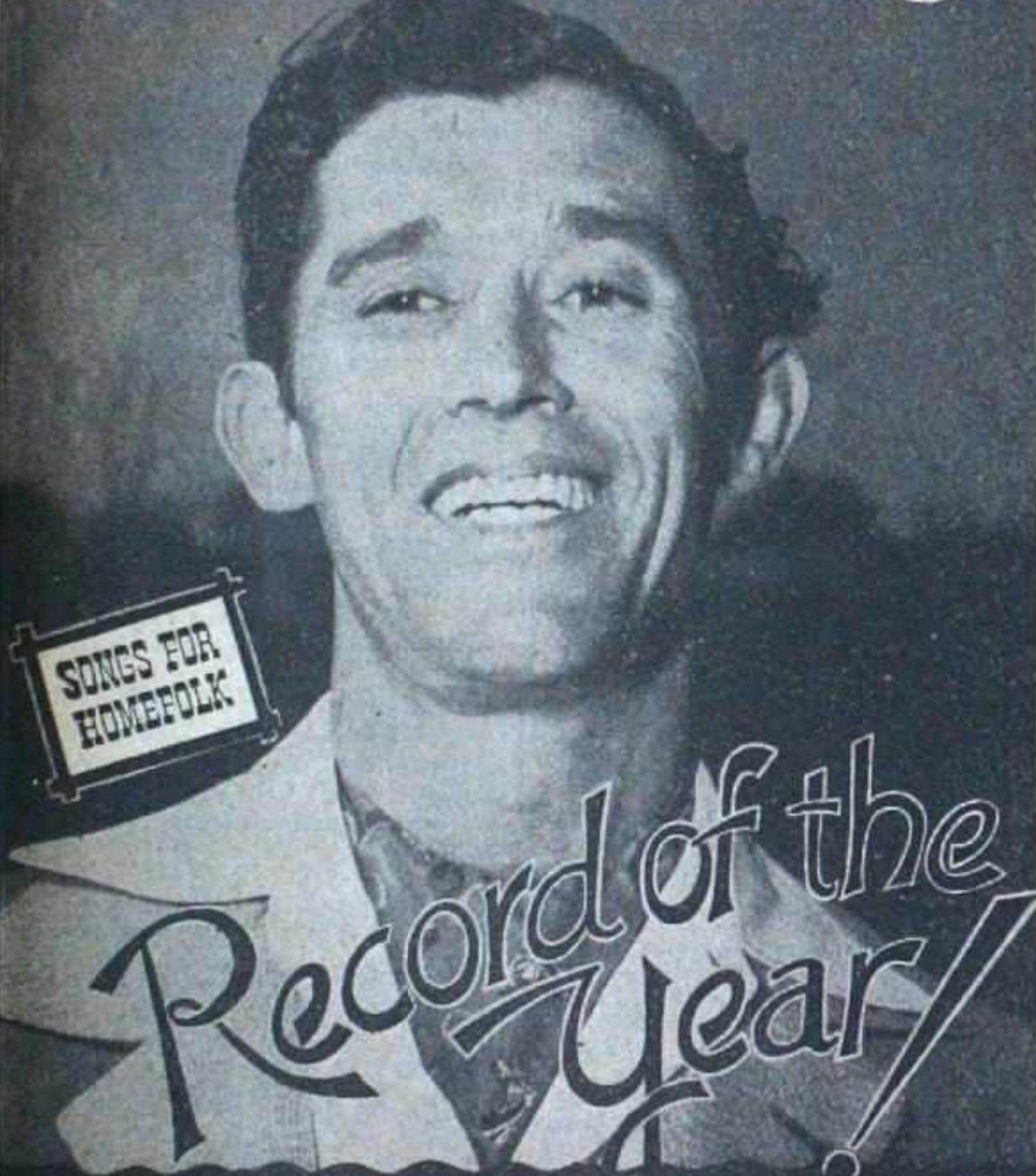
Philo, Not Philco

HOLLYWOOD, Sept. 22.—Wire gremlins crept into story in *The Billboard* (September 15) about Hollywood disk retailers, Leo and Edward Mesner, bringing out a new jazz label. Gremlins juggled a letter "C" and inserted it into the label name, making it Philco instead of Philo, the correct name of the recording firm. There is no connection between the Mesners and the well-known firm making radio sets.

to operate the Mosque enterprises. Latter pair have already tried to get name bands to go in, but have hit dough trouble even tho offering more than Dailey paid the bands when they played the Terrace Room.

Seems the brothers offered one band that Dailey played \$1,250 more a week than Dailey paid, but band nixed offer. MCA was originally in Mosque deal.

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NEW YORK:
Peter Kent, now fronting small combo at Manhattan Room at the New Yorker, going to expand into larger band for diskings with Signature Records. . . . Bob Kerr, hubby of singer Joan Brooks, new g. m. for Chelsa, etc., music firms located at 1650 B'way. . . . Nat Lorman, formerly with p. a. dept. of Morris agency, new road manager with Billy Eckstein. . . . Hal McIntyre now back from overseas. . . . Count Basie goes into Roxy Theater after the first of the year. Carl Ravazza scoots for the Coast to make a 20th Fox pic.
Marty Tenney joined Music Makers, Harry James's firm. . . . George Gilbert now with Irving Berlin, taking Cy Manus place. Manus now with Billy Burton in Calif. . . . Teddy Powell last week pleaded guilty in draft evasion. . . . Bob Russell has written tune with Harry Warren titled "Carnival" up for near plugging at B-V-C. . . . BMI working on three songs from "Mr. Strauss Goes to Boston," altho show closed after nine performances. . . . Songs are "Going Back Home," "Into the Night" and "Who Knows." Score by Robert Stolz and Bob Sour.
Bunk Johnson will bring his own band into Stuyvesant Casino, marking first time a Negro New Orleans band has played New York in a long time.

CHICAGO:
Rich Hill, manager of Aragon Ballroom, back to work following a siege of illness. . . . Art Kassel, Clyde McCoy, Frankie Masters and Joe Sanders inked to waxing pacts for the new Vogue label. . . . Phil Featheringill, Chi record store op and owner of the Session label, mulling a Coast-to-Coast distribution set-up. . . . Eddie Vinson, ex-altoist and featured blues-shouter with Cootie Williams, is reported set to open with his new band at the Rhumboogie, Chicago, October 15, with Ben Bart's Universal Attractions handling the ork. . . . Sonny Thompson's ork, for three months house band at El Grotto, Chicago, has been signed by Joe Glaser and is currently doing Midwest one-nighters. . . . Tim Gale, just out of the service, rejoined the Moe Gale office in New York. . . . Snub Mosley's Decca recording combo has just returned from the South Pacific where it did extensive USO-Camp Shows tour for past six months. . . . Joe Glaser reported working out a deal for a battle of swing between Harry James and Lionel Hampton for the Chicago Stadium next month. . . . Erskine Hawkins plays the Regal, Chicago, October 19. . . . Leo Cooper, veteran musical instrument repairman, is recuperating from a serious operation performed in Chicago last week. . . . Teddy Phillips rebuilding his band for a series of prominent Midwest dates.

HOLLYWOOD:
Horace Heidt's battle for a release from his MCA contract hasn't seemed to interfere with his relations with top MCA bandmen here like Larry Barnet, Eames Bishop, Lyle Thayer and others who lunch daily at Heidt's Steak House, located just a block from MCA's headquarters. . . .

Johnnie Johnston, the singer, due here from New York in November for a picture. Pied Pipers head for a run at the Paramount Theater, New York, with Frank Sinatra, in whose air show they are also featured. . . . Betty Hutton moved into her new Brentwood home with her new hubby. . . . Dinning Sisters coming this way for a Columbia pic. . . . The new Palisades Ballroom on Venice Pier going all out for biz by presenting two top Western bands for a stay, Bob Wills and Deuce Spriggins. The Spriggins band stays on for an extended period.

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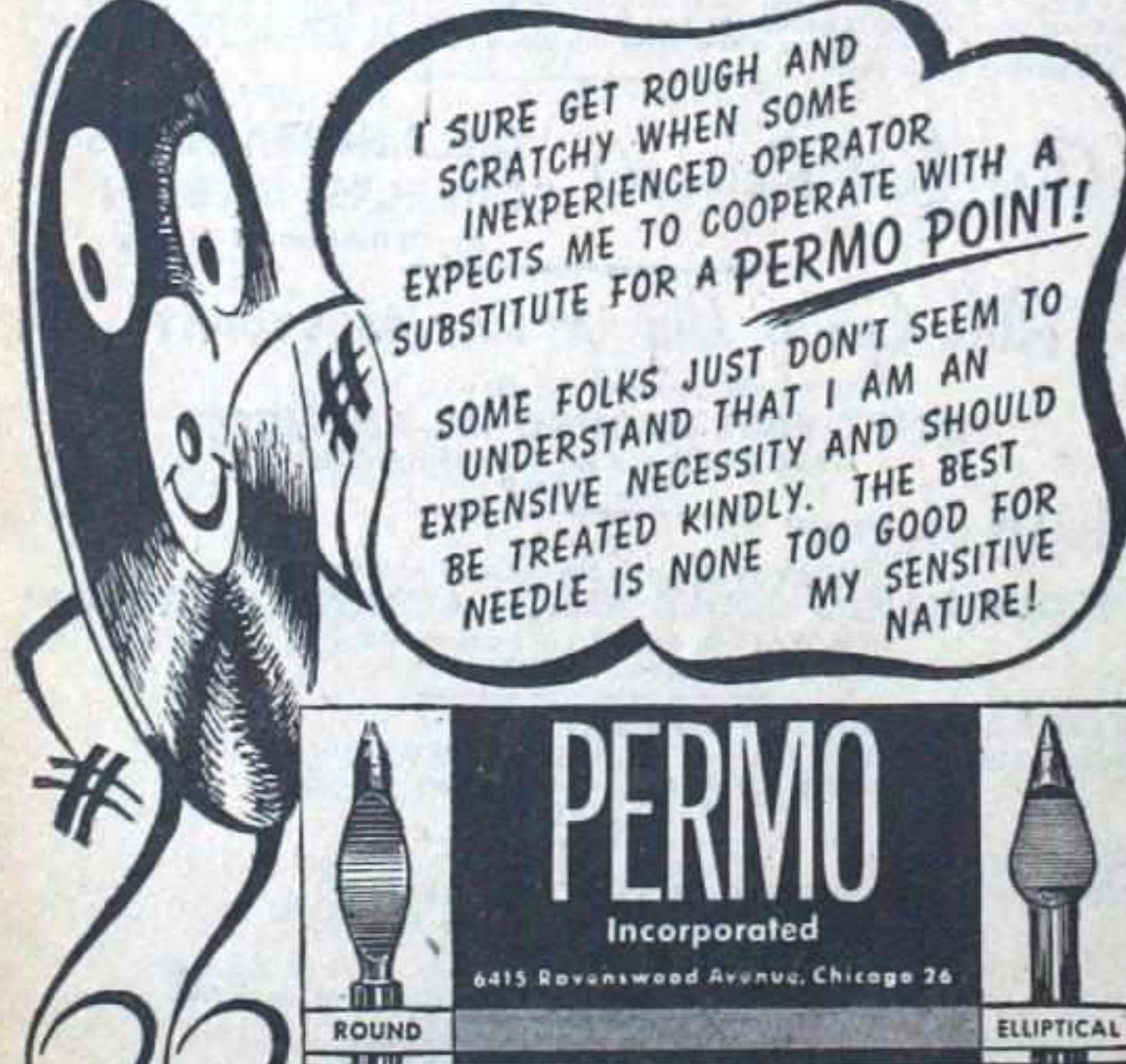
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Morris, Berlin Plea Applied by ASCAP To Other Pubs

NEW YORK, Sept. 22.—Unusual result of appearances last week before the classification committee of the American Society of Composers, Authors and Publishers by reps of Buddy Morris and Irving Berlin's firms brought about a decision on the part of the committee to try the pleas on other pubs in the Society. Morris's rep, Lee Eastman, in asking for an increase for his client's firm, brought out such things as number and type of songs in his catalog, the prestige of the writers of the songs and other factors which, he stated, should increase ratings in ASCAP of firm owned by his clients. Firms are Melrose, Mayfair and Morris.

According to couple members of the classification committee, the appeal was taken seriously, but before being granted any sort of a verdict, the same scale that Eastman applied to Morris's firms would be applied to all the other major publishers in the ASCAP fold. That brought about a raft of work this week, listing songs, authors, titles, etc., to see just how the other pubs would fare if the same scale that Eastman is asking were applied to the other catalogs in the Society.

Same thing applies to Berlin, who came up with a long-delayed appeal on his 4,000 points in availability rating, stating that he belonged in a higher class. The survey being made this week, which will take some time to complete, will probably help in solving the Berlin situation as well.

Mills, Harms, Cancel Infringement Suit Against Murrain's

NEW YORK, Sept. 24.—Mills and Harms music pubs have given up on copyright infringement suits against Murrain's Cabaret, here, according to papers filed here in New York Federal Court by attorneys for the plaintiff. Request for dismissal was entered Wednesday.

Cases, launched last July, claimed that the cabaret had used Mills's *Ain't Misbehavin'* and Harms's *Tea for Two* without proper license for public performance of the ditties.

Songs by CLEO WINTERS

- "Olga From the Volga"
- "Songs of a Gypsy Queen"
- "Alone With My Dreams of You, Dear"
- "In the Evening With the Shadows"
- "Oh! Heavenly Day, Most Precious Day"
- "Harbor Lights of Victoria"

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When the Old Gang's Back on the Corner

(Singin' "Sweet Adeline" Again) By DAVE GRUPP

AL HOFFMAN (A.S.C.A.)
GIL MILLS and
CARL LAMPL (A.S.C.A.P.)

Chorus (Moderately Slow)

WHEN THE OLD GANG'S BACK ON THE COR-NER You'll hear,
"Sweet Ad-e-line" a - gain, 'Neath the same old
moon you will hear them croon As they did in the days "way back
when! There'll be street lamps shin-ing, each night will be so
gay, No more pin-ing for loved ones far a - way, WHEN THE
OLD GANG'S BACK ON THE COR-NER Sing - in' "Sweet Ad - e -
line" a - gain. ("Sweet Ad - e - line") WHEN THE - gain. ("Sweet Ad - e - line")

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A MILLION THANKS TO THE FOLLOWING ARTISTS WHO STARTED THIS TUNE

- | | |
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| DICK BROWN | JAY JOHNSON |
| CADETS | JUBILAIRES |
| CHARIOTEERS | WAYNE KING |
| DAVE CHESKIN | KORN KOBBLERS |
| DINNING SISTERS — National Barn Dance | LANDT TRIO |
| JOE FRASETTO | MARION MANN |
| FOUR BLUES | NANCY MARTIN |
| FOUR CHICKS AND A CHUCK — Allan Young Show | REX MAUPIN |
| FOUR VAGABONDS — Leafgum | BILL McCUNE |
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PART 1—The Billboard

HONOR ROLL OF HITS

(TRADEMARK)

THE NATION'S 15 TOP TUNES

1. TILL THE END OF TIME
2. ON THE ATCHISON, TOPEKA AND SANTA FE
3. IF I LOVED YOU
4. GOTTA BE THIS OR THAT
5. I'M GONNA LOVE THAT GUY
6. I'LL BUY THAT DREAM
7. ALONG THE NAVAJO TRAIL
8. I WISH I KNEW
9. THERE MUST BE A WAY
10. YOU CAME ALONG (FROM OUT OF NOWHERE)
11. TAMPICO
11. BELL-BOTTOM TROUSERS
12. I DON'T CARE WHO KNOWS IT
13. THAT'S FOR ME
14. CHOPIN'S POLONAISE
15. THE MORE I SEE YOU

The nation's 15 top tunes, THE HONOR ROLL OF HITS, is determined by a scientific statistical tabulation of various degrees of each song's popularity as measured in the following survey features of The Billboard's Music Popularity Chart: Songs With Most Radio Plugs; Records Most Played on Disk Programs; Play Status of Films With Leading Songs; Best Selling Sheet Music; Best Selling Retail Records, and Most Played Juke Box Records.

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

FILM PLUGS

PLAY STATUS OF FILMS WITH LEADING SONGS

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

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

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

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

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

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

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

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

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

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

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

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

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

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

IT'S ONLY A PAPER MOON (Harms, Inc.) in Warner Brothers' "Too Young To Know." National release date not set.

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

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

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

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

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

OUT OF THIS WORLD (Morris), Bing Crosby sings for Eddie Bracken in Paramount's "Out of This World." National release date—July 12, 1945.

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

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

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

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

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

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

THE WISH THAT I WISH TONIGHT (Witmark), sung by Dennis Morgan in Warner Brothers' "Christmas in Connecticut." National release date not set.

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

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

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

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

Music Popularity Chart

Week Ending
Sept. 20, 1945

RADIO

SONGS WITH MOST RADIO PLUGS

(Beginning Friday, September 14, and ending Thursday, September 20)

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

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

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

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

Wks. to date	TITLE	PUBLISHER	LIC. BY
8	A Kiss Goodnight (R)	Miller	ASCAP
2	A Stranger in Town (R)	Stevens	BMI
10	Along the Navajo Trail (F) (R)	Leeds	ASCAP
7	And There You Are (F) (R)	Feist	ASCAP
1	Chickery Chick (R)	Santly-Joy	ASCAP
2	Fishin' for the Moon	Chappell	ASCAP
16	Gotta Be This or That (R)	Harms, Inc.	ASCAP
1	Homesick—That's All (R)	Morris	ASCAP
3	How Deep Is the Ocean? (R)	Berlin	ASCAP
4	I Don't Want To Be Loved (By Anyone Else But You) (R)	Mutual	ASCAP
19	I Wish I Knew (F) (R)	Triangle	ASCAP
6	I'd Do It All Over Again (R)	Shapiro-Bernstein	ASCAP
19	If I Loved You (M) (R)	T. B. Harms	ASCAP
5	I'll Buy That Dream (F) (R)	Burke-Van Heusen	ASCAP
14	I'm Gonna Love That Guy (R)	Bourne	ASCAP
2	It's Only a Paper Moon (R)	Harms, Inc.	ASCAP
4	Love Letters (F) (R)	Famous	ASCAP
10	Negra Consentida (My-Pet Brunette) (R)	Marks	BMI
3	No Can Do (R)	Robbins	ASCAP
9	On the Atchison, Topeka and Santa Fe (F) (R)	Feist	ASCAP
11	Out of This World (F) (R)	Morris	ASCAP
8	Promises (R)	Marchant	ASCAP
20	Remember When? (R)	Campbell-Porgie	BMI
2	Say It Over Again (R)	Bogat	ASCAP
11	Stars in Your Eyes (F) (R)	Melody Lane	BMI
4	That Feeling in the Moonlight (R)	Paul-Pioneer	ASCAP
5	That's for Me (F) (R)	Williamson	ASCAP
25	The More I See You (F) (R)	Bregman-Vocco-Conn	ASCAP
28	There Must Be a Way (R)	Stevens	BMI
16	There's No You (R)	Barton	ASCAP
10	Till the End of Time (R)	Santly-Joy	ASCAP
3	Walkin' With My Honey	Republic	BMI
15	You Came Along (From Out of Nowhere) (F) (R)	Paramount	ASCAP

RECORDS MOST-PLAYED ON THE AIR

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

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

Weeks to date	POSITION		TITLE	Lic. By
	Last Week	This Week		
7	1	1	TILL THE END OF TIME	Perry Como..Victor 20-1709—ASCAP
12	2	2	ON THE ATCHISON, TOPEKA AND SANTA FE (F)	Johnny Mercer-Pied Pipers ..Capitol 195—ASCAP
4	6	3	TILL THE END OF TIME	Les Brown ..Columbia 36828—ASCAP
9	4	4	TAMPICO	Stan Kenton.....Capitol 202—ASCAP
13	3	5	GOTTA BE THIS OR THAT	Benny Goodman ..Columbia 36813—ASCAP
12	5	6	CHOPIN'S POLONAISE	Carmen Cavallaro..Decca 18677—ASCAP
3	10	6	I'LL BUY THAT DREAM	Dick Haymes-Helen Forrest ..Decca 23434—ASCAP (Harry James, Columbia 36833; Hal McIntyre, Victor 20-1679; Joan Edwards, Cosmo 456)
4	7	6	I WISH I KNEW	Dick Haymes.....Decca 18662—ASCAP
1	—	7	LILY BELLE	Freddy Martin..Victor 20-1712—ASCAP (Pied Pipers, Capitol 207; Andrews Sisters, Decca 18700; Frank Sinatra-The Charloters, Columbia 36854)
8	6	8	ON THE ATCHISON, TOPEKA AND SANTA FE (F)	Bing Crosby.....Decca 18690—ASCAP
4	—	9	IF I LOVED YOU (M)	Bing CrosbyDecca 18686—ASCAP
1	—	9	I'LL BUY THAT DREAM	Harry James..Columbia 36833—ASCAP (See No. 6)
9	—	10	IF I LOVED YOU (M)	Perry Como..Victor 20-1676—ASCAP

Coming Up

LOVE LETTERS.....	Dick Haymes.....	Decca 18699
11:60 P.M.....	Harry James.....	Columbia 36827
NORTHWEST PASSAGE	Woody Herman.....	Columbia 36835

MORE MERCER MAGIC!



'CAMPTOWN RACES'

Johnny Mercer and the Pied Pipers

'SURPRISE PARTY'

Johnny Mercer

with PAUL WESTON'S Orchestra

CAP. 217


With 'The Atchison, Topeka and Santa Fe' still getting the green light on the profit right-of-way, Johnny gives with another bit of Mercer magic. Don't ask us how he does it! Just give this latest Capitol coupling a whirl and figure it out for yourself. . . . It's the usual Capitol high-quality platter . . . long-wearing, full-fidelity . . . another hit from Hollywood!



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AND HIS ORCHESTRA



CHICKERY CHICK
Vocal by Nancy Norman, Billy Williams and The Kaye Choir

I LOST MY JOB AGAIN
Vocal by Billy Williams, Chubby Silvers and The Kaydets

RCA VICTOR 20-1726



VAUGHN MONROE

AND HIS ORCHESTRA

JUST A BLUE SERGE SUIT
Talkin' To Myself About You

Vocals on both sides by Vaughn Monroe and the Norton Sisters

RCA VICTOR 20-1725

EDDY ARNOLD and his Tennessee Plowboys

DID YOU SEE MY DADDY OVER THERE?
I WALK ALONE Bluebird 33-0535

LIL GREEN Blues Singer

MR. JACKSON FROM JACKSONVILLE
WHAT DO YOU THINK? Bluebird 34-0733

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



RCA VICTOR RECORDS

PART 2—The Billboard

RETAIL SALES AND BEST-SELLING SHEET MUSIC

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

Weeks to date	POSITION		
	Last Week	This Week	
8	1	1	TILL THE END OF TIME (R)Santly-Joy
8	2	2	ON THE ATCHISON, TOPEKA AND SANTA FE (F) (R)Feist
3	4	3	ALONG THE NAVAJO TRAIL (R)Leeds
8	3	4	IF I LOVED YOU (M) (R)T. B. Harms
8	5	5	GOTTA BE THIS OR THAT (R)Harms, Inc.
4	8	6	I'M GONNA LOVE THAT GUY (R)Bourne
1	—	7	I'LL BUY THAT DREAM (F) (R)Burke-Van Heusen
22	6	8	BELL-BOTTOM TROUSERS (R)Santly-Joy
12	9	9	I WISH I KNEW (F) (R)Triangle
4	7	10	I DON'T CARE WHO KNOWS IT (F) (R)Robbins

BEST-SELLING POPULAR RETAIL RECORDS

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

Weeks to date	POSITION		
	Last Week	This Week	
7	1	1	TILL THE END OF TIME..Perry Como.....Victor 20-1709 <i>(Did You Ever Get) That Feeling in the Moonlight?</i>
12	2	2	ON THE ATCHISON, TOPEKA AND SANTA FE..Johnny Mercer.....Capitol 195 <i>Conversation While Dancing</i>
12	3	3	CHOPIN'S POLONAISE (F). Carmen Cavallaro....Decca 18677 <i>Enlora</i>
10	6	4	IF I LOVED YOU (M)....Perry Como.....Victor 20-1676 <i>I'm Gonna Love That Gal</i>
8	6	5	TAMPICOStan Kenton.....Capitol 202 <i>Southern Scandal</i>
12	5	6	GOTTA BE THIS OR THAT. Benny Goodman..Columbia 36813 <i>Gotta Be This or That</i>
1	—	7	ALONG THE NAVAJO TRAILBing Crosby-Andrews Sisters... <i>Good, Good, Good</i>Decca 23437
3	4	8	BOOGIE WOOGIETommy Dorsey...Victor 20-1715 <i>There You Go</i>
4	7	9	I'M GONNA LOVE THAT GALPerry Como.....Victor 20-1676 <i>If I Loved You (M)</i>

(Continued on page 85)

BEST-SELLING POPULAR RECORD ALBUMS

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

Weeks to date	POSITION		
	Last Week	This Week	
5	1	1	Boogie-Woogie. Freddie SlackCapitol BD-12
11	2	2	CarouselDecca DA-400
26	—	3	King Cole Trio Collection of FavoritesCapitol A-8
1	—	4	Duchin Reminisces. Eddie DuchinColumbia C-105
2	—	5	Gershwin Album. Billy ButterfieldCapitol BD-10

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

Weeks to date	POSITION		
	Last Week	This Week	
14	1	1	Chopin's Polonaise. Jose IturbiVictor 11-8848
3	3	2	Chopin's Polonaise. Egon PetriColumbia 17377
9	3	3	Italian Street Song. Jeanette MacDonaldVictor 10-1134
15	2	4	Clair De Lune. Kostelanetz and OrkColumbia 7361-M
15	4	4	Warsaw Concerto. Mathieson, London SymphonyColumbia 7490-M

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

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

Weeks to date	POSITION		
	Last Week	This Week	
11	1	1	Rhapsody in Blue. Oscar Levant, Philadelphia Ork; Eugene Ormandy, conductorColumbia X-251
16	2	2	Rhapsody in Blue. Sanroma (piano), Boston PopsVictor DM-358
24	3	3	Music to Remember (From the Life of Chopin). Jose IturbiVictor SP-4
27	4	4	Grieg Piano Concerto in A Minor. Rubinstein-Ormandy, PhiladelphiaVictor M-900
1	—	5	Golden Moments of Song. Jan PeerceVictor SP-8

Music Popularity Chart Week Ending Sept. 20, 1945

JUKE BOX PLAYS

MOST-PLAYED JUKE BOX RECORDS

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

Weeks to date	POSITION		Record
	Last Week	This Week	
6	2	1.	TILL THE END OF TIME —Perry Como (Russell Case Ork) Victor 20-1709 (Les Brown, Columbia 36828; Dick Haymes, Decca 18699; Ginny Simms, Columbia 36849; Don Baker, Continental G-1162)
12	1	2.	ON THE ATCHISON, TOPEKA AND SANTA FE (F) —Johnny Mercer-The Pied Pipers (Paul Weston Ork). Capitol 195 (Tommy Tucker, Columbia 36829; Bing Crosby, Decca 18690; Tommy Dorsey, Victor 20-1682; Kate Smith, Columbia 36832; Louis Prima, Majestic 7145; Judy Garland-The Merry Macs, Decca 23438)
7	4	3.	TAMPICO —Stan Kenton.....Capitol 202
6	7	4.	IF I LOVED YOU (M) —Perry Como.....Victor 20-1676 (Bing Crosby, Decca 18686; Harry James, Columbia 36806; Leo Reisman, Decca 18693; Frank Sinatra, Columbia 36825; Nan Merriman-Thomas L. Thomas, Victor Red Seal Popular 10-1174; Jan Clayton-John Ralitt, Decca DA-29173)
10	5	5.	ON THE ATCHISON, TOPEKA AND SANTA FE (F) —Bing CrosbyDecca 18690 (See No. 2)
8	6	5.	I'M GONNA LOVE THAT GAL —Perry Como (Russell Case Ork)Victor 20-1676 (Benny Goodman, Columbia 36843; Ginny Simms, Columbia 36849)
11	8	5.	GOTTA BE THIS OR THAT —Benny Goodman (Benny Goodman)Columbia 36813 (Sammy Kaye, Victor 20-1684; Joan Edwards, Cosmopolitan 452; Glen Gray, Decca 18691; Joe Marsala, Musicraft 328; Jerry Wald, Majestic 7149)
13	3	5.	CHOPIN'S POLONAISE (F) —Carmen Cavallaro.....Decca 18677
2	—	6.	TILL THE END OF TIME —Dick Haymes (Victor Young Ork)Decca 18699 (See No. 1)
3	—	7.	ON THE ATCHISON, TOPEKA AND SANTA FE (F) —Tommy Dorsey (The Sentimentalists).....Victor 20-1682 (See No. 2)
7	10	7.	GOTTA BE THIS OR THAT —Sammy Kaye (Nancy Norman-The Kaye Choir)Victor 20-1684 (See No. 5C)
2	11	7.	ALONG THE NAVAJO TRAIL (F) —Bing Crosby-Andrews SistersDecca 23437 (Dinah Shore, Victor 20-1666; Gene Krupa, Columbia 36846)
1	—	8.	11:30 P.M. —Harry James (Kitty Kallen)Columbia 36827
6	11	9.	THERE MUST BE A WAY —Charlie Spivak (Jimmie Saunders)Victor 20-1663 (Connee Boswell-The Paulette Sisters, Decca 18689; Johnny Johnston, Capitol 196)

Coming Up

ILL BUY THAT DREAM (F) ..Dick Haymes-Helen ForrestDecca 23434
LILY BELLEFreddy Martin (Gene Conklin-The Martin Men)Victor 20-1712
THE BLOND SAILORAndrews Sisters (Vic Schoen Ork)..Decca 18700
SHAME ON YOURed Foley-Lawrence Welk.....Decca 18698

MOST-PLAYED JUKE BOX FOLK RECORDS

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

Weeks to date	POSITION		Record
	Last Week	This Week	
9	1	1.	YOU TWO TIMED ME ONETex RitterCapitol 206
13	2	2.	OKLAHOMA HILLSJack GuthrieCapitol 201
5	6	3.	HEADIN' DOWN THE WRONG HIGHWAYTed DaffanOkeh 6744
4	4	4.	SHAME ON YOURed Foley-Lawrence Welk.....Decca 18698
22	3	5.	AT MAIL CALL TODAYGene AutryOkeh 6737
30	5	5.	SHAME ON YOUSpade CooleyOkeh 6731
8	3	5.	CARELESS DARLIN'Ernest TubbsDecca 6110
1	—	5.	SIoux CITY SUEDick ThomasNational 5007

MOST-PLAYED JUKE BOX RACE RECORDS

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

Weeks to date	POSITION		Record
	Last Week	This Week	
8	1	1.	THE HONEY DRIPPERJoe LigginsExclusive 207
17	2	2.	WHO THREW THE WHISKY IN THE WELLLucky Millinder.....Decca 18674
10	4	2.	THAT'S THE STUFF YOU GOTTA WATCHBuddy JohnsonDecca 8671
21	5	2.	CALDONIA BOOGIELouis JordanDecca 8670



BING CROSBY
with **LES PAUL**
and his Trio



IT'S BEEN A LONG LONG TIME

WHOSE DREAM ARE YOU
(Song Based on "Thoughts While Strolling")
Both vocal with instrumental accompaniment

DECCA RECORD NO. 18708 . . . 50¢



RANDY BROOKS
and His Orchestra with
MARION HUTTON

I'M GONNA LOVE THAT GUY
(Like He's Never Been Loved Before)

NO MORE TOUJOURS L'AMOUR
(Hoya, Hoya)

Both Fox Trot with Vocal Chorus

DECCA RECORD NO. 18703 . . . 50¢



LIONEL HAMPTON
and His Orchestra
(Still Going Strong in Machines)
HAMP'S BOOGIE WOOGIE

CHOP-CHOP

Both Instrumental Fox Trot

DECCA RECORD NO. 18613 . . . 50¢

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Thelma Carpenter

Eddie Cantor's Sensational New Singer



My Guy's Come Back

(Sung with Deep River Boys)

These Foolish Things

(Remind Me of You)

★
★ WITH A STAR-STUDED ORCHESTRA
★ CONDUCTED BY BUD FREEMAN

Record No. 1017

Majestic
RECORDS

Studio: NEW YORK CITY Sales: ST. CHARLES, ILLINOIS
(Subsidiary of Majestic Radio & Television Corporation)



PART 3—The Billboard

ADVANCE SONG—RECORD

PUBLISHERS' PLUG TUNES

Songs listed are those on which publishers are currently working or on which they plan to work in the near future. This, of course, means publisher will have his contact men make special concentrated effort to have band leaders, singers, disk companies, disk jockeys, program producers and other users of music use song beginning on date listed, and extending anywhere from two weeks to three months from that date, depending on circumstances. List is based on information supplied direct from publishers themselves. Only tunes of publishers voluntarily supplying information are listed.

Current Plugs

Publisher	Publisher
A Couple of Years Ago.....Rudy Vallee	Cause the One I Love Is.....Santly-Joy
A Friend of Yours.....Burke-Van Heusen	Chickery Chick.....International
A Dream (That Won't Come True).....Midwest	Coming Home.....Carey
A Kiss Goodnight.....Miller	Chatterlinswitch.....Advanced
A Merry Christmas and a Happy New Year.....Cavalcade	Choc'late Ice Cream Cone.....Country
A Nickel Ride.....G. I. Music	Close as Pages in a Book.....Williamson
A Rainy Sunday.....Duo	Compared With You.....Original
A Sky Full of Dreams.....Hi-Tone	Conversation While Dancing.....Capitol
A Tender Word will Mend It All.....Barton	Cool Water.....American
Along the Navajo Trail.....Leeds	Counting the Days Until Christmas.....Marks
Am I a Passing Dream?.....Dave Ringle	Cowboy Moon.....Albert J. Randolph
And There You Are.....Feist	Crazy Things.....David Gornston
Apple Face.....Lewis	Darling, Promise Me.....Winthrop
Are You Livin', Old Man?.....Jefferson	Down Time.....Crescendo
Ask My Heart.....Manhattan Melodies	Daybreak Serenade.....La Salle
Baby, Save Him for Me.....House of Melody	Dearest Darling.....Advanced
Bais.....Peer	Do, Do, Baby.....A-1
Blue Eyes.....Key City	Dog Catcher Man.....Top
Bounce-y Bounce-y Ball-y.....Singer, Reese, Patrick	Don't Be Tellin' Me Your Troubles.....Bell
But—I Did.....Remick	Don't Ever Leave Me.....Reville
Bye Lo.....United	Dream About Me.....Major Melodies
Caldonia.....Morris	Echoes of the South Pacific.....Excelstor
Can't You Read Between the Lines.....ShapiroBernstein	Every Night.....G. I. Music
Careless Darlin'.....Cross	Every Night Is Saturday Night.....Dr. Billie Songe Shoppe

(Continued on page 86)

Plugs Scheduled for Near Future

Publisher	Publisher
A Blue Song That Made Me Happy.....Sudlik	My Nurse Corps Nightingale.....George F. Briegel
A Stranger in Town.....Stevens	My Radio Sweetheart.....Bronx
A Two-Seated Saddle and a One-Gaited Horse.....American	My Ring of Gold.....Perry Alexander
A Woman Will Be President.....Robert Mack	Nobody Knows.....Byers
Some Day.....Chelsea	Now That You're Gone.....Dearborn
After All This Time.....Crescendo	Oh, Brother!.....Bourne
Afternoon Moon.....Nordyke	Oh, What I Dream'd About You.....Pyramid
All This I Miss.....Campbell-Porgie	Phantom Paradise.....Superior Melodies
Are These Really Mine.....Charles Gunther	Riding Over Sage Brush Plains.....Zoeller
Baby, You're On You're Own.....Matt Pelkonen	Rollin' Hills.....De Cimber
Broken-Hearted Lullaby.....Franco-American	Santa Maria.....Marks
Caribbean Magic.....Edwards	Sarabara.....United
Christmas Lullaby.....Sunset	Serenade To a Sponsor's Ugly Daughter.....Top
Christmas Polka.....Santly-Joy	Silent Prayer.....Marion W. Rinehart
Cuddles.....Grimes	Since My Darling Went Away.....Russ Hull's Country Music
Dancing With You in My Arms.....Marks	Sittin' on the Sofa.....Jo Golden
Daydreams in the Moonlight.....Melody Moderne	Slowly.....Rudy Vallee
Dear Mr. Santa Claus.....Robert De Leon	Some Sunday Morning.....Harms, Inc.
Don't Be Afraid.....Excelstor	Somewhere We Met (But Where, I Never Knew).....International
Don't Be Stupid, Mister Cupid!.....Arcadia Valley	Strollin' Down the Lane.....Process
Don't Turn My Love Into Hate.....Leeds	Sweetheart.....Feist
Dreaming.....Hill and Range Songs	'Tain't Me.....Mutual
Forgive Me One More Time.....G. I. Music	Technicolor Trail.....Hanna
Garden of the Moon.....BMI	That's Why I'm Lonely for You.....Kelly
Going Back Home.....Midland	The Blues Are Nothin' New To Me.....Harmony House
Hecky Darn!.....Baltimore	The Gang That Sang Heart of My Heart.....Robbins
Hilda.....Feist	The Juke Box Song.....Tin Pan Alley
Honey.....Hi-Tone	The Last Time I Saw You.....Barton
How Many Apples Are There in a Fall of Grapes and If So, Why?.....Burke-Van Heusen	The Girl With the Little Red Cross on Her Sleeve.....Bruno
I Ain't Got Nothin' But the Blues.....Dubonnet	The Minutes of Our Last Meeting.....Key City
I Didn't Think You Cared.....Country	The Rhumba, The Conga, The Samba.....Melocraft
I Just Don't Know Why But I Do.....Roy	The Waltz I Shall Never Forget.....Bell
I Need You So.....Irving Siegel	They Ran Me Out of Texas.....Dr. Billie Songe Shoppe
I'd Do It All Over Again.....Shapiro-Bernstein	Too Soon.....Topik
I'd Do It All Over Again.....Stanwood	True-Mon-Tru.....Feist
I Have But One Heart.....Marks	Walkin' With My Honey.....Republic
I Just Stopped by for My Heart.....Hall's Hit Songs	We'll Be Sweethearts Forever.....Essex
I Never Believed in Love at Sight ('Till I Met You).....Morris	What's New in the Heart Department.....Leeds
I'd Rather Be Me.....Joe McDaniel	When It's Down, Down in Australia.....Dave Ringle
It Seems Like I've Known You Forever.....Major Melodies	When My Darling Comes Home.....James B. Paris
I'll Never Love You Again.....Wise	Who Knows.....BMI
I'm a Midnight Cavalier.....Syncopation Songs	Whoever Told You I Didn't Care.....Arcadia Valley
I'm in Danger of Love.....Harmony House	Why Do They All Pick On Brooklyn?.....Orange
I'm Just a Baby.....Kanes	Wings To Wear Upon My Heart.....La Casa Del Rio
In Spite of Everything You've Done.....BMI	Winter Interlude.....Gaumont
Into the Night.....Enterprise	Yah Ta Ta, Yah Ta Ta (Talk, Talk, Talk).....Burke-Van Heusen
It's Just the Same Old Moon.....Gaumont	Yesterday's Memories.....Albert J. Randolph
It'll Take a Little Time.....Dubonnet	You Came Along (From Out of Nowhere).....Paramount
Just to Make a Long Story Short.....Manhattan Melodies	You Know, Baby.....Tempo
Keep Right On Doin'.....Tempo	You'll Miss Me Someday.....David Gornston
Kissing Bug.....Cherio	You Never Say Yes (You Never Say No).....Robbins
Latch.....Original	You Won't Be Satisfied (Until You Break My Heart).....Mutual
Lazy Man's Ranch.....O'Kay	You're a Set-Up in That Get-Up, Baby.....Newart
Let's Dance Again.....Lee-Dee	You're Really Doin' Something To Me.....Carrie Hoffman
Let's Play House.....Dawson	
Let's Wait Until Tomorrow Before We Part.....Edwin W. Kukkee	
Lingering.....Blasco	
Lingerin'.....Blasco	
Little Red Hooding Ride.....Hanna	
Love Your Heart in Texas.....Famous	
Love Letters.....Reville	
Maybe You're Right (Maybe I'm Wrong).....Gilbert Parmalee	
Maybe You're Right (Maybe I'm Wrong).....Morris	
Moan A-Shining On Chicago.....Morris	
My Mother's Waltz.....Morris	

Music Popularity Chart

Week Ending
Sept. 20, 1945

DATA AND REVIEWS

ADVANCE RECORD RELEASES

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

A DOOR WILL OPEN	Tommy Dorsey (Stuart Foster-The Sentimentalists)	Victor 20-1728
A KISS GOODNIGHT	Ella Fitzgerald-Randy Brooks Ork.	Decca 18713
A PRETTY GIRL IS LIKE A MELODY	Phil Brito (Paul La Valle Ork)	Musicraft 15042
A WASTE OF TIME	The Cory Kids	Spin 853
ANDY RUSSELL FAVORITES ALBUM		Capitol BD-13
Adios Muchachos	Andy Russell	
Cielito Lindo	Andy Russell	
I'll See You in My Dreams	Andy Russell	
Imagination	Andy Russell	
Just Friends	Andy Russell	
La Borrachita	Andy Russell	
Let's Fall in Love	Andy Russell	
Marie Elena	Andy Russell	
AREN'T YOU GLAD YOU'RE YOU?	Tommy Dorsey (Stuart Foster)	Victor 20-1728
AULD LANG SYNE	Baltimore Ohio Glee Club	Decca 23455
BENNY'S COMING HOME ON SATURDAY	Ella Fitzgerald-Randy Brooks Ork.	Decca 18713
BLUES, TOO	Teddy Wilson	Musicraft 336
CAMPTOWN RACES	Johnny Mercer-Pied Pipers (Paul Weston Ork)	Capitol 217
DID YOU REALLY CARE?	Jack Buckingham Ork (Royal O'Reilly)	Lamarr Star 501
DINTY MCGINTY	Martin Barry Ork	Spin 851
DON'T LET ME DREAM	Stan Kenton (Gene Howard)	Capitol 219
FREDDIE AND HIS FLUTE	Martin Barry Ork	Spin 851
GAVOTTE IN GEE WHIZZ	Martin Barry Ork	Spin 852
HE'S FUNNY THAT WAY	Frances Wayne	Musicraft 15041
HONEY	Dinah Shore (Russell Case Ork)	Victor 20-1731
I USED TO LOVE YOU	Phil Brito (Paul La Valle Ork)	Musicraft 15042
IF DREAMS COME TRUE	Teddy Wilson	Musicraft 336
I'M GLAD I WAITED FOR YOU	Peggy Lee (Dave Barbour Ork)	Capitol 218
IN LOVE WITH LOVE	Frances Wayne (Ralph Burns Ork)	Musicraft 15041
IT'S BEEN A LONG, LONG, TIME	Stan Kenton (June Christy)	Capitol 219
IT'S LOVE, OF COURSE	Martin Barry Ork	Spin 852
JOSE GONZALEZ	Guy Lombardo (Don Rodney-The Lombardo Trio)	Decca 18712
KISS THE TIME AWAY	The Cory Kids	Spin 853
LITTLE CHUM	Dusty Brooks and His Four Tones	Lamarr Star 103
LOST IN THE MIST AND THE RAIN	Frank Winikus Ork (Betty)	Spin 855
MIGHTY LAK A ROSE	Frank Sinatra (Axel Stordahl Ork)	Columbia 36860
MY GUYS COME BACK	Dinah Shore (Russell Case Ork)	Victor 20-1731

(Continued on page 85)

RECORD POSSIBILITIES

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

IT'S BEEN A LONG, LONG, TIME.. Bing Crosby... Decca 18708-A

This is a honey of a tune, and when done in slow, easy-goin' style as only Bing can do it, comes off in great shape. It's a take-homer for Crosby fans, and a juke box must. Der Bingle does it again.

RECORD REVIEWS

By M. H. Orodener

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

FRANK SINATRA-XAVIER CUGAT (Columbia)

My Shawl—FT; *V. Stars in Your Eyes*—FT; V.

Here is a double feature that should bring dandy returns for all the principals involved. Mating the soft, exotic music of Xavier Cugat with the cooling of Frank Sinatra makes it a spell-binder for the swoon set. Cugat projects his rhythms in unmistakable manner for this thematic "My Shawl," for which Sinatra turns in a pair of flirtatious stanzas. With the singer having it for himself with "Stars in Your Eyes," a lovely Latin lullaby. Cugat beats out both of these ballads in a slow bolero tempo that allows Sinatra ample swoon expression.

The warbler's worshippers will crowd their tokens into the machines for the currently popular "Stars in Your Eyes."

JACK SMITH (Majestic)

Small World—FT; V. *A Blue Poke Bonnet and a Stove Pipe Hat*—FT; V.

Radio's Jack Smith sets his tenor pipes to good spinning for two pops that hold a large measure attraction. And with Earl Sheldon providing plenty of orchestral body, sells strong as a romanticist for both songs. "Small World," with an infectious melody, is made all the more exciting in having Smith's forthright singing set to a lively beguine tempo. "A Blue Poke Bonnet and a Stove Pipe Hat" is spinning wheel styled with Smith bringing out all the nostalgic content of the sentimental chant. Side spins just as bright.

The popularity of the pops will largely condition the coin flow for these sides. With "Small World" stacking up on the strong side.

CONTINENTAL DANCE ORCHESTRA (Continental)

Till the End of Time—FT; VC. *Clair De Lune*—FT.

It's a salon-styled string orchestra, directed by Sula Levitch, that applies itself to the modern rhythms in setting forth both of these classical melodies. The piano and strings make rich harmonic color for Debussy's "Clair De Lune," literally making it a shower of moonlight music in a slow and soothing tempo, with the strict rhythm, it still retain its rich melodic flavor. It's a cinch the Tin Pan Alley boys won't pass up this theme for too long. Not as fanciful is the playing of "Till the End of Time." The Chopin classic also set at a slow ballad tempo. Nor is there the vocal quality in Don Baker's baritone pipes to sell this sentimental piece.

For the plush locations, the lush playing of "Clair De Lune" makes for a real phone pleasantry.

(Continued on page 85)



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ARE YOU LIVIN' OLD MAN

Catalog No. 140

GEORGIE AULD

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CO-PILOT

I'LL NEVER BE THE SAME

Catalog No. 128

"DIZZY" GILLESPIE

Acc of Trumpeters

and His Orchestra

SALT PEANUTS

HOT HOUSE

Catalog No. 1003

GERALD CLARK

and His Original Calypsos

Featuring Mabeth

MAN SMART-WOMAN SMARTER

MY DONKEY WANT WATER

Catalog No. 115

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Those "Budget Cutting Blues" Start Hitting N. Y. and Philly

NEW YORK, Sept. 22.—Local flesh peddlers in the lounge field are reluctantly admitting to one another that a budget-cutting wave has developed in the East among drinkery ops. Among the towns where this has happened are Philadelphia, Baltimore, Washington, Atlantic City, Newark and Paterson—all heavily connected in one way or another with the late war and war industry. New York, never an outstanding lounge center, hasn't felt the pruning knife as yet, but it is known that 52d Street, the nearest thing in Gotham to a lounge colony, isn't jumping with the sounds of bustling cash registers.

Percenter here are plenty worried. All have been expecting and predicting—much as they dislike it, because their ultimate commissions are affected—that the prices of lounge units and combos will eventually come down. However, they have been hoping at the same time that the indicated downward trend in salaries would hold off for a while and possibly not take place at all if reconversion came quickly. That is, they've been praying that the toboggan of price-cutting would be arrested in its downward plunge and, possibly, sent back up again by a new boom based on a quick turn to civilian production.

Instead, enough ops to give the talent-sellers bellydrops have begun to chop their weekly budgets—and it is showing up in just over a month after V-J Day. Typical example is the case of one big lounge in Philly where the weekly nut has been \$3,000. Last week this place went to \$2,000, a 50 per cent cut.

Significant is the fact that the pruning has taken place in cities where thousands of war workers formerly furnished

the basis of boom biz in the lounges. Atlantic City was not a defense town, but it did have droves of army men who provided the same kind of b. o. for the resort places. What this means is a simple but fundamental thing—war workers, laid off, are not spending as much in the lounges and, hence, ops are dropping their own expenditures to conform.

As yet, prices for combos and units do not seem to be affected severely. Agents report the tootlers and groanbox-squeezers refuse to work for less dough and say they don't blame them. Yet the proposition will eventually become a question of who can hold out longest, say the percenters here. Local 802's hiring hall is pretty crowded these days, say the flesh peddlers, and will likely become more crowded unless reconversion comes—but rapidly.

Meanwhile the lads and lasses who live off the commissions feel they're in the middle and they're worrying.

Det. Spot Trends to Supper Club, Plans Exotic Sea Food

DETROIT, Sept. 24.—A trend toward the supper club style is seen in the current change of the Ted Lipsitz Supper Club, large local lounge. Lipsitz is planning an expansion in the food department, quadrupling the size of his kitchen, and is planning on such specialties as exotic sea foods as soon as supply conditions permit. The entertainment policy is being enlarged with the booking of Sammy Dibert's band, plus vocalist, coming in this week.

Off the Cuff

East:

NORMAN JONES held over at the Wonder Bar, Elizabeth. . . . TUCKER SISTERS into the Crystal Lounge, Troy, on September 25.

AL TRACE, current at Greenwich Village Inn, New York, getting a Mutual wire. . . . KAY and Bernard start at the Barn, Kingston, N. Y., on September 19. . . . CLEON and Joe started at the Biltmore Hotel, Baltimore, on September 18. . . . BOB ALLEN new at Twin Keys, Newark. . . . AVA WILLIAMS current at Manhattan Club, Troy. . . . NANCY ANDREWS replaces Dorothy Ross at 23 Room, New York. . . . MICKEY KATZ and His Katz 'n' Jammers in for a four-figure salary at Idle Hour, Dayton. . . . MAE JEAN extended indefinitely at Club Gloria, Columbus.

THREE JACKS AND A QUEEN working at the Blue Mirror, Baltimore. . . . CATS AND FIDDLE sold to the Bar of Music, Chicago, for October 17. . . . LOUMEL MORGAN extended at the Downbeat along with Art Tatum. . . . IONE GAUSE current at El Chico, Newark. . . . INCY AND HER HOLLYWOOD MELO-DEARS working at the Spa, in Bayonne, N. J. . . . DICK STYLE TRIO current at Kelly's Stable, New York. . . . AL CAESARIO working one-nighters since forming his own combo. . . . BUDDY VAUGHN QUINTET, with Dottie Dare, inform they are in their 11th week at the Plamor, Cheyenne, Wyo. . . . HAL HEENEY now at Al and Brownie's, Rochester. . . . RAN BISHOP returned to the Yucatan, Tucson, Ariz., on September 25. . . . EARL BOSTIC displaying his new

Midwest:

RETA RAY has a six-month pact at the Brown Derby, Chicago, where she has just opened. . . . JO AND KAY BELL into the Esquire, Joliet, Ill., September 11. . . . DON REY opened at Woodruff Hotel, Joliet, Ill., September 10. . . . MARKERT AND ANGEL, who previously worked under the moniker of Chet and Laura, into the Jai-Lai, Columbus, September 17. . . . DICK MAGUINNESS set for the fourth time at the G.I. Club, Omaha. . . . DICK MCPARTLAND, of GAC's Chi office, making plans for the return of his brother, Jimmy, jazz trumpeter, who's been in Europe since the Allied invasion. . . . BELA (BILL) MADDEN into the Ohio Pick Hotel, Youngstown, O., opened September 15. . . . GIRL FRIENDS go into the Rendezvous, Alexandria, La., October 1 for the winter. . . . EDDIE DANDERS and his quartet currently at the Crown Propeller, Chicago.

West Coast:

JACK PORTER'S orchestra going strong at Biltmore Hotel, Hermosa Beach, Calif. . . . EDDIE HEYWOOD band continues at Billy Berg's thru December. . . . PIERRA CARTA goes on at the Biltmore Hotel, Los Angeles. . . . CHARLES KALEY held over at the Troc, Reno, Nev. . . . DREX BROOME extended at Antler's Hotel, Colorado Springs, Colo. . . . GRADS KING renewed at Rhythm Room, Hayward Hotel, Los Angeles. . . . SELIKA PETTIFORD at Mons, Long Beach. . . . MUSIC MASTERS remain at Backstage, San Francisco. . . . IKE LEE'S ork playing Keen Club, Las Vegas. . . . KING PERRY continues on at Streets of Paris, Hollywood. . . . RED CALLENDER at the Susy-Q, Hollywood. . . . EDNA WILLIAMS, trumpeter from the Sweethearts of Rhythm, heading own outfit at Zan-zibar, Los Angeles. . . . MAKE BELIEVES with Frankie Laine and Wini Beatty are at George's, Glendale. . . . HOWARD MCGHEE held over at Swing Club, Hollywood. . . . JUBES AND WEBB left Chi Chi Bar, Hollywood, for a stay at the Hob Nob, Ventura.

Detroit Lounge Doubles Biz With Contrasting Acts Policy

DETROIT, Sept. 24.—Change of policy at the Chancellor Lounge in the Barlum Hotel, booking of contrasting attractions, is reported to have practically doubled business in recent weeks. Carlos Cortez, currently appearing at the Chancellor, plays classic piano and Monroe Walker plays boogie. Both double in vocals.

The lounge has a new manager who is responsible in the new policy, Max Lemaux, who succeeded Kopel Kahn. Lemaux was former assistant manager of the Eastwood Gardens, huge outdoor ballroom in East Detroit, and before that, manager of Taylor's Show Bar here.

McConkey Sets Into Windy City Booking

CHICAGO, Sept. 22.—Entrance of the McConkey Orchestra Service, Kansas City, Mo., cocktail and small band booking office, which recently branched out into big bands also, into the Chi territory, came this week with the announcement by Mack McConkey that Eddy Duns-moor, the vet band leader, was joining the office staff as Eastern rep. Plans call for Duns-moor to take over the agency's Chi office if and when it is set up. McConkey said nothing definite had been set, but that he hoped for penetration of the Chi area as soon as arrangements could be made.

Entrance of McConkey into Chi should increase booking activity because McConkey has worked himself into a key position in the Southwest and part of the Midwest since he started operation some five years ago.

Dario and Vernon Buy Goodrich for Martinique

NEW YORK, Sept. 24.—Ace Goodrich, piano and voice, who has been working in the South as a cocktail act gets his first break when he opens as a single at La Martinique, January 1946.

Dario and Jimmy Vernon saw the boy at MCA a week or so ago and promptly bought him. Money was not divulged but it is known that price is considerably higher than Goodrich previously received.

Doc Bagby Re-Forming Trio For Cocktail Duties in Philly

PHILADELPHIA, Sept. 22.—Harry (Doc) Bagby, a former maestro, who has just received his army discharge, is re-organizing a trio for cocktail room dates in Philadelphia. The combo will include Roscoe Fritz, ex-arranger for Charlie Barnet, on the guitar, and Shad Lee, who was bass man with Hot Lips Page's orchestra. Doc claims that his army sojourn provided him with fresh material and ideas for a cocktail unit.

Bon-Bon and His 16

NEW YORK, Sept. 22.—Bon-Bon, Negro singer formerly associated with the Jan Savitt band and most recently a cocktail lounge single, is forming a big band of his own. Outfit will have 16 men. Bon-Bon will front. Eddie Durham is doing the arrangements.



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WHAT'S WITH NEW NITERIES?

Lederer Offering U. S. Acts 8-16 Wks. In Scandinavia

NEW YORK, Sept. 24.—Hans Lederer, of International Theatrical Corporation, is lining up eight to 16 weeks of work for American acts in Scandinavia. Lederer operated in the Scandinavian field before the war and is resuming his activities.

Says his playing time will include some eight weeks of vaude and eight of niteries. He will be ready to shoot as soon as routine transportation to European opens up, and this should be by the end of the year. The money is good, says Lederer, and he is working on devices which will permit the acts involved to take their cabbage out with them when they return to the U. S.

Standard acts are what he is after, states Lederer, and preferably of the sight variety. He also is planning to bring over a number of Scandinavian sight acts for vaude here, he says.

Carroll Plans Digging New Spot on Coast; It's Secret

NEW YORK, Sept. 22.—Earl Carroll is planning to build a huge new theater-restaurant on the Coast, with digging to start in the relatively near future. He already operates one of the biggest Western spots. Producer-owner is in town on a talent shopping mission and to work out details of the plans for the new place. So far Carroll is keeping dope to himself beyond the statement that his future spot will be considerably bigger than the present one and that it will feature shows a la the Carroll formula.

Meanwhile, says Carroll, another *Vanities* package in the usual vein has started out on the vaude road. It is now in El Paso and will move East in time to appear at Loew's State Christmas week. Carroll says the unit is getting the regular stipend, which ordinarily ranges at from \$7,500 to \$8,500 with percentage angles.

It's Reed, Not Proser, Who's Looking for a Spot To Open

NEW YORK, Sept. 22.—This week's Proser's-opening-a-new-club story, which has been circulating in the trade these last few days, boils down to this: Billy Reed, former Copa staffer who is soon to be released from the navy, is in the market for an East Side niterie location and Monte Proser has been making inquiries for him to help him get started.

Reed plans one of two types of operation, depending on the size of the room he ultimately gets—a small room would call for a Ruban Bleu-Blue Angel policy; a bigger room for a one-personality plus music gimmick after the Continental manner. In either event, he says he will get going about the end of November. The future niterie op claims that Proser will not be connected in any way financially, but will be associated with him as an adviser.

Blair's Going In for Flash Production at Carnival

NEW YORK, Sept. 22.—Nicky Blair will open his Carnival Room on November 15 with a 10-act, 24-girl show modeled on what he describes as "like the old Ziegfeld Roof"—huge production numbers, a lot of acts and playing time of about one-and-a-half hours.

Blair says he is dickering for Martha Raye as the first name attraction. Show will cost \$40,000-\$50,000 to produce and have a weekly nut of \$15,000 for actors and two bands, claims the op. John Murray Anderson has been signed to produce. Blair took over the room last summer following a shuffle of reality-holders for the Capitol Hotel, where the spot is housed.

Rash of 1-Nighter Vaude Houses Puts Glow on Season

NEW YORK, Sept. 22.—The new season is developing an encouraging growth in one-night vaude around the New York area. The Flatbush, Brooklyn house run by the Brandt boys and devoted exclusively to legit stock for a long time, last Sunday (16) began showing one-night vaude. According to Arthur Fisher, booker who is buying the talent, purpose is to inculcate a taste for vaude in the neighborhood for the time when more acts become available and the Brandts can go thru with their original plan, abandoned a few weeks ago, to turn the house into a two-a-day fletcher.

The Loew chain also is expanding its one-nighter activities. The New Rochelle house, which has not had flesh for over 20 years, began showing it again on Tuesday (18). The Dyckman, in upper New York City, which never had live shows will tee off with one-nighters on October 4. The Lyric, in Bridgeport, reopens with flesh next Saturday (29). According to Leo Cohen, who books the one-nighters, the chain now has 22-23 houses in the metropolitan area using flesh on the single-nighter basis. Some of these may eventually go to split-week policies, says Cohen.

Steaks and No Show—No \$\$; Show and Steaks—Oh, Boy!

CHICAGO, Sept. 24.—If anybody wants to know if entertainment pulls customers he can take a look at the Colony Club recently acquired by Malcolm Pfelzer. Latter, who is a meat packer, took the room over from a syndicate and offered big steaks but no show. On Saturday (15) he had 23 people in the room (capacity 300). Following Saturday spot turned away 300 people. Reason? He now has a talent budget of about \$3,500 and has on tap a bill headed by Dorothy Blair and supported by Paul Rosini and Blair and Dean.

Florida Clubs Take Beating As Light and Power Is Shot

MIAMI, Sept. 22.—It took the second worst Florida hurricane in history to put niteries out of biz for a few days, due to lack of lighting and refrigeration facilities. Beach clubs were especially hard hit. At this writing most operators have succeeded in reopening but some are still waiting correction of wire troubles.

Beaucoup Dough to Tooters If NWLB Okays Local Decish

NEW YORK, Sept. 22.—Practically every New York night spot that hires musicians will have to dig for heavy sugar in the immediate future if the War Labor decision expected momentarily materializes. According to this expected ruling all sidemen working for scale will get a bundle of back pay retroactive to February, 1944. In some cases this will amount to about \$700 a man, in others less, but the average is expected to be well over \$200.

Ruling hits all Class A and B rooms and is the outcome of the decision made by the New York Regional Board which subsequently became a dispute case when the original verdict was appealed by ops to the National Board. In addition to the back pay decision which wanted a 15 per cent scale increase it also gives a dollar a night extra for each doubler on instruments, and another 50 cents a night more for each additional instrument played over two.

Ops Play Dumb

A check of New York spots using orks brought out various responses. Most

Beats Dishwashing

CHICAGO, Sept. 24.—A name comic working a local class spot was supposed to have wound up on September 27. But, instead, he's being held over until October 12 and the acts that were to follow are being set back.

Holdover, however, is for a different reason than a good job. Seems the comic can't stay away from *chemin de fer*. And during the last few days of his original engagement he dropped a bundle of cash to the house. So spot is holding him over while he works out his debt.

Proser Pitches for Sinatra But Voice Prefers Waldorf

NEW YORK, Sept. 24.—It is understood that Monte Proser has made an active pitch for Frank Sinatra to open at his spot, the Copacabana, after Joe E. Lewis winds up. But the Voice is tied hand and foot to the Waldorf, and reliable sources insist that of the two rooms Sinatra would prefer the hotel.

The only out the singer has in his deal is previous picture commitments. Last time Sinatra played the hotel he broke the room record. Deal for next date calls for a \$2,000 guaranty plus a percentage of the covers. Sinatra is so anxious to take the W-A date and to be tied up to the W-A name that insiders claim that when flicker *Week-End at the Waldorf* was being made he offered to sing in it for free.

Paul M. Brunn Really Raises \$\$ for Cancer Fund at Clubs

MIAMI, Sept. 22.—Last January, Paul M. Brunn, executive secretary of Florida Supper Club Association, and columnist on *Miami Beach Sun and Tropics*, suggested the club join in boosting a campaign for cancer funds. Brunn as a one-man committee went to work and result just announced shows the supper clubs contributed \$12,500 of a total of \$36,000. This compares with only \$1,200 raised in the whole country last year.

Detroit Indie Booking L. Q.

NEW YORK, Sept. 24.—Larry Lawrence, Detroit indie, has the booking job at that city's Latin Quarter. Spot has recently been acquired from Lou Walters by Tony Morrell. Ruth Barr, who formerly booked the room, still handles Walters' New York club.

Virtually No Reconversion

Next 12 months expected to be okay but no gold rush in spite of peace

By Paul Ross

NEW YORK, Sept. 22.—Performers in the niterie and lounge fields cannot look forward to rosy prospects of any sizable growth in the number of places furnishing work, during the next 12 months, if what the majority of niterie and lounge agents and operators checked by *The Billboard* this week proves true.

That there will be, at best, just a few new spots open around the country by this time next year is the consensus of opinion of about 20 trade sources, big and small, queried this week.

And this is the consensus despite the fact that trade dopesters interviewed agree there is plenty of money (black market and otherwise) around seeking investment, materials for building new locations will be obtainable, the general supply of acts will be greater, liquor problems will likely be solved and the new niterie public, created by the war, will still be present.

No War Babies

Few new niteries premed during the war period despite the fact that clubs and lounges were doing their all-time b.-o. high. The major reasons advanced by trade-thinkers for this condition were that talent of the good or better grade was in heavy short supply, that materials for building and equipping new clubs and lounges were equally scarce, that liquor was in the same category and locations were at a premium. All this was attributed to the war.

With the war over, *The Billboard* undertook to find out what goes with the prospects for new niteries since, presumably, many of the wartime restraining factors were or would be ended. The majority opinion obtained is not anything to make acts go out and jump for joy.

To begin with, hold the bulk of the dopesters, the peak is over so why should anyone go into the business now? They concede that there is plenty of hot money laying in a lot of vaults which is seeking an outlet in various businesses, including the hot spot industry. They also concede that there is plenty of cold money around seeking the same thing.

But, says the majority, the niterie business is a special personality business requiring the kind of angle-shooting approach with which the average straightaway businessman is not familiar. Moreover the guy, basically, must be an expert in the handling of food and liquor or he'll get himself out in the alley without a shirt in very short order. So much for Mr. Straightman.

Snoopers Hot

As for the black market lads, says the thinkers, they would be smarter to lay back and leave their coin in the vault, for even if they find a party or parties to front for 'em the hidden interest must eventually come out when the tax boys start snooping—and they snoop plenty in the niterie field.

Admittedly, some guy with a hot bundle here and there will take a flier since he'll figure he has nothing to lose anyway, but these one-two-three quick propositions will do nothing to permanently increase the work-opportunities and the industry generally, say the trade sources.

As for the talent shortage, it will not be a bad dream of the past within 12 months, says the majority. They readily admit there will be a lot of acts appear- (See *What's With the Niteries*, page 36)



NIGHT CLUB REVIEWS

Oval Room, Copley Plaza,
Boston

Talent policy: Dancing and floorshows at 7:45 and 11 p.m. Manager, Newton L. Smith; publicity, James Wilber. Prices: \$1 cover after 10 p.m.

Copacabana Revue, with Kitty Carlisle headlining, which opened the newly re-decorated Oval Room Thursday (13), is easily the best show to bow in Boston in plenty of months. It's also the first revue to play any local hotel and it packs a lot of wallop for the Copley Plaza's faithful followers. Marlo, the headwaiter, was turning them away on night the show was caught in spite of hurricane warnings posted for Boston.

Revue gets off to a fast start with Norman Lawrence's smooth emceeing and ditto singing, with the Samba Sirens (6) providing the added eye appeal. Jacqueline Fontaine's expert tap routines, personal good looks and better-than-average warbling are neatly threaded thruout the show, both solo and paired with Lawrence.

Burt Easley turns in a hand-winning performance as a tipsy magician. Audience seemed to appreciate his stunt with rabbits. Easley's swimming trick won plenty of claps and laughs. Final stunt of making a radio disappear got a big mitting.

Kitty Carlisle, making her first supper club appearance in town, scores something resembling a personal triumph. Her voice, manner and gowns rate her as the best new personality to come to Boston in a long time. Gal could have stayed on all night, judging by the applause. Her vocal versatility and excellent material are strictly top drawer.

Opening with the catchy *It's All in Fun*, she gets audience attention pronto. Following with *Give Me a Strauss Waltz*, she gives her pipes a show-off. Excellent singing of *Till the End of Time* sold solidly with everyone. Clever lyrics on *Tampico* won plenty of laughs. High spot of her show was *Beat Out That Rhythm on a Drum* by Gershwin.

Sammy Eisen and his orchestra do a sock job playing the show.

Barbara Pearson.

College Inn, Hotel Sherman,
Chicago

Talent Policy: Dancing and floorshows at 8:45 and 11:45. Manager, Joe Spieler; production, Marty Bloom; publicity, Howard Mayer. Prices: \$1.50-\$2.50, minimums.

Opening-night difficulties dumped this potentially A-caliber show into the B class, but after a few changes and more rehearsing, show should catch on. Les Brown's crew carries off the honors, presenting its usual array of very danceable tunes, both commercial and swing. Band's part in the floorshow could be improved by dropping *Mexican Hat Dance*, as opener, and using some newer flag-waver. Brown has over-used the former tune. Like his predecessor, Lionel Hampton, Brown deserves credit for his batoning of a very brassy crew which produces some very subdued-tempoed numbers that allow diners a chance to save wear and tear on the eardrums in this room where acoustics are atrocious.

Due to some mistake in the programming, charming Doris Day failed to get her deserved part in the floorshow. A talented thrush like la Day certainly should be heard as well as seen in the revue here. Butch Stone, who did three numbers, proved again here that he's tops among band vocalists who do novelty numbers. Despite the fact that he used oldies from his repertoire, snagged warm palm-pounding.

Joe Sullivan and Meade Lux Lewis, doing a two-tone version of Ammons and Johnson at white and black grands here, are breaking in their duo act, which will improve with age. Pair hasn't had too much time for rehearsal, but opening show caught fine response from the fans. Act would garner more interest if boogie numbers, which are known only to swing fans, were introed by either member of the team.

Despite some clever production on the part of producer, Marty Bloom, the College Inn models' parading in fall formals excite little interest. Emcee Bob Latimore, just out of service and seen here years back with the Coleman Clark table-tennis show, seemed nervous and was hampered by a bad mike. Routine rated mediocre mitt. *Johnny Sippel*.

Cotillion Room, New York

Talent policy: Dance music and floorshows at 9:15 and 12:15. Owner, Pierre Hotel; room manager, Stanley Melba; publicity, Dini Earl. Prices: \$2-\$3 minimums.

Current show with two acts runs smoothly and is apparently satisfactory to the patrons who applauded generously. Gail-Gail's slick selling of sleight-of-hand stuff kept payees giggling all the way. His baby chicks routine involving "removal" of birds from customer's coats and shaking them out of pants legs brought solid reactions. Intro, handled by Stanley Melba, helped sell the act. Table sitters away from the floor are asked to come down and watch Gail-Gail work. Reaction at first is slow but it builds gradually to a laugh finish and audience participation that pays off. Finale laugh-bulldier is based on customers holding up their napkins while following performer's instructions. Gimmick ends in a napkin-waving "goodbye" stunt for additional laughs.

Leonora and Galante open with some smart ballroomology. Pair, well costumed—she's in red and pretty enough to carry off the hard color, he's in Eton costume—get nice mitting with their first lifts. Segue into a smooth dance routine in which overhead stuff is kept down to a minimum. But despite their capable footwork crowd gave them the best hands for the overhead and spin routines. A samba was okay, but it was their chin-to-chin spin which brought the hands.

Team ends with an audience participation stunt that involves a dancing lesson. Couple approach table, gal gets male customer to dance and partner sits down. On night caught (18) stunt didn't go too smoothly. Reluctance of customers to participate is understandable. Routine could pay off but needs better building to overcome shyness. Asking customers to hoof to a fox trot instead of a Latin tune might be better. Stanley Melba's ork cuts show well. *Bill Smith*.

Cafe Madison, New York

Talent policy: Floorshows from 10 to 2; no dancing. Owner: Spencer-Taylor Corp.; operator, Henry Herman. Prices: No minimum, no cover.

If this new room clicks its operation will have to be drastically overhauled. Decor, handicapped by wood panels, is dreary; pillars obstruct at least one-third of the room, and the high informality makes for disorganization rather than a spot to catch performers, or where performers can do their best. Acts come on with no intro. Hep ringiders may know who is on but to the majority it's a deep secret. Another annoying condition prevalent opening night (20) was patrons coming up to either pound the piano or make dull announcements. If an amateur insists on getting into the act, and he's good, he just louses up the performer who is trying to make a buck. If the volunteer is bad he just drives customers out. In either case it is bad management. In one case a man (later identified as Val Ernie) grabbed the mike and insisted on making a hokey pitch about some gal who almost won a beauty contest. Not satisfied with that he brought her up for one of those gushing question and answer things which almost emptied the room. A few more things like that and spot can hang out a to-let sign.

But if management of club is putrid (mainly because Herрман, who knows showbiz, was hampered by a lot of bosses) the entertainment is of unusually high order. And considering the budget (probably no more than \$1,500), Herрман has come up with a good show. (See *CAFE MADISON, N. Y.*, on page 38)

Leon and Eddie's, New York

Talent Policy: Dance music and floorshows at 8, 10, 12 and 2. Owner-operators, Leon Enken and Eddie Davis; publicity, Dorothy Gulman. Prices: \$3.50, minimum.

If previous shows here were good, the current package is strictly run-of-the-mill. It has the usual novelties, a couple of singers and the customary stripper, a line and, of course, Eddie Davis in the No. 1 spot.

Best act caught in current show is La Blanca and Garcia (ex-Cugat), flamenco dancers. Couple look good, do some fiery castanet and heel-clicking work and walked off to a juicy mitt.

Kay and Aldrich, contortionist and

Colosimo's, Chicago

Talent Policy: Dancing and floorshows at 8:30 and 11:30. Owner, Ben Bortz; manager, Dan Barone. Prices: \$2.50, minimum.

Show here is mediocre most of the way, with one or two exceptional highlights, altho trumpeted as being the beginning of a name policy in this nitery which in war years languished to third rate. Manager Bortz had best hire a p. a. to do some fronting for him, too, or change his policy toward press and public—present policy is getting him nowhere fast, judging from slim crowd at show caught.

Benny Rubin who handles the comedy, can tell a fair joke, but so can a lot of other people, and that seemed to be the general reaction of the payees. Did well on some caricatures and is a solid dialectician—either Southern, Yiddish or what have you. Benny should concentrate more on his natural abilities and spice up his routine with variety as average patron has plenty of the Mike and Ike stuff thrown at him during the day and expects something more a night when he pays fancy prices for it.

Stand-out in the show was Isabe Johnson who did neat, standard hoofing Gal is built so well, with face to match she doesn't have to do much stomping to win mitt. She did tho, and got bigger mitt.

Maggie Devine, with a face, figure voice and personality that are a carbon of Sophie Tucker, gave with some lusty throaty warbling to fair reception. Crowd was so small at first takes even top-notch stuff couldn't have garnered too healthy response.

Baron and Rogers, terpsters, gave with a smooth job to South American music, displaying craftsmanship that was on the top side of standard. Should have caught more palm-pounding.

Mel Cole and ork backed the show and provided danceable tunes.

Herb Bailey.

Iceland, New York

Talent policy: Dance bands. Floorshows at 7:30, 11 and 2. Owner-operator: Mike Larsen. Prices: \$2 minimum.

Current show has good commercial possibilities once the kinks are removed. Acts do a creditable job, the customers eat up the corn, provide their own comedy, and all-in-all add up to what should mean pleasant box office.

Boyd Raeburn makes a pleasant emcee. His Western twang sells nicely and his corn reaps plenty of giggles and mitts. First on is ballroom team of Le Brun and Campbell. Boy is a smoothie who has plenty in the looks department for the fem trade. Gal, an attractive blonde, makes an ideal partner. Team's lifts and spins are smart and expertly delivered, getting hands midway and at the walk-off. Smart appearance, showmanship and work make team a natural for class rooms.

Betty Jane Moore looks plenty all right with her white gown cut down to here and the feather in her black hair. Material, all comedy, is smart and pulls some nice laughs. Her *Scientific Way*, the opener, is good but should be spotted for a No. 3 position. The *Bride* number misses being sock because of too much song. Gal is best on straight patter and should cut singing to the bone or drop it. Her pipes were never meant for singing. As a comic, gal has potentialities. Mugging might be cut down, particularly with her material. Good comics don't need mugging to sell. A few seasons of hard work and Miss Moore should make the grade.

Four Whirlwinds are still one of the best sight acts in the biz. Their fast roller-skating spins, the black light effects, sensational tricks and selling job almost stopped the show. Team's audience participation stunt, customers coming up for rides, got big laughs.

The line (pony size) do okay. Their best was *Pipes of Pan* routine in which male patrons are pulled up to get into the act. Seeing fat boys with funny hats and draped with ruffles, is always good for titters. Here it was yocks, juicy yocks. Lou Martin's ork is slick on show cutting. *Bill Smith*.

knock-about act, have some good tricks. But team is strictly for vaude. Its nitery routine doesn't click. It also needs lessons in selling. Some of its routines are almost sock but miss thru poor salesmanship.

Pacho (correct) and Hilda, rumba team, show a new twist on the customary Latin stuff. Gal, instead of the boy, does all the tricks which consist of the usual (See *LEON AND EDDIE'S* on page 36)



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Oriental, Chicago

(Reviewed Friday Afternoon, Sept. 21)

Success of the current stage revue is largely attributable to masterful stage presentation by Frankie Masters and his 15-piece ork. While all the acts are topnotch, it's Masters's crew that boosts the show to top-caliber entertainment.

Masters opens with a pertinent version of *Take Me Out to the Ball Game* done against a cleverly worked-out baseball backdrop. Ditty carried plenty of allusions to the Chicago Cubs' current pennant bid, and is a great bit of stage masterminding. A second band specialty, *Baia*, gained added zest because of Masters's clever use of vari-colored lights breaking over the band and singers during the number. Added bit of color was the vocal quartet's zebra-striped dresses, very much in the Latin mood.

Chirp Phyllis Myles, besides being one of the most attractive singers around, has a distinctive vocal styling that's just as impressive as her appearance. Did zippy *Fine and Dandy* and a moody *I I Love You*, both to warm response. Masters's charming vocal foursome, Marty, Kay, Pat and Jo, keep the Masters batting average high with some smooth harmonizing on *Till the End of Time* and *11:50 p.m.* Frank Cook's standard harmonica and guitar routine, as usual, won him an encore after two numbers.

Walter (Dare) Wahl and Joe Perry broke it up with their serious hand-balancing and rubber-arm gagging. Lads have worked out some new twists on comedy situations for this type of act and net a swell mitt as a result.

Bill Robinson hasn't appeared locally for two years, and while he's dropped some of the tougher cleat steps, he's injected more showmanship and story-telling into his routine and is selling greater than ever. Robinson is also cleating to slower tempos, but the addition of more mugging is his big selling point. Had to beg off after doing his interpretation of how he'll be terping 40 years from now.

Johnny Sippel.

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VAUDEVILLE REVIEWS

Loew's State, New York

(Reviewed Thursday Evening, Sept. 20)

It is doubtful if Loew's State can come up with a more boring bill for the rest of the year than the current occupant. Offering is not the kind of thing that murdered vaudeville—suffocated it, would be nearer the truth.

Since program later features vibraphone playing, house management pulled a boner right at the start by booking the Marimba Co-Eds (4), beaters of the musical wood. Co-Eds look all right and try hard to make something happen with three oldies, then a jumper affecting a boogie beat. The only things that jump are the girls. Fair-sized mob politely brought 'em back for *Tico-Tico*, their best effort.

Tommy Hanlon Jr. enters to intro himself and the balance of the show. The Kemmys, man-woman comedy acro dancers, have a bright idea for their act, and a sock finish where the gal struts up the side wall of the stage. Up to that point, however, they belabor their idea (guy is always losing his hat and this forces the pair into weird acro gimmicks to recover it) so that much of the act's force is lost. Fewer nip-ups and closer timing would improve the turn considerably. Mitting good, laughs fair.

Jerry Cooper, doubling from the Versailles, is the strongest thing on the bill. However, he's not as solid here as he is at the nitery where his engaging personality seems to register more heavily. Guy also lacked energy when caught, except on *If I Loved You* and *Temptation*, his encore. Responses good.

George Prentice, puppeteer, follows with a standard Punch and Judy knock-their-heads-off act. Incidental characters, such as a monkey and a cat, are well-handled, but Prentice does too much and minimizes total impression. Good mitting, laughs scattered.

From this point what has been, at best, a dull show nosedives into one of the dreariest spectacles seen on the Stem in a long time. It would take a super-duper emcee to make entertainment of the five Atlantic City beauty contest winners who are the "attraction" this week, and Hanlon is strictly a light-weight emcee.

Of the winners themselves, only *Miss America* brings any kind of reaction for her looks. The rest could be four Jills from Duffy Square. Contestants are touted as having won not only on the basis of their beauty but their talents, too, and they proceed to exhibit said talents. It is pleasant to learn they are not mere automatons but they scarcely add up to Broadway-standard entertainment.

With one exception, what they have to offer is amateur technical proficiency of a minor sort in dancing, singing and instrument playing. The only one who shows anything even approaching professional caliber is *Miss Alabama* who warbles a jump-tempo Negro spiritual. But somebody had the bright idea that this needed a comedy assist, so Hanlon was plumped into it. He merely gets in the way. Patrons give the girls affable hands.

In own spot the comic trots one funny bit, aided by a fem assistant, in which an audience stooge is "gullotined." Rest is dull and unproductive of giggles. Picture is *Out of This World*, an apt title for the bill it heads.

Paul Ross.

Golden Gate, San Francisco

(Reviewed Wednesday Matinee, Sept. 19)

Whole Show: Fair; patron reaction spotty.

Best Job: GLEN GRAY and ork; usual five stuff, but failed to send payees away happy; too many numbers; not enough showmanship; vocalist BETTY GEORGE chirps *He's Funny That Way* in good style; also good with *Can't You Read Between the Lines*.

Other Acts: EDDIE BARTELL, one of the original Radio Rogues, impressionist; stuff not too new, but audience came awake; good hand. MAURINE and NOVA, dancers; smooth rumbas; gal sexy type. JOHNNY ROMERO, juggler; sticks to three balls and cigar box routine; tries pantomime doing a peanut butter sandwich eating bit; got mild hand. FATS DANIELS good on the clarinet, also worked in a vocal, *Jonah and the Whale*; SKIP NELSON, ballads; warbles *Black Magic* and *The More I See You*; good response. Pic, *First Yank Into Tokyo*, second week. Business, light.

Edward Murphy.

Chicago, Chicago

(Reviewed Friday Afternoon, Sept. 21)

Current show is one of the best to hit the Chi mart. Features clown Henny Youngman, putting in his third Windy City appearance in six months; Buster Shaver, with dancing midgets, Olive, George and Richard; Renald and Rudy, streamlined strong men; Arthur Lee Simpkins, Negro singer, and Lou Breese and ork.

Publicized as being handsome enough to get bobby-soxers to desert Sinatra, Renald and Rudy put on a balancing act involving plenty of muscles. Fine art of muscle control in balancing each other around the stage brought solid reaction from the payees. Team has developed coordination to the extent of topnotch terps and should hit tops in vaude. Pose classically at the end of each number in a way that makes for palm-pounding. Neat backing from Lou Breese thruout routine.

Playing on audience's natural curiosity in midgets, Buster and his little people didn't have to do much to get a good hand, but they did anyway. Gal, who doesn't come waist high to a duck, does a clever rumba number with six-foot Buster, and doubles with three-foot George, and brings house to belly roars. Circus stuff but refined for vaude in neat way. They sing, too, and it doesn't sound too bad.

Arthur Lee does both classic, semis and pops in classic, semi and pop style. He is versatile but uses falsetto too much. Has well-trained voice and manner that brings torrid reception, but could do better if he stuck to voice nature and assiduous training gave him. Got the best hand of any act.

Henny executes usual yock-getting routine with dead pan. After kibitzing at himself for 15 minutes about fiddle playing, he finally gets around to playing it, to more self-heckles. *Herb Bailey*.

Olympia, Miami

(Reviewed Wednesday Matinee, Sept. 19)

This week's bill is nothing to write home about, but taken as a whole, offers plenty of fun and entertainment.

Sue Hastings's Humanettes is a typical puppet act. Here are three fems and two men, working on a miniature stage, talking and singing, their bodies concealed while the marionettes are exposed to form various characters. Well liked.

Ted Leary, emcee, works the deuce spot. This old-timer has a raft of good gags and parodies, and with a cheery laugh keeps the customers in an uproar. Several encores.

Hal Hunter combines drumming with hoofing. Hal is good no matter what he does, but his use of two pairs of shears on which he claps out a tune stands out. Swell.

Bert Walton and Company, with accent on an unbilled fem, tells about his partner having to go to a hospital, forcing him to use local talent. This brings on a dead-pan gal who sings and plays (See OLYMPIA, MIAMI, on page 38)

Orpheum, Los Angeles

(Reviewed Tuesday Afternoon, Sept. 18)

The virtuoso of the washboard, Spike Jones, and his City Slickers spark the Orpheum stage this week with the corn popping thick and fast. The gang's ork arrangements, zaney garb and screw-ball antics make a terrible but side-splitting threesome that leaves payees weak with laughter and yelling for more. Guys work smoothly, never slipping out of character or going straight when it comes to solo spots or bows. Result is a high-paced bang-up show with payees never quite getting enough.

Best palm puller among the acts is Kaye Ballard, a newcomer to the Slickers, but proves to be a natural for the outfit. Gal warbles daffy ditties and does a good job in take-offs on Bette Davis, Joan Davis and Martha Raye. However, solid mitting comes not so much from how well she mimics, but from what she makes her victims say. She closed with an imitation of Judy Garland singing *You Made Me Love You* which brought the house down. So closely did she mirror the film thrush and so well did she match voice quality and diction, that payees rubbed their eyes to make sure they were not seeing the real thing.

Betty Jo got solid mitting for her acro routine. She put on stunts which appeared different from the usual acro stuff such as dancing around on her (See Orpheum, Los Angeles, on page 38)

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What's With the Niteries? Virtually No Reconversion

(Continued from page 33)

ing when the services release men and women performers. But, granting that much of this performer stuff will be good and some even top grade, the new supply will not necessarily increase the supply of genuine b.-o. attractions. They point out that there are very few guaranteed black ink-makers in the service, so army and navy releases will mean little on this score. Eventually, some of the newly mustered out lads and lasses may develop into big-time stuff but that will not give the new or potential op much sure-fire talent to merchandise within the next 12 months. Even if the guy wants to take a filler he'll have little to display in his joint and he'll be up against the older established places which get first call on what there is in the way of b.-o. material. And, reason the majority of those queried, if the prospective owner can't sell much he won't make much and if he can't make a buck or three what is the point of his going into the nitery business in the first place? They admit that there are men from other fields who like to buy into niteries for the thrill of being an "owner," but such characters do not add stability or power to the industry, they say.

The Not-So-Fast Reconversion

On top of all this, say the realistic thinkers, reconversion may not come as rapidly as hoped. In the smaller cities, chiefly dependent on heavy industries, this immediately creates a lower profit potentiality and has, in fact, already created it, with clubs and lounges in former defense industry towns starting to feel the pinch. At the same time, New York, Chicago and the Coast are booming—New York and Chi because they are centers of heavy travel and Los Angeles because there is a hunk of war still going on in the Pacific with many servicemen going and coming.

The Coast may see a few new spots around Frisco, San Diego and, possibly, Hollywood. But Hollywood itself does not represent a high potential for new niteries because the number of licenses is restricted to begin with. As for Chicago, it is a cynical but well-known truism in the trade that newcomers have to square themselves with the city's political organization as well as the present owners before they can operate successfully. The trade-boys point to the squeeze put on the old French Casino when it moved to the Windy City as an example. That leaves New York.

Old Man Location

Here there is a higher potential for new niteries than anywhere else but Old

Man Location enters the picture. The real estate situation being what it is, there is scarcely a decent or half-decent location which has not been canvassed a dozen times and rejected for one of any number of reasons. In Gotham, location is of the first importance, for it determines not only the kind of operation a new owner would run but policy, price, clientele, availability of acts and so on. There is pretty general agreement that three-four small intimate rooms may open here in the next 12 months since such operations are relatively simple to run and, if successful, highly profitable. But nobody looks for any big place to light beyond those already booked for this role in the next few weeks.

There is only one other major nitery center in the country—Florida. But here, again, there is a restriction on the number of licenses. Some sources say that if the proper heavy dough is spent in the right places a license can be obtained, but the cost would be so high as to put any potential op behind the eight-ball at the start. In addition, Florida is a seasonal proposition where the chances of running a complete fiasco are very great.

The minority of trade sources is fairly optimistic. Lounge figures among the minority estimates a growth of anywhere from 10 to 25 per cent in the number of going cocktailers during the next 12 months. This, they feel, will happen as a result of the release of numerous lounge ops from service, the availability of investing money for a proposition which takes a relatively small outlay and can bring big profits, a greater supply of good talent, the permanent American habit of liking to listen to something while drinking, and the opening of road spots now that gas rationing is over.

More \$\$ In Spite of Devil

Optimists on the nitery side say that black market and legitimate investors will take pieces of the whole of night clubs, anyway, in the course of regular business investment, and that even if most of these spots fold eventually, it will still add to the growth of the field. They also feel that we are headed for a new boom—not as great as the war boom but a heavy flurry nonetheless, and that this will encourage new ops to appear since some of the former hold-downs on new places will not be as strong as before.

Neither the optimists nor the pessimists, on the other hand, look for any great shrinkage of the lounge and nitery field. Both sides say that, admittedly, a few weak sisters who have been riding the crest of the dollar wave may disappear but, as a whole, the industry will not get smaller.

If the future, from the viewpoint of more places to work, is not in the unmitigated pink, neither is it stark black. The trade says there will be plenty of work altho the dollars earned may be fewer. But, at least, during the next 12 months, acts who have become accustomed to eating regularly will be able to do so without much trouble, thinks the trade.

LEON AND EDDIE'S

(Continued from page 34)

glass of water on the head and the low floor spin. Act is only fair.

Esta Treu, previously caught here, still looks like a million. But instead of improving in the voice department, she has retrogressed. Canary has no phrasing to speak of. She needs smart coaching badly before she gets moving. Staying in the present groove is almost certain death.

Danny Roberts, emcee, isn't impressive either in appearance or choice of songs. Pipes are adequate but no more. Spotting him after La Blanca and Garcia doesn't do him any good. The team is sock and he's not strong enough to follow.

Sherry Britton does her usual burly prance and that brings on Eddie Davis whose bellowing of blue songs reaps the same big hands. Bill Smith.

JOE JACKSON has joined the Ice-Capades show. . . . LENNY GALE current at the Coronet, Philadelphia.

That's Being Foxy

NEW YORK, Sept. 24.—A few weeks ago AGVA slapped a fine on Murray Pickford, emcee, for working in an unfair Boston room. He started paying off the fine so AGVA suspended further action, pending good behavior. But Pickford apparently thought union boys were too slow in letting its branches know about the lifting of the unfair tag.

So, according to Dave Fox, head of the New York local, Pickford sent out postal cards which read: "Dear Branches—Let you know that Murray Pickford is off the unfair by mistake (sic). Please let bookers know okay booking." The cards were signed "Dave Fox." The payoff was that one of the cards came to Fox.

Ritz Bros. Set at Miami Copa, 7½G; May Play NY Namesake

NEW YORK, Sept. 24.—The Ritz Brothers are set to open at the Copa, Miami, on February 15 at a reported price of \$7,500. There is a possibility the boys will come into the Copacabana, New York, for a few weeks, following Joe E. Lewis. It is known that Monte Proser was very much interested in bringing the team into New York, where they haven't been seen for some time, and had offered them \$6,500 which they turned down. But the deal is still simmering, say informed sources.

According to the grapevine, the Ritz boys were bringing action, thru AGVA, against Tony Morrell, new op of the Detroit LQ for termination of their engagement before the closing date. But AGVA denies that any claim has been made and further points out that the cancellation was mutually agreed upon and the boys received \$3,500 to call it quits.

Leo Shull Opening Week-End Nitery, Chez When (No Gag!)

NEW YORK, Sept. 24.—A week-end nitery, Chez When, featuring popular prices, a \$1.20 admission, a five-act one-hour show and a policy of finding and showcasing new talent will open here on October 12 in the Hotel Diplomat. Hostelry is not connected with operation of the room. Operator will be Leo Shull, owner and editor of a string of showbiz tip-sheets, and an undisclosed principal.

Shows will be given twice nightly under AGVA conditions, says Shull. Place will run Friday, Saturday and Sunday to begin with in the expectation that it will eventually develop into a full-time proposition. Shull states that he is in the market for writers of social-satirical material and for new faces in the nitery field.

Norfolk Spot on 'Unfair' List

NEW YORK, Sept. 24.—The Esquire, a Norfolk night spot, has been placed on the AGVA unfair list and a demand has been made for a cash bond, according to Dave Fox, acting as Matt Shelvey's deputy while the national union head is away.

Dispute grew out of certain money, which AGVA claims the spot owes performers. It also charges that the club owes commission to an agent who put the line into the place.

RICHARD GORDON opened September 14 at Hotel Jefferson, St. Louis, from whence he hops to Las Vegas, Nev.

Bobby Wallace, Nat Nazarro Dispute Ends in Pfft Pact

NEW YORK, Sept. 24.—Rodin (Bobby) Wallace, Negro act, and Nat Nazarro, personal manager, mutually severed their personal management pact this week following a dispute which eventually took the form of a complaint by Wallace to License Commissioner Paul Moss. Squabble arose over details of jobs obtained for Wallace by Gertrude Quinton, agent, who does Nazarro's booking. Wallace went to Paul Moss with what Moss says was a complaint. Nazarro's lawyer says it was an "inquiry."

In any event, AGVA was dragged into it and a settlement was worked out whereby Wallace withdrew his complaint. The actor also agreed to pay about \$125 owed Miss Quinton, according to AGVA, and then the actor, agent and manager signed mutual releases.

PRIMROSE SEMON is in her fifth week as mistress of ceremonies at Nick's Town Tavern, Philadelphia.

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Nitery Industry To Have Own Blurb Mag a la Playbill; N. Y. Preem Set for Christmas

Miami, Chi, Hollywood To Get "Show Digest," Too

NEW YORK, Sept. 24.—A "playbill" for the nitery industry will make its appearance here in time for the Christmas holidays, then will show up in Miami during the winter season and Chicago and Hollywood next year. It will be first such gimmick to circulate thru the field here, altho smaller versions have appeared from time to time in various cities.

It is planned as the night club equivalent of *The Playbill*, standard program used in legit theaters. *The Playbill* combines listings of the details of individual shows with general advertisements and editorial matter. The forthcoming nitery organ, to be known as *Show Digest*, will take similar form altho there are several departures planned from *The Playbill* formula.

Zenoff Promoting

Lieut. Mike Zenoff, former sports director for the Treasury Department and a Milwaukee boxing promoter, is active in the *Show Digest* proposition. Zenoff is understood to be carrying on the work in his off-duty hours from his Hotel Belmont-Plaza living quarters. He is associated with a former radio editor and publicity man who also has service commitments.

The *Show Digest* will have a press-run of 100,000 copies, according to Zenoff and friend. The books will be distributed free to the niteries joining in the venture. Zenoff says he already has 18 spots signed up here, including Leon and Eddle's Glass Hat, 400 Club, Zanzibar, Martinique, Copacabana, Havana-Madrid, both Cafes Society, Jack Dempsey's and Tavern-on-the-Green.

Pocket-Sized

Book, on slick paper and pocket-sized, will carry data about individual nitery

shows with a variety of features such as a fashion column, cartoons, general nitery notes, profile-pieces on hot spot figures such as night club editors, an autograph page and so on. There will, of course, be advertisements.

For each co-operating club there will be an individualized cover in four-colors. Where clubs already print their own program booklets they will be able to dispense with them, since the individualized covers, drawn to the spot's specifications, will turn the *Show Digest* into the club's own organ in each instance.

After the *Show Digest* is launched, the pair plan to bring out a similar organ for the use of studio radio audiences. This one would operate on a cost-plus basis for co-operating radio outfits, or competitive advertising would be yanked during the press-run if the book is to go to them for free.

Richards Asks 25G of Hanlon Over Lost AGVA Franchise

NEW YORK, Sept. 24.—Dick Richards, personal manager who lost his AGVA franchise as the result of a dispute with Tommy Hanlon Jr., is suing Hanlon for \$25,000 for breach of contract, according to the manager. Richards says he filed papers in New York Supreme Court last week and states that Hanlon was hit with a summons at the State where he is working this week.

MIAMI, Sept. 24.—Kitty Davis's Airliner, which usually sticks close to the act policy, will take a flyer into an ice show this fall. Room has booked one of George Navickas's Hans Brinkers for a showing in late November.

BELLE BAKER

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"Recommended: Belle Baker thrilling the crowds at the Latin Quarter."

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"On the Preferred List: Belle Baker's superb renditions and showmanship at the Latin Quarter."

LOUIS SOBOL

"Triple A Endorsement: Belle Baker—the gal who wrings a tear out of every high and low note. O brother, O sister, how wonderful, how delightful!"

*LEE MORTIMER

Daily Mirror: "I think the Sinatra craze is on the wane. . . . Even the young dolls in the audience applauded hysterically. . . . She's the sensation of Gotham 1945 season."

EARL WILSON

New York Post: "Belle Baker is grand and glorious at Lou Walters' Latin Quarter."

ROBERT W. DANA

World Telegram: "Belle Baker received a thunderous reception. . . . Miss Baker got right down into your heart."

GENE KNIGHT

Journal-American: "There's only one word for Belle Baker at the Latin Quarter. Great!"

VARIETY "Belle Baker at the Latin Quarter remains one of the fine song stylists of this or any show biz era. Miss Baker is still an object lesson for the younger singers."

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Rain Hits But Yom Kippur Helps Stem; Andrews Sis Sock With 111G

NEW YORK, Sept. 24.—A couple of rainy days hurt Stem takes last week. The Yom Kippur holiday, however, helped lift figures so totals for the week were still pretty good.

Radio City Music Hall (6,200 seats; average, \$100,000) slipped to \$118,000 for its second week with Tip, Tap and Toe, Three Swifts and Our Vines, etc. First stanza box-office reading was \$125,000.

Roxy (6,000 seats; average, \$75,000) dipped to \$84,000 for its third week with Gene Sheldon, Connee Boswell and State

Fair. Bill started with \$118,000 followed by \$91,000.

Paramount (3,664 seats; average, \$75,000) held up beautifully when its second inning figure showed a tally of \$111,000 for the Andrews Sisters, Tim Herbert, Vic Schoen ork and Duffy's Tavern. Preem was \$115,000.

Capitol (4,627 seats; average, \$75,000) just keeps rolling along. For its eighth week, bill consisting of Paul Whiteman's ork, Johnnie Johnston, Lionel Kaye and Anchors Aweigh, collected \$70,000 vs. \$79,000 for the seventh frame. Show started off with \$97,000. Second week saw \$97,000. Third, fourth and fifth week saw \$98,500, \$96,000 and \$92,000 respectively. Sixth stanza got \$89,500.

Strand (2,779 seats; average, \$45,000) showed \$45,000 for its fourth week with Charlie Barnet, Gil Mairson and *Pride of the Marines* against \$52,000 for the previous week. Opened with \$66,500 and followed with \$70,000.

Loew's State (3,500 seats; average, \$25,000) fell to \$28,000 with the second week of Ed Sullivan's dance contest winners, Sue Ryan and *Blood on the Sun*, against a first week's \$37,500. Current bill has *Miss America* revue, Jerry Cooper, the Kemmy's and *Out of This World*.

Buffalo Gives Poor B. O. to Gene Krupa; Layoffs the Reason

BUFFALO, Sept. 22.—The Shea's Buffalo Theater, only house offering any flesh, just concluded one of its now infrequent weeks of name-band vaude, and results at the box office were not too exhilarating. House (seating capacity, 3,500; house average for straight pix about \$14,000) garnered only \$22,900 for week ended September 20 with Gene Krupa's band on tap. This disappointing take, substantially lower than most vaude attractions in a long time, is doubtless caused by the many layoffs in war industries and the closing of some big plants which has caused an exodus of war workers and a more cautious attitude on spending generally. Krupa's ork featured Anita O'Day and Buddy Stewart. While the vaude contingent included Roy Davis and his Funnygraph, and Wilkey and Dare. Film was *Be-witched*, plus pix of Jap surrender. No vaude is scheduled here definitely for the future.

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Annenberg May Pay Two Million For Philly WFIL

Deal Stirs Washington

WASHINGTON, Sept. 24.—Adding new fuel to the FCC fire about sales of stations for too much dough (see story on page 7 in this issue), Capitol Hill heard last Saturday (22) that Walter Annenberg, owner of *The Philadelphia Inquirer*, the mag *Seventeen*, *Racing Form* and a few other enterprises, had agreed to buy Station WFIL, Quaker City 1-kw. percolator, for a sum not much less than \$2,000,000 from Lit Bros., department store ops, who own the outlet.

Commission insiders feel that this projected sale will pour just enough gasoline on the fire to get some Congressional regulation on the right of any station owner to sell at a figure that is unrelated to the physical assets of the property or to its annual net or gross income. Sale figure is said to be many times that ever paid for one-kilowatt operation. Annenberg decided to dig into Philly radio after *Philadelphia Bulletin* bought Station WPEN, and has been dickering for the past several months for the best he could buy. The agreement is said to include not only WFIL but WFIL-FM, the frequency-modulation station with the second largest potential coverage of all Philly FM stations (WCAU-FM is first).

No announcement of the deal was to be made until the FCC had given its blessing, but advance inquiry in D. C. tipped off newsmen that something was happening.

OLYMPIA, MIAMI

(Continued from page 35)

dumb, to provide a lot of comedy. Pair draw laughs from nowhere but are stingy, being satisfied with several bows rather than doing more which the audience wanted. Good for any bill.

Black Brothers close the show with an old-time slapstick dumb act, one pulling laughs with his attire of clown pants and shoes. Dish out some clever acro stunts and bow off to a heavy mitt.

Pic is *Incendiary Blonde*. Biz good.
Larry Berliner.

CAFE MADISON, N. Y.

(Continued from page 34)

Headliner is a vet, Hope Emerson. Her blue chants got great reactions. Her best, however, were her oldies. The new material was not only poor, but at least one number, *Rhumba*, is potentially dangerous—it ridicules a minority race. Miss Emerson is too good a performer to continue with a number which gives offense. On her regular stuff like the *Opera* and *Radio* numbers, she was in there with plenty.

Bunty Pendleton, who has also been around, practically tied the show in a knot. Her free wheeling piano work and low torcheroos had them eating out of her hand. Canary phrases beautifully and sells with loads of personality and savvy. Mike trouble forced her to discard the p.-a. system, but despite it she still was called back for at least six numbers before mob was satisfied.

Judith Arlen, also piano and voice, has a more formal Steinway technique which needs concentration to appreciate. And concentration is one thing saloon mobs, particularly the chi-chi set, have little of. Voice was adequate and nicely suited to show tunes.

Tony Craig, with Buddy Gregg on piano, has a very pleasant tenor voice

Tele Review

NBC

Reviewed Sunday (23), 8-9 p.m.
Style—News, film, variety. Sustaining over WNBT, New York.

Odd Occupations, Ed Sobel's switch from the sublime to the ridiculous, aside from its odd title, was about as good a variety show as one could get in television at this stage of the game. And this stage of the game means no live music, no large budget for top-flight talent.

The title of the program seems peculiar because it implies a sort of occupational *Hobby Lobby*, and, incidentally, a dull session. But *Odd Occupations* was neither. In general, it was well paced and fairly amusing. Certainly it was ingenious in its solution to the Petrillo music ban. Producer-Director Sobel used recordings as background, certainly nothing out of the ordinary, but for production numbers he called on film and presented a pair of old but still effective soundies. The dime-a-number movies were certainly no substitute for a studio band, but they did help.

The only other odd thing about *Odd Occupations* was one of the acts, Tanit Ikao, who hypnotizes animals and walks on spikes. Miss Ikao used to do a vaude turn in which she was buried alive in several tons of sand and her act, altho changed, probably amuses the local yokelry as much now as it did at the old Jamaica Theater.

Sobel had behind the cameras what sounded like a studio audience which should have done one of two things. Either it should have been shown on the air, or else it should have been told to keep its collective mouth shut. If a studio audience is to be used, it should be used not only to end the confusion of the viewer at home, but also to increase his enjoyment of the program. Radio has proved that the laughter of the studio audience helps make a listener feel that he is part of a group, sharing a group experience. The same effect, greatly magnified because of its visual quality, can be achieved in television. But if the audience is not to be seen, it should not be heard. Its laughter and applause, in television, lacks an intimate quality and merely sounds like a great deal of studio noise.

In general, the production was on a high plane, but it slipped badly in a few spots. The most obvious was at the close of Doodles Weaver's second appearance. Weaver, after telling a very dismal joke, proceeded to bounce off the stage—right into the camera. His grinning, out-of-focus, wildly weaving face was probably funnier than his material, but not good television. Director Sobel lost his pace during a dance sequence by Daro and Corda by allowing the pair to stretch their eccentricities far beyond the point where they had lost their humor. A basic axiom of show business is to leave the audience wanting more, but all the audience wanted by the time Daro and Corda had finished was to see them leave the cameras.

Joey Fay was about the best of the crop of entertainers, being very foolish and very low-brow in a routine about two wrestlers. A good deal of his humor depends on raw corn, like a chest wig, but it was good nevertheless. Robert Wade contributed a couple of acceptable sets to the proceedings.

Marty Schrader.

and knows how to sell it. Lad's choice of show tunes and semi-pops set him off to fine advantage. Craig is smart, fresh and youthful and radiates a charm which should make him a good bet for a Broadway musical.

Bill Smith.

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Burlesque Notes

By Uno

TIRZA and Her Wine Bath set for Ruth's nitery, Fall River, Mass., week of October 1, thru Mickey Owens. . . . MARGIE COATE, singer, and Demos Magoulas celebrate their first wedding anniversary November 15. . . . MARIE CORD, recovered from 10 weeks' treatment for a blood condition in a Monticello (N. Y.) hospital, has returned to featured spot in a Hirst show. Her itinerary for next four weeks is Globe, Boston; Hi-Way Casino, Fall River, Mass.; Casino, Pittsburgh, and Howard, Boston. . . . DIAN MASON, a new Hirst feature, was a model prior to starting for Bob and Frances Johnston at the Hollywood, San Diego, Calif. . . . M'LE FIFI, former featured dancer on wheel shows, is now coaching her daughter, Dolores Dawson. . . . BILLY HAGAN and Marie Cord head another Hirst unit. Co-principals are Lou Powers, Floyd Hallicy, Diane King, Mary Welsh and Lew Fitzgibbons. . . . WINGFOOT TURNER, table and chair dancer, formerly with Billy Rose at the Diamond Horseshoe, is being spotted in Hirst Circuit houses as extra attraction. . . . ABE GORE, comic, opened at the Avenue, Detroit, September 14, after 10 weeks on the Borscht Circuit.

BILLIE LEE, ex-strip, and Fred Stone, drummer, formerly in Boston burly houses, are back from a month's honeymoon following their nuptials early in August. . . . FREDDIE FULTON has been appointed to the Harlem Riverside Committee of the New York War Fund to co-operate in promoting shows in aid of bi-racial civic groups. . . . PHYLLIS LYLE, dancer, joined a Hirst unit at the Empire, Newark, N. J., September 14. Rest of cast include Bob Ferguson and Mary Murray, Harry Levine, Franklin Hopkins and Poppy Nolan. House singer is Tommy Lane. . . . BEATRICE GRABOIS, former burly and vaude dancer, is now in charge of a novelty gift counter for Reuben Bernstein at Hubert's Museum, Manhattan. . . . MARION MILLER was featured last week at the Gayety, Montreal, where Harry Clayton is emcee, and Charles Roland, extra attraction. . . . DIANE KING, who spent the summer at her Grand Rapids (Mich.) home, is back on the Hirst wheel. . . . FRED O'BRIEN, number producer, shifted from the Hudson, Union City, N. J., to the Roxy, Cleveland. Replacing him at the Hudson is his wife, Vi O'Brien.

Burly Has 25 Weeks in '45; Future Okay

NEW YORK, Sept. 22.—Houses and towns to form the spokes of the major burlesque circuits for the current season comprise 25 continuous working weeks for the performer. Each traveling unit carries from six to seven principals. Because of inadequate transportation facilities, the chorus remains stationary at each house. Units also are supplemented by a featured fem plus two or three vaude acts, all of which come under the head of spot bookings. Thus, permanent principals are assured a 25-week engagement. And, if options are embodied in individual contracts and are taken up at the conclusion of the first completed tour, as is usually the rule in the majority of cases, then the total season's engagement will give principals a season of 50 continuous weeks.

Hirst Circuit, with headquarters in Philadelphia and booking offices in Manhattan, thru Phil Rosenberg, has the first stop for its nine units, arriving from the West and heading East, at the Casino, Pittsburgh. Then companies proceed to the Howard, Boston; next to a five-day lay-off into the Empire, Newark, N. J., for a Friday opening, and on to the Gayety, Baltimore; Gayety, Washington; Gayety, Norfolk; Lyric, Allentown, Pa. (two days, Friday and Saturday); Troc, Philadelphia; Hudson, Union City, N. J., and Globe, Boston. Thence west for a jump into Buffalo.

Rosenberg Six Newies

Newly booked this season thru the Rosenberg office are the six units previously booked out of Chicago via Milt Schuster. These comprise the key talent for the Jack Kane-operated houses, the Empire Circuit in which are the Gayety, Akron; Grand, Canton, O.; Mayfair, Dayton, O.; Grand, Youngstown, O., and Embassy, Rochester, N. Y. Three other spots that were part of the Empire Wheel but for which the casts continue to be booked thru Schuster are the Avenue, Detroit; Empress, Milwaukee, and Fox, Indianapolis.

The Midwest Circuit, as it has been known the last few seasons, embodies seven more units, all the principal and sole booking concern of Milt Schuster. In this group are the Casino, Toronto; National, Detroit; Roxy, Cleveland; Gayety, Cincinnati; Grand, St. Louis; Folly, Kansas City, Mo., and Palace, Buffalo. With the nine on the Hirst, the nine on the Empire and the seven on the Midwest (25), which does not, however, begin to compare with the more golden, real busy seasons of burlesque that existed from 1911 to 1928, when the major circuits were the Columbia for shows averaging in production cost almost what it took to put out a legit musical, and the Empire or American or Progressive. Each unit then had as many as 16 principals, plus a chorus of from 16 to 24, and each traveled 44 to 48 weeks stretching over territory as far west as Omaha. Many a burlyite in those palmy days was glad when the lengthy season ended for a chance to return home to enjoy a well-needed vacation.

Chakeres Circuit Plans Expansion

SPRINGFIELD, O., Sept. 24.—Details of a long-range post-war expansion program of Chakeres Theaters, Inc., was made public here simultaneously with the announcement that the company, headed by Phil Chakeres, veteran Ohio showman, has closed a \$200,000 deal taking over properties and operations in both Osborn and Fairfield, O. Latter, thriving and rapidly growing towns, are adjacent to both Patterson and Wright Fields. Chakeres Circuit, which now operates 40 theaters, has closed negotiations with Mr. and Mrs. John C. Robinson, Osborn-Fairfield exhibitors, purchasing outright their real estate and theater operations in both towns. Chakeres Company plans to enlarge immediately the Midway Theater, Osborn, to approximately 700-seat capacity and within 60 days will break ground for the erection of a new 1,200-seat house on a site, acquired in the deal, located directly opposite the main entrance to Patterson Field in Fairfield on U. S. Route 4.

Upon the completion of the program

Magic

By Bill Sachs

BLACKSTONE THE MAGICIAN, after two weeks at the Royal Alexandria Theater, Toronto, played last week at His Majesty's Theater, Montreal. . . . EARL MORGAN, originator of the Magic Smoke Balls and one of the game's niftiest manipulators, has just concluded a fortnight's stand at Beck's Supper Club, Newport, Ky., during which time several of the Cincinnati dailies went out of their way to laud his magical efforts. Morgan was a magic-desk visitor several times during his stay in the Cincy area. He opens Friday (28) at Vine Gardens, Chicago, for two weeks with options. . . . LES HUNT AND JUDITH, still out for USO-Camp Shows, move into the Dallas area the first week in October. . . . ARTHUR PICARD, well-known Montreal mystifier, now operates two movie houses in the Canadian metropolis and is planning on opening a third soon. . . . TERRY LYNN is wind-up a two-weeker in the Vanity Fair Room of the King Edward Hotel, Toronto. . . . JOE KURY posts that he is readying a new act for the winter, featuring Jill St. Claire. Marshall is readying the props. Kury and Miss St. Claire are breaking in new twists one at a time while on their current fair dates. They recently played the Kentucky State Fair, Louisville, and while there had the opportunity of catching the John Calvert show at the National Theater, that city. Kury boasts that he has a new dove vanish which is a pip. Says it can be worked in a bathing suit or less, and with one 18-inch silk. . . . JOHNNY PLATT, Chi conjuror, scribbles from China under recent date: "Our USO unit recently spent a week in Calcutta, India, and was disappointed to learn that Eddie Joseph wasn't in town. I hope to meet him, however, when we return to Calcutta in December. Flew the Hump to Kunming, China, where we played the 172d General Hospital. Saw a Chinese street magician there doing the Linking Rings and fire-eating; also saw a clever Chinese Three-Card Monte expert working the streets of Kunming. Ran into Arnold Furst in Kunming, and we had quite a jam session. We finish working China September 15; then we go back over the Hump to Burma."

HARRY HANAOKA, representing *The Billboard* in Honolulu and environs and himself an ardent magic enthusiast, writes under date of September 12 to tell of meeting up with Little Johnny Jones, who was in Honolulu recently with a USO unit. "I believe you will agree," typewrites Hanaoka, "that Jones is always bubbling over with magical enthusiasm." Hanaoka also tells of greeting Dolly Reckless, dancer-magician, who was in Honolulu recently with a USO unit en route to the Southwest Pacific. "Tenka and Okinu, well known to magic fans in America, are still with us," writes Hanaoka. They have been playing for over three years at the Honolulu Civic Theater, the only house here showing vaude, and I believe three years in one spot with magic is one for the book. . . . PAUL DUKE is current at Glen Park Casino, Buffalo. . . . GALI-GALI took his super-doopers into Hotel Pierre, New York, September 18, for two weeks with options. . . . LESTER LAKE (Marvel) shoots us a couple of snaps, one showing him working in front of a crowd of G.I.'s in Le Havre, France, and the other showing the ruins of Frankfurt, Germany, with the word: "Here are a couple of photos for your collection. This is quite a trip. Beer 10 per cent or better." . . . ELMER BRANDELL, Louisville magus and ghost-show specialist, is framing a series of hour-and-a-half shows for the wards of eight orphan homes and children's hospitals in the

of remodeling and building in Osborn-Fairfield, the Chakeres Company plans to institute de luxe operations in both towns. New theater to be built in Fairfield will have an adjoining parking lot sufficient to accommodate 250 cars and a stage adequate for presentation of radio acts and unit shows. Air conditioning is planned for both houses. Name of the new Fairfield house has not been decided. Chakeres Circuit has just completed remodeling of the Shelby, Shelbyville, Ky., at a cost of \$75,000 and has plans ready to build a new 1,000-seat theater in Celina, O., in partnership with Leo Dwyer, veteran exhibitor, within the next few months. Several other theaters are said to be either under option to the Chakeres Company or in the negotiation stage.

Louisville area. Featured will be kid dancers and specialty performers, including Glenn Bernard Sheurich, teen-aged magician. Brandell will stage and direct the productions and serve as stage manager. . . . STEPHEN B. BUCK (Buck the Magician), of Clinton, Tenn., since his recent honorable discharge from the Special Service branch of the army, has framed a magic and illusion show for theaters, in which he is assisted by his brother, to take up where he left off before he was inducted. He is using as a bally Percy Abbott's *Walking Thru a Keyhole*. . . . SGT. FRANK RUMBLE, now stationed at Greenville, S. C., with the Army Air Corps and who before his entry into Uncle Sam's forces was known professionally as Frankie Gallagher, infos that he is slated for an early discharge, after which he plans to return to the boards with his own magic turn.

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Drama Space Squeeze Irks N. Y. Flacks

Three Newspapers Rapped

NEW YORK, Sept. 24.—Two p.m. newspapers in the town that will soon be ex-La Guardiaville have been giving legit the go-by, with such a small amount of newsprint allotted drama news and views that all Main Stem praise agents are burning but are in no position to make their individual voices heard in the wilderness. Seems as the some days go by without a single footlight line appearing in *The Journal-American*, and *The World-Telegram* isn't much better. *The Sun* is an in-and-outer, depending a great deal on whether Ward Morehouse is writing about his travels or drama. Morning sheets are tagged as being okay now, altho there was a period when Bob Coleman was by-passing drama stuff, but that's all over, the ATAM boys aver.

Even the drama eds themselves realize that legit copy has been getting a pushing around but, off the record, say there's nothing that they can do about it. Seems as tho the pix gang really go to work everytime space is cut from the coverage of screen stuff. Pressure stops their lineage from being axed. As there's no one to speak for legit collectively and each show, with few exceptions, takes only ABC listings, it's easier to drop the drama notes.

Flacks point out that the legit ad rate is tops and that it has been an unwritten understanding that the reason for the high rate was the space allotted to the theater, and that during the newsprint shortage it was legit that got the works despite the fact surveys following the last newspaper delivery strike indicated that drama news and ads were two of the features most missed by newspaper readers. When newsprint becomes more plentiful, about the first of the year, when restrictions are skedded to be lifted, the agents say, but not for quotation, that the papers who forgot legit when space was tight won't get any extra space when the advertising men start looking for additional lineage.

G.I.'s Take Month Course At London Dramatic School

LONDON, Sept. 22.—Servicemen and women at the Central School for Speech Training and Dramatic Arts here, have just completed a one-month course in dramatic arts sponsored by the Information and Education Division in Europe, headed by Brig. Gen. Paul W. Thompson. Central School, located in the famous Royal Albert Hall, has given such celebrities as Laurence Olivier and Ian Hunter, among many others, to the theater world.

Students at the school gave a performance of Maxwell Anderson's Broadway hit, *Winterset*, at London's Scala Theater for one week at the conclusion of their course. Intensive studies at the school included classes in stage, voice training, mime, diction, improvisation and lectures on playwriting, radio, costume and production. Lecturers were Dennis Arundel, Eileen Thorndike and L. A. G. Strong.

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BROADWAY SHOWLOG



Performance Thru Sept. 22

Dramas

	Opened	Perfs.
A Boy Who Lived Twice. 9-11, '45 15 (Biltmore) Closes Saturday (22). Management reported angling for either a Hub or Chi theater. Two of the major pic companies are reported interested in the script for screening.		
Anna Lucasta. 8-30, '44 454 (Mansfield) Danziger brothers, Harry and Edward Jr., former operators of Luna Park, Coney Island, have bought a 5 per cent slice of John Wildberg's share of "Lucasta" for 25G. Harry Wagstaff Gribble air-guested with Adrienne Ames Friday (21).		
A Bell for Adano. 12-6, '44 272 (Cort) West End troupe opened at London's Phoenix Theater, Wednesday (19), with Robert Beatty in the Frederic March role. Bonar Colleano Jr. plays the sergeant. Week-end performances were also given two weeks ago by special permission to the Actors' Laboratory Theater in Hollywood. Lab theater uses all-vet casts and offers a showcase to ex-G.I.'s to exhibit thesping talents.		
Dark of the Moon. 3-14, '45 222 (46th Street)		
Dear Ruth. 12-13, '44 331 (Henry Miller's) Michael Road was out with <i>flu</i> Thursday (13) and Friday (14). Anthony Carr subbed for him. Otis Bigelow stepped up to play Carr's role, and Stage Manager Sterling Mace took over Bigelow's bit. Pacific Coast troupe, headed by Philip Ober, Marjorie Gatenon, Rande Sanford and Russell Hoyt entrain Sunday (23) for Toledo where they open at the New Town Hall. "Secret Room," Hyman-Hart newest venture, goes into rehearsal Monday (24) under direction of Moss Hart. Frances Dee, Eleanora Mendelssohn, Reed Brown Jr. and Grace Coppin are featured. Al Goldin is general manager, and Don Hershey has the stage manager's chore. "Room" opens at New Haven, Conn., October 13. Follows with a two-week Boston break-in and preems at the Royale November 7.		
Devils Galore. 9-12, '45 13 (Royale)		
Glass Menagerie, The. 3-31, '45 203 (Playhouse) Starts off the benefit season for the Actors' Fund October 7.		
Harvey. 11-1, '44 384 (46th Street) Dora Clements has been out of cast since Tuesday (18). She will return to duty Monday (24). Anita Webb has been subbing for her.		
I Remember Mama. 10-19, '44 331 (Music Box) Joan Tetzel returned to take over her original role from Frances Heflin Tuesday (18). Latter has withdrawn from the cast on the advice of her doctor. Ruth Sever has also joined the troupe. General Manager Morris Jacobs reports that gross passed the million-dollar mark as of last week.		

Legit Roadshows May Open Dark Norfolk Theater

NORFOLK, Sept. 24.—New 1,900-seat Center Theater is temporarily dark since W. S. Wilder, operator of the Wilder chain, abandoned operation of the house on a vaude-film policy at the conclusion of his contract August 31. The USO operating committee for the house is undecided as to what it will put into the theater this fall, but unofficially is strongly favorable to legitimate road-show attractions.

Center, a part of the big USO auditorium-arena plant, has been operated for a year and a half by Wilder under contract with the USO operating committee, which specified that enlisted service personnel be admitted at reduced prices. Operation started ambitiously with house orchestra and chorus line, top vaude bills and movies, but patronage dwindled in spite of everything. Second-run films were blamed, also the theater location which is off the main business thoroughfares.

USO operating committee is known to be considering continuation of operation

DULL WEEK ON THE STEM

The past was a time-marking week as far as legit was concerned. No openings and two bow-outs as of tonight. "A Boy Who Lived Twice," last of previous week's trio of sickly entrants, decided to holler "uncle" and slip its cable, along with "Wind Is Ninety."
Next week, however, looks like a real showshop shot-in-the-arm, with five new starters. Four of them, "The Ryan Girl," "You Touched Me," "Deep Are the Roots" and "Carib Son," can be stickers, if pre-stem break-in reports are accurate. The fifth, "Live Life Again," verse drama by Dan Toheroh, opens cold at the Belasco, with no advance bally on its merits. Even if the local unweavings don't rate with out-of-town crit's boosts, five in a row should spark a success percentage to add substantially to the list.

	Opened	Perfs.
Late George Apley, The. 11-21, '44 322 (Lyceum) Max Gordon will do Garson Kanin's "Born Yesterday" and Ruth Gordon's "Journey to a Star." "Yesterday" will come first. It is skedded for an out-of-town break-in Christmas night. Ruth Gordon wants to hold her play for a spring bow so that Kanin may be able to direct it. He is currently engaged in staging the new Sherwood show, "The Rugged Path."		
Life With Father. 11-8, '39 2,464 (Bijou) Second week at Bijou showed b. o. upped nearly \$2,500. Oscar Serlin has "Beggars Are Coming to Town" in rehearsal. Break-in starts at Lyric, Bridgeport, Conn., October 5-6, followed by two weeks at Wilbur, Boston. Stem preem is set for Coronet (formerly Forrest) October 23. Cedric Wallace Trio; Garland Wilson, pianist; Cedric Wallace, bass, and Eddie Gibbs, guitarist, have been signed for the show.		
Make Yourself at Home. 9-13, '45 12 (Barrymore) Closes Saturday (17).		
Voice of the Turtle, The. 12-3, '43 617 (Morosco) Alfred De Liagre has signed Beatrice Pearson for fem lead opposite Walter Abel in "The Mermaids singing." Reports have Louisa Horton doing so well with her understudy chore for Martha Scott that she is a likely choice for the lead opposite Harvey Stevens, when the cross-country troupe opens in Boston in January. Vicki Cummings will be guest-star at La Martinique, Sunday (23). Same date, Martha Scott stars in "John Ferguson" for "The Theater Guild on the Air" (ABC).		
Wind Is Ninety, The. 6-21, '45 108 (Booth) Closes Saturday (22).		

Musicals

Bloomer Girl. 10-5, '44 406 (Shubert) Edwin Knill has been appointed general manager for John Wilson Productions. He replaces Clarence Hobbs, who retires to give more attention to his accounting business. John Call back in cast Monday (17) after absence for minor operation. William Foran has been subbing for him.		
Carousel. 4-19, '45 182 (Majestic) Dancer Diane Chadwick has exchanged her terping shoes for a straight role in touring "Foolish Notion."		
Follow the Girls. 4-8, '44 610 (Broadhurst)		
Marinka. 7-18, '45 77 (Winter Garden) Reinhold Schunzell leaves cast Saturday (22). Taylor Holmes replaces him as Emperor Frans Joseph. Adrienne Gray subbed for Joan Roberts, Wednesday (19) matinee. Will take over role thru next week until Edith Fellowes arrives as permanent replacement.		

Oklahoma! 3-31, '43 1,000
(St. James)
Harold Keel replaces Bob Kennedy in Curly role Monday (24). Richard H. Gordon, who filled in for Murvyn Vye for a week in "Carousel," while latter vacationed, has been assigned Jud role in national company. Joins the touring troupe in Baltimore Monday (24). Same date, balleteer Eric Kristen comes from national troupe to take over top terping slot at the St. James. Peter Birch will quit doubling dance chores and confine himself to "Carousel." Theater Guild announces that it will produce a new adaptation of "Medea," by Robinson Jeffers. Judith Anderson will star. Production will follow "Dunningan's Daughter" and is due for early spring unweiling. Ex-Sgt. Jerome White has returned to civvy chores as general stage manager for the Stem and national companies. Reggie Hammerstein, who has been holding down the job, leaves to take on similar chore for "Show Boat." Guild's new play department head is Kenneth Stuart Rowe. He succeeds Molly Day Thacher, who is on leave to await the stork. Dora Clements has been out of cast since Tuesday (18). She will return to duty Monday (24). Anita Webb has been subbing for her.

On the Town. 12-28, '44 388
(Martin Beck)
Betty Comden and Adolph Green took their expected leave of absence, beginning Wednesday (19). Ruth Webb and Joshua Shelley took over their roles. Comden-Green combo will work on their new musical. Sono Osato will leave cast in January to play a straight role in "Undine" which Schuyler Watts has adapted from the Jean Giraudaux play. Ann McClerie, the new Osato understudy, may take over her "Town" chores as and when she leaves.

Song of Norway. 8-21, '44 458
(Imperial)

Up In Central Park. 1-27, '45 274
(Broadway)
George Lane was on sick list Monday (17) thru Wednesday (19). Charles Wood filled in for him. Drumbeater Mort Nathanson's secretary, Anne Werth, was married Saturday (22) to Alfred Weiss. Latter is not in showbiz. Stage Manager Sammy Lambert is orging a song-and-dance unit in the troupe. Group will have a cast of 20 and will tour local hospitals on Sundays thru fall and winter. Sammy recruited a similar outfit last year from "Mexican Hayride."

ICE SHOWS

Hats Off to Ice. 6-22, '44 599
(Center)
Denise Briault has replaced Pat Marshall for the chant interludes.

BALLETS

Ballet Russe de Monte Carlo. 9-9, '45 18
(City Center)
Closes Sunday 23.

Plenty of Cuties Show Up for Call To 'Nantucket Girl'

NEW YORK, Sept. 24.—Peacetime layoffs had Val Raset snowed-under on his call for chorines and clothes-horses for *Girl From Nantucket*. With 500 cuties on deck to put in a bid, Raset was forced to call on writers, Berne Giler and Fred Thompson, for assistance in weeding down to a final 50.

Edward Clark Lilley is staging the Henry Adrian song-and-dancer. October 6 preem is slated for Philly.

on a vaude-film policy as one possibility, the road-show proposal as another. Norfolk had relatively few legit attractions last season despite heavy demand, and R. D. Cooke, chairman of the committee, believes that with the war's end prospects for obtaining this type of entertainment at Norfolk are much stronger.

Todd, Evans Sked Revival of "Hamlet"

NEW YORK, Sept. 24.—Maurice Evans has skedded a Stem revival of his *Hamlet* for mid-December under the banner of Mike Todd. Evans is back from the Central Pacific area where he has been head of the entertainment section for Army Special Services for three years. While on this chore he experimented with a G.I. version of *Hamlet*. Some of the innovations developed out there will be retained in the new Todd production.

Hamlet, at the moment, is No. 2 on the Todd production list. It will follow *The Would-Be Gentleman* which will star Bobby Clark. Casting is currently under way for the latter, and the dance team, Harrison and Fisher, has already been signed. Rehearsals skedded to start at end of month, with John Kennedy doing the staging.

"Student Prince" Revived

NEW YORK, Sept. 24.—Paper Mill Playhouse, Millburn, N. J., revives the *Student Prince* tonight. Andzia Kusak, Gilbert Russell, George Britton and Clarence Nordstrom have the leading roles. Last year's production of the operetta set the Playhouse's record with a run of seven weeks.

"Laffing Room" Opens Re-Gilded Chi S. S. Shubert

CHICAGO, Sept. 24.—The old Majestic vaude house, face-lifted to gorgeousness and remonikered Sam S. Shubert Theater, was dedicated here Wednesday (19) with a fanfare by the Shuberts and pandemonium by Messrs. Olsen and Johnson. Customer-celebs included Gov. Dwight Green, Mayor Ed Kelly, RKO exec Frank B. Smith, some hundreds of Chi's elite who upped with six smackers a pew and, of course, Lee, and J. J. Shubert who didn't.

The Shuberts have done a bang-up job at restoring the old Majestic and making it the largest legit in the Loop. It seats 2,100. Besides the ork section, it boasts a deep mezzanine, two shelves and four tiers of boxes. Elevator service gets the customers to the high levels.

Rose and Old Gold

Big lobbies, marble stairs and other features of turn-of-the-century era have been retained. Auditorium has a fancy new coat of rose and old gold. There are new seats, and the famous Ship's Room has been converted into a spacious men's lounge. There has been no skipping backstage either, with up-to-the-minute theatrical equipment installed, including a new amplifying system.

Shubert's couldn't have picked a better starter for revamped musical palace the O. and J.'s *Laffing Room Only*. Show is built on the same wacky, rowdy formula as its forerunners, *Hellsapoppin'* and *Sons o'Fun*. *Laffing*, however, is better staged and moves at a faster pace than its predecessors.

Libuse Cuts Up

Newest O. and J. hoopla should be a sure-fire crowd-pleaser from antics of Frank Libuse as a stooge usher discomfiting patrons from before curtain rise to the last ensemble number. Ole and Chic make the most of their familiar burlesquing leaving room for only an occasional rational moment. Betty Garrett has returned to sing the lead songs—a pleasing personality but with songs just so-so. Willie West and McGinty are as funny as they ever were in vaude, and Mata and Harl's terp burlesques are devastating.

Stunts are endless, as in every O. and J. opus. Eugene Conrad has helped the maestros with the book for this one, and Burton Lane is responsible for the lyrics and tunes.

First-nighters howled approval of everything. Looks as tho *Laffing* is set for a stay. *Nat Green*.

"Live Life Again" Cast

NEW YORK, Sept. 24.—Cast of *Live Life Again*, verse drama by Dan Totheroh, which S. S. Krellberg brings to Belasco September 29, includes Donald Buka, Mary Rolfe, Thomas Chalmers, Beatrice de Neergaard, Parker Fennelly, Harold McGee, Zachery Charles and 14 more. Staging is by Sawyer Falk, settings are by Albert Johnson and costumes by Grace Houston. Al West is stage manager.

WHERE'S THAT TUNE FROM?

Tunes and singers in recent legit musicals will all be listed in the 7th Annual Edition of The Billboard Music Year Book, the greatest encyclopedia and reference work ever published for any industry. You'll find everything you want to know about anything in the music biz in the '45 MYB.

Out-of-Town Opening

DEEP ARE THE ROOTS LOCUST ST. THEATER, PHILADELPHIA

A play by Arnaud D'Usseau and James Gow, presented by Kermit Bloomgarden and George Heller, staged by Ella Kazan, setting by Howard Bay.

CAST: Helen Martin, Evelyn Ellis, Charles Waldron, Barbara Bel Geddes, Carol Goodner, Harold Vermilyea, Lloyd Gough, Gordon Heath, Andrew Leigh and Douglas Rutherford.

There is no denying that the real poisonous roots from which spring all anti-democratic "isms" presents a real problem for those striving to protect the human rights of all people regardless of race, religion or national background. And that these roots are ever so deep below the Mason and Dixon line is still a serious reflection on democracy. It is such a problem of group relations that engrossed writers D'Usseau and Gow, with all the dramatic power at their command, for *Deep Are the Roots*.

For the theater, their play on such an engrossing subject and inciting no end of controversy as a result of its treatment, is sure to make for exciting box-office. With Ella Kazan's directional hand making it pack a dramatic wallop, and a cast that rises to the occasion, *Deep Are the Roots* will unquestionably be the smash hit of the season. It is so powerful and so moving that it can't miss.

PHILLY CRUX TAB

Crux give affirmative nod for a score of 100 per cent. Yes: Jerry Gaghan (News); R. E. P. Senseserfer (Bulletin); Linton Martin (Inquirer); Edwin Schloss (Record).

Essentially, it's a problem play of the returning G.I. Negro hero, coming back to the manse of an aging Southern Senator where his mother is the oldest household retainer. The atmosphere is redolent with the tradition, culture and aristocracy of the Deep South that lives by the credo that "white is white and black is black"—and ever ready to defend, by lynching if need be, the rights and privileges of the "superior" man.

While the writers bring in a few forewords and appendices that plead for complete brotherhood of man, the play does not think this problem thru either from a psychological or sociological standpoint. As a matter of fact, *Deep Are the Roots* merely capitalizes on a pressing problem. For its central and moving force, the writers have adopted the worst phase of the whole problem of healthy group relations—that of the Senator's flighty young daughter falling in love with the cold and uncompromising Negro. And instead of trying to present a fair exposition of the problem, and even a way to dig out these roots, the play only aggravates the problem. For it must be admitted that a large measure of the audiences—the paleface ones anyway, have deeply rooted prejudices and fears in regard to the whole problem of healthy race relations and particularly in regard to the Negro. But toward that goal of making this nation truly "one nation indivisible" with equal rights and equal opportunities for all regardless of creed, color or class, *Deep Are the Roots* only confirms the worst suspicions of a populace woefully lacking in education and even sensitivity to the problem of knowing how to live together with their fellow men. And this is way over the prejudicial line of Mason and Dixon.

That *Deep Are the Roots* will leave a lasting impression on the box office is a certainty, particularly with the exciting performance of Barbara Bel Geddes (Norman's offspring) making it a real dramatic thunderbolt and making you almost overlook the theatrical license taken by the playwrights in creating the character of the Senator's young daughter. Brett Charles, as the Negro war hero, brings much grace and sympathetic understanding to his character that makes for the powerful clash of wills between the bigoted South and the democracy for which all Negro soldiers have been led to believe they were fighting and dying for.

The transition in character for both the Senator and his oldest daughter, a liberal of long standing until floored by the same deeply rooted prejudices, also finds the authors taking plenty of theatrical license. But here again, Charles Waldron and Carol Goodner are able to bring conviction to the change. Lloyd Gough as the ubiquitous "Damn Yankee" is another coming in for a generous

Boston Shuberts Cut Annie Oakleys To Paper Crux List

BOSTON, Sept. 24.—Slashing the free list to the bone, leaving only the newspaper crux getting the pass hand-outs, Michael Kavanaugh, manager of the Shubert theaters in Boston, moved to rid himself of a big headache and show a few more dollars gross for the theaters. Action, however, may bring a new set of headaches since columnists and picture editors of local newspapers are not likely to take the move pleasantly with space still tight on every sheet.

Society editors, too, have reason to gripe since plenty of local "first families" enjoy reading in the society columns about the fact that they were at the first night. Ban also hits the trade papers.

According to Manager Kavanaugh, the step was taken because production and operating costs have gone sky-high and even the saving of a few bucks will help the houses show more profit. From a business angle, reducing the paper to the minimum looks like smart action, but long-timers in Boston point out that when the paper is reduced, so is the good will. Similar "we don't need that publicity" action by several local entertainment spots back-fired badly even during the recent boom years. It doesn't show at first at the box office, but it builds into a cone of silence.

Chorus Equity, N. Y. League Ink Pact

NEW YORK, Sept. 24.—Negotiations between Chorus Equity and the League of New York Theaters for a minimum basic agreement were concluded recently with the singers and dancers getting somewhat the better of the deal. League has upped the minimums all down the line. They're now \$50 a week in New York, \$55 on the road, and \$25 a week rehearsal pay. Chorus gets expense money out of town the first day instead of the third, and in addition to their \$3 pocket money daily on the road, two more bucks.

Union cracked down on producer's overhiring by providing that chorus employed the first three days are either retained or replaced. League's claim that overtime work was the fault of the union members was honored by the guys and gals. However, the agreement is that Chorus Equity act as a policeman, and if there are abuses by the managers the Equity Council has it within its power to ring in the overtime provision. If things don't go right, the overtime pay rate will be \$1 an hour.

Rehearsal Time

Pact states that once a show starts prepping, no more than eight hours routine rehearsal and no more than 12 hours rehearsal for the addition of any new material is permitted. Prepping out of town is to be done strictly as skedded. Twelve hours rest is provided between work periods.

Chorus Equity has made the managers agree to give two weeks' notice of their intent to take a show on the road. If less notice is given, and singers and dancers go out of town against their will, guys and gals who wish to come back to the city within a reasonable time get their fare paid. Agreement also provides for no rehearsal calls at the time of Chorus Equity meetings.

Union has given up demands for a board to regulate firings, picture credit pitch, six-day rehearsal week instead of seven, and request that League cut down picture-taking time after the show from four hours to one. Pact will probably be signed for two years.

measure of the kudos that must be handed around to every one in the cast.

In all, it's a dramatic bombshell that will make its power felt at the box office for a long time to come. So powerful and gripping in its controversial color that two seats on the aisle for Bilbo and Rankin are positively guaranteed to give both "deeply rooted" gentlemen a fine case of busted blood vessels—nothing less trivial. *Maurice Orodener.*

NEW YORK, Sept. 24.—With the arrival of Fay Bainter from the West Coast on Tuesday (18), Max Gordon put *Next Half Hour* by Mary (Harvey) Chase into rehearsal Friday (21). *Hour* is the first starter on the Gordon fall schedule. Preems in Princeton, N. J., October 13.

ROUTES Dramatic and Musical

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

- Assassin, The (Shubert) New Haven, Conn., 27-29.
- Blackstone (Erlanger) Buffalo 27-29.
- Blossom Time (Temple) Saginaw, Mich., 26; (Michigan) Jackson 27; (Keith) Grand Rapids 28-29.
- Carmen Jones (Erlanger) Chi.
- Dear Ruth (Harris) Chi.
- Dear Ruth (Town Hall) Toledo, O., 24-26; (Hartman) Columbus 27-29.
- Desert Song (Temple) Tacoma, Wash., 26; (Metropolitan) Seattle 27-29.
- Foolish Notion, with Tallulah Bankhead (Shubert) Phila.
- Good Night, Ladies (Blackstone) Chi.
- Hasty Heart (Court Square) Springfield, Mass., 26; (Memorial Aud.) Worcester 27; (Bushnell Aud.) Hartford, Conn., 28-29.
- Laffing Room Only, with Olsen and Johnson (Shubert) Chi.
- Mr. Cooper's Left Hand (Wilbur) Boston.
- Oklahoma (Ford) Baltimore.
- Polonaise (National) Washington.
- Rebecca (Geary) San Francisco.
- Red Mill (Biltmore) Los Angeles.
- Rugged Path, with Spencer Tracy (Metropolitan) Providence, 28-29.
- Ryan Girl (Colonial) Boston.
- School for Brides (Community) Hershey, Pa., 26; (Rajah) Reading 27; (Playhouse) Wilmington, Del., 28-29.
- Student Prince (Cass) Detroit.
- Tempest, The (Hanna) Cleveland.
- Ten Little Indians (Copley) Boston.
- Ten Little Indians (American) St. Louis.
- Therese (Plymouth) Boston.
- Tobacco Road (Colonial) Akron, O., 26; (Memorial Hall) Dayton 27-29.
- Two Mrs. Carrolls (Cox) Cincinnati.
- Voice of the Turtle (Selwyn) Chi.
- Windy Hill, with Kay Francis (Forrest) Phila.
- Winter's Tale (Nixon) Pittsburgh.

Foster and Richardson Producing New Musical

NEW YORK, Sept. 24.—New Stem production firm, which has been in the making for several months, bows in with the announcement that Peter Foster and William Richardson have joined forces to produce a new musical. Book is by Howard Richardson and William Berney, who authored *Dark of the Moon*, based on a yarn by Tom Jewitt. Carley Mills has done the score and lyrics.

Foster was formerly associated with *On the Town*, the *Perfect Marriage*, and as production assistant to Cheryl Crawford for *Porgy and Bess*. Up until recently, Richardson has been stage manager for *Voice of the Turtle*. He is responsible for the lighting of that show as well as for *A Bell for Adano*. He put in several seasons in similar capacities with the St. Louis Muni.

Wichita Sked Announced

WICHITA, Kan., Sept. 24.—William F. Floto, Wichita impresario, has announced a tentative schedule of attractions for the 1945-'46 season. Opening will be Leo Carrillo, movie and stage star, who is booked for October 11 in his Pacific Coast success, *The Bad Man*. Jeanette MacDonald, always a favorite here, is scheduled for October 16. Original Ballet Russe de Monte Carlo appears October 30 and James Melton will make his first Wichita appearance February 14.

Other bookings are: *Rebecca*, November 14; Bartlett and Robertson, duopianists, November 19; Percy Granger, pianist, December 14; *Blossom Time*, January 23; Gracie Fields, February 7; musical repertoire, including *Countess Maritza*, *Rose Marie* and *The Firefly*, February 22.

Wichita Plans Civic Theater

WICHITA, Kan., Sept. 24.—Plans of the city commission include a new combination auditorium and civic theater in the downtown area here. Structure will cover a half block.

With the construction of the new building, the Forum will be used for purposes originally intended—horse, stock and implement shows, and indoor circuses. In the last several years the Forum, which also has housed a smaller theater, the Arcadia, has proved entirely inadequate for stage productions.

DRAMATIC COACH

Audition Material Prepared. - Screen Tests Rehearsed. Professionals Coached in Special Roles. By Appointment Only Weekly Professional Rehearsal-Group. HARRISON LEWIS, Dir. Author of "Technique of Acting" 113 W. 57 St., Studio 818, New York City Cir. 6-2894



The Billboard's VETERANS' RE-EMPLOYMENT SERVICE

Each week The Billboard publishes this classified directory of honorably discharged veterans who have had experience in show business or its allied fields, or who have talents which may enable them to get into some phase of the amusement industry. There is no charge to anyone for this service. Prospective employers are urged to contact the servicemen whose advertisements appear here direct.

ACTOR, MANAGER, director; legit background, U. S. and abroad; seeks job as motion picture theater manager. Bert Kaye, 174 West 84th St., N. Y. C. TR 4-7718.
158/9/29

ACTOR, 24; pre-army stude, seeks opportunity legit. Bill C. Lowell, 3819 North Wayne Ave., Chicago, Ill., Lakeview 5817.
118/9/8

ACTOR, 24; emcee, announcer navy shows, seeks opportunity radio, legit. Walker R. Gorham, 185 Michaux Rd., Riverside, Ill.
127/9/15

AERIAL ACROBAT, 38; good understander; 15 years' show exp.; wants to join name ground or aerial act; clubs, fairs, parks, circuses, vaude. Edward Knipsheld, 797 North Marshall St., Milwaukee, Wis.
129/9/15

BAND VOCALIST, 21; seeks opportunity to prove talent. Will travel. Record of voice upon request. Harris Hawkins, 1309 West Rham,ampa, Tex.
154/9/29

BARITONE CROONER, 29, name band exp. (10 yrs.), interested night club, radio, vaude. John J. Coffey, 52 Barrow St., N. Y. C.
61/8/11

BARITONE, 26; played Granada Club (Hollywood); Red Mill (Bronx), other clubs and war industry shows; seeks dance band. Albert Capozzola, care A. Cappy, 235 West 75th St., N. Y. C. TR 4-9624.
91/8/25

BARITONE - CROONER, 27; Radio Experience. Local night club, dance band experience (5 years). Interested band, radio show. Robert A. Hunt, 1106 N. Serrano Ave., Hollywood, Calif. Gladstone 5294.
136/9/22

BARITONE, 27; complete repertoire: ballads, pop, semi classics, operettas (5 1/2 years); voice training; club dates. Robert Whitty, 323 Summitt Ave., Wasena, Roanoke, Va.
119/9/8

BARITONE, 23; pre-army Major Bowes, club dates; AAF radio show, "Wake Up and Live," army shows. Seeks permanent spot with dance band. Bob Martin, 300 W. 109th St., New York, N. Y. UN 4-9607.
142/9/22

BARITONE, 24; interested radio, legit night club. With Russ Morgan's band (3 years). Carl Stole, 236 West 52d St., N. Y. C. COL 5-9464.
160/9/29

BARITONE, 20; pre-army with Earl Thompson, Harold Austin, other colored orks. Wants to join dance band. Will travel. Salary \$75 week. Eddie Wilson, 540 Manhattan Ave., N. Y. C. Apt. 3B.
162/9/29

BASS MAN, 26; night club, roadhouse, carnival experience. Wants to join small band. Anthony Talerico, 103 Bay 34th St., Brooklyn, N. Y. ES 2-8581.
138/9/22

BLUES A LA BOOGIE; piano and vocals; clever imitations Billie Holiday, Ella Fitzgerald and others. Large repertoire songs; original, unique arrangement of all music. Anthony Ferrara, 411 Cherry St., Vineland, N. J. Tel. 1209-W.
143/9/22

BOOKER-MANAGER, 25; talent, band organizer; 1 year night club booking agent; radio time sales (6 months). Mel Feinberg, 501 Bristol St., Brooklyn, N. Y. 150/9/22

COMEDIAN, 36; stooging, mugging (14 years); vaude and burlesque exp.; interested all fields. Salary \$100 week. Robert Hendrick, 813 Columbus Ave., N. Y. C.
114/9/8

COMEDIAN; weighs 350 lbs., pre-war exp.; novelty vocalist, band leader. Wants to join established vaude, night club act. All offers considered. Vic Stevenson, 4331 W. Adams, Chicago, Ill. Mansfield 4488.
130/9/1

DANCER, 32, baritone and song stylist; master of ceremonies; 19 years a pro. dancer in "This Is the Army"; interested radio, vaude, legit, night club. Herbert C. Fluker, 78 St. Nicholas Place, N. Y. C. ED 4-1394.
88/7/28

DESIGNER amusement machines; 5 years experience coin machine industry; mechanic, route man, designer. In army designed training equipment (radio, optical). Edward Krafchow, 1304 Grande Vista Ave., Los Angeles, Calif.
162/9/22

DRUMMER, 38; night clubs, small dance bands (8 years); seek colored combo. Joseph Thompson, 240 Madison St., Brooklyn, N. Y.
113/9/8

DRUMMER, 31; Spanish, symphonic, South American; bells, tympani; 12 years dance band exp. Radio, night clubs, vaude pref. William S. Lamme, 346 W. 71st St., New York. SU 7-8403.
139/9/22

DRUMMER; 20 years' exp.; played Hal Kemp's band two years. Seeks small combo-lounge or club work, N. Y. area; Local 802. Walter H. Roemer, 109-08 89th Ave., Hollis, N. Y. Hollis 5-9158.
153/9/29

EMSEE, 28; outstanding impersonations; 3 years pro. exp.; interested radio, night club, vaude. Layne Martin, 524 East Elk St., Apt. 101, Glendale, Calif.
121/9/8

EMSEE, baritone; 35 years' show business. Interested night clubs, vaude. Harry Royal Jackson, 5745 State St., Chicago, Ill. West 6976.
122/9/15

EMSEE; comic; songs, harmonica novelties, army hospital shows; prefer army club and theater dates, Miami, N. Y. Irwin Bluestone, 115 Ocean Ave., Brooklyn, N. Y. 145/9/22

ENTERTAINMENT SPECIALIST, 27; writing, directing, programming; army hospital camp shows, radio programs. Pre-army publicity and advertising for motion picture theaters. Worked Skouras theaters; int. radio, motion pix. Joseph Tammany, Hotel Davenport, Stamford, Conn. 4-3113.
133/9/15

GUITAR (Spanish, electric), 20 years pre-army experience colored combos, soloist. Army dance bands (3 years). Seeks dance band or instrumental group. Thomas Francis, 300 W. 115th St., New York City.
149/9/22

ILLUSTRATOR, 25; poster work, movie layouts; stude before army; interested radio, motion pictures. Arnold L. Siefkin, Box 132, Sterling, Ill.
116/9/8

"JUMPING JELLY BEAN"; novelty dancer, vocalist, flash drummer; 26; played Walter Barnes Ork, Ell Rice band, Benny Meroff, St. Louis Country Club. Interested radio, clubs, vaude. Lewis F. Ware, 610 N. Adams, Peoria, Ill.
124/9/15

LYRIC TENOR, 27; classics and popular; army entertainer, band and radio; pre-army WELI, WNAB guest appearance; sang with Bridgeport Symphony. John Carstairs, Bldg. 7, Apt. 49-A, Success Park, Bridgeport 8, Conn.
111/9/8

MAGICIAN-ILLUSIONIST, novel acts; played club dates, schools, night clubs, theaters. Known as "Buck, America's Own Magician." Photos on request. Stephen B. Buck, care Mrs. A. L. Skaggs, 301 Cullem St., Clinton, Tenn.
134/9/15

MANAGER-BOOKER, first class; 40; dance orks; entertainment specialist in army (3 1/2 years). Eddie DeLange, ork mgr. (6 years) ballrooms, theaters; all over U. S. Salary \$125 week. Edward Judge, 5915 Post Road, Bronx, New York.
106/9/8

ORGANIST, 22; theater and club exp.; seeks cocktail lounge or hotel spot. Will travel. Bob Lorin, 240 West 102d St., N. Y. 25, N. Y. Bl. 9-9174
110/9/8

PIANIST, 36; night club dance bands (5 years); Hammond organist; seeks club, metropolitan area. Morris Shoeburger, 201 Bay 32d St., Brooklyn, N. Y.
112/9/8

PIANIST, 31 (12 yrs.), classical and swing. Seeks solo or band work. Edward Johnson, 149 W. 140th St., N. Y. C. 58/8/11

IF YOU ARE AN HONORABLY DISCHARGED VETERAN AND HAVE SHOW BUSINESS QUALIFICATIONS OR EXPERIENCE HERE'S HOW YOU MAY AVAIL YOURSELF OF THIS SERVICE.

Write The Billboard's Veterans' Re-Employment Service editor (1564 Broadway, N. Y. 19, N. Y.) a letter, carefully stating all the following information:

- (1) Full name, age, address and telephone number (if any).
- (2) Working experience (if any) before entering armed forces. (Do not list amateur show business experience.)
- (3) Names and addresses of employers for whom you worked before entering armed forces.
- (4) Branch of armed forces in which you served, and date of discharge.
- (5) Work done in the armed forces which may help qualify you for show business job you seek.
- (6) Education (state fully, by years in grade school, high school and college).
- (7) In which show business field would you most prefer to work?

- (8) What specific type of job would you prefer?
- (9) What salary would you require? (You need not state this, if you do not choose to.)

Mail the letter containing all the above information, together with a photostatic copy of your honorable discharge papers, to the editor at address stated above. If the copy of your papers is not included you will not be eligible for this service.

The information supplied in your letter will be rewritten into a classified advertisement and run in the first available issue in these columns. The Billboard would appreciate it if, after your advertisement appears, you would write the Veterans' Re-Employment Service editor, each week, stating whether you have secured a job, or whether you would like your advertisement continued. There is no charge or obligation of any kind entailed in this service.

PIANIST, 36; club exp. (12 years); seeks night club or hotel in N. Y. C. area only. Peter Farinella, 285 Sumpter St., Brooklyn 33, N. Y. 90/8/25

PIANIST, double violin, drums; 25 years' small combo experience. Seeks small club, lounge. Samuel Roth, 215 E. 164th St., New York City. JE 8-9698.
151/9/22

PIANIST, Hammond organist, 20 years; vaude, club, hotels. Semi-classic, pop. Seeks first-class club or hotel. Will travel. Starting salary \$100 week. Wallace Blacker, care of Searle, 115 West 47th St., N. Y. C. 161/9/29

PIANO SOLOIST, 29; 8 years dance bands, hotel and club experience; classic and pop; can transpose. Interested hotels, clubs, winter season Florida. Robert Nerino, 329 E. 51st Street, New York City. PL 3-2137.
148/9/22

PRESS AGENT, 30; college grad. Army P.R.O. Pre-army sports rep and correspondent. L. I. Daily Advocate, World-Telegram, Newsday. Interested radio, publicity field. Louis B. De Fichy, 314 Eldert St., Brooklyn 27, N. Y. 163/9/8

PUBLICITY MAN, 23; free-lance booking, publicity; dance bands, vocalists (4 years). Bernard Feldman, 1277 Hue Ave., Bronx 59, N. Y. OL 5-5781.
84/8/25

PUBLICITY MAN; army shows; 8 years' pre-war exp. Seeks radio or theater connection. Louis Grossman, 3021 Avenue I, Brooklyn, N. Y. CL 8-3370.
156/9/29

QUARTET SINGER, 42; baritone; sang with army quartet; wants to join barber shop quartet. Will travel. Milton Westfried, 1437 Shakespeare Ave., N. Y. C. Jerome 8-4356.
128/9/15

RADIO ANNOUNCER, 26; stude before army; radio exp. in army. Joseph Karl Kronenberg, 182 Ashland Ave., Bloomfield, N. J. Bloom. 2-2975W.
105/9/8

RADIO ANNOUNCER-ACTOR, 25; passed NBC "Welcome Home" audition; 3 1/2 years radio work in AAF; writing, emceeing, acting; own program over WFBC; guest appearances. Michael J. Velgot, 115-23 204th St., St. Albans, L. I., N. Y. 125/9/15

RADIO ANNOUNCER, 34; wrote, produced, directed, acted army overseas shows, E.T.O., AFN radio shows; 2 seasons Henry Bros. (pre-army). Seeks radio opportunity, Chicago vicinity. Jack E. Wolf, 4520 N. Clarendon, Chicago, Ill. Long Beach 8600.
134/9/22

RADIO ANNOUNCER, News Commentator, WSYR (3 1/2 years). Emceed, acted in South Pacific while in USMC. Will travel. Vasco Willie Walter, 21 Mill St., Brooklyn, N. Y. 139/9/22

RADIO ANNOUNCER, Actor, writer; 3 years' commercial exp.; 2 years manager and emcee army shows; radio correspondent; "morning personality"; variety program expert. Seeks job with progressive organization; pref. programming. Preston L. Taplin, 19 McKinley Ave., Endicott, N. Y. End. 424-M. 155/9/29

RADIO ANNOUNCER; army Spec. Ser., announcing, acting, newscasting; 2 years pre-army exp. Ed Faigin, 2636 Hillcrest Drive, Los Angeles, Calif. PA 5556.
157/9/29

RADIO PROGRAM BUILDER, 36; musical program arranger, music and record librarian. Exp. opera concert, radio work. Pop, classic. Seeks position radio station. F. J. Ullsperger, 116 West 80th St., N. Y. C. 164/8/5

SAX-CLARINET-VIOLIN MAN; AAF band (5 years), theater, concert, dance orks (18 years). Good sight reader. Charles Sherlock, 2225 Ditmas Ave., Brooklyn 26, N. Y. BU 4-9587.
159/9/8

SINGING TRUMPETER, 28; pro exp. (12 years); trumpeter and baritone. Walter Krall, 721 DeKalb Ave., Brooklyn, N. Y. 39/8/4

SOCIETY PIANIST; cocktail lounge, hotel experience. Seeks smart lounge or radio job. Edward Dombroff, 1025 St. Johns Place, Brooklyn, N. Y. PR 3-2150.
147/9/22

SONGWRITER, 29; wrote lyrics and music for ork leader Lawrence Welk; two songs published to date. Seeks full-time job. John M. Antonucci, 8142 LaFayette Ave., Chicago, Ill. Aberdeen 1548.
117/9/8

SPANISH DRUM PLAYER, 30; N. Y. night clubs (6 years). Frank Rivera, 854 E. 158th St., N. Y. C. 83/8/25

STAGE MANAGER, 37; pre-army Provincetown Players, Sam Harris, MGM, RKO. Actor, singer, dancer, stage manager, director. Managed Wm. Bradley studios; wide experience all angles legit. Will accept other than stage manager job to start. Wm. R. Bradley, 932 1/2 Ogden Drive, Hollywood, Calif. WE 6003.
137/9/22

STRINGS, VIOLIN, CELLO, 25; played colored orks (5 years); Tiny Bradshaw, Oran Page, Lucky Millinder, salon music, Latin, swing, Continental; interested 6 piece combo. Nicholas Feuton, 352 West 117th St., N. Y. C. 108/9/8

TENOR, sax, clarinet, 27; read, transpose, fake; has played all types and size outfits; Local 661, 77 AFM. Radio shows in army band. Jack Garellick, 10 North Iowa Ave., Atlantic City, N. J. Tel. 4-9416.
101/9/1

TENOR, 25; light classics, Irish and popular songs; worked RKO theaters, radio (WOR, WEVD, WBNX). Interested stage, radio. Edward Flaherty, 69 East 98th St., N. Y. C. AT. 9-2492.
109/9/8

TENOR-SAX AND CLARINET MAN, 24; army bandsman, studied music before entering army. Loc. 802 AFM. Sal F. Marotta, 310 East 106th St., N. Y. C. Lehigh 4-1398
85/8/11

TRUMPET MAN, 26; army concert band 4 1/2 years; also 16-piece jazz combo; 2 years pre-war small combo dance exp. Victor P. Martin, 184-02 89th Ave., Hollis, L. I., N. Y. Republic 9-3295.
86/8/18

TRUMPET MAN, 26; pro exp. (9 years); worked large bands as jazz trumpeter—2d, 3d, 4th horn; small novelty combos. Alfred Ruggiero, 5519 4th Ave., Brooklyn, N. Y. 126/8/4

VOCALIST, 27, sang with army special services; also did radio work in army; passed NBC "Welcome Home" auditions. Seeks connection with band, radio, night club or vaude preferred. George Stonehill, 114 East 165th St., Bronx 52, New York. Tel.: JE 6-8878.
49/8/4

VOCALIST, baritone, 23; impersonations, dialects; 2 years' night club exp. Ted Rapson, Jobquil Hotel, Chicago, Ill. Rog. 9214.
123/9/15

VOCALIST, 36; theater and club work (15 years). Emceeing, dancing; seeks vaude spot, club. Wm. F. Throckill, 4200 Vincennes Ave., Chicago, Ill. Atlantic 7400.
140/9/22

VOCALIST, 25; good appearance, personality. Small band experience. Radio and voice training. Seeks small band. Gene Kendricks, 1300 Jefferson St., Gary, Ind. 146/9/22

VOCALIST, 24; baritone, morale shows while in USMC; personality, good appearance. Joseph Lochiavo, 240 Cedar Lane, Closter, N. J. Closter 1258.
120/9/8

VOCALIST, 24; no pro. exp.; wants chance to prove talent. Joseph Sandore, 3836 Grenshaw St., Chicago, Ill. 115/9/8

WRITER, 29; free lance gag material for Benny Youngman, Happy Lewis (WINS), Danny Webb; wrote script and acted comic routines in army spec. services. Interested night club, radio, vaude. No traveling. Kenneth C. Lesser, 61 Vermilyea Ave., N. Y. C. LO 7-8740.
94/8/25

TODELING COWBOY, 23; guitar player; produced, directed, starred in show while in U. S. C. G.; night club, vaude pref. Kenneth O'Rourke, 161 15th St., Brooklyn, N. Y. SO 8-6732.
52/8/4

THE FINAL CURTAIN

in burlesque on the former Columbia Wheel and was identified a long time with the Lou Talbot Shows. He retired from show business 10 years ago. Masonic services were held by Hereford Lodge, 177, Wildwood, N. J. Surviving are his widow, Dorothy Mack, former chorus girl.

TINDER—Lynn F. (Spec), 72, concessionaire, in St. Elizabeth Hospital, Lincoln, Neb., September 12. He had been in show business the past 40 years. Survived by his widow, Grace. Interment in Monticello, Ill.

WARE—Ralph, 68, secretary-treasurer of the Chicago Roller Skate Company the past 38 years, at his home in Chicago September 16. He had been active in war work, which was said to have been a contributing factor to his failing health. He was the eldest son of the late Elisha and Minnie Ware, early settlers of Hyde Park, Chicago community. His club and fraternal affiliations were many. Survived by his widow, Mary Louise; a daughter, Nancy de Gardia-More, Mexico City, and brothers, Walter and Robert. Masonic services, with interment in Oakwood Cemetery, Chicago. Further details in rinks and skaters department, this issue.

Marriages

AGAR-TEMPLE—Sgt. John G. Agar Jr., to Shirley Temple, movie star, in Wiltshire Methodist Church, Hollywood, September 19.

BLOOM-RUBIN—Rudy Bloom, publicity director of WCAU, Philadelphia, to Barbara Rubin, nonpro, in Philadelphia September 20.

BUSHMAN-FREUND—S/Sgt. Sam Bushman, former head of the Pepe Le Bushman Publicity office, Philadelphia, to Ruth Freund, staff photographer on *The Philadelphia Daily News*, in St. Paul August 26.

MAY-KEPLEY—Marshall May Jr., to Hazel Kepley in First Baptist Church, Tifton, Ga., September 11. They are concessionaires with Royal Exposition Shows.

BENSON—Mrs. Helen, 79, mother of Rudolph Benson, publicity director for Coney Island, Cincinnati, in Jewish Hospital, Cincinnati, September 20 following an illness of more than a year. Survived by her son; a daughter, Mrs. Raymond E. Werner, Washington, secretary to Congressman William E. Hess, Cincinnati; four grandchildren and five great-grandchildren. Interment in Avondale Synagogue Cemetery, Cincinnati.

BLACK—Mrs. Jennie Prince, 81, musician and composer, in New York September 20. She wrote and published nearly 100 vocal and instrumental compositions. Surviving are two daughters and three grandchildren.

In Memory of
ROBERT B. COOPER
September 29, 1942
ART AND NORA RADTKE

DEL'OSSO—Mrs. Laura Van Kuran, 71, who at 16 made her debut as an opera singer with the Metropolitan Opera Company, in Laguna Beach, Calif.

DOHERTY—Herbert M., 49, auditor of exchanges for Warner Bros. Pictures, Inc., in New York for the last 25 years, September 19 in Lynbrook, L. I., N. Y. Surviving are his widow, a daughter, two sons, parents, a sister and four brothers.

FARRAR—Ralph, 64, former pianist and orchestra leader, at the home of his sister, Mrs. J. S. Lucas, Wichita, Kan., recently following a brief illness. Also survived by two brothers, Bruce, Wichita, and Audley, Joplin, Mo.; a half-brother, Harold, and a half-sister, Dorothea, Tulsa. Masonic services, with interment in Leon Cemetery, Wichita.

FLEESON—Neville, 58, songwriter and one-time vaude performer, September 13 in Glen Ellyn, near Chicago. Born in Tarentum, Pa., he received musical training at the Pittsburgh Conservatory of Music. He went to New York in 1915 and wrote musical sketches for vaude. He was a member of the cast of Irving Berlin's *Yip Yip Yaphank* in 1918. His best known song was *I'll Be With You in Apple-Blossom Time*, altho he composed numerous others and collaborated with Harry Von Tilzer and Alec Templeton on several. He retired as a songwriter eight years ago and after that devoted his time to writing musical sketches. After appearing with Sheila Barrett as an entertainer in the Rainbow Room, New York, he accepted a contract with Paramount Studios in Hollywood. Surviving are his mother and brother.

GOLDIN—Mrs. Helen Levy, 49, widow of Horace Goldin, magician, generally credited with originating the illusion trick of cutting a woman in half, in French Hospital, New York, September 14. She was a dancer and operated Levy's Theatrical Bookers, Inc., for 10

years. She was also for many years chief assistant to her husband. Goldin died in London in 1939.

HANLON—J. Merrill, pianist and former Norristown, Pa., night club owner, September 12, in Montgomery Hospital after brief illness. He produced and wrote many amateur shows in addition to his professional work. He is survived by his widow, Marie; two daughters, Marie and Elizabeth; his father, John, and a brother, Charles.

HOLMES—Ernest Samuel, 64, many years manager of the Utah State Fair, September 14 at the home of a daughter in Berkeley, Calif. A native of Salt Lake City, he was a member of the Utah State Fair Board, and secretary-manager from 1924 until 1940. He was also creator and manager of the Utah State Exhibits in the San Francisco and New York World Fairs. Survived by his widow; two daughters, Mrs. Laurine Ellis and Mrs. June Ellis, Berkeley, Calif.; three sons, Samuel, Lorenzo Village, Calif.; Richard F., Salt Lake City, and J. Gordon, San Francisco. Interment in City Cemetery, Salt Lake City.

HUTCHISON—Edward, 65, theatrical manager, in the Lenox Hill Hospital, New York, September 16. Until recently he was a company manager for the USO *Have a Look* unit. He was with the producing firm of Lee and J. J. Shubert from 1917 to 1929. In 1933, he was head of the Continental Music Halls, Inc., which leased the old New Yorker Theater, New York, and converted it into the former Casino de Parez. Surviving is his widow.

JOHN—Gypsy Leana, former palmist on the Stephens Shows, at Carrollton, Ky., September 14. Survived by her husband and children.

LA MANCE—George W. (Dad), father of Mrs. Georgia La Mance Darby, suddenly September 13 in Atlanta. He had been in show business for the past 40 years.

LEE—William M., 70, theater man and stage director, September 11 in Ogden, Utah. He had been connected with the Orpheum Theater, Ogden. Survived by three children, James E. and Mrs. Lila Lee Cuddeback, Los Angeles, and Mrs. Ellen Lee Anderson, Burbank, Calif.

LEVANT—Mrs. Annie, 73, mother of Oscar Levant, pianist-composer, September 14 in Montefiore Hospital, Pittsburgh. Surviving are four sons and a brother, Oscar Radin, who formerly conducted the Winter Garden orchestra in New York and is now with Metro-Goldwyn-Mayer Studios in Hollywood.

PERKINS—S/Sgt. Charles J., Emergency Rescue Service, former drummer with Martinson, Wilkinson and other bands, was killed while saving the life of a fighter pilot who had been downed by the enemy. Survived by his father,

Edgar M. Perkins, senior brother of the Perkins Comedy Company, which toured the West in wagons years ago; his mother, his widow and a daughter, Auga Callente, Valley of the Moon, Calif.

HELPS—G. H., 62, advertising executive, in New York recently. In 1942 he became vice-president of Maxon, Inc. He pioneered in radio, establishing Station WJHP, Detroit, in 1920, which later became WXYZ, now the key station of the Michigan Radio Network.

SELTZER—J. George, 72, violinist and orchestra leader for 52 years, September 19 in Pottsville, Pa. He played more than 10,000 concerts in this country and abroad.

In Loving Memory of
HELEN SHELBY
SYLVIA & BENNY BERNARD

SHERIDAN—Edward A. (Ted), 40, radio advertising chief for the Coca-Cola Company and former financial writer for *The New York Times*, September 20 in New Rochelle Hospital, New Rochelle, N. Y.

IN LOVING MEMORY
of My Dear Husband
JESSE M. SHOAT
who died September 24, 1941
NORA ANN SHOAT

SILVERMAN—Charles (Cole), 60, in Wadsworth Hospital, New York, September 16. He had been a tramp comedian

JOHN McCORMACK

John McCormack, 61, world famous Irish tenor, died at his home in Booters Town in County Dublin, Eire, September 16, of bronchial pneumonia following a brief illness. He had been a naturalized American citizen since 1919.

He retired in 1938 following a concert in Royal Albert Hall, London, but returned the following year to sing for the Red Cross, and made a brief tour for that organization until his health forced him to return to his home in Ireland.

Reputed to be a millionaire, he was one of 11 children of a poor millworker in Athlone, Ireland, where he was born. When John McCormack was 19, a friend took him to Dublin for a contest against 13 other tenors. He won the contest and earned lessons in voice from Signor Sabatini in Italy. In 1903 he won the Denza Gold Medal, symbolic of the championship of the British Isles, at the Festival of Music in Dublin. His winning brought him the opportunity to sing at the St. Louis Exposition in the United States in 1904 at \$50 a week where prior to that he had got only \$125 a year with the Dublin Cathedral Choir.


When he was 22, he sang in *L'Amico Fritz* at the Savona, Italy. His American opera debut was in Oscar Hammerstein's Manhattan Opera House, New York, in 1909, with a repertoire of roles in *La Traviata*, *Rigoletto*, *Don Giovanni* and *Faust*. For the next four years he sang in opera at the New York Metropolitan, Chicago Grand Opera and Philadelphia Grand Opera companies.

McCormack was one of the first longhair vocalists to broadcast a nationwide concert, which was from Station WEA, New York, New Year's night, 1925. He was also among the pioneers in recording. *Song o' My Heart* movie featured him in 1930.

McCormack was created a Knight Commander of the Order of St. Gregory the Great and a Knight Commander of the Order of the Holy Sepulchre in 1919 by Pope Benedict XV. In 1914 he received the Chevalier of the Legion of Honor from the French Government. National University at Dublin conferred the Doctor of Literature upon him in 1927. He was created a count in the papal peerage by Pope Pius XI in 1928.

He is survived by his widow, Lillian Foley; a son, Cyril, captain in the Irish Army, and a daughter, Mrs. Edward Pyke, Kirkham, Lancashire, England. Interment in Dean's Grange Cemetery, County Dublin, September 18.

IN MEMORIAM



CLARENCE A. WORTHAM
Died September 24, 1922
BECKMANN & GERETY WORLD'S BEST SHOWS
B. S. GERETY

In Loving Memory of
My Wife and Buddy
HELEN
Who Passed on
September 28, 1944
HANK SHELBY
Flint, Mich.

Do Press Agents Pay Their Way?

Contest Will Tell the Tale

Outstanding entries, laid out for comparison, should point way for show owners

By Pat Purcell

CHICAGO, Sept. 22.—Do carnival press agents and promoters pay their way?

This question has been asked time and time again by owners and operators and it is usually asked with the lifting of an eyebrow when a reason is being advanced for not having such a man, or men, on the pay roll.

Observers of the outdoor show business generally agree that carnivals pay less attention to advance promotion than do the circuses. Carnivals remain in each city for an average of a week or more, while the circus generally hits and runs. This reason has been advanced for the necessity of circuses paying a great deal more attention, and cash, for the advance.

Carnivals have the bright lights and Merry-Go-Round music to draw 'em at a semi-fixed location, so the average owner, especially the smaller, figures they'll all find out that he's there.

When times are good and the smoke-stacks are percolating, carnivals have had little need for extensive advertising and promotion campaigns, but during the lean years they were hit just as hard as any other branch of show business, indoors or outdoors.

Time for Action

Maybe those lush days are about over. Maybe it is time for the operators who (See DO PRESS AGENTS on page 49)

Wichita Tosses RAS Big Bundle

WICHITA, Kan., Sept. 22.—Royal American's jump-break engagement of four days here far exceeded expectations, according to an announcement today by Carl J. Sedlmayr, owner and general manager.

A fast train move from Topeka put the show in this city at 6 p.m. Saturday, less than six hours after the last wagons were being moved from the Kansas Free Fair grounds in the State capital.

Despite shortage of extra help, the 6 p.m., Sunday advertised opening was made by more than half the attractions. Many others sprung during the evening, and a satisfactory night's gross was rolled up, according to Secretary Walter H. Devoyne.

The opening night was made despite a 30-mile wind and dust storm that should have kept the people home. Two tops were blown down in the course of the set-up, but got into action for the opening.

Attendance Monday night, according to John Levand, former showman and co-owner of *The Wichita Beacon*, was far ahead of any midway achievement in the past for the same time of year.

RAS closed Wednesday (19) in order to have everything in readiness for opening of the Oklahoma State Fair, Oklahoma City, this morning.

Upon arrival here, Owner Sedlmayr said the Kansas Free Fair engagement, Topeka, far exceeded expectations from a midway-gross standpoint.

The all-time record made in 1944, when ideal weather prevailed thruout the week, was nearly paralleled. Three nights this year were cut in half by rain while last year ideal weather prevailed thruout the engagement, thus giving RAS a higher per capita hours gross this year than at any previous Topeka engagement.



BIG GROSSES IN THE CAROLINAS HAVE MADE A HAPPY family of the Marks Shows staff pictured above. Left to right: Nick Stepp, secretary; George L. Smith, special agent and lot superintendent; Harry E. Wilson, director of public relations; John H. Marks, owner and general manager, and Mrs. Mary Pollack, assistant secretary. Willie Lewis, business manager, was away on a business trip when the picture was taken. (Photo by Dick McConnell.)

Fisher Org Plans Expansion in '46

SAN FRANCISCO, Sept. 22.—Steps leading to the 1946 expansion of the Golden West Shows, managed by Harry (Polish) Fisher, were announced here this week.

First among these was the disclosure by Robert Darr, San Francisco insurance man, that he intends to purchase a group of rides to place with the show for its tour of the West Coast next year. Darr, a University of California engineering graduate and formerly associated with the Kaiser interests, does not plan to accompany the show.

General Manager Fisher also announced that Andrew Bodisco, well-known San Francisco attorney, has been engaged to handle all legal matters for the group, headed by Fisher and Nathan Fisher Cohn, co-owner of the Golden West org. Bodisco is assistant district attorney here.

Rose Fisher, wife of the manager and mother of Cohn, has been named secre-

Hennies Warms Up For Birm'gham Go

ALBANY, Ga., Sept. 22.—Hennies Bros. "are having a good week here, considering it is Albany, Ga.," Harry W. Hennies told *The Billboard* reporter here.

"We haven't set any records in this spot, but everything considered, we cannot complain," he said. "Next week we'll be at Anniston, Ala., for the second time this season, the spring date there having been a honey."

"But all this is just a little warming up, a few practice swings for the Alabama State Fair at Birmingham . . . heigh, ho."

The treasurer will be Cohn's wife, Mrs. Enid S. Cohn. Both women are active in the Showfolks of America, the latter serving as first secretary of the organization.

Wagner Aims To Build 50-Car Cavalcade for 1946 Season

GREENVILLE, Miss., Sept. 22. — Al Wagner has started the wheels whirling toward the building of his Cavalcade of Amusements into a modern 50-car show, which would make it larger than any carnival on the road today.

New light plants have been ordered and the manufacturer has promised to deliver something entirely new to show lots.

Winter quarters will be opened immediately upon the close of the current tour but the work will not be delayed until that time, as Nat Warman is rebuilding wagons every week, and the show will be better equipped when it returns to quarters than it was when the Cavalcade left Tulsa, Okla., last spring. All new fronts are planned for the shows, many of which are already in the blueprint stage.

Wagner has been agreeably surprised by the business in the South, Gulfport, Jackson and Clarksdale, Miss., coming thru with winning grosses.

Clarksdale, which closed Saturday (16), topped the most optimistic prediction. Cavalcade was the first big railroad show to play the town in several

years, and after a good opening the crowds increased nightly, despite two days in which rain fell intermittently afternoon and night. Saturday kid matinees was one of the largest of the season.

Trainmaster Art Courtney had the show loaded early Sunday morning but heavy traffic delayed the arrival after the short run to Greenville until 5 p.m. It was a one-mile haul and the last wagon was on the lot shortly after midnight.

Monday night's opening was one of the biggest of the season, five front-gate ticket sellers being pushed until midnight. Tuesday was so strong that a winning week was assured, the first two days' take equaling a fair week.

Every ride reported near-capacity business for the first two days.

Opening night Henry Kramer's Midget Theater did four full houses and one at half capacity, while Slim Kelley's Side Show and the *Vanities of 1946* pressed for top money honors.

Cavalcade plays the Columbus (Miss.) Fair this coming week with the Tupelo Tri-State Fair next.

Marks Joins R-S For Wilmington Legion Hoorah

WILMINGTON, N. C., Sept. 22.—John Marks Shows and Jimmy Raftery's R & S Amusements will join forces to furnish the midway for the second annual American Legion Celebration and Thrift Circus at Legion Stadium here, October 15-20, under auspices of Wilmington Post No. 10, it was announced today by Walter D. Nealand, chief flacker and producer for the huge shindig.

Combo of the two midway orgs will give a flash of 17 rides, 12 shows and an imposing array of concessions.

Nealand announced that he is negotiating with Ace Lillard's Circus of Death and B. Ward Beam's International Congress of Daredevils, and there is a possibility auto racing will be included on the spine-tingling menu.

Fifteen circus acts have been contracted for the matinee and night grandstand shows.

Fort Worth Gives Dodson Big Winner

FORTH WORTH, Sept. 22.—Dodson's World's Fair Shows closed a successful eight-day stand at the Texas and Pacific Railroad Reservation near downtown Fort Worth Sunday (16). The play at the shows and rides was so heavy that the engagement was extended one day longer than was originally intended.

"We received here one of the most enthusiastic receptions we have ever received anywhere," stated Mel G. Dodson, owner of the carnival, which is now on its 34th annual tour.

Jones Grabs Dough At Chattanooga Fair

CHATTANOOGA, Sept. 22. — Chattanooga-Hamilton County Interstat Fair, which closes here tonight, and the Johnny J. Jones Exposition, supplying the midway entertainment, grabbed the dough as record-breaking crowds attended. Tuesday (18) was Kids' Day for Chattanooga, and 3,000 were on hand Wednesday was Kids' Day for the county and a like number attended.

Free afternoon and evening shows under management of George A. Hamid Inc., were featured in front of the grand stand.

Visitors to the grounds included Mike Benton, Atlanta Fair mogul; Joe Redding, Southeastern States Fair concessions director; Mr. and Mrs. Vaughn Richardson, and Mr. and Mrs. Zinn Beck.

Franks Books Colored Fair

MACON, Ga., Sept. 22.—W. E. Franks, owner of Franks Shows and Playland Park, Macon, announces that he has been awarded the contract for the Middle Georgia Colored Fair, Macon, October 22-27, for the seventh consecutive year.

IMPORTANT:

You can help make *The Billboard* serve you better if you answer the important postcard questionnaire included in this copy.

Fill it in and mail it TODAY. Your answer will help *The Billboard* serve you better.

HENNIIES BROS.

Shows



H. W. HENNIES
General Manager



J. C. McCAFFERY
General Representative

WAR IS OVER
VICTORY HAS BEEN ACHIEVED
NOW PEACE!

FOR THE SEASON OF 1946 WE OFFER ALL COMMITTEES AND FAIR SECRETARIES
—AMERICA'S OUTSTANDING AMUSEMENT ENTERPRISE—

We Are Now Reconverting Our Properties From War Time Operation to Peace Time Operation

OUR ESTABLISHED POLICY OF PROVIDING THE AMUSEMENT SEEKING PUBLIC THE LATEST IN MODERN RIDING DEVICES AND ENTERTAINING SHOWS, WHEN POSSIBLE TO SECURE SAME, PLACES THE FOLLOWING EQUIPMENT ON THE MARKET:

- 1 20-CAR ALLAN HERSHELL KIDDIE AUTO RIDE, RECENTLY EQUIPPED WITH NEW WHEELS AND AIR CUSHION TIRES, IN GOOD MECHANICAL CONDITION, PRICE \$1,850.00.
- 1 OCTOPUS RIDE, COMPLETE, READY TO OPERATE, COMPLETELY OVERHAULED 6 WEEKS AGO WITH NEW CLUTCH, NEW CENTER DRIVE, PRICE \$5,000.00.
- 1 SMALL LINDY LOOP, 32 PASSENGER CAPACITY, LOADS ON TWO 20-FT. WAGONS OR TRUCKS, IN GOOD CONDITION. A VERY GOOD RIDE FOR A TRUCK SHOW, PRICE \$3,000.00.
- 1 SUPER ROLLO PLANE, A-1 CONDITION, PRICE \$3,500.00.
- COMPLETE PANEL FRONT, 76 FT. LONG, 16 FT. HIGH, ALL ELECTRICALLY LIGHTED, CUT OUT FIGURES, NOW USING SAME FOR GIRL SHOW, TICKET BOXES, BALLY, STAGE, 4 SECTIONS OF BLUE SEATS; 30 x 50 TOP, USED TWO SEASONS; FINE FRAME UP FOR TRUCK SHOWS. COMPLETE, LESS POLES AND STAKES, PRICE \$850.00.
- 1 KHAKI 20 x 40 TOP, USED ONE SEASON, A-1 CONDITION, LESS POLES AND STAKES, PRICE \$300.00.

The above property can be seen in operation at Alabama State Fair, Birmingham, Ala., October 1 to 6; Chattahoochee Valley Exposition, Columbus, Georgia, October 8 to 13. Deliveries to be made at Columbus, Georgia, after October 13. All prices F. O. B.

WE WILL NOW CONTRACT FOR OUR 1946 SEASON, OFFERING THE MOST OUTSTANDING ROUTE OF PROVEN STILL DATES, CELEBRATIONS AND STATE FAIRS IN AMERICA:

AN OUTSTANDING GIRL REVUE.

AN ENTERTAINING TROUPE OF MIDGETS FOR THE FINEST FRAMED MIDGET SHOW IN CARNIVAL BUSINESS.

WE ARE ALSO INTERESTED IN ANY OTHER HIGH-CLASS MERITORIOUS SHOWS.

FOR THE ABOVE WE WILL BUILD NEW SHOWS, FRONTS, STAGES AND FURNISH NEW CANVAS.

CAN PLACE STARTING JAN. 1, 1946

A Builder who is capable of building fronts, stages and various stage equipment and can produce, also Designers, Blacksmiths, Carpenters and Show Painters.

ALL OUR REPRESENTATIVES WILL BE AT SHERMAN HOTEL, CHICAGO, ILLINOIS, DURING THE CONVENTION.

LOUIS J. BERGER, Traffic Manager
CLINT. W. SHUFORD, Treasurer

MIKE CONTI, Director of Public Relations
FITZIE BROWN, Concession Manager

WINTERQUARTERS: P. O. BOX 1045, Birmingham, Ala. General Offices: 155 N. Clark St., Chicago, Ill.

North American Topples Record

Gets \$13,092 On Kids' Day

Concessions match winning pace at Kansas State Fair—show overcomes bad spring

HUTCHINSON, Kan., Sept. 22.—North American Exposition set an all-time record for a single day's business on rides and shows for the Kansas State Fair here, Monday (17), when the attractions grossed \$13,092.21 after all taxes were deducted.

A. J. (White) Weiss, concession manager, also had the biggest day he ever experienced with the shows' concessions, exceeding any day the concessions had here last year, which set an all-time record.

Sam Mitchell, secretary-manager of the Kansas State Fair, said that the carnival midway grossed 32 per cent more Monday (Kids' Day) than last year, and that each day to date is running far ahead of the 1944 carnival gross. Show did in excess of \$7,000, Sunday, when a strong wind held sway all day, keeping some customers away. At a prevue Saturday night (15), the midway was the only thing open on the grounds and the show did slightly over \$3,000 on the rides and shows. Thursday figured to be the big day of the fair, as this was Hutchinson and Governor's Day.

The remarkable gross business on the rides and shows this year is being chalked up despite the fact that ride and show admissions were reduced 5 cents on each attraction under that of the 1944 carnival.

Show Well Painted

There were 11 shows, 12 rides and about 35 concessions on the NAE midway. Rides and show fronts all were recently repainted and looked resplendent in the line-up. Peter Kortess, genial owner of the show, was wreathed in smiles over the big biz and was host to many visiting showmen and fairmen. Joe Scholibo, the tireless manager, was here, there and everywhere, handling the business end. Others on the executive staff of the show include George McCarthy, general agent; C. W. (Chick) Franklin, publicity director; Harvey Williams, special agent; Tony Ybanez, secretary; Guy West, assistant to Weiss; Ed J. Neville, concession secretary; B. A. McDonald, chief electrician; Larry Bedwell, lot superintendent; Frank Segar, trainmaster, and Sam Alexander, purchasing agent.

Attractions here included Amos Webb's Latin Quarters; Peter Kortess's Circus Side Show; Zigfried Sorenson's Hollywood Follies; Earl Chambers's Monkey Circus; P. A. Kelley's gorillas; Charles Noeller's Daughters of Sin and Leta Snake Show; Prof. Alexander's Flea Circus and Annex Side Show; Gay Ole New Orleans, colored revue, produced by Fat-Head Williams, with Robert (Red) Marcus, talker; Capt. Perry's Iron Lung; T. A. Williams's pony ride, and Steve

Hop-a-Long Laube

HUTCHINSON, Kan., Sept. 22.—Chan Laube likes to be on hand for the opening-day business at the fairs where he and his partner, George Bush, have the grandstand concessions.

It looked for awhile that he might not make the Kansas State Fair opening Sunday (16).

En route from the Kansas Free Fair, Topeka, the Kansas City concessionaire bogged down under two tire blowouts. A farmer's auto got him to the nearest town. There his efforts to rent a taxi were futile. No trains or busses would get him here in time.

But Chan met the situation. He made a deal with the local undertaker—and rolled into the fairgrounds here, the lone passenger in a chummy ambulance.

Kutney's Funhouse. Nick Delo is manager of the cookhouse.

Overcomes Rough Spring

The North American Exposition had a rough spring, in which the show made some long jumps from winter quarters in Pensacola Fla., up thru several Southern States, and Ohio, Indiana and Illinois. It hit a winning stride at Rock Island, Ill., and has not experienced a losing week since, according to Kortess, who is now sole owner of the show, having purchased his former partner's interest in midseason. Some of the still dates were very big.

Following the engagement here, which closed yesterday, show moves to Little Rock, Ark., where it will play day and date with the Wonder Shows of America for several days next week; then Hot Springs for another still date, following which it plays the Four States Fair at Texarkana, Tex., and the Hope Fair and Livestock Show at Hope, Ark.

Following those dates, show will probably play four more cities, then go into winter quarters in the South, probably in Texas, where George McCarthy, general agent, is now looking for suitable quarters.

BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

By Starr De Belle

Pacific Ocean, By Radio.
Sept. 22, 1945.

Dear Pat:

Oceans and oceans of love. The Ballyhoo Bros.' Circulating Exposition loaded bags, baggage, wagons, baggage cars and all on a fleet of five former army transports and one line and left San Francisco for a tour of the Orient. Thousands of our California patrons lined the docks cheering our farewell. Manager Pete Ballyhoo, in his best Bronx manner, returned the cheers while muttering the words of MacArthur: "I shall return." Oceans and oceans of love.

We've been on the high seas for five days. It is wonderful what a closer contact among people can do. After tramping together for six months, many of our folks were yet unacquainted. Oceans and oceans of love. The guy who coined that phrase must have tramped with a boat show. The shows' chaplain (yes, we carry one who doubles on the bingo), reported that 17 couples have already taken marriage vows, with the longest and most lonesome part of the trip still ahead. As I look over my right, I can see and hear Lizzie Glutz, Hawaiian dancer, and High-Striker Slim with their hands on a folded Unborn Show banner, saying: "I do."

As this has always been a family show, the co-owners encourage true love among their people. An ocean trip like this furthers their aim. A dart gallery operator is acting as Cupid. He has his dart booth erected on the top deck, and instead of using Hirohito heads, cardboard hearts with the names of single show gals on them are the targets. His slogan is: "The gal you harpon is

San Fran Folks Sign Gale Storm

SAN FRANCISCO, Sept. 22.—Five stars from Monogram Pictures, headed by Gale Storm, who recently completed a film version of Gus Edwards's life, *Sunbonnet Sue*, will appear in person at the Civic Auditorium here, December 8, at the first annual *A Night of Stars*, benefit show for Showfolks of America.

The deal was completed by Walter Hale with W. Roy Johnson, Monogram president, at a Hollywood conference. Gordon Allen, San Francisco distributor for Monogram, assisted Hale.

Arrangements were also made thru Tom Howard, of MCA, to present either Harry James or Xavier Cugat as the musical attraction.

Sale of tickets for the event, the proceeds from which go to the Showfolks' Cemetery Fund, has already run into a sizable gross. Lovelies from various San Francisco clubs and theaters are selling pasteboards on downtown streets, backgrounded by a huge traveling signboard which announces the appearance of the stars and the give-away feature—a 1946 Chevrolet. Souvenir program advertising is also meeting a good response.

Fire Hits Concessions On Alamo Exposition

PAMPA, Tex., Sept. 22.—Fire hit the midway of the Alamo Exposition Shows here, Tuesday (18), at 11 a.m., destroying J. D. Sword's blower game and the Coca-Cola store operated by Mrs. Ted Custer.

Mrs. Robert Voight's stock ball game was badly damaged, while the truck used for the diggers and the light plant were slightly damaged.

Young's Shows, Hillside Rodeo at Peach Festival

BRIGHAM CITY, Utah, Sept. 22.—Monte Young's rides and shows and the Hillside Rodeo supplied attractions at the successful Brigham City Peach Days, resumed September 14-15 after a long layoff because of the war. Attendance was given as 16,000.

SLA Seeks Home

CHICAGO, Sept. 22.—Showmen's League of America is home-hunting.

The current lease with Hotel Sherman expires February 1, 1946, and the League has been notified by the hotel management that it will be impossible to grant a renewal.

Hotel management made it clear that the League is welcome, but it must have the five-room suite for commercial purposes.

Housing committee is now in action looking over possible sites.

Madison Brothers Launch New Show

ST. LOUIS, Sept. 22.—Harry L. and Nels P. Madison will launch their own new show in Portageville, Mo., October 1, playing that city for eight days. Show will open with 6 rides, 3 shows and approximately 30 concessions.

Madison brothers have been in the outdoor show business the past 27 years, operating concessions of various kinds, including cookhouses, frozen custard concessions, mug joints and slum and game concessions. During the past five years they have purchased several riding devices which have been booked on various shows. Up until this week they had some of their rides and concessions booked on Moore's Modern Shows, being with that show since last April.

They will pull all of their equipment from that show next week in New Madrid, Mo., and haul everything to Portageville for the opening of their own show. Harry L. will be general agent, while Nels P. will be general manager.

Harry is at present on a booking trip and has already some spots booked in Missouri, Arkansas and Louisiana. Show expects to stay out until around Christmas and will open the 1946 season in February.

Cash for 32 Ft. Merry-Go-Round and No. 5 Wheel

Will buy one or both, with or without motors. Address

Harry Haller
2649 N. Sacramento Ave.
Chicago, Ill.

BAKER'S GAME SHOP

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2907 W. WARREN, DETROIT 8, MICH.

BEST CASH OFFER

Takes Double-Strength, Double Loop-o-Plane in first-class condition. Act at once.

A. C. ROSENZWEIG
Eastwood Park EAST DETROIT, MICH.

FOR SALE #5 ELI FERRIS WHEEL and CHEVROLET SEMI TRUCK

New Motor on Wheel, Good Rubber on Truck. Address: A. M. BALDERSTON
Care The Billboard, 390 Arcade Bldg., St. Louis 1, Mo.

DYER'S GREATER SHOWS WANT

Second Man on Rolloplane. Concession Agents for several Stock Stores, come on. Potomac, Mo., this week; then South. Cotton is late this year, out until the wood chuck chucks.

FOR SALE

Eight Skee Ball Alleys, 9 feet and 14 feet long. Can be put in perfect order.

Perfect Games, Inc.

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WHIP FOREMAN

Join on wire. Doc Stanton, get in touch with me.

MARTIN G. LYNAM

832 N. Delta Dr., Glassboro, N. J.

10 NEW IMPROVED STREAMLINED FEATURES WHICH MEAN *TOP PROFITS*

by

CRETORS

*America's Pioneer Maker of
Corn Popping Machines*



Check and see why

CRETORS

has led the industry since 1885



1 ✓ EYE-ARRESTING BEAUTY

Built lower for easier operation. Natural walnut or stainless steel finish to harmonize with your location.

2 ✓ THERMOSTATIC CONTROL

Makes for greater safety and efficiency, assuring greater volume, greater profits.

3 ✓ REMOVABLE POPPING ELEMENTS

Bright, shining cleanliness at all times. Jiffy-quick removable parts, including popping pan.

4 ✓ CONCEALED MECHANISM

Attractiveness is enhanced through ingenious concealment of unsightly wiring and mechanism.

5 ✓ FILTERED EXHAUST SYSTEM

A new, exclusive feature; a system of exhaust filtration which helps eliminate most grease fumes.

6 ✓ DOUBLE HEATING

Top and bottom heating keeps your supply of reserve popped corn crisp and tasty.

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Larger, roomier popper case construction provides more heated storage space for popped corn.

8 ✓ FRONT OR REAR OPERATION

Easily removable sliding glass doors assure smoother, simplified operation.

9 ✓ SPEEDIER PRODUCTION

Cretors 60 years of "know how" in engineering corn popping machines guarantees uniform quality, faster production, more profits.

10 ✓ GUARANTEED FRESHNESS

The *original Cretors process* of popping corn direct in the seasoning assures you of fresh, tasty pop corn always.



America's most attractive selling display—matching corn popping machine, service counter and candy counter. Sold individually or as a complete unit, the finest products in Cretors 60-year history.

For further information
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C. CRETORS & CO.
600-620 W. Cermak Road
Chicago, Ill.

PENNY PITCH GAMES
 Size 48x48", Price \$30.00,
 Size 48x48", With 1 Jack Pot, \$40.00,
 Size 48x48", with 5 Jack Pots, \$45.00.

PARK SPECIAL WHEELS
 30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price\$15.00

BINGO GAMES
 75-Player Complete\$5.00
 100-Player Complete 7.80

1/3 Deposit on All Orders.

SLACK MFG. CO.
 124-126 W. Lake St. CHICAGO, ILL.

MIDWAY CONFAB

WAKING up towns?

MRS. SAM PALITZ is in Watts Hospital, Durham, N. C., for an indefinite stay, and friends are urged to drop her a line.

CHARLES M. BARR was guest of Don Dorsey and Le Ola at the York (Pa.) Fair. Dorsey was doing his aerial act, and Le Ola was featured on James E. Strates' midway.

J. W. (PATTY) CONKLIN was the subject of an interesting Liberty profile in the September 22 edition of Liberty, distributed in Canada. The profile photograph really showed Patty in action.

JOYOUS ARE teardown nights when we learn that the weather forecaster was wrong.

MILLER JOHN writes: "Gypsy Leana John, with Stephen's Shows, died August 28 at Leon, Ia., leaving husband and children. Anyone knowing the whereabouts of Nido John get in touch with me care *The Billboard*, Cincinnati."

WALTER AND MARY STOEFFEL, Pittsburgh, had their Wild Life at Carthage Fair, Cincinnati, September 12-15. Frankie Bland is manager; Tim Riley, tickets; Joe Jackson, front gate; John Winhart, electrician; Sammy Williams and Bill Morrison, canvas.

DALE BARRON, independent owner and operator of the *Water Circus, Wild Life Exhibit and Big Snake Show with Cetlin & Wilson, wires from Trenton, N. J., that his wife, Janice, gave birth to triplets, two boys and a girl, September 16.*

THEN THERE is the side show's rubber-skinned man whose worries that he may be picked up as a substitute are over.

DUKE BREWER joined the Gentsch Shows in Belzoni, Miss., with his 10 concessions and agents. . . . COLLEEN McCORMACK sends word from La Porte, Tex., that Sgt. Norman W. Dillman is in Illesheim, Germany, and expects to be home before Christmas.

EARL AND DORIS MEYER (Lady Sirod), lecturer and mentalist, respectively, closed a successful season with Harry Lewiston's freak show at Carlin's Park, Baltimore, and have joined Lew Alter's Congress of Living Wonders on the Kirkwood Shows for the Southern fairs.

B. A. McDONALD, chief electrician with the North American Exposition, won the praise of the auto racers at the Kansas State Fair Monday (17). When Bill Hooper had trouble with his steering mechanism, McDonald came up with a neat job of welding to put the Decatur, Ill., driver back into the program.

WE LEARNED during the years of curbs that things weren't necessarily useless because they were old and worn.

BOB (SHINGLES DIGGER) PARKER is taking an unusual version of J. C. (Tommy) Thomas's grandpappy to the latter at Oklahoma City. All right, you free loaders, line up! And Leona Parker has served notice that she will be on hand for the visit to the *Endy Bros.' Shows at Savannah, Ga.*

LOTTIE M. MAYER, who sojourned at Lake Delavan, Wis., the past summer with Bob and Leona Parker, announces that she is contemplating building a new type of disappearing water ballet, and is negotiating with three booking agencies for a 1946 tour. Her show was featured on the Royal American midway a few years ago.

LEO HUET, Cavalcade of Amusements electrician, rejoined the show last week at Greenville, Miss., after a long siege of illness in a Terre Haute, Ind., hospital. . . . BILL NAYLOR, tub thumper for the Cavalcade of Amusements, reports: "Gulfport, Jackson, Clarksdale and now Greenville, Miss., have all been big surprises, especially to those smart alecks who looked for disaster."

GENERAL AGENTS who have been short on fair routing during the last four years will know what routing is after the IAFE meeting.

JOHNNY J. JONES SHOWS have been booked for the Bay County Fair, Panama City, Fla., October 23-27. . . . C. A. (ABIE)

UPCHURCH JR., Raleigh, N. C., newspaperman who is well known to carnival owners and operators, is now editor and newscaster for *News of Raleigh*, a program on WRAL, that city. . . . VAUGHN RICHARDSON cards from Chattanooga that all was well on the JJJ midway at the fair there and that all the lads were baling up a little kale.

PVT. DICK AUSTIN, back in the States after being a prisoner of war five months, visited Corkie and Tiny Zimmerman at the Kentucky State Fair, Louisville. . . . WALLACE PAUL FLANNIGAN, son of Mr. and Mrs. Bob Flannigan, who have concessions on Doc Capell's Shows in Oklahoma, has returned to St. Paul to enter St. Paul Academy. En route North, he visited the Royal American Shows and Mrs. Jay Brown at Topeka, Kan.

PVT. HOWARD L. HANNEY, who formerly worked for O. C. Buck and James E. Strates, is in Mason General Hospital, Edgewood Division, Brentwood, L. I., N. Y., recovering from wounds. He will be discharged within a month. . . . WALTER MORROW, formerly cannon fodder for Fearless Gregg, is in the Assembly Area Command near Rheims, France. He recently visited the Circus Internationale and the Amar Circus and says they're small but offer snappy programs.

SHOULD MIDWAYS cease to break gross records as in the past 10 years, tomorrow's press agent won't have much to yell about.

JOHN (SHEIK) LEMPART, via a letter to Nat Green, warns the Magic Carpet boys that he will be home from Australia for Christmas. . . . MR. AND MRS. RAY OAKES have gone to Hot Springs for two weeks, and on their return to Chicago "Our new factory will be giving with both barrels," Ray declared. . . . DEE (DON DELAYE) NIFONG, formerly with Lester Starr's Leap of Death, has been transferred to the Naval Hospital, Long Beach, Calif., and would like to hear from Lucille (Mom) Lee, Horace (Pop) Brandt and others with the Cetlin & Wilson Shows.

FRANK LEWIS, who closed with the Bunting Shows last week, is doing his white-face clowning on the midway of the Southeast Missouri District Fair, Cape Girardeau, Mo., and is booked for the fair at Blytheville, Ark. . . . MR. AND MRS. ORVAL (DIZ) WILLIAMS, who closed a successful season with the Bunting Shows last week, stopped over in St. Louis for several days before heading south for the winter. While in St. Louis, they had a visit from Louis V. Williams, brother of Orval, who was retired from the army after serving 30 years.

ACCORDING TO NEWSPAPERS: General MacArthur has an airplane equipped with a loud-speaker. He must have gotten the idea from midways.

CHARLIE AND LENNIE GOLDING and Corkie and Tiny Zimmerman received delivery on new house trailers before leaving the World of Pleasure Shows for their Southern fairs. . . . LEE McDANIEL has taken over the front of the *High Hat Revue* on Endy Bros.' Shows. . . . AFTER BEING away from Cetlin & Wilson Shows 12 years, Francis Francette has returned for the fairs in the annex of Wendel Kuntz's Side Show. . . . JEANETTE WATERS, who has been a patient in the Hightower Health Home, Texarkana, Tex., has returned to her home and business in New Boston, Tex., where she and her husband, Tim, operate a ball game and mug joint.

JOHNNY J. JONES NOTES: ART FRAZIER would like for Bob Parker to recall the time when the Miami golf pro offered him a book on landscape gardening. . . . ART CONVERSE has returned from the funeral of Mrs. Florence A. Neuberger in Indianapolis. . . . MRS. R. C. LOCKETT arrived from Ettrick, Va., to visit with son, Ralph. . . . VICKI SHAFFER is again thrilling the spectators in the Motordrome after a short layoff following her sensational crash at the Kentucky State Fair. . . . GYP McDANIELS lost two of her donkeys in Huntsville, Ala. Cause of death was laid to poisoned grass along the railroad tracks in Louisville.

FENLY CLARK, formerly with the Joyland Shows, has left to make a series of Indiana fairs with six concessions,

STILL TOPPING THE MIDWAY!

A Wheel Owner reports his BIG ELI Number Five grossed \$2876.50 at a six-day Celebration. This is an average of \$479.40 per day at 20 cents per ticket; handling 2397 passengers each day, a total of 14,382 paying customers. This is just one of many fine reports on BIG ELI WHEELS for this year.

ELI BRIDGE COMPANY
 800 Case Avenue Jacksonville, Illinois



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All Readings Complete for 1945

Single Sheets, 8 1/2 x 14, Typewritten, Per M. . . \$5.00
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 Samples of the 4 Readings, Four for 25¢.
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 120 Pages, 2 Sets Numbers, Clearing and Policy, 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample, 15¢.

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PACK OF 79 EGYPTIAN F. T. CARDS, Answers All Questions, Lucky Numbers, etc. 40¢

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"WHAT IS WRITTEN IN THE STARS," Folding Booklet, 12 P., 3x5. Contains all 12 Analyses. Very Well Written, \$5.00 per 100; Sample, 10¢.

Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D. 25% Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P. P. Extra.

SIMMONS & CO.
 19 West Jackson Blvd. CHICAGO
 Send for Wholesale Prices.

IMMEDIATE DELIVERY

POPCORN Any Quantity, \$11.00
 Top Quality.

Per 100 Lbs.

BOXES Any Quantity \$5.00
 From 1000 to 50,000. 5c. to \$6.50 per M.

10c, 2 for 1c sizes.

SEASONING (Points Required)
 25¢ Deposit With All Orders. Bal. C. O. D.

J & N Popcorn Specialties
 6336 S. Western Ave. CHICAGO, ILL.
 Phone: Hemlock 3211

POPCORN
 \$10.75 HUNDRED POUNDS



Giant Yellow, excellent popping condition, expertly processed.

Discount on large orders.

Popcorn Cones, assorted colors, \$2.30 per thousand.

GASOLINE APPLIANCES
 Complete Line Coleman Burners, Pressure Tanks, Fittings, Tubing.
 Prompt Shipment

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 Also Folding Tables
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 Blank sheets of paper magically turn into written Fortune Telling or Character Readings.

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 S. BOWER, Bellemead, N. J.

FOR SALE
 230 pounds of Popcorn Oil. Not good for French Fry. I am using with dry popper. Sixty dollars for the oil in large drum. No points needed. Half with order, balance C. O. D.

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 Attalla Bowling Alley ATTALLA, ALA.

CANNIBAL HEADS
 Cannibal Bodies, Shrunk Heads, Shrunk Bodies, Shrunk Pin Heads, Ape Boy, Devil's Child, Fish Girl, Wolf Boy, Mummified Attractions for Side Shows, window attractions, store shows, carnivals, circuses. For the best attractions on earth write

TATE'S CURIOSITY SHOP
 Rt. 9, Box 365, Phoenix, Arizona

WHEN SOUTH
 SEE US FOR ALL POPCORN SUPPLIES AND MACHINES, ALUMINUM KETTLES
ATLANTA POPCORN MACHINE AND SUPPLY SO.
 145 Walton St., N. W., Atlanta 3, Ga.

CANVAS COVERS AND TARPULINS
 Truck, Boat, Machinery; Indoor and outdoor protection. Highest test duck, full weight; double sewed seams, grommets set in reinforced patches. Finest milidew, waterproof processing. All sizes. Direct factory prices. Immediate delivery. Send for literature now.

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FLYING SCOOTERS

"QUEEN" OF THE FLYING RIDES
 NOW TAKING ORDERS

BISCH-ROCCO AMUSEMENT CO.

5441 S. Cottage Grove Ave.
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LIGHT PLANTS

For Immediate Delivery

1 1/2, 2, 2 1/2 K.W. 110-Volt;
 60 Cycle, AC Also DC Plants.

WRITE FOR FREE FOLDER

S & C EQUIPMENT CO.
 1915 South State St., Chicago, 16, Ill.

SECOND-HAND SHOW PROPERTY FOR SALE

\$250.00 New Indian Teepee 42 Ft. Round Top hand painted Indian designs. Cost \$1500.00.
 \$9.00 Pair Leather Chaps. Large size.
 75¢ New Red, White & Blue Flags, 30"x72". We have 40,000 Flags for decorations.

WEIL'S CURIOSITY SHOP
 12 Strawberry St. Philadelphia 6, Pa.

WANTED

A Whip and Swing, Caterpillar, Kiddie Ride for cash. Let's hear from you.

JOHN W. ISAACS
 25 Eastern Ave. ESSEX 21, MD.
CONCESSION FOR SALE

and will head for the Southern fairs later. . . . JOHN (SHEIK) HENNESSEY of the W. G. Wade Shows, has purchased a new truck, and is heading South with his six concessions to close in Miami. . . . WILLIAM J. (BLACKIE) ROWAN has been named Hennessey's chief of transportation. . . . IRWIN TEEPLE, concessionaire and ad agent, is now in Building C, Section 205, Bed 30, Eloise Hospital, Eloise, Mich., after an operation. He is due for a long hospital siege and would like to have mail from friends. . . . ROSCOE WADE is buying a new home in Detroit, and moving his home from Adrian, Mich., where he has resided many years.

IT IS REPORTED, altho without confirmation, that ticket takers are working out a plan whereby a pass patron can enter without hearing: "What? Some more free listeners?"

B. S. (BARNEY) GERETY, owner of the Beckmann & Gerety World's Best Shows, was discharged from Mayo's Hospital, Rochester, Minn., September 14, following a minor operation for an infection on his chin, and is now en route to Shreveport, La., with Mrs. Gerety. The Gerety's will make several stops on the way home. . . . EDGAR S. NEVILLE, concession secretary on the North American Exposition, and Tony Ybanez, secretary, are two old stalwarts who served for many years under the Beckmann & Gerety banner. . . . PETER KORTES, owner of the North American Exposition, has the expert services of some capable ride foremen in the persons of Bill James, on the Octopus; John A. Logan, Caterpillar; Tiny Thatcher, Roll-o-Plane; Max Lorenz, Merry-Go-Round; Tex Webb, Twin Ferris Wheels; Frank Gross, Tilt-a-Whirl; James C. Snell, Fly-o-Plane, and Albert Charest, baby autos and little train.

DETROIT NOTES — SGT. GEORGE HARRIS, former concessionaire at Eastwood Park, and Sgt. Harry M. Harris, formerly on the World of Pleasure Shows, have received discharges from the army. . . . LOUIS MARGOLIS, former president of the Michigan Showmen's Association, is recovering from an operation at Duke Hospital, Durham, N. C. . . . THE LATE PVT. JOEY MOSS, Eastwood Park concessionaire, is being commemorated in the title of a new American Legion Post being organized here primarily for showmen. . . . ISADORE (TOMMY PADDLES) REISNER is expecting an early discharge from the army. . . . BEN SAWYER reported concession business well above last year at the Saginaw Fair for Manuel Brown, Eddie Edwards, Mac Maguiness, Harry Adams, Stan Baker and John Mulder. . . . DICK NEPOLITTONA, who also played Saginaw, is taking over the scales and novelties concessions from his father. . . . ROSCOE WADE SHOWS moved into Detroit, at Michigan and Eighth streets, half a mile from the City Hall, to finish the season, after closing at Pontiac, Mich. . . . LACY LIDDON, manager of

Do Press Agents Pay Their Way

(Continued from page 44)
want to stay in business to give a thought to the future.

This is one big reason why *The Billboard* is inaugurating a carnival promotion award contest; to reward with solid recognition those whose ingenuity attracts extra people to the midway and to encourage other operators to make plans for more and sounder promotion activities.

November 1 is the deadline for entries in the contest, but already enough material has been submitted to *The Billboard* Contest Editor, 155 N. Clark Street, Chicago, to warrant the statement that all operators, big or small, will be impressed with the exhibit at the annual Chicago meeting, when the display will be open for examination in *The Billboard's* suite at Hotel Sherman.

Many New Ideas

Entries received to date indicate that there will not be a great many startling new ideas, as showmen generally have been aware of the standard methods necessary to attract people. New ideas are certain to be scarce, as there have been a great many fine press representatives and promotion men with carnivals for a great many years.

The methods of handling these ideas, however, will be of paramount interest, and it is thru an exhibition of these ideas, laid out for comparison, that will develop new ideas and help formulate designs for the improvement on the standard plans.

Some agents, a very few, have expressed the thought that such a contest tends to "smarten up suckers," and that their ideas and efforts on exhibition is a means of giving away the fruits of their labor. This attitude is uncalled for, as there are few secrets in show business, and if one fellow uses something that is good, the other fellow gets it sooner or later.

This Will Show 'Em

The Carnival Promotion Award Contest is a means of showing owners and operators the importance of effective publicity and promotion, and is a means of proving to these owners that press agents and promotion men can pay their way and are as important a cog in the machine as any ride, show or attraction on any midway.

And, from this Carnival Promotion Award Contest may come a generally better understanding of methods that will mean better acceptance of carnival entertainment by the general public. It is a step toward making the carnival more welcome in more communities.

the Flint Park Amusement Company, after closing the season, is heading for Florida for a winter's rest. . . . BEN LIDDON, veteran Detroit circus and carnival man, is now making Indiana fairs with five concessions. . . . WILLIAM POSTELWAITE, formerly of the World of Pleasure Shows, has joined the Lee United Shows with six concessions, to play a string of Northern Michigan celebrations. . . . RAY KEMP, secretary of the Adrian Fair, was a visitor at Saginaw.

Gold Organizes Company

NEW YORK, Sept. 22.—Irving Gold has organized an amusement company, with himself as president; Ed Ettinger, treasurer, and Ed Rappaport, secretary, and will join Endy Bros. for the rest of the season.

OPENING SPA SHOWMEN'S CLUB

738 1/2-740 1/2 Central Ave., Hot Springs, Arkansas

Barney Rambo, former Concessionaire, who recently lost his eyesight and now residing here, announces the opening of the SPA SHOWMEN'S CLUB, now occupied by the Army but vacating November 20. Lease signed for same. Grand opening December 1. Located in heart of downtown Hot Springs. Next to Citizen's Cigar Store—Air Conditioned, Card Rooms, Reading Rooms, Dance Floor, Bar and Rest Rooms—All Beautifully Illuminated. Membership Cards now being mailed upon request at a \$5 Membership Fee. Send request and fee to BOX 762. Close friends, contact me at once.

KORNZAPOPPIN!

Profits are bustin' out all over for FARMER BOY Dealers. Why? Because this giant yellow corn, plus FARMER BOY seasoning, is irresistible! Because the box is considered tops! Because national distribution builds public recognition of quality! And best of all, because FARMER BOY'S vast resources assure constant supply in any quantity—carloads or less. DON'T GET CAUGHT SHORT! Let us book your entire requirements for 1945-1946. IMMEDIATE DELIVERY.



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FARMER BOY CORN & EQUIPMENT CO.
LIBERTY AVE. AT 180th ST., JAMAICA, N. Y.
Offices in principal cities. Phone: Circle 6-1293
Super-Hybrid Popcorn - Salt - Seasonings - Boxes - Bags

POPCORN

FAIRS J. F. SPARKS SHOWS FAIRS

CHAMBERS COUNTY VICTORY FAIR, Lanett, Ala., Oct. 1-6

First Show in Seven Years

RANDOLPH COUNTY FAIR, Roanoke, Ala., Oct. 8-13

TALLAPOOSA COUNTY VICTORY FAIR, Alexander City, Ala., Oct. 15-20

LEGION VICTORY FAIR, Troy, Ala., Oct. 22-27

COVINGTON COUNTY VICTORY FAIR, Andalusia, Ala., Oct. 29-3

SANTA ROSA COUNTY FAIR, Milton, Fla., Nov. 5-10

Book Cookhouse or Sitdown Grab

SHOWS—Circus Side Show, Monkey Circus.

CONCESSIONS—Legitimate Concessions (Ex. on Long Range Gallery), Jack Smith, answer.

Line Up Now for the Above Dates. They Are the Cream Spots of the South. Replies to J. F. Sparks Shows, Attala, Ala., this week

POPCORN AND SUPPLIES

CORN, \$11.10 PER 100 LB. BAG; GIANT-POP SOUTH AMERICAN YELLOW

We are now delivering the finest Popcorn money can buy with tops in popping volume. Excellent Popcorn contract price offering thru June, 1946. Don't forget we can also supply the best and strongest Popcorn Cartons you ever handled. . . . three popular sizes: small, medium and large. Also Colored Cones, Glassine Bags and Seasoning. Over in the nut department. . . . Peanut Bags and best Virginia Roasted-in-the-Shell Peanuts. 19 3/4c ceiling, 100 lb. Bags.

Send for complete price list and details. Our best references are CIRCUS, CARNIVAL, PARK AND THEATER BUYERS

CHUNK-E-NUT PRODUCTS CO.

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WHEELS OF ALL KINDS

Tickets—Paddles—Laydowns
Complete KENO Outfits
CARNIVAL SUPPLIES AND EQUIPMENT
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ALUMINUM MILK BOTTLES
Now Available . . . Write

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OCTOPUS ROLLOPLANE FLY-O-PLANE

World's Most Popular Rides
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"THE SHOWMAN'S INSURANCE MAN"

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GOLDEN WEST SHOWS WANT

CONCESSIONS

Ball Games, Pitch To Win, Dart and String Games, Slum Stores, Penny Arcade, High Striker, Grab, Mug, P.C. Joints, Stock Wheels and any other LEGITIMATE Stores.

Long Season of the Best Spots in California

Write—Wire

RIDES
That Do Not
Conflict

HARRY POLISH FISHER
1865 OAK ST., SAN FRANCISCO, CALIF.

SHOWS
Of All
Kinds

FOR SALE BYERS BROS.' COMBINED SHOWS FOR SALE

IN ITS ENTIRETY—POSSESSION AT ONCE

Organized and 8 Weeks Booked To Play or Will Sell Piecemeal After Nov. 17

RIDES: 1 ROLL-O-PLANE, 1 32-FT. SPECIAL BUILT MERRY-GO-ROUND; 1 #5 BIG ELI FERRIS WHEEL, V-type drive; 1 ALLAN HERSCHELL 8-CAR AUTO KID RIDE, 24-SEAT SMITH AND SMITH CHAIR-O-PLANE, 1 7-TUB LATE MODEL TILT-A-WHIRL. All Rides in A-1 Condition.

LIGHT PLANTS: 2 50 K.V.A. Alternating Current, G.M.C. Diesels, mounted in 22 Ft. Fruehauf Trailer, 1941 Chevrolet Truck, 16,000 miles. Positively the most beautiful light plants on the road today.

LIGHT TOWERS: 4 Special built Light Towers, easy to handle.

SHOWS: 7 complete Shows, Tops and Fronts. All show tops, also the Merry-Go-Round and Auto Ride tops, brand new this spring.

FRONT ENTRANCE, OFFICE FRONT AND OFFICE TRAILER SPECIALLY BUILT.

TRUCKS AND SEMI TRAILERS TO HAUL ALL EQUIPMENT. 12 Chevrolet Trucks, 1 Ford and 2 International Trucks. Trailers consist of Fruehaufs, Big Ellis and Springfields. All good rubber and enough spare tires to last for the next two years.

ALSO 1 TRANSFORMER TRUCK (stored in Lubbock, Texas), 125 K.V.A. transformer capacity, complete with Switches and Ground Cable. Also 1 WURLITZER CALLIOLA.

All of this equipment is in splendid condition, as we have always had the reputation of keeping our equipment in tip-top shape. It must be seen to be appreciated and this is a splendid money-making show. We have other plans for 1946, which is our reason for selling. All communications to

C. W. and J. W. BYERS, Care BYERS BROS.' COMBINED SHOWS
Eagle Pass, Texas, this week; Crystal City, Texas, to follow; then as per route.

LONG
SEASON
SOUTH

A. M. P. SHOWS
"JUGGY"

EARLY
OPENING
IN '46

NOW BOOKING FOR REIDSVILLE, N. C., FAIR—EVERYTHING OPEN EXCEPT POP CORN, CANDY APPLES AND BINGO.

RIDES—Will BUY, BOOK or LEASE Octopus and/or Roll-o-Plane with or without transportation. Can place USEFUL RIDE HELP at all times.

SHOWS—WHAT HAVE YOU! With or without transportation. Will consider any Shows of merit, ESPECIALLY GIRL SHOWS, FUN HOUSE and MINSTREL. WANT GRIND SHOWS.

CONCESSIONS—String Game, Cane Rack, COOK HOUSE (must cater to show people); (Izzy Castle, Rabbit Reid, contact).

NOTICE: Will C. A. (Buck) Veitch please contact Freddie Boswell immediately!

SPECIAL NOTICE!

MIKE BOSCO WANTS AGENTS FOR SIX CATS, SWINGER AND PAN GAME, RUSTY ZONTINI, CONTACT IMMEDIATELY.

All Replies to A. M. P. SHOWS, Goldsboro, N. C., Fair, this week; Reidsville, N. C., Fair, next week. A. M. "JUGGY" PODSOBINSKI, Owner-Manager.; FRED C. BOSWELL, Business Manager.

WANT

FOR

WANT

Lions' Club Fair, Siler City, N. C., week of October 1st thru 6th, location heart of town. Mebane, N. C., American Legion Victory Gala Week, October 8th thru 13th, location City Hall lots, and two other good ones to follow.

Want Concessions—Hoop-La, Popcorn, Snow, Grab, Diggers, Fish Pond, Pitch Til Win, Custard, Candy Apples. Especially good spots for Bingo. Spot Basinger, wire. Will place any legitimate Concessions. No percentage as all booked. And no Camps. Rides all contracted. Will book a first-class Free Act. Sorry, Jimmie, couldn't get water. Want any high-class legitimate Show with own outfit and transportation (no Girl Show), Monkey Circus, Side Show, Fun House. Have space in exhibit top for demonstrators. Wire

Address **MANAGER, Lions' Club Fair, Siler City, N. C.**

37th ANNUAL CORN SHOW AND STREET FAIR

LAGRANGE, IND., OCTOBER 2 TO 6

We still have a limited amount of desirable space available for strictly legitimate Concessions. Corn Game already sold. The Lagrange date will close our 1945 season. Address

W. G. WADE SHOWS

Kalamazoo, Mich., this week

WALLACE BROS.' SHOWS

WANT ANY RIDES NOT CONFLICTING

FOR LONG STRING OF SOUTHERN MONEY-MAKING FAIRS.

WILL BUY OCTOPUS AND ROLL-O-PLANE.

Address **E. E. FARROW**, care Wallace Bros.' Shows, Blytheville, Ark. (Fair), this week; Yazoo City, Miss. (Fair), next week; then per route.

KEYSTONE EXPOSITION SHOWS

"AMERICA'S MOST MODERN MIDWAY"

Sponsor Junior Chamber of Commerce. Starting Sept. 24th to Oct. 6th, Florence, South Carolina.

Concessions that work for Stock, Ball Games, Photo Gallery, Candy Apples, Pop Corn. Good proposition for Grab Joint, Candy Floss, Custard, Cork Gallery, Scales, High Striker, any ten-cent Grind Stores. I own my own Rides. Will buy Little Beauty Merry-Go-Round for cash. Hobart Thomas and C. D. Dean want Percentage Agents and Concession Agents. This show plays the cream of the tobacco markets of North and South Carolina. Address all mail and wires this week and next week to **CARL O. BARTELS**, Owner-Manager, Florence, South Carolina.

WANT

FOR LITZ COMMUNITY STREET FAIR, OCT. 3 TO 6

WITH 18 BANDS ON STREETS

CLEAN SHOWS AND CONCESSIONS OF ALL KINDS. NO GRIFT OR P.C.

Also Have Space Now for Ephrata Street Fair., Sept. 27 to 29, Largest in Pennsylvania.

R. H. MINER, Ephrata, Pa.

SPECIAL
PRINTED
ROLL or MACHINE
100,000
FOR \$22.00

TICKETS
RESERVED SEAT - PAD - STRIP
COUPON BOOKS - RESTAURANT
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STOCK

ROLL TICKETS

ONE ROLL \$ 54

TEN ROLLS 3.90

FIFTY ROLLS 17.00

ROLLS 7,000 EACH

Double Coupons,
Double Price

No C. O. D. Orders
Accepted

FROM THE LOTS

James E. Strates

YORK, Pa., Sept. 22.—Show did big business at York Interstate Fair here. Attendance was the greatest in history, and the show got its share. Weather was almost perfect, with exception of Friday (14) when it rained. Orchids to Assistant Manager O'Brien for the job in laying out the midway.

Bill Holt joined here with his *Artists and Models* and got off to a great start, being among the top money-getters. Visitors included Benny Weiss, Bucky Allen, Mr. and Mrs. Art Campfield, Mr. and Mrs. Walter K. Sibley; Max Cohen, secretary of the American Carnival Association, accompanied by Major Blumenthal, of Rochester, N. Y.; Jack Shapiro and Carl Fleckinstine, superintendent of concessions at the Bloomsburg (Pa.) Fair.

Mrs. Lee Worthy joined here with her Tilt. The dining car is now under management of E. W. Olsen. The Heyday, under supervision of Elmer Rhodes, is undergoing repairs. While the show played the Bath (N. Y.) Fair a week ago, Treasurer Nick Bozins made several trips to his newly acquired estate at Big Flats, N. Y., supervising installation of furnishings and helping his family get settled.

The remainder of the season will be spent playing fairs. Show will again winter in Mullins, S. C.—**F. PERCY MORENCY.**

John H. Marks

ALEXANDRIA, Va., Sept. 22.—Week ended September 15; location, King Street; auspices, Civitan Club; weather, fair; business, very good.

In spite of showers Friday and Saturday (14-15), the week proved very good, with crowds on the lot each night. *The Alexandria Gazette*, which had been closed to carnivals for several years, gave out with a three-column cut and a story. The committee, in an effort to raise funds for a Girl Scout camp, co-operated well.

Several new concessions joined, including Maude and Tommy Allen and Joe Corry. Roy E. Harding is the new Whip and Merry-Go-Round foreman, while Burley Bragg has taken over the Moon Rocket.

Visitors included Mrs. John H. Marks, Mrs. Sam Lawrence, Cash Miller, Roxie Gatto and Jimmy Hester, the last named formerly with this organization.

Paul Lane is doing okay with his concessions. T. A. (Red) Schultz, mail and *The Billboard* man, still doing a good job handling the main gate. George Dobbins, Wheel foreman, ups and downs it in record time. George L. Smith has added another concession. Peggy Wilson has her concessions clicking. Wyoming Steve Gibson, cowboy singer with Buffalo Ranch, is proving a heartbreaker.

The Bancrofts are co-operative about appearing in charity shows. Whitey and Mazie Usher are still doing big with Zoma. Art Spencer continues to pack them in. Chez Parea and Rum-Boogie shows continue to do top biz. Al Ventri's Octopus and Mr. Morgan's Rolo-plane have been winning. Maxie Glynn isn't complaining about his grab joint business.

Tom Niswander, former general agent, has left for home.—**HARRY E. WILSON.**

Blue Ribbon

SEVIERVILLE, Tenn., Sept. 22.—This was the last spot in Tennessee before moving into Georgia for four fairs and then into Florida for the rest of the season. Business at Sweetwater, Tenn., was slow, with rain almost every day.

La Follette, Tenn., proved a red one, the attendance holding up all week. Labor Day was a big success, but Saturday (8) topped the Labor Day gross. Gates and rides operated from noon until midnight both days.

Jess Bradley joined with root beer and hot dogs. Morris Galente has joined with five new concessions. Leroy Crandell purchased the bingo from Joe Jernigan, giving Crandell four concessions. Ben Kaplan and Hardy Grady joined, both having office-owned concessions.

Dolly Young, show's legal adjuster, has recovered from injuries sustained at Manchester, Ky., during the blackout when the electricity went on the bum. Mrs. Thelma Motely visited Mr. and Mrs. C. McCrary and Mr. and Mrs. Arthur Detwiller. Mr. and Mrs. T. W. Outefiner have the Girl Revue and the Posing Show. H. T. Harvell has an animal show featuring a fighting lion.

The show will close December 17 for the holidays and will start again January 10. Manager E. L. Young and Secretary E. H. Smith plan to attend the Showmen's League convention in Chicago.—**E. H. SMITH.**

Crafts 20 Big

SAN FRANCISCO, Sept. 22.—Showfolks of America were guests of Crafts 20 Big Shows during the org's Oakland engagement. It was Owner Orville W. Crafts' birthday and he threw a party, not only for club members but also for the personnel of his show. Everything from beer to skittles, not to mention a huge birthday cake, was on the menu, served cafeteria style behind the office wagon.

Those in attendance included President and Mrs. Sammy Corenson, Secretary and Mrs. Milt Williams, Council and Edna Raiford, Joe Dunn, Walter Hale, Mr. and Mrs. Harry G. Seber, Mickey Hogan, Dolores Flanagan, Mr. and Mrs. Fred Weidmann, Relley Castle, Steve Murphy, Nellie Baker, George Lorraine, Johnny Provanzale, Mr. and Mrs. Frank Forest, Dan Meggs, Fred Ramsey, L. W. and W. C. Criswell, Manny King Kline, Joe LaCrosse, A. McBride, R. C. Roberts, Bill Burns, Helen and Glenn Arts, R. Meyers, Floyd Elbie, John L. Lofman Jr., Mr. and Mrs. Manuel Perry, Ann and Bill Coles, Evelyn Lantz, Mrs. Joseph H. Gillis, Mrs. Frances Ferns and George Woodyard.

General Manager Roy E. Ludington distributed ribbons at the front entrance which were honored on all rides and admitted the showfolks to all attractions. Ludington said that the Oakland stand was one of the best of the season for the carnival, with rides and concessions getting a heavy play from navy personnel.

Gold Medal

OLNEY, Ill., Sept. 22.—Week ended September 14; auspices, Richland County Fair; weather, fair; business, fair.

The run from Kentland, Ind., was made without mishap and all shows and rides were up and open Sunday (9). Business opening day was good as a free gate prevailed. Monday, Tuesday and Wednesday brought out large crowds, but rain and cold weather Thursday and Friday hurt plenty.

Red Herrington, the show's impersonator of Popeye and Amos 'n' Andy, proved popular in front of the grandstand. Joe Teska and his Mechanical Village reported a fair week. The Spitfire led the rides followed by the Tilt. Mark Williams's Circus Side Show enjoyed a good week's business, as did *Cavalcade*. Red Miller reported that his Mechanical War Show had a fair week.

All trucks and rides have been painted and the midway brightened.—**FRANK GASKINS.**

Exposition at Home

RICHMOND, Va., Sept. 22.—Show opened here Monday (17) after a long hop from Laurel, Md. The latter spot wasn't too hot, as the color-line was drawn and the white folks didn't show up. Rox Gatto, owner, reported he is hooked so far on the season but hopes to get off at the Southern stands.

**CAPABLE
MOTORDROME
MANAGER WANTED**

Can also use Men and Girl
Riders. Good salaries paid
from office.

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**JOHNNY J. JONES
EXPOSITION
Atlanta, Ga.**

Dodson's World's Fair

FORT WORTH, Sept. 22.—The four days at Ardmore, Okla., did not come up to expectations for two reasons. Show followed right on the heels of Russell Bros.' Pan-Pacific Circus, and in a spot of that size the first show in should get the money. Russell undoubtedly did. The other reason was the extremely hot days and nights that kept the natives from the lot.

Show made a good run into Fort Worth but opened a day behind the billing due to a switch in lots. Ringling-Barnum used the T. & P. lot, within walking distance of town, two days ahead, doing capacity business at all four performances. Dodson moved on to the lot the day after R-B closed. Business was only fair opening night, and again on the second. The third night, just as the crowds were commencing to flock out, a storm threatened and the high wind scared 'em away. Business improved toward the last of the week.

A number of visitors came out in Fort Worth, among them Mr. and Mrs. Sid Fuller, Mr. and Mrs. Mason, Mr. and Mrs. Fullerton; Harold English, former secretary of the show; Jack Gordon, reporter for *The Fort Worth Press*, and Fernis Owens, an old trouper now connected with Scripps' *Press*.

Mrs. Sally Burton has left the show to visit her sister in Seminole. Ed Breuer, special agent, and Mrs. Burton took in the Sunday night blow-off as guests of the Ringling show, while the writer was renewing old tramping experiences with Allen Lester of the Ringling press department. Waco is next. HARRY PAYNE.

Alamo Exposition

DODGE CITY, Kan., Sept. 22.—Fair and rodeo gave the show a good week. All the rides were not put up for this stand, but it still was a big week. Ben Hyman's bingo chalked up a big week's gross.

Rosemary Ruback and Martha Rogers are finally rested after the big doings at Pueblo, Colo. Terry Martin, general agent, is on a business trip. Three truck loads of show equipment will be sent to San Antonio, the show being cut down for the Texas trek, enabling it to play on small lots. The line-up will be 8 rides, 9 shows, 35 concessions and the Mille Duo, free act.

Move to Pampa, Tex., from Liberal, Kan., was marred by breakdowns and tire trouble. Business at Liberal was only fair, due to dust storms. Everyone was excited one morning when fire broke out on the parts truck. It was quickly extinguished, however. Bill Tank was given a surprise birthday party. Mrs. Pat Graves was hostess at a party.

Manager Jack Ruback plans many improvements for next season. The show will better last year's earnings by about 15 per cent.—TED CUSTER.

Crescent Shows

VANCOUVER, B. C., Sept. 22.—With about five weeks to go, business for the season can be chalked up as good but spotty. Worst day of the season already has been recorded. That was Labor Day here, when the show played a blank. It rained all day, from early morning until late at night, and the day's total was exactly nothing. Remaining on the schedule are Kelowna, B. C., September 26-30; Trill, B. C., October 2-9; Penticton, B. C., October 11-13, and Oliver, B. C., October 16-20.—HENRY MEYER-HOFF.

WANT

Two capable Clothes Pin Agents for Anniston, Ala., September 24-29; then Birmingham Fair.

F. FITZIE BROWN

Concession Mgr. Care Hennies Bros.' Shows

FOR SALE

New Evans Bowling Alley, used ten weeks, with push-out balls; also 12'x10' perfect flame-proof tent, like new, with good hinged frame background and all stock to open with, a complete business, \$500. Can be seen and taken at end of Atlanta, Ga., Fair, Sept. 25-Oct. 7.

HARRY HARTZOG

Johnny J. Jones Shows

Florida Amusement

LAKE CITY, Fla., Sept. 22.—A short jump here from High Springs was uneventful and the rides were set up Sunday (16) ready to operate. The big Florida storm missed here, but Sunday there was a strong wind. None of the canvas was put up until Monday because of storm warnings.

It looks like old times. There isn't a 40-miler on the show. Otis and Olga Seviere have joined, coming here from Texas. Otis has been off the road the last two years, operating a garage in Tampa and working for Uncle Sam at the naval base. Iodine Bailey is now the shows' electrician, and the Believe-It-Or-Not Show had lights Sunday night.

Eddie Zerman joined and is operating the bowling alley. George Gardner has the snowballs; Mrs. Taylor is operating the basketball; Mr. Taylor has the blower, and Mr. and Mrs. Baker are operating the pitch and shooting gallery. Jessie Huggins has joined to operate the p. c. store, coming from the Royal Exposition Shows.

Mario Zacchini went to Tampa and returned with another concession and a truck full of stock. Randy Randolph, coming from the Monarch midway, has joined to handle Zacchini's Tilt. James Fulmer and Orlando Danny enjoyed a fishing trip. Scotty Devine has his rods and reels all set to go. Doc Rutherford is framing his nickel shooting gallery after closing at Daytona Beach, Fla.

Howard Ingram, general manager, intends to have a cannon act for the South Florida dates. George Sanders, after closing with Hennies Bros. as lot man and blacksmith, joined with a grab joint. Mrs. Ingram plans a trip to Sarasota, Fla., to see her new colt which was born July 4. She has named the new arrival firecracker.

Wing Saunders has returned, fully recovered from a recent operation. Many visitors are being welcomed every day.—DOC RUTHERFORD.

West Coast Victory

SAN JOSE, Calif., Sept. 22.—Back again in San Jose, after playing to 14 days of top money here in March, the show pulled big business opening night. En route here from Lakeview, Ore., show made stops at Antioch and Chico. Latter city, never known to overburden any show with folding money, gave four good days. Antioch Fair, September 12-16, proved a big surprise, and a good week's business was recorded.

On Sunday (16), the staff entertained many visitors, including Barbara Hale and Keye Luke, who appears in the film, *The First Yank Into Tokyo*; Bill Kindel, novelty dealer; Eddie Fernandez, outdoor amusement king of Honolulu; Mr. and Mrs. Glenn Artz; Harry La Breque, recent director of the Dixon and Galt (Calif.) fairs, and Frank Cushing, of Cushing Thrill Show.

William T. Jessup, general agent, returned to his home in Santa Clara, and Louis Leos visited his home in Los Banos. Manager Mike Krekos will stay in San Francisco for the remainder of the season.—ART CRANER.

Moore's Modern

ROSICLARE, Ill., Sept. 22.—Blessed with a co-operative American Legion committee, the show chalked up a winner here despite some bad weather. The show is being redecorated for the fall fairs which will continue into late November. Harvey Moore, son of the owner, has left to enter school at the Columbia (Tenn.) Military Academy.

The line-up: Jack B. Moore, owner; Irene Moore, secretary-treasurer; Jack B. Moore Jr., ride superintendent; William Baron, front gate, towers and neon man; Jean Baron, girl, posing and side shows; Mr. Dennman, Animal Show. Concessionaires include Eddie Malbin, 3; Madison Bros., 3; L. E. (Pat) Martin, 4; Chester Nix, 3; John George and family, 5, and Jack B. Moore Jr., 8. Stephen Mehringer has the cookhouse.—JAMES M. BAKER.

Barney Tassell

CEDAR POINT, Md., Sept. 22.—Barney Tassell's Shows returned here this week for a rehash, having done plenty of business at this spot three weeks ago. Show played Waldorf, Md., last week and reported it as the only total blank of the season.

Hill's Greater

PONCA CITY, Okla., Sept. 22.—Three dark nights and a lot flattened by storm damages put a bad crimp in operations at Salina, Kan., but the week ended with a biz turnout that wiped out part of the loss.

Show moved in from a successful stand at the Missouri Valley (Ia.) Fair, and was set for another good opening when a severe rain and wind storm struck. Tops of the Girl Show, Merry-Go-Round and numerous concessions, as well as a panel front, were ruined. Midway remained dark thru three nights of continued bad weather.

J. H. Kelley has been named *The Billboard* representative and mail agent. Blackie Jet has joined with cookhouse; Owen Jones and family have also joined; Mayburn Miller has two midway concessions; White Knowlton now has the *Parisian Revue*. Mrs. Ruby Johnston reports excellent biz with her popcorn and candy-apple stores.

Reports from Dallas indicate that C. N. (Pop) Hill is slightly improved. With show heading toward its home State of Texas, many are looking ahead to visits with Pop. Recent visitors have been Rube Liebman, Mel Dodson, Ed Bruer, Tex Chambers, Curly Reynolds and Noble C. Fairly.—J. H. KELLEY.

American Beauty

PERRYVILLE, Mo., Sept. 22.—Business was good at the Perryville Fair. The rides were crowded from opening until closing. Owner Sharp visited at his ranch near here. Duke Ellington, percentage dealer, was happy about business. The show has some good spots booked in the cotton country.—PEA POOL POPPY.

3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate cards. 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2700 cards \$5 per 100 for cards only—markers or tally omitted. No. 3 cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card 6¢.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards—not up and down. Light-weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

LIGHT WEIGHT BINGO CARDS

White, Green, Yellow, Black or White, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢. Large Numbers Board, 6 in. type, 4 ft. by 15 ft., in 3 collapsible sections, non-electrical, \$75.00. 3,000 Jack Pot Slips (strips of 7 numbers), per 1,000, 1.25. M. W. Cards, 5x7; White, Green, Red, Yellow, per 100, 2.00. 3,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25. Size 4x5, per 1,000, 1.25. 3,000 Featherweight Bingo Sheets, 5 1/2 x 8, loose, per M, 1.40. Round Gray Cardboard Markers, 1800 for 1.00. Thin Plastic Markers, brown color, M, 2.00. All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

J. M. SIMMONS & CO.
19 W. JACKSON Blvd., Chicago 4, Illinois

WANTED

For De Queen, Ark., Fair, Oct. 2-6. Clean Concessions; no gypsies, no racket! For Sale—Eli Ferris Wheel Seats. Also 20x20 Corn Game, excellent condition.

HYALITE MIDWAY

Box 24, Bonham, Tex., to Sept. 28; then De Queen.

JOE DARPEL BIG CIRCUS SIDE SHOW

WANTS FOR ALABAMA STATE FAIR, BIRMINGHAM; COLUMBUS, GA., FAIR, AND ALL WINTER'S WORK IN MUSEUM:

FREAKS AND GOOD SIDE SHOW ATTRACTIONS. TALKERS AND LECTURERS AND TICKET SELLERS.

All address JOE DARPEL, care Hennies Bros.' Shows, Anniston, Ala., this week; Birmingham, Ala., next week; then Columbus, Ga.

The TLT-A-WHIRL Ride

On Midways All Over America

Its Grosses Are Getting Better All the Time

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FALL FESTIVAL AND STREET FAIR

NORTH JUDSON, IND., OCTOBER 2-6

Can place Merchandise Concessions of all kinds. Will sell exclusive on Bingo, also Eating and Drinking Privileges.

WORLD OF PLEASURE SHOWS

New Haven, Ind., September 25-29

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Glass Frames in all sizes, assorted and patriotic. Exceptionally fine line of high-grade Photographic Folders created by one of America's foremost mount manufacturers. Chemicals, Oil Painted Backgrounds, Comic Foregrounds, Rubber Gloves at 50¢ pair; Finger Tips, set of 3, 15¢; General Electric Nos. 1 and 2 Photo Floods; limited amount of Direct Positive Paper now available in all sizes. Everything for the Direct Positive Operator. Take care of all your needs with one shipment.

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PETERSBURG, VA., OCTOBER 1 to 6 INCLUSIVE

With a Long Circuit of Class "A" Fairs To Follow

This City Is Close to Both Camp Lee and Camp Pickett—Over 60,000 Enlisted Men There Right Now

WANT—Sober, experienced Workingmen in all departments to join immediately. Best salary and treatment. Long season.

CAN PLACE ALL LEGITIMATE MERCHANDISE CONCESSIONS at this and all Fairs that we will play this fall.

ALL EATING AND DRINKING STANDS OPEN. WHAT HAVE YOU? CAN PLACE ALL GRIND SHOWS with own equipment and transportation.

GIRLS WANTED IMMEDIATELY FOR PARADISE REVUE

All address

CETLIN & WILSON SHOWS

This Week, Frederick, Md., Fair

Morris Hannum Shows Want

CONCESSIONS—Wheels, Buckets, Six Cats, Blower Darts, String Game, one more Ball Game, Novelties, Photos, Guess Age and Weight.

WANT SHOWS—Monkey and Minstrel. Want Ride Help for Tilt, Wheel and Swings.

All Replies: MORRIS HANNUM

Zebulon, North Carolina, Now; Enfield, North Carolina, October 1 to 6.

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For the

FOUR STATES FAIR

TEXARKANA, OCT. 9TH-14TH, INC.

FAIR AND LIVESTOCK SHOW
HOPE, ARK., OCT. 16-20, INC.

Frozen Custard — Photo Gallery — Novelties and Concessions that do not conflict with those on

NORTH AMERICAN EXPOSITION

Contact us: Little Rock, Ark., this week; Hot Springs, Ark., week Oct. 1st.

P.S.: No Palmistry wanted.

WANTED

TALKER FOR "GAY OLE NEW ORLEANS" COLORED REVUE.
TALKER AND MAN TO HANDLE GIRL SHOW.

ACTS WANTED

Must Be Sensational

For the Great Mecklinberg County Fair, Chase City, Va.
4 Days, October 23 to 26 Inclusive. Wire or write

JACK PERRY

c/o W. C. Kaus Shows, High Point, N. C., This Week;
Sanford, N. C., Next Week.

MADISON BROS.' SHOWS

OPENING PORTAGEVILLE, MO., OCTOBER 1-8
A New Show under capable management. Will stay out until Christmas, playing choice spots in Missouri, Arkansas and Louisiana. Line Up With a Winner for the balance of this season and 1946.
WANT 10¢ STOCK AND MERCHANDISE CONCESSIONS OF ALL KINDS.
GOOD OPENING FOR CORN GAME.
CAN PLACE SHOWS WITH OWN OUTFITS AND TRANSPORTATION.
Especially Want a Good Side Show.
All Address: MADISON BROS.
New Madrid, Mo., This Week; Then Portageville, Mo.

CLUB ACTIVITIES

Showmen's League of America

Sherman Hotel, Chicago

CHICAGO, Sept. 22.—A 1946 model automobile giveaway will be used to bolster the late 1945 drive for funds, it was decided at a special meeting of the Board of Governors Thursday (20), when the Ways and Means Committee was authorized to make the award. The meeting was presided over by Vice-President M. J. Doolan. G. L. Wright, treasurer; Past Presidents Frank P. Duffield and Ernie Young; Morris A. Haft, Bob Parker, Charles Zemater, Nat Green, Sunny Bernet and James Campbell attended.

Fall and winter activities will get under way October 4, when the Nominating Committee will meet, and a report will be submitted that day.

Newly elected members are John R. Jones, Dan Riley, Harry E. Dunbar, Elmer Blakely, Ernest G. Collins, John J. Donahue, Kenneth L. Taylor, Charles L. Bright, William H. Sargent, Roy L. McGee, Stephen W. Porth, Carl Kowsky, Walter Morrow, Frank D. Long, Albert E. Bartels and George M. Holman.

Callers at the clubrooms included Harry Taylor, Sam Arenz, W. B. Featherston, Lou Keller, Elmer Byrnes, George Bischoff, George L. Crowder, Robert Hughey, Neiman Eisman, Larry O'Keefe, Charles H. Hall, Sam Bloom, Max Brantman, Al Sweeney, Louis Fulgona, Irving Malitz, Mel Harris, Jack Hawthorne and C. A. Sonnenberg.

Walter F. Driver has returned following a long period in government service. Jack Hawthorne spent a week visiting the John Dehnners at Fort Wayne, Ind. Bob Parker has left for Oklahoma City and points south.

Members discharged from the services are urged to forward their discharge papers at once so that records for the mustering-out pay can be completed. A photostatic copy will suffice.

Pacific Coast

Showmen's Association

623½ S. Grand Ave., Los Angeles

LOS ANGELES, Sept. 22.—Sick and Relief Fund was boosted \$600 by its Long Beach friends.

A report was made at the regular Monday (17) meeting showing contributions from Nate Miller, \$100; Frank Zambrino, \$100; H. H. Cole, \$100; J. N. Holmes, \$100; Elmer Velare, \$100; C. F. Norris, \$25; J. B. Collins, \$10; Michael Delory, \$10, and Bill Hobday, \$55. On the rostrum for the meeting were Bill Hobday, fourth vice-president, who presided; John Backman, executive secretary; Ed Mann, secretary, and J. Ed Brown, past president.

Building fund was boosted by three bonds when purchases were recorded for Milt Cohen, of the Groff Shows; Ben Stone, of Stone Novelty Company, and Earl Stoltz.

It was announced at the meeting that the clubrooms will be open for the winter on and after October 1. Visitors included the Flying Nelsons, Charlie Friedell and Claude Castro from Whitney's Beach, San Francisco.

Ladies' Auxiliary

President Marie Tait presided Monday (17). Among those present were Bertha Cohen, who has been on the road this summer; May Allman, her daughter, Lela Anthor, and two new members, Donna Lee Glenn and Jennie Reynolds Barry. Bertha Cohen brought in a \$100 donation.

Letters were read from Fern Redmond, of Mission Beach, who sent in a new member, Gladys Bishop; from Ruth Korte, who sent thanks for the cards received during her illness, and from Pauline Burduss.

Bank Night went to Marie Tait. The door prize, donated by Stella Linton, went to Mary Taylor. President Tait announced that she would be hostess at a bingo party Wednesday (26) and asked all members to be her guests. Tillie Palminter was present after being on the sick list. Emily Gregg reported on her trip to New York. Mabelle Bennett will visit her son, Harry Chipman, in Yakima, Wash., and expects to visit Gladys Patrick in Portland, Ore. Babe Miller was up from San Diego, Calif.

National Showmen's Association

1564 Broadway, New York

NEW YORK, Sept. 22.—First visit was to the I & T Shows Tuesday (11) at the Mineola (L. I.) Fair opening night. Business was excellent. I. Trebish and Harry Sussman were on the welcoming committee, and Sussman turned in a membership application, \$100 in advertising for the year book and a number of dues payments. Visits were had with Ike Weinberg, Mike Prudent, Lawrence Tarmargo, Bibs Malange, Harry Krisner, Louie Candee, Sam Solomon and John Lash. Trebish informed Walter K. Sibley, NSA secretary, that there would be a jamboree for the NSA before the fair closed.

On Wednesday (12) a visit was made to the Cetlin & Wilson Shows at the Trenton Fair. This was the night the jamboree for the NSA was held. A total of \$800 was raised.

During the donation period, the following names of donors were jotted down: Bill Cowan, George A. Hamd, Jack Wilson, Issy Cetlin, Sam Pri, George Harmes, Sam Eunice, Walter Moore, Bill Redman, Jack Chisholm, Johnny Applebaum, the Alligator Show, Eddie Crabtree, Johnny Harrison, Bill Moore, the Sarong Show; Mom, war-robe mistress; Shorty, of the Rolloplane; Pinkey, of the automobile; the talker on the Paradise Revue; the talker on the Pin-Up Girls, Lee Wong, Benny Benjamin, Mike Campbell; Tiny, on the side show; Joe Meckpost, Mickey Goldberg; Al, foreman on the Ferris Wheel; Mrs. John Wilson, Mrs. Issy Cetlin, Speedy Bowers; Whitey, on the Ferris Wheel; the Merry-Go-Round boys; Mrs. Bill Cowan, the ticket seller on the Chairplane; the crew of the Rocket, the Octopus crew, Eddie Owens, the Mad Russian of the Scooter, and Sam Milbur. (See NSA on opposite page)

Showfolks of America

San Francisco

SAN FRANCISCO, Sept. 22.—Meeting Monday (17) was presided over by President Sammy Corenson, who disclosed that the Cemetery Fund is growing steadily. Corresponding Secretary Roche read letters acknowledging contributions of \$171 from Mr. Richards and Mr. Foster, of Dalt Hotel. Lieut. Ray Langford added \$10.

When Mike Krekos explained his plan for entertaining members Wednesday night (26) on his West Coast Victory Shows midway at San Jose, the meeting was recessed to sell tickets at \$1, each to be good for shows and rides, eats and drinks. All proceeds will go to the Cemetery Fund. During the recess, 4 tickets were sold. A bus will be chartered for the party.

New members admitted were Jo Litchell, R. E. Worley, C. P. Stevens, John L. Lorman, Sol Rosenthal, Charlie Martin, Thomas L. O'Farrell, Emanuel Moore, Ralph Christenson, Melbourn Smith, Jack Emmerick, John Scoggins, James Cox, Jennie Cox, J. B. Norman, Billy Miller, Lloyd Carlson, Wilbur Sherwood and Alice Payton.

New members and guests introduced were Mr. and Mrs. Perry; Al Lavignit; Orrie Blum; Mrs. Linstead, mother of Mrs. Sammy Corenson; Mrs. Jo Anne Rhodes, who reported that her husband, Jack, is now able to sit up in a wheel chair, and Andy Hynes, who will host the Show Folks at Linda Vista Park, Mission San Jose, at a barbecue and picnic, Sunday, October 21.

Lee Watry, secretary to Charles Albright, of Foley & Burk Shows, forwarded fees and dues for six new members.

Billy Stone, thru courtesy of Dale Gorman, of Station KGD, Stockton, Calif., broadcast a fine talk about the organization and its coming ball.

On motion of Al McBride, seconded by Nellie Baker, members voted \$25 donation to the Homeless Children's Fund of the Native Sons and Daughters Organization.

Fred Weidmann reported receiving a V-mail card from Lieut. Robert Anderson. Correspondence from Charles Camp, Mary Ragan and Holmes Bugbee was also read. Mrs. Weidmann reported that Mrs. Sickles's health is improved.

Dwight Kane, auditor, doubled as treasurer starting September 20 when Milt Williams left for a month in New York.

Wilkes-Barre Event Nets Lions \$1,800

WILKES-BARRE, Pa., Sept. 22.—Wilkes-Barre Lions' Club netted \$1,812.41 at its welcome Home Veterans' Celebration and Surrender of Japan fireworks display here, Monday (10), conducted by Ideas, Inc. Show drew a gross of \$6,992.50.

Held in Artillery Park, home of the Wilkes-Barre baseball club, the official attendance was 4,532. Program opened with a ceremonial honoring local veterans. Mayor Con McCole introduced the veterans and the introductions were followed by a speech by Congressman Daniel Flood. The second half of the program was the display by the Thearle-Duffield Fireworks Company.

G. Hodges Bryant was managing director; Bert Coleman, ground superintendent; Bob Fulton, personnel director, and Mary L. Bryant, office manager.

It was announced that Ideas, Inc., has closed with Company E, 2d Regiment of the Pennsylvania State Guard, to present the Wallace-Gordon Circus Revue at the Kariton Theater, Williamsport, Pa., November 12-15. The promotional work will get under way Monday (24).

NSA

(Continued from opposite page)

Many names were missed, as it was impossible to catch them all. Cetlin had a number of membership applications and the names will appear here in next week's issue.

Noted in the audience and on the grounds at the jamboree were Mr. and

Mrs. Herman Cohen, Mr. and Mrs. Moe Elk, Mr. and Mrs. Lou Lange, Mr. and Mrs. John McCormick, Ethel Shapiro, Kate Benet, J. J. Kline, Ted Wolfram, Joe Hughes, Jackie Owens, Bill Moore, George Hoar, Jack Wilson, Dorothy Packtman, Mr. and Mrs. Mickey Goldberg, Jack Siegle, George Barnett, Irving Mossas and George Van Hayden.

En route to the Trenton Fair, a stop was made at St. Peter Hospital, New Brunswick, N. J., to visit Dick Gilsdorf, who is recovering from a recent auto accident. Dick is coming along well and expects to leave the hospital in about 10 days. He will go to his home in Camden, N. J., to recuperate. Joe Spivack also was a caller on Gilsdorf.

The James E. Strates Shows, playing at the York (Pa.) Fair, was next on the visitation list. Visits were enjoyed with James E. Strates, Steto Gekos, Percy Morency, Keith Buckingham, Max Kasow, Fred Fornier, Doc Harwick, Alex McKaye, Ernest Dellebate, Joe End, Sam Frumkin, Albert Gerand, Jack Hornfeld and Al Shore.

With assistance of Joe End and Phil Cook, membership applications were received from William Hornfeld, Joe L. Reynolds and Jack Latkowski.

Owner Strates ordered 40 tickets for the banquet and said he will turn in about \$300 in advertising for the year book.

Visitors at the club included Jack Greenspoon, Mr. and Mrs. Mack Harris, Paul and Murray Spitzer, Curly Lane, Joe Dubin, Humpy Walker, Alex Janpohl, Jack Zupan, Willie Gottlieb, Doc Morris Sr. and Jr., Jimmy Peterson, Dave Ricci, Ens. Ben Rosen, Thomas Brady, Jerry Gottlieb, Moe G. (Tim) Claman and Seaman Julius Silver.

Jimmy Burdon has been honorably discharged from the service. The first meeting of the season is set for Wednesday (26). Reservations for banquet tickets are now in order.

Ladies' Auxiliary

The first fall meeting was held Wednesday (19) with President Edna Lasures presiding. She greeted, among others, Helen Young, Vivian Scaven, Mildred Ford, Theresa Jampol and Irene Loy Murphy.

Chairman Midge Cohen, of the USO project, appealed for more articles for hospitalized service men and women. She made special mention of the grand work done by Evelyn Buck, Marie Schiffer, Mildred Swartz, Anne Mercascio, Aida Jankura, Ella Frost, Louise Kneeland, Ruth Symans and Beatrice LaCross, all of the O. C. Buck Shows, and Rose Harris, Myrtle Canfield, Rose Hicks, Edna Lasures, Ethel Weinberg and Ethel Shapiro. Donations to the Bess Hamid Sunshine Fund were made by Kate Benet, Leah Greenspoon and Betty Endy. Kate Benet, Lea Greenspoon and Edna Lasures donated to the Kiddie Fund.

Magnolia Hamid, chairman of the Ways and Means Committee, announced that returns for the Sweepstakes and Lucky Night are coming in fine. She announced that Edna Lasures had disposed of 150 books. Dorothy Packtman, chairman of the By-Laws Committee, distributed copies of the by-laws. Other members will receive their copies by mail.

Following the business meeting, a social hour was held honoring President Lasures, who recently celebrated her birthday.

Regular Associated Troupers

730 S. Grand Ave., Los Angeles

LOS ANGELES, Sept. 22.—The September 13 meeting was well attended. Among those giving short talks at the invitation of Martha Levine, first vice-president, who occupied the chair in the absence of President Joe Krug, were Leon and Peggy Blondin, Frank and Jean Yaglia, Jerome and Mato Halfley and Claude Barie. Vivian Gorman was present, fully recovered from her recent illness. Sis Dyer was in for the meeting but left immediately after on another trip. Lucille King, winner of the V-J drawing, reports that the Martin Shows are due in Los Angeles. Dropping in after the meeting were Bill and Nancy Meyer, Elmer and Estelle Hanscom and Harry and Elsie Suker.

President and Mrs. Krug telephoned from San Diego during the meeting.

Jimmie Lynch has been released from the army, the first of the members to be discharged. Pfc. Charles Theo Marshall from India that he expects to be back home in the near future. He recently was awarded the Soldier's Medal. Matthew Lantz received the Bronze Star.

Chairman Jennie Reigel thanked those who have donated to the bazaar, but said she needs many more items. Next meeting is September 28.

WANT LAWRENCE GREATER SHOWS

For The Following Southern Fairs
LAURINBURG, N. C., Week Sept. 24th to 29th
MONROE, N. C., Week Oct. 1st to 6th
HENDERSON, N. C., Week Oct. 8th to 13th
GREENVILLE, N. C., Week Oct. 15th to 20th
GOLDSBORO, N. C., Week Oct. 22d to 27th
COLUMBIA, S. C., Week Oct. 29th to Nov. 4th
FAYETTEVILLE, N. C., Fall Celebration, Nov. 6th to 11th

RIDES: OCTOPUS—ROLLOPLANE—ONE MORE #5 WHEEL.
CAN PLACE CONCESSIONS ALL KINDS — WHEELS, GRIND STORES OPEN
WANT FOREMEN for Wheel and Chairplane. SECOND MEN for all Rides. Must drive semis. Useful Men in all departments. TOP SALARIES AND BONUS. All winter's work in Florida.

WANT SHOWS—Monkey Drome, Snake, Fun or Glass House and any 10c Grind Show.
FOR SALE—Beautiful Cut Out Monkey Show Front. Beautiful Neon Water Show Front and Steel Tank. Can be used for any kind show. Minstrel Show Front with beautiful Cut Outs. Several Grind Show Fronts. MOTOR DROME, in excellent condition. First offer takes it. Some 24-Ft. International Semi Trailers to haul same.

LAWRENCE GREATER SHOWS

This Week, Laurinburg, N. C. — Week Oct. 1st, Monroe, N. C.

CHARLES KYLE presents



"ACE AMUSEMENTS"

Want Bingo, Coca-Cola Game, Merchandise and Percentage, Color Wheels, Grind Stores. Platform Acts for Small Indoor Fairs.

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booked solid. We regret we were unable to take on any more commitments. Thanks for the inquiries. Get your orders in earlier next time. Address

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"Firechief" Flameproofing

The compound that won't wash out—fire, water, weather resisting. Now available without restrictions. Khaki, white, blue and olive green.

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TENTS—BANNERS

Charles Driver — Bernie Mendelson.
Living Top, 17x21, 5' Wall, Brand New With Fly, Flameproofed.
Send Deposit!

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WONDER CITY SHOWS

SLOGAN: "NOT THE BIGGEST AND BEST, BUT GOOD AS THE REST"

Want Shows, Rides, legitimate Concessions for Clarke County Fair, Jackson, Ala., October 1-6; Lions Club Free Fair, Century, Fla., October 8-13.

Address JOE KARR, Newton, Miss., this week; then as per route.

BULLOCK AMUSEMENT CO. WANTS

Foremen for Merry-Go-Round, Ferris Wheel and Chairplane that can drive truck. Also other experienced Ride Help. Top salaries. Can place Ticket Sellers and Agents for Ball Game, Pea Pool and Chuck; must be sober and able to stand prosperity. Long season.

Troy, N. C., this week; Siler City, N. C., week October 1 to 6.

NOTICE—CANVAS NOW AVAILABLE—NOTICE

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Keystone Ticket Co. Dept. B. \$19.50

10,000 .. \$6.50

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50,000 .. 12.50

Send Cash With Order. Stock Tickets, \$16.00 per 100,000.

TEXANS GIVE IT TO BIG ONE

Blows Opener In N. Orleans

Richard Shipley, boss bull man, breaks arm—insurance firms pay \$56,607

NEW ORLEANS, Sept. 22.—Ringling Bros. and Barnum & Bailey Circus moved in here Thursday (20) for a four-day run, but the opening night was lost because of heavy rain and a muddy lot. Location was new.

The loss of the single performance, however, didn't cause too many faces to be lengthened or soured, as thought of the business in Texas the past week was cheering, indeed.

Houston's matinee, Friday (14), was a slim 2,200, the day being a scorcher, but that didn't deter them at night, as it was a complete sellout. Saturday matinee was a big 6,300, with another night sellout. Sunday's matinee jammed and packed 'em and 7,100 hit for the night.

Beaumont's fairgrounds lot opened the Monday matinee with a light 2,400, but the night was a sellout. Tuesday matinee drew 3,600, while 6,400 paid at night.

Lafayette, La., was good for two knock-out houses Wednesday, the matinee drawing 5,800, paid and paper, with everything sold out at night. Richard Shipley, boss bullman, suffered a broken arm while loading the elephants into a stock car after the Lafayette showing.

50 Grand Insurance Paid

HARTFORD, Conn., Sept. 22.—Five fire insurance companies have paid over to Attorney Edward S. Rogin, as receiver for Ringling Bros. and Barnum & Bailey Combined Shows, Inc., \$56,607.29, representing the loss on circus equipment in the fire July 6, 1944. Rogin has disclosed. The receiver now has \$480,000 in cash in his possession, including \$380,000 turned over by the circus shortly after the fire, and \$50,000 in May, a token payment on current earnings. He anticipates eventual payment of \$500,000 on a public liability policy held by Lloyd's of London, and \$300,000 rebate in government taxes.

Twelve of 14 cases scheduled for hearing this past week before the arbitration board appointed to decide circus fire claims against the circus company have been settled.

The total amount of the settlements is in excess of \$45,500.

Fifty-two claims for damages have been assigned for hearing by the arbitration board next week.

The committee, Alfred C. Baldwin, chairman; Judge Abraham S. Bordon, and Attorney Daniel G. Campion will hear the cases.

Objects to Property Sale

TALLAHASSEE, Fla., Sept. 22.—The Florida Cabinet has instructed its attorney (See TEXAS BIG FOR R-B on page 62)

Now It Can Be Told

NEW ORLEANS, Sept. 22.—Shipment of the Ringling Bros. and Barnum & Bailey Circus to France and Germany to entertain American troops fell thru last spring at the last moment.

Secretary of War Stimson and General Marshall, chief of staff, had given approval to ship the entire show, with the exception of meat-eating animals, but supreme allied headquarters in Europe canceled the tour because the rate of redeployment exceeded expectations and shipping space was at a premium.

Frank Braden, R-B press representative, confirmed the story, which was known to only a few in Washington and to some officers who had returned from duty with SHEAF.

Editorial

Why Confound the Public?

By Pat Purcell

ALL'S fair in love and war, and there surely is no love lost when two circuses are in opposition. Everything goes, and it is fun to stand on the outside and watch.

Cole Bros. and Russell Bros. recently had it out in Joplin, Mo., and Tulsa, Okla., both unleashing the bank rolls to nail the spotlight.

Who won?

What's the difference? Both of 'em did business, and went merrily on their way. Clippings from the newspapers in both cities indicate that it was a good fight, and both shot the works in telling of their numerous attractions. The folks really knew there would be circuses in their towns.

There was one thing, however, that sort of baffles the imagination of this observer.

One circus used valuable news-

paper space to proclaim the fact it has "more of everything than all the 'graduated bicycle shows' put together." If that circus was advertising strictly to show people, the use of that space in that manner would be justified. However, it seems to be a wanton waste of valuable space as far as the general public is concerned.

Does John Smith, the teller in the bank, know what a bicycle show is? Would one-half of one per cent of the population of any city—save Sarasota, Fla.; Peru, Ind., or Baraboo, Wis.—have any idea of what the reference might mean?

The money would have been better spent had that space been utilized in the extolling the scintillating features of its own show, and let the other fellow spend his money telling about his show.

Dan Rice Grabs Arkansas Gelt

SEARCY, Ark., Sept. 22.—Swinging thru the second week of its revival, the Dan Rice Circus struck gold in Arkansas after a shaky, rainy start a week ago.

At Caruthersville, Mo., Monday (17), business was reported as all right but not too hot. Cartersville, Ark., Tuesday, came thru with a fair matinee and night, but the pot boiled over at Paragould, Ark., Tuesday, the canopy top being 90 per cent filled for the matinee and a straw night. Newport, Ark., hit for near capacity in the afternoon and a full night. Here at Searcy, Thursday, the populace was working in the afternoon, so no matinee was held, but the top was jammed for the night show.

Ray Marsh Brydon, the impetuous pilot of the show, reported that Andy Kelly and his boys have joined as a new feature for the side show.

Arkansas is on the list for all the coming week, with the show moving into Mississippi Monday, October 1.

Southern Tour Is Proving Money Getter for Dailey

MADISONVILLE, Ky., Sept. 22.—Business in the South is proving good for the Dailey Bros.' Circus and with few exceptions, full houses were the rule.

On Thursday (20), the show played here to a strong night house after a small afternoon gathering. Clarksville, Tenn., Tuesday (18) was a full house at the matinee and a straw night.

Even a change of lots at the last minute couldn't deter the Columbia, Tenn., fans and both matinee and night were strong Saturday (15). Gallatin, Tenn., turned out two full houses Friday (14), while at Bowling Green, Ky., Thursday (13), the show had a strong night after a slim matinee.

Rain Hurts Arthur Bros. At Kannapolis, Shelby, N. C.

KANNAPOLIS, N. C., Sept. 22.—Rain in two North Carolina cities Friday and Saturday (14-15) hurt the drawing power of Arthur Bros.' Circus. At Shelby Friday, the show played to two small but appreciative audiences in a pouring rain. Here Saturday a strong house attended the night show despite the rain and a half-house was on hand for the matinee.

The scheduled appearance of Barnett Bros.' Circus here Friday (14) was called off because of rain. It rained all morning but cleared in the afternoon. Show officials, however, decided the lot was too muddy.

Cole Hangs Up City Mark at Springfield

SPRINGFIELD, Mo., Sept. 22.—Estimated at 8,000, probably the biggest circus crowd in Springfield's history, attended the Friday (14) night performance of Cole Bros.' Circus three days after Russell Bros. had showed the city.

The unofficial record was hung up despite cold, damp weather, which also marked the matinee. Show had a three-quarter afternoon house.

The Cole show also had a straw Thursday (13) night at Joplin, Mo., where it was again preceded by the rival Russell Pan-Pacific org. During the performance, Thelma Mae Richardson, 4, daughter of Mr. and Mrs. Earl Richardson, suffered a leg fracture in a fall. Later, while loading wagons, Michael O'Brien broke his leg in another fall. Both the night show and the matinee, which drew only half a house, were given under cloudy weather.

James M. Cole Is Set for '46 Tour

NEW ORLEANS, Sept. 22.—James M. Cole Circus will return to the road in 1946, after an absence of two years, it was announced here by former sergeant James M. Cole, who received his honorable discharge from the army at Camp Shelby, Miss., September 14.

He said he will open his show with all new flame-proof canvas from front to back, the order having been placed thru the United States Tent & Awning Company.

Cole also announced he has gathered up his old staff, which includes George Daniels, general agent; Mrs. Daniels, second agent; H. J. Lane, brigade manager and press; Frank Snyder, transportation superintendent; John Beyea, light superintendent and boss mechanic; Charles Lockier, well-known Auburn (N. Y.) CFA, will paint the show, and W. M. Mathes will handle concessions.

Bailey Gets Full House

HENDERSON, N. C., Sept. 22.—Bailey Bros.' Circus scored with a full house at the night show here Wednesday (12). A strong house witnessed the matinee, which was more than an hour late when the seat truck failed to arrive on time. Business at Roxboro, Tuesday (11), was good, the show drawing a strong house at night after a half-house saw the matinee.

Circuses Hit Winning Pace In Norseland

NEW YORK, Sept. 22.—Reports from Copenhagen indicate that circuses and outdoor amusement spots in Denmark, Sweden and Norway have had a very good season. Circus Schumann, under Albert and Max Schumann, is playing its usual indoor season in its own building in Copenhagen after a good road tour. Danish circuses on tour this summer include the Schmidt, Belli, Benneweis, Daniels, Louis and Mische shows, all of which did surprisingly good business.

Apparently many of the internationally known standard European circus and vaude acts have come thru the war unscathed. Three Stanleys, equilibrists, are at the National-Scala nitery in Copenhagen; Gordon and Lester, trampoline, and Nico and Alex, clowns, are featured with Circus Altenburg in Sweden. Reinach Brothers, well-known riding act, are with the Circus Mische, in Denmark. Charlie Rivals and Company, doing a medley of trapeze, tumbling and clown routines, have been at Liseberg Park, Gothenberg, Sweden. Viggo Benny, who in pre-war days presented a clever chimpanzee, Bubu, now has an equally good chimp, Gubl.

Jack Woronowaky, Norwegian agent well known to American acts that have played Europe, is back in Oslo after more than three years in a German concentration camp. Martin Roses, of the pre-war dance team of Martin Roses and Little Viola, has become a leading agent in Denmark.

Beatty Bats 'Em Out On Tour of Ole Miss

GREENWOOD, Miss., Sept. 22.—The cotton crop is late, but Mississippi pickings are rich for the Clyde Beatty Circus, turnaways and straw making it a banner tour for the man with the lions and tigers.

Another huge crowd came in from six counties here Wednesday (19) to give the show two jam-packed houses, both matinee and night performances requiring straw. This high level attendance began at Jackson Friday (14), when two overflow crowds attended, and continued at Cleveland Monday (17), both afternoon and night, with several hundred turnaways marking the night show.

Figures were off a bit at Clarksdale Tuesday (18), probably due to a week stand there, September 10-15, by Cavalcade of Amusements, first carnival in the city in months. Beatty brigade found city and area heavily papered by Cavalcade. Transient and colored attendance was also below par because cotton-picking money is not yet in circulation.

Albina Beatty left the show at Jackson to enter school.

LA GRANGE, Ga., Sept. 22.—La Grange gave out with a full house at the one-show appearance here Friday (14) of Austin Bros.' Circus. The late arrival of the show necessitated calling off the matinee.

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Fill it in and mail it TODAY. Your answer will help The Billboard serve you better.

DRESSING ROOM GOSSIP

Cole Bros.

Parsons, Kan., proved one of the toughest lots of the season, with rain all day and mud up to your eyes. But we gave two and got off in good time and good shape. Overcoats were in evidence in Joplin. Lucky for a lot of our folks that we were in Missouri and not Kansas. Charles Luckey, Fred Walker, Bill Bush and Bill Zastrow are certainly getting a workout lately.

Joplin and Springfield proved the surprise package of the season. With Russell Bros. in ahead of us, and only three days between shows, we had them on the straw at both spots.

Oklahoma is the birthplace of such famous men as Will Rogers, Cecil LaBelle and Hank Linton. Jo-Jo and D. D. Monarch have returned after attending the funeral of D. D.'s mother in Owensboro, Ky. John Smith, with that new pipe, is getting to look more like Sherlock Holmes every day. One of our girls wanted to know if we would see Pikes Peak when we got into Texas. The writer told her she'd get a better look at it from Peru, Ind., on a clear day. That cute, little sombrero Ruth Nelson wears in the gaited number is quite the thing.

The sick list includes Kate Kidder, Ace Donovan, Betty Biller and Jinx Adams. Visitors were Heb Hoyt, Buck and Altamay Owens; Mickey Grimm, Cleve Williams; Mr. and Mrs. Engesser, parents of Gee-Gee and Vates Engesser; Benny Fox, Simon D. Collins, Jack Tavlin and Betty Escalante. Harry Kelly, former steward, and George Davis had a big time putting it up and talking about way back yonder with the Yankee-Robinson and Gentry shows.—FREDDIE FREEMAN.

Ringling-Barnum

Closing the Western tour in Beaumont, Tex., to good business, we headed for New Orleans. Fred Bradna is coming along okay after suffering a broken hip during the freak windstorm that hit the show in Dallas. General Manager Ed Kelley is getting around with the aid of crutches as a result of the same storm.

Frank Torrence left the show in Dallas and returned to Sarasota, Fla. Harry Brown, Dorothy Lee and Al Lindemann left in Houston. F. H. Von Rosenberg, former superintendent of ushers and ticket takers in Madison Square Garden, has joined as ticket auditor with the Big Show.

Visitors have been Mary Castle and her son and daughter; Charlene and Bandi Danwill, Tom Scaperlanda, Albert Marx, Frank Pahlman, and Alma Taylor James, mother of Harry James.

Around the lot: The prop boys soundly trouncing the performers, 16-6, in a ball game at Buffalo Stadium, Houston, between shows Saturday (15). . . . Father Ed Sullivan umpired and had his shooting irons to settle all disputes. . . . Phil Hall, former front-door man with the Big One, is now out of the hospital for a year and is basking in the Florida sun. . . . Everyone ready for the New Orleans French food and Ramos gir-fizzes at the Roosevelt Hotel.—DICK MILLER.

Bailey Bros.

Despite the rain and mud, which forced us to change lots in a couple of cities, business has been very good. In Washington, N. C., rain, mud, wind and a hurricane warning didn't stop a straw house in the afternoon and a fair house at night.

In Roxboro, a careless smoker tossed a cigarette under a truck that was being repaired. It ignited gasoline, causing a blaze. It gave a chance to test fire extinguishers, and some worked okay, but some of the boys fiddled while the truck burned.

Around the lot: Nomination for the cutest number—Susan, Ruthie Henderson's year-old future glamor girl, insisting on riding Blue at menage time. . . . Most comfortable looking chair belongs to Al Dean. . . . The most desperate looking thing is MacFarland's little hatchet. . . . Funniest sight is Princess, Punch and Judy's Great Dane, running away from Captain Ferguson's five-pound Manchester terrier. . . . Most popular on these muddy days are Modoc and Coy Lee. . . . The midway is lighted up like Broadway since Harry Rooks took over the electrical department. . . . Harry Boardman marked his birthday in Williamston, N. C. . . . Bob Hunt is creating a sensation in these parts. We believe it's the pretty cellophane popcorn bags. . . . Bob Stevens is busy supervising the painting of all the trucks and equipment.

Visitors have been Bill Atwater, CFA, Burlington, N. C.; Herman Joseph, clown of R-B fame, now connected with a tobacco concern; Walter D. Nealand, press agent; Ben Davenport, owner of Dailey Bros.' Circus, and his pretty daughter, Norma, and the Costellos, Bessie, Pearl and Dave. The Costellos presented Walter Powell with two wires ringing with circusiana. They originally were owned by the Famous Alpines.—DOLLY JACOBS.

Russell Bros.

Oklahoma has been kind, Fort Smith, Muskogee, Okmulgee and Bartlesville all coming thru with big business. Okmulgee and Bartlesville gave us the two largest matinees of the season. At Bartlesville, day and date was played with the World of Today Shows. The carnival folks caught our matinee, while our gang visited the carnival after the night show. Visiting all day in clown alley was Slim (Musical) Arnold, a trouper of the old school, who still has a yen for the circus.

Brownie Gudath celebrated his birthday. Visiting and lending a helping hand by selling tickets on the side show is Harold Rumbaugh, CFA, Everett, Wash. Harold plans some day to bring forth his show, "Rumbaugh's Great Asiatic Caravan and Monstrous Traveling Zoological Society."

Among the unsung heroes on this show is Harry Smalley. Harry not only is the chief mechanic, but also plays in

Arthur Bros.

(Written at Gastonia, N. C., September 15.)

The business we are doing today is negligible, due to the fury of the rain, which is severe enough to even keep a CFA home. The mud is getting deeper and wetter every minute. There is a rumor that "Sweaters" McFarland, Charlie Camp and Sylvester Moore picked the lot carefully to avoid mud in case of rain, and the water is cascading off the side-hill. Maybe the boys will slide it off instead of hauling it off tonight. Just to make matters worse, Bob O'Hara and Larry Black are looking sad, and Big Blue is home with the flu.

Business has been excellent during the past week, and full houses, fast loadings and easy moves can almost make us forget that long trek thru towns that were undoubtedly good show towns for the first one in. It's been a pleasure to work in this country.

Ed Riley, manager of the bill car; A. J. Clarke, advance press agent, and Bill Longstreet, author of colorful synopsis sheets, have been back during the past week. Improved business has brightened their outlook on life.

Maria Gallew lost her boy. It seems she wired him to join, giving him the name of the town but not the State. The boy wired today he is waiting for her in a town with the same name, but in Georgia.

Arthur Acevedo, who has been visiting his family here on the show, has reported back to camp in Oklahoma. Bernice Dean left with Ethel and Joan Jennier, who are on their way to Dallas to put Joan in school.

Mitt Carl has that smug look, because none of us have been able to find any of that celebrated Southern fried chicken, and Mitt's cookhouse still gets the play. Laundry hasn't been too much of a problem, with Youngblood and Jim taking the bundles down daily and digging up local laundry women.—BERNICE COLLINS.

Dailey Bros.

The fall weather is on our heels and there are plenty of shivers in the dressing room these days, not to mention a few colds.

Jack Mills dropped around after the Mills show closed. Huffy Hoffman spent a few days with the show and joined clown alley. Ernie Burch has Ed Jones, J. W. Cannon and Andy Cooper running all over the lot.

Visitors were plentiful. Included were Bob Morton, Dutch Warner, Manya Wise and her mother, Mrs. Llenovitch; Mrs. Curly Stewart and daughters, Doris and Louise; Walter J. Pietschmann, who had his camera clicking all the time; Irene Gowdy, Clara and Eddie Starr, Mr. Ogden, Sam Katz, Doc Odem, Stanley F. Dawson, Harry Held, Mr. and Mrs. Adnee, Mr. and Mrs. Buck Saunders, George Valentine, Grace Fox and Mr. and Mrs. Joe Abbott and son who spent the evening with Eva talking over old times.

The writer is taking orders for pictures taken by Pietschmann. There are some swell ones.

Norma Davenport's horse fell with her during the concert line-up. Norma escaped with only a bruised knee. Jean Allen was ill a couple of days but is okay now, mostly because she has Amber King here now. Others on the sick list are Johnny Stevens and Howard Saunders.

Eva Davenport bought a cute midget mule for the pit show. Note to Doc Johnson: Tony, the little pit show pony you loved, died in Columbia, Tenn. Streamline is now in charge of the pit show. Marguerite Carter joined, doing web, menage and helping Maurice in his wire act. New ballet girls are Velma Myers, Dorothy Stewart, Delores McCartney and Wanda Reynolds. Rose Mary Stock and Harry Rawls Jr. returned to school. Golda Grady received some grand letters and poems from Hyda J. Teague, of Anniston, Ala.—VIRGINIA SMITH pinch-hitting for Golda Grady.

the show band. Dan Fast, chief electrician, is recovering from the gunshot wound accidentally received in the concert. Bud Richards, trainmaster, wears himself out each night trying to get the train moving. A hand to Mac McGeough, head ticket seller, who handles all the ticklish situations with the greatest of ease. Raymond Maxwell, who has been on the front door for two seasons, is another who never gets excited. Wallace Love, Grace Killion and Edna Antes, of the red wagon, work like trojans and never get to hear the band.

Mr. and Mrs. Bill Moore, late of the Clyde Beatty show, are new arrivals. (See RUSSELL BROS. on page 56)

MAULS! MAULS!!

Wooden Stake Mauls available for immediate shipment

Specifications

Heads: Approximately 8" diameter by 10" long, made of tough kiln dried Black Gum. 36" Hickory handles. Weight: 12 lbs. (average). Price, \$1.50 each, F. O. B. Pascagoula.

Save time and money by ordering direct from manufacturer.

PASCAGOULA DECOY CO.

Pascagoula, Miss.

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ERNIE YOUNG

155 N. Clark St., Chicago, Ill.

4 EXPERIENCED 4 Telephone Solicitors 4

FOR BANNERS AND TICKETS ONLY. Shrine Indoor Circus, Birmingham, November 3 to 9, with Memphis Shrine date to follow, which is the best phone date in North America, with \$25,000 last year's sales cards alone to sell again this year. Only men who join at Birmingham eligible to work for me at Memphis. Only sober and dependable men with experience need apply. If I know you wire or call me long distance. All others write, stating past connections and experience.

Vernon L. McReavy, Promotional Director HAMID-MORTON CIRCUS

Shrine Circus Office, 1st Floor Masonic Temple, Birmingham 3, Alabama. Telephone: 3-8957.

BUD E. ANDERSON CIRCUS EQUIPMENT

All or part for sale for cash. 14 Trucks with Circus Bodies, complete Light Plants in Semi Prop Truck, 3 Motors and Generators, Canvas Seats, Chairs, Bibles; also halter-broke Animals, 2 Zebras, 2 Camels, 1 Llama, 2 Caracals; 20 Rhesus Monkeys, all sizes, one mother and 3-month baby; 1 Spider Monkey, 2 Coypu Rats, 1 Porcupine, 6 Liberty Horses, 6 Pony Drill, also Menage Horses. Everything needed for 3-ring circus. Saddles, Trappings, Harness. All can be seen at Emporia, Kansas. Write or wire your needs.

BUD E. ANDERSON CIRCUS.

KENNETH WAITE TROUPE

WISHES TO THANK THE MANY Offers received from a recent ad in The Billboard. Have accepted and now playing six weeks of fairs. "He prospers most who serves best."

WANTED

Dog and Pony Act; any big Show Acts, answer; Light Plant Man, Boss Canvasman, Bill Poster, Legal Adjuster, Jess Bradley, Larry Tanner and Fitch, wire at once. Have big Side Show and flashy banner line. Show set for late season. Answer per route or

E. E. COLEMAN

2004 Rugby Road, Dayton, Ohio.

WANTED

Circus Acts, Novelty Acts for indoor circus dates. Write—Wire—Call

JOHN H. BILLSBURY

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McClintock Collection

BOX 891 FRANKLIN, PA. Special Sale—Old Circus Heralds, as new, 100 titles, 3 for \$5.00. New Photo Subjects, 12 Parade, Train, Lot, Adv., assorted, \$5.00. New Hat. 3 big photos, dollar bill.

NOTICE

Singing Cowboy, Comedian, Master Magician, M.C. and Candy Pitchman wants connection with major circus as Side Show Manager and Concert Feature for 1946 season. Address:

SGT. BENNY DOSS

710 Dillingham St. PHENIX CITY, ALA. P.S.: Will buy 60 or 70 Ft. Railroad Car.

AT LIBERTY

For Balance of Season — Circus Agent, Contracting or Press, or what have you?

JIM STUTZ

Care Hunt Bros.' Circus Burlington, N. J.

AT LIBERTY

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JACK BRAY

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Cole Show Since 1945 Wreck

Set 1, Eau Claire, Wis. 3rd date after wreck, rebuilt wagons, N.P.R.R. flats, complete loaded train and data sheet of equipment. Set 2, unloading panoramas, bulls, lead stock, lot scenes. MARSHFIELD Set No. 1, train and unloading. Set No. 2, setting up, tents, lot backyard and spec. scenes. RINGLING SHOW AT MILWAUKEE. Set No. 1, open air menagerie. Set No. 2, lot, backyard and spec. wagon set. All sets 15 photos and data sheet. \$2.50 each. Write for our Old-Time Parade and Show Sets. Guaranteed exceptional Photos with lots of detail.

W. A. UTHMEIER, Box 48, Marshfield, Wis.

PAMAHASIKA'S FAMOUS SOCIETY CIRCUS

NOW TO BRING BACK SEVERAL UNITS.

WANT Novelty Acts, good Dog and Pony Man, good Assistant. Will consider reliable people only interested in Animal Acts. Will also buy good Trained Animals. Write all to GEO. E. ROBERTS, Manager, Pamahasika's Circus Headquarters, 3504 N. 8th St., Philadelphia 40, Pa. Tel.: Sagmore 5536. P.S.: Also Acts suitable for Xmas Department Stores. What have you?

SPANGLES TIGHTS

ALBERTIS CO.

440 W. 42 ST., N. Y. C. Paste This in Your Address Book.



UNDER THE MARQUEE

OCTOBER'S chill looms.

GEORGE STEELE stopped off in Cincinnati last week on his way to the Windy City.

EMMETT KELLY'S photo is featured in New York subway display cards plugging press photogs' exhibit at Radio City.

GOOD NEWS for flatcar guests: Army to release thousands of sleeping bags.

TUNIS (EDDIE) STINSON, producer of the Detroit Shrine Circus for the past quarter century, has been named to receive the 33d degree, highest in Masonry, at Boston September 25-27.

JACK H. BEACH, legal adjuster for Russell Bros., visited in Chicago last week, and will return to Los Angeles with his sister, Mrs. M. M. Ward. He reports that Bill Moore will handle the legal work thru Texas.

SEEMS STRANGE how much more some folks know about running a circus than a manager who is on the spot daily.

SGT. VIC MARKS has been discharged after three years in Italy and Africa. A paratrooper, he had been reported missing in action, and surprised his wife, aerialist La Francita, at the Kansas State Fair in Hutchinson last week.

ROBERT M. (HI-BROWN BOBBY) BURNS, general agent for Sello Bros., reports that he had difficulty locating a lot at Bells, Tenn., so the mayor came to the rescue and rented him the spacious lawn in front of his huge Southern mansion. Tsk! Tsk!

IF TEMPERANCE SOCIETIES want to do something in their line, let them recruit a few soft drink butchers for the seats.

E. B. WALKER, circus biller since 1910, is now a trainman with the Winston-Salem South Bound Railroad, Winston-Salem, N. C. . . . J. PAUL ASHBROOK, CFA from Campbellsville, Ky., visited Mrs. St. Kitch in Dalley Bros. at Elizabethtown, Ky., September 11 and made several pictures.

JEAN ALLEN, of Dalley Bros., received a letter from Sgt. Jimmie Watts, formerly with Cole Bros. He was with the 38th Division of the Chinese army when he wrote. That is the org that had the big write-up in Life. Jimmie's address is Sgt. Jimmie Watts, ASN 36500776, Hq. CCC,

APO 275, care of Postmaster, New York, N. Y.

SOCIAL OUTCASTS on circuses will be those who took powders at teardown time during the manpower shortage.

RUSSELL BROS. and Cole Bros. are engaged in a merry chase-me-around in Texas, Russell having made a fancy route switch to keep Wednesday (26) open for a long hop from Ada, Okla. (25), into Waco, Tex., for Thursday (27) to get there first, as Cole is set for that prize spot October 4.

LEW (BOZO) WARD has returned to Chicago after a brief engagement with the Dan Rice Circus. . . . OTTA A. ZANGE, McKees Rocks, Pa., cards from Ottawa that he is enjoying a vacation in Canada. . . . WILLIAM KETROW was host to Mr. and Mrs. Fred Timon, of Oswego, N. Y., and Mr. and Mrs. Kenneth Couchman, of Illion, N. Y., when his Renfro Valley Folks played Little Falls, N. Y., September 5.

AFTER WATCHING a biller post an eight-sheet date, a native inquired: "Is your circus punctual in arriving?"

SLIVERS JOHNSON, with his comedy Austin and trailer, went for a big hit on the track at the recent Carthage Fair, Cincinnati. He finished his fair dates at Allentown, Pa., last week, and will play Hamid-Morton Circus dates, opening at Boston Garden, September 30. After filling five fall dates for H-M, he goes to Mexico City for five weeks, and then rejoins H-M in Memphis in February. . . . LOYAL-REPENSKY FAMILY, with the Ringling show, has bought two new horses.

LARRY SUNBROCK wasn't allowed to run his Thrill and Wild West at Birmingham, Sunday, so he gave it to 'em Friday and Saturday. . . . ELDON D'ORIS, musician first class in the navy, former circus drummer, was on leave to visit Merle Evans and the R-B band at Kansas City, Mo., and Eddie Woeckener and the Cole Bros.' band at Davenport and Muscatine, Ia. He expects to be with circuses again after getting his discharge. . . . FRANK KETROW, advance for Bill Ketrow's hill-billy opry, visited Hunt Bros. at Milford, Del.

WHAT MAKES SOME MANAGERS tough to tell, "I'll blow unless I get what I want," is that you can't tell what they are thinking if they are thinking at all!

Polack Biz on Coast Tour Up 50 Per Cent Over 1944

NANAIMO, B. C., Sept. 22.—Polack Bros.' Circus concluded its Pacific Coast tour here, Wednesday (19), with the books showing about a 50 per cent increase in business over a year ago.

The show moved to Vancouver, and then, with three baggage cars and nine trucks, took a 1,600-mile jaunt to Denver, where Monday the show will open a six-day engagement in City Auditorium.

During its Pacific Coast tour, the show played Sacramento, San Francisco, Los Angeles, San Diego, Long Beach, Santa Ana, San Bernardino, Bakersfield, Fresno, Stockton, Santa Rosa and Eureka in California; Portland, Ore., and Bremerton and Seattle, Wash.

Fouts Marshall Tops At Cedar Rapids, Ia.

CEDAR RAPIDS, Ia., Sept. 22.—Fouts Marshall, of Afton, Okla., carried off top honors in the Midwest Championship Rodeo at Hawkeye Downs here. A purse of approximately \$2,200 was distributed among the competitors. Results follow: Calf Roping—Glen Hunter, Twin Falls, Idaho, first; Slim Salyer, Deming, N. M., second; Bud McDaniels, Iola, Tex., third; Bill Bell, Bandera, Tex., fourth.

Bull Dogging—Paul Hunter, Twin Falls, Idaho, first; Roy Correll, El Reno, Tex., second; Fouts Marshall, Afton, Okla., third; Bill Fell, Bandera, Tex., fourth.

Bareback Riding—Fouts Marshall, Afton, Okla., first; G. W. Orr, Los Angeles, second; Hoss Allen, Pecos, Tex., third; Bud McDaniels, Iola, Tex., fourth.

Saddle Bronk—Bud McDaniels, Iola, Tex., first; Ray Correll, El Reno, Tex., second; Bob Roberts, Alamosa, Colo., third; Red Dougherty, Overland Park, Kan., fourth.

Stuart and Nichols First in Team Roping at Marfa, Tex.

MARFA, Tex., Sept. 22.—Leon Stuart and Buck Nichols, both of Las Cruces, N. M., placed first in team roping at the annual rodeo here Tuesday (4) with a time of 34 seconds for two steers. Earl Sellers, Del Rio, Tex., and Charlie Gregory, Sanderson, Tex., were second with 36.8 seconds.

Walton Poague, Rankin, Tex., won the calf-roping event with an average time of 28.8. Doug Poague, Grand Quivera, N. M., was second with 31.8.

Leon Thorn, Sabinal, Tex., won in bronk riding, and Ike Tacker, Waco, finished second. J. H. Hunter, Roscoe, Tex., took bareback honors, second going to Tacker. Royce Sewalt, King, Tex., won the steer-riding event, with Shorty McCrory, Deadwood, S. D., second.

Douglas, Wyo., Winners

DOUGLAS, Wyo., Sept. 22.—Results of the American Legion Rodeo September 2-3 follow:

Steer Roping: First Day—1, Amye Gamblin, 2, Jim Laycock; 3, Chuck Wilkinson; 4, Peach Shaw. Second Day—1, Amye Gamblin, 2, Jim Laycock; 3, Maurice Laycock; 4, J. T. Wilkinson. Finals—1, Amye Gamblin; 2, Jim Laycock; 3, Maurice Laycock; 4, J. T. Wilkinson.

Bareback Bronk Riding: First Day—1, Jiggs Thompson; 2, Lloyd Allen; 3, Jack Buschbom; 4, Dick Riley. Second Day—1, Jack Buschbom; 2, Jiggs Thompson; 3, Pete Meebroe; 4, Lloyd Allen.

Saddle Bronk Riding: First Day—1, Happy Sankey; 2, Al Wilkinson; 3, Joe Patterson; 4, Clarence Dunn. Second Day—1, Happy Sankey; 2, Chuck McCaulley; 3, Jack Buschbom; 4, Joe Patterson. Finals—1, Happy Sankey; 2, Joe Patterson; 3, Chuck McCaulley; 4, Jack Buschbom.

Calf Roping: First Day—1, Bat Ridley; 2, Hugh Ridley; 3, Chuck Wilkinson; 4, Bob Moore. Second Day—1, Amye Gamblin; 2, Chuck Wilkinson; 3, Frank Moore; 4, Maurice Laycock. Finals—1, Chuck Wilkinson; 2, Hugh Ridley; 3, Bob Moore; 4, Maurice Laycock.

Bulldogging: First Day—1, Bat Ridley; 2, Harold Ridley; 3, Frank Moore; 4, Earl Blevins. Second Day—1, Earl Blevins; 2, Harold Ridley; 3, Al Garrett; 4, Frank Moore. Finals—1, Harold Ridley; 2, Earl Blevins; 3, Al Garrett; 4, Frank Moore.

Wild Cow Milking: First Day—1, Harold Ridley; 2, Bob Moore; 3, Billy Wilkinson; 4, Jim Laycock. Second Day—1, Harold Ridley; 2, Amye Gamblin; 3, Hugh Ridley; 4, Billy Wilkinson.

Sussex Offers S.M.S. Rodeo

SUSSEX, N. J., Sept. 22.—S. M. S. Corporation, of Bloomingdale, N. J., presented the Charles Auberger Post No. 213, American Legion Rodeo here September 1-2 under the direction of Roy Michens.

Praise From Caesar

HOMINY, Okla., Sept. 22.—Al G. Kelly-Miller Bros.' Circus drew two excellent crowds here Tuesday (11), and after the show left town *The Hominy News* reported: "Comment among the spectators on the fact the show was a clean exhibition entirely devoid of objectionable features was prevalent. This good, clean circus will be welcome in the city any time it cares to return."

3,500 Persons See Rodeo At Sleepy Hollow Ranch

PENNSBURG, Pa., Sept. 22.—A crowd of 3,500 attended the All-American Championship Rodeo and Wild West Show here Labor Day. The event was held at Sleepy Hollow Ranch, located between Pennsburg and Quakertown. Members of the rodeo staff are Elmer and Pete Newman, producers; Tex Brown, arena secretary and timer; Frank Beattie, arena director; Sammy Penn, announcer; Snakehorse Rogers, clown; Lou Young, Emery and Sonny Sleeter, flagmen and pick-up judges; Russ De Mark, superintendent of chutes and stock; Albie Clements, Frank Beattie, Wimpy Sleeter, trick riders; Smokey Hinkson, Harry King, Snakehorse Rogers, trick ropers. Stock was furnished by Roger Westcott.

Results follow: Bronk riding—Frank Beattie, Whitey Marks. Bull or steer riding—Frank Beattie, Albie Clements, Charles Pfeuger, Ed Schieber, Wimpy Sleeter, Smokey Hinkson, Charles Sherf. Bareback riding—Albie Clements, Frank Beattie, Ed Schieber, Wimpy Sleeter. Calf roping—Hen North, Wimpy Sleeter, Charles Sherf, Albie Clements, Lou Young, Charles Sherf, Sonny Sleeter, Charles Pfeuger, Ed Schieber, Whitey Marks. Steer wrestling—Hen North, Frank Beattie, Charles Sherf, Charles Pfeuger.

Added features included quadrille on horseback, with the following couples: Joyce-Frank Beattie, Eleanor-Albie Clements, Sis Cuthbert-Sonny Sleeter, Betty Brown-Emery Sleeter, Smokey Hinkson and his educated pony; Frank Beattie and his high school horse; Snakehorse Rogers and his trained mule, and Harry King with his horse catches. Eight Ball was named the best bucking horse.

Toots Mansfield Retains Calf-Roping Championship

MIDLAND, Tex., Sept. 22.—Toots Mansfield, Big Spring, Tex., retained his title as champion calf roper of the world here Monday (3) in a 12-calf match with Sunny Edwards, Odessa, Tex. Mansfield's time was 193.1 seconds, while Edwards took 238.5 seconds.

In the second match roping event N. A. Pittcock, Aspermont, Tex., beat Walton Poague, Rankin, Tex., in an eight-calf event. Pittcock's total time was 142.3 seconds. Poague lost the match on his eighth calf when he threw three loops and missed each time. Before that he had a time of 123.8 and Pittcock had a time of 125.8 seconds.

RUSSELL BROS.

(Continued from page 55)

Bill has taken over as legal adjuster, and Mrs. Bill, downtown ticket sale.

Rotogravure Brevities: Lucio Cristiani not only is one of the greatest bareback riders, but also is the greatest "Chef de Sardi" when it comes to preparing scallopini. (He says so himself). . . . Bobby Peck-McGeough lost her pet, Skippy, who died of pneumonia. . . . Dutch Giveler says he's going to try a truck show some season just to see how uncomfortable it really is. . . . Al Darrah drinking ice tea in the pie car. That's one for the books. . . . Reuben Olvera is the only understander of a high perch act in the world today who holds the pole on his forehead. (Corrections accepted). . . . Judge Kyes is rapidly recovering from a sprained ankle received when he tried to do a "tit-tat-toe" getting off the bus one night. . . . Al Ming turning one of the best forward somersaults ever seen on the wire. . . . The football gang warming up for the Saturday afternoon classics they won't see. . . . John Staley serving nothing but the best in the cookhouse. . . . Those fruit-juice cocktails are popular, John. . . . Larious making all contenders for the snoring championship of Car 63 look sick. . . . Henry has met his match in Bill Moore.—DICK LEWIS.

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Above prices for any wording desired. For each change of wording and color add \$3.00. For change of color only add 50c. No order for less than 10,000 tickets of a kind or color.

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5 ROLLS.....@.....60c
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WELDON, WILLIAMS & LICK
FORT SMITH, ARKANSAS

Tickets Subject to Fed. Tax Must Show Name of Place, Established price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number

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Tulsa, Oklahoma

Contact JIMMIE RISON
Akdar Shrine Temple, Tulsa, Oklahoma

WANT

Colored Trumpet, Sax, Trombone. Join on wire. Toy salary, board and berth. RR Show, all winter's work. MILT ROBBINS, Side Show Mgr. My old people, wire.

JOHNNIE B. WILLIAMS, BAND LEADER, DAILEY BROS.' CIRCUS SIDE SHOW
Jackson, Tenn., Sept. 26; Mayfield, Ky., 27; Paducah, 28; Murray, 29.

FOR SALE

ONE FEMALE GNU (Horned Horse)

PERFECT SPECIMEN, FULLY HORNED, \$600.00

Can Ship Immediately

CLIF WILSON c/o BILLBOARD CINCINNATI 1, OHIO

FOR SALE

Hutchinson Gate, Grosses Soar

Delaware Grand Circuit Events Pep Gate Marks

DELAWARE, O., Sept. 22.—Featuring five days of Grand Circuit harness racing, the Delaware County Fair chalked up a winner this week (17-21), with a new single day attendance record and a probable total crowd figure in excess of last year's record mark.

Lone blot on an otherwise banner week came Thursday (20) when the afternoon racing program was lost in a cloudburst. Among the disappointed visitors were the Earl of Portsmouth and P. J. Moss of the British Ministry of Agriculture.

Previous day, Wednesday (19), was the biggest day the fair ever had, with an estimated 20,000 swarming thru the gates. Titan Hanover, famous Hambletonian winner, gave the crack Delaware half-mile oval a new world's trotting record to highlight the Wednesday speed card.

Since its inception in 1938 as a minor venture, the Delaware County Fair has grown steadily until today it occupies an important place among Ohio annuals. Its exhibits rank with the best of them and its harness program, with liberal purses, attracts the best horses on the Grand Circuit.

Exhibit barns were filled to capacity this year. Livestock classes attracted some exceptionally fine cattle and there was a varied display of farm and garden agricultural products. Of exceptional interest was the junior fair, which filled two floors of a large exhibit building with home and farm products entered by farm boys and girls. A large tent was used for commercial displays, and it carried a representative showing of products handled by Delaware merchants, as well as a number of displays by manufacturers. Farm machinery exhibit was the largest since pre-war years, with manufacturers displaying

(See Delaware Way Up on page 61)

Special Days Break Records at Oshkosh

OSHKOSH, Wis., Sept. 22.—All attendance records of Oshkosh and Neenah-Menasha days went by the boards here at the annual Winnebago County Fair, August 28-31, Taylor G. Brown, secretary, reports. The opening day, August 28, equaled the former attendance record, but the final day, August 31, fell behind because of rain.

So large was the evening crowd on Oshkosh Day that it was necessary to stage two performances of Ernie Young's revue. In addition to Young's revue, the grandstand attractions included the Zavatta Family, the Zoppe Troupe, Malikova, Pape and Conchita; Paige, Jewett and Kiki; Bill and Nancy Long, and Frankie Little, clown.

Brown reported that all departments were filled to capacity, with cattle barns over capacity. Merchants and manufacturers exhibits staged a strong comeback. Brown reported, and filled every available booth in the large exposition building.

IMPORTANT:

You can help make The Billboard serve you better if you answer the important postcard questionnaire included in this copy.

Fill it in and mail it TODAY. Your answer will help The Billboard serve you better.



READY FOR THE RESUMPTION of big car-auto racing in the Midwest. Photo was taken just before the start of the National Speedways meet at the Kansas State Fair, Hutchinson, September 17, and shows, left to right; Perry Lambert, president Kansas State Fair; Al Sweeney, manager National Speedways; S. M. Mitchell, secretary Kansas State Fair, and Andy Burt, clerk of the course. The races attracted the biggest crowd in the history of the fair.

Auto-Race Day Sets New Mark

Kansas State Fair clicks despite quickie promotion —visitors acclaim exhibits

HUTCHINSON, Kan., Sept. 22.—They were bringing in the sheaves at the Kansas State Fair this week. It looked like the bumper harvest of all time for the Sunflower annual.

The tip-off came Monday (17) when old-timers combed memories and records of 33 years' standing without finding a day to come near the record turnout. Thru fat years and lean, no single day attendance had approached the estimated 60,000 that swarmed thru the gates for the first auto races in four years.

This was the second day of the first post-war Kansas State Fair, whipped into shape and opened an even month from the day that ODT sprung its wartime barrier against major expositions.

But it was no promotional quickie that Secretary Sam Mitchell and his board, headed by President Perry Lambert, had thrown together. It was cut to the pattern of peacetime State fairs, and the opening-day crowds Sunday (16) convinced officials, showmen and doubting home-towners that reconversion would be painless.

The Sunday show was blown in gustily, a strong prairie wind laden with black Kansas dust partly screening the matinee opener. Yet Frank R. Winkley and Aut Swenson took the wraps off their All-American thrill drivers before more than 5,000 first-day grandstand visitors for a slam-bang auto stunt performance. Full routine of features was climaxed by Jimmie James's neat bus leap finale.

13,000 in Grandstand Sunday

Sunday night crowds added up to an approximate 13,000 day-and-night grandstand attendance for the day as M. H. Barnes unveiled his 1945 State Fair re-

(See Hutchinson Gate, Grosses, page 61)

Stockton Celebrates After 4-Year Lapse

STOCKTON, Calif., Sept. 22.—San Joaquin County Fair returned to the roster of major Western fairs, September 3-10, when more than 110,500 visited the first event to be held here in four years.

For thousands from Northern and Central California, the eight-day Victory Fair provided the first genuine holiday from war plants and factories, and unlimited gas and plenty of spending money made it a gala celebration.

The crowds poured \$423,921 thru the pari-mutuel machines to establish an all-time record here, according to E. G. Vollmann, secretary-manager of the Stockton annual for the past 21 years.

San Joaquin County, claimant of fourth place honors among America's richest agricultural counties, paraded her fruit, vegetable, poultry and livestock wealth with impressive displays and exhibits.

In addition to the racing, which drew record daily attendance, a night horse show and grandstand entertainment were featured. Circus and vaude acts were booked thru Russ Stapleton, of the Fanchon & Marco office.

Foley & Burke Shows again furnished the midway attractions.

Late Date for Tarboro

TARBORO, N. C., Sept. 22.—Edgecombe County Fair will be held here late this fall, dates to be announced soon. Recent listing of the fair for September 17-22 was incorrect. The event slated for those dates is a co-operative affair operated by the J. J. Kirkwood Shows under sponsorship of the city fire department and has no connection with the Edgecombe County Fair, Howard V. Gaskill, secretary, states.

California State Set To Go In 1946

SACRAMENTO, Calif., Sept. 22.—Directors of the California State Fair, closed since 1941 due to the war, voted last Saturday (15) to hold a fair in 1946 and set dates as August 30 thru September 3. Dates were fixed on the assumption that the military will be out of the grounds by that time.

A resolution was adopted asking Governor Earl Warren to take immediate action to obtain cancellation of the army lease. President Fred Bixby, of the fair board, said that if the army does not move out of the grounds in time for necessary permanent construction, tents can be substituted.

A new horse show coliseum has been authorized.

Fred M. Sandusky, secretary-manager, said that 12 counties already have announced that they will exhibit at the 1946 fair. The second annual Junior Livestock Show will be held in connection with the annual. The junior show, provided for in legislation passed this year, will make its debut this November, either in the San Fernando Valley or Los Angeles.

Sacramento Valley Council, of the State Chamber of Commerce, this week backed up fair directors in asking cancellation of the army lease on the fairgrounds, and went even farther, requesting a January 1 deadline for army removal.

FRANK (SHORTY) SMART and Harry (Happy) Holmes had the X on ice cream at the Carthage Fair, Cincinnati.

"Farthest North" Expo To Mark 50th Anni of Klondyke

VANCOUVER, B. C., Sept. 22.—A Yukon golden jubilee, commemorating the 50th anniversary of discovery of gold in the Klondyke gold fields, will be held at Whitehorse, Yukon Territory, next year.

The celebration, which will run a week, will take the form of an exhibition, with displays of natural resources such as fur, raw gold, ivory, Indian craftwork and agricultural products.

Not only will this be the first exhibition to be held in the Territory, it will also be the most Northernly exhibition in the world. Among the features will be a re-enactment of gold rush days. A full week of entertainments will be provided, including fishing and sightseeing excursions.

Also on the program is the organization of two civilian convoys, one to start at the Peace River Bridge, 75 miles north of Dawson Creek, southern terminal of the Alaska Highway, and the other to start at Fairbanks, Alaska, the northern terminal of the road. These convoys will be composed of civilian cars and will meet at Whitehorse where accommodations will be provided.

Preparations for the exhibition are being conducted under the sponsorship of the Alcaners' Fellowship Club, an organization composed of people who were engaged in the building of the Alaska Highway.

AROUND THE GROUNDS

JAMES COGSWELL returned to his still-walking chores at the Kansas State Fair, Hutchinson, September 17. Called to his home at Lincoln, Neb., by the death of his mother, he missed the final day of his week at the Ozark Empire Fair, Springfield, Mo.

MOBILE (Ala.) COUNTY Fair and Development Association has completed plans for holding a Victory Garden Exposition at Mobile, October 28-November 11, it is announced by Mort Bixler, secretary. Feature will be the production of a pageant, *Armageddon*, under the direction of Edward H. Norton.

HOWARD COUNTY FAIR, Cresco, Ia., August 27-31, sold 11,367 tickets at the gates, Secretary C. C. Nichols reports.

Grandstand sales totaled 9,090. An Ernie Young revue and acts comprised the grandstand show. John McKee Shows were on the midway. There were two days of harness races.

JACKSON COUNTY FAIR, Black River Falls, Wis., September 9-11, had an attendance of about 12,000, W. D. Dean, county agent, reports. Weather: One good day; two of rain and cold. Weydt Amusement Company had the midway, and grandstand attraction was an Ernie Young revue. Exhibit of dairy cattle, swine and sheep was largest in years. A horse show was held on last day.

HOPKINTON FAIR, Contoocook, N. H., September 3-5, had perfect weather and

(See Around the Grounds on page 71)

New Gate and Grandstand Records Set at York, Pa.

YORK, Pa., Sept. 22.—Gate and grandstand attendance at the York Fair, September 11-15, reached a new high, as did receipts of the concession department, Sam S. Lewis, president and general manager, reports. Gate receipts were in excess of \$75,000, and grandstand receipts double those of last year, hitting approximately \$62,000. Concessions topped last year by \$7,000, for a total of \$52,000.

All day and night grandstand records were broken. On Tuesday, Wednesday, Thursday and Saturday the grandstand was filled to capacity. On Friday, notwithstanding rain, the 8,000-capacity stand was two thirds filled. James E. Strates Shows, on the midway, broke several day records.

The entertainment bill was the strongest ever presented on the York grounds, according to President Lewis. Headed by the *Song of Freedom Revue*, the bill was booked thru the Frank Wirth Booking Association. *Song of Freedom* carried elaborate scenery and show was well presented. Featured were the Three Martells and Mignon, dance act; Marisol, Spanish dancer; Memory Lane Trio, and the tableau, *The Raising of the Flag at Iwo Jima*. Acts included Stevens Brothers and Big Boy; Selden, the Stratosphere Man; the Willys, jugglers; County Reno, comedy cyclists; the Zavatta Troupe, equestrians; the Zoppe Troupe, ladder act; Monte De Ocas, Don Dorsey, and Tien Tai Liu Troupe of Chinese acrobats. Tommy Kay, emcee, handled the show superbly.

Coast-to-Coast Broadcast

On Wednesday (12), in addition to the nine acts and revue, there was a special

Greenville's 70,000

May Be Ohio Mark

GREENVILLE, O., Sept. 22.—Darke County Fair authorities believe the estimated 70,000 attendance registered August 22 may have set an all-time high record for any Ohio county fair.

The huge crowd was the biggest in the 90-year history of the event, according to Frank Hiestand, secretary.

★ ACE

"CIRCUS OF DEATH"

LILLARD'S

AMERICA'S NO. 1

STUNT OUTFIT

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Represented by BARNES-CARRUTHERS

121 N. Clark St. Chicago

ATTENTION

CARNIVAL AND SHOW PEOPLE
West Virginia State
Firemen's Convention
 TO BE HELD SEPTEMBER 2-7, 1946

To Be Held in Connection With the Tucker County Agricultural Fair.

This will be one of the biggest events of this nature in West Virginia during the year of 1946. This will be the first Fair in Tucker County since 1941. Will be a big affair.

WANTED FOR THIS OCCASION
LARGE CARNIVAL—Want, to book not later than December 1, 1945. Must have guarantee. Address all communications to the

TUCKER COUNTY FAIR ASSOCIATION
 C/o J. H. FELTON, Parsons, W. Va.

WANTED

FOR COUNTY FAIR

Ferris Wheel, Kid Rides and two or three other Rides; good, flashy Concessions. Week October 15th. Wire or contact

E. L. CUNDIFF, Secy.

BOONVILLE & YADKIN COUNTY FAIR
 Boonville, North Carolina

added attraction, John Reed King with his Coast-to-Coast broadcast program, *Double or Nothing*. On Friday afternoon and night, in addition to the regular program, Enoch Light's band, with his *Date With a Disk* program, and Stu Erwin were added attractions.

The Saturday afternoon and night programs were augmented by B. Ward Beam's Congress of Dare Devils.

Probably for the first time at any fair the new system of sun lights were used with the revue. The lights were built on a special apparatus on top of the grandstand.

Reading To Reopen With '46 Exposition

READING, Pa., Sept. 22.—Pennsylvania's "Big Four" fairs, broken up by the wartime interruption of the Great Reading Fair, will be back to normal in 1946. Officials of the event here said that it would reopen September 8 for its usual run.

President John S. Gilles and Charles W. Swoyer, secretary, said a modernized plant will greet 1946 visitors to the first fair since the grounds were leased in 1941 as a storage and repair base for army motor vehicles. The army will vacate the grounds early next spring. Swoyer reported.

Reading Fair is the home of the only Grand Circuit harness racing in Pennsylvania and sponsors the richest half-mile harness racing events, the Reading Futurities, with an estimated gross value of nearly \$20,000.

Puyallup Plans Big For First Since '41

PUYALLUP, Wash., Sept. 22.—Directors of Western Washington Fair have decided not to attempt a 1945 show but are determined to stage the biggest one yet next year.

A. E. Bartel, secretary-manager, said officials concluded that the first fair since 1941 should be "first class or not at all," in ruling out the event this year. The fair plant was shut down in 1942 when it was taken over by the Western Defense Command as a Jap relocation center.

Victory Show Set For Dallas in '46

DALLAS, Sept. 22.—A Victory Fair will be held here in October, 1946, and a \$700,000 improvement program is planned before that time, it was decided at a meeting of the State Fair Association directors here recently.

The directors voted to replace the automobile building, destroyed by fire in 1941, with a modern exhibit building. President R. L. Thornton was directed to appoint a committee to work with architects on plans. Dates for the event will be determined in December.

"Biggest Fair in Kewaunee County" Scores Big Year

LUXEMBURG, Wis., Sept. 22.—Julius Cahn, secretary of the Kewaunee County Fair, reports that four-day event, September 1-3, was successful in every respect. Gate and grandstand showed a considerable increase over 1944, Cahn said, and midway grosses also were big. On Labor Day a State-wide horse-pulling contest filled the grandstand at 10 a.m.

Attractions at this year's fair included two days of harness racing and a revue, *Hooray, America*, and acts booked thru the Boyle Woolfolk agency, with George Flint in charge. The show was well received.

Pan-American Premiums 20G

DALLAS, Sept. 22.—Jack Frost, president of the Pan-American Hereford Exposition, scheduled here November 2-11, announces that the executive committee has agreed to a \$20,000 premium subscription. The list is believed one of the largest in the country.

Weather Takes Toll Of Late Events; Season OK for Most

CHICAGO, Sept. 22.—Reports coming in to *The Billboard* on fairs in all parts of the country indicate that, on the whole, the season will be highly satisfactory. A few of the later fairs in the North have encountered inclement weather which cut their attendance and receipts. By far the greater number, however, have gone thru with flying colors, many of them setting new records for attendance and receipts.

The Mineola (L. I.) Fair, celebrating its 103d year, broke all records for attendance and receipts for 28 years, Charles Bochart, assistant to the president, reports. Attendance for the five days, September 11-15, was over 130,000. Principal attraction on opening night, which helped make the fair a big success, was a massed band concert participated in by 2,500 music students from the elementary and high schools, and choral signing by 600 school children, with a fireworks display for the finale.

Grandstand show was the B-M Ranch Rodeo, under direction of Col. Jim Eskew. The I. T. Shows, were on the midway. Other attractions were three nights of square and folk dance competitions; daily concerts by high school bands; life and drum corps; free public dancing, and nightly picture shows. There were many commercial exhibits and a number of educational demonstrations that attracted much attention.

Alexandria, Minn., Scores

Cool and cloudy weather, with occasional showers, failed to dampen the spirit of the Douglas County Fair, Alexandria, Minn., September 11-13. Opening day drew 4,200 paid admissions; Wednesday (12), 5,500. Thursday (13) was cold, and the fair was rained out afternoon and night. Estimated attendance on the week, including children admitted free, was 17,000.

Grandstand attraction was Ernie Young's *Passing Parade of 1945*. There were two days of harness racing. Midway attraction was the Raney United Shows. Exhibits were large. There were excellent showings of farm crops, women's displays, school work, and the largest poultry exhibit in the history of the fair. There were 578 4-H Club boys and girls at the fair, 300 of them quartered in the 4-H dormitory. Raymond A. Lee, secretary of the Minnesota State Fair, and John Raleigh, noted CBS news commentator, were guests of Secretary R. S. Thornton, who also is a member of the State fair board.

Allegan Breaks Records

Allegan County Fair, Allegan, Mich., broke all records the first three days. Attendance Monday (10) was 6,000; Tuesday (11), 15,000; Wednesday (12), 11,000, and indications were that the last three days would put the attendance figure at close to 60,000 for the week. The grandstand show, an Ernie Young revue, with Daven Malcolm as emcee, drew large crowds for the three nights it showed. The Lucky Lott Hell Drivers had to put on two shows Monday (10) to take care of the crowds. Harness races two afternoons attracted good crowds. Exhibits were the best and largest in a number of years.

No World Expos for Some Years, Predicts War-Exiled Canadian

VANCOUVER, B. C., Sept. 22.—World exhibitions, which almost every country staged in pre-war days, are not likely to be resumed for a number of years, perhaps a decade, in the opinion of J. Oscar Turcotte, war-exiled Canadian Government Exhibition commissioner, who arrived here from New Zealand recently with his wife and two daughters aboard the S.S. Denbighshire, first passenger-carrying ship to dock here after a direct voyage from New Zealand, since before the war.

Turcotte, whose home is in Ottawa, served for 43 years with the Canadian Government's Exhibition branch, traveling all over the world to set up the Dominion's exhibits at world shows staged by other nations. In 1939 he and his family went to New Zealand to attend the Centennial Exhibition at Wellington, and have been stranded there ever since. In 1943 Turcotte was retired by the Canadian government.

Trenton Winds Up 200th Anniversary With Record Crowd

TRENTON, N. J., Sept. 22.—New Jersey State Fair, celebrating its 200th anniversary, closed here Sunday (16) to record-breaking crowds which jammed the fairgrounds to witness the return of big-time automobile racing via Sam Nunis's Speedways. Sport pages of several local newspapers estimated the crowds at almost 52,000. More conservative estimates placed the attendance at between 15,000 and 20,000, while fair officials contented themselves with the declaration that it was the greatest attendance the fair had seen in 15 years. Nunis announced that auto races will be held at the fairgrounds track again September 30.

Altho Cetlin & Wilson's Shows left Saturday night for the Hagerstown Fair, many independent concessionaires who had remained, cleaned up. An Iron Lung Show on the midway also received heavy play.

Off to a record-breaking attendance on the opening day, Sunday (9), rain, threatening clouds and a polio ban on children hurt attendance during the week. September 9 and 10 were reported in last week's edition of *The Billboard*. Tuesday (11) was designated as Trenton Day, and also saw the inauguration of Grand Circuit racing. All men and women in the armed forces, as well as veterans of World War I and II, who wore their discharge buttons, were admitted to the grounds free. Rain interfered with the racing program and it was necessary to complete the Reading Futurities Wednesday night. Despite threatening clouds a large crowd was on hand for the night grandstand performance. Feature was the presentation of a trophy by George A. Hamid to C. J. (Jake) Miller, manager of the Trenton Schroth baseball team, in recognition of the team's success this year in American Legion competition. Fulton Arnold, sportscaster of Station WFTM, acted as master of ceremonies.

Wednesday (12) was Grange and Farm Bureau Day, and featured the dedication of the David H. Agans Memorial Building and its presentation by Hamid to the master of the State Grange, Franklin L. Nixon. Agans, who died last year, headed the State Grange for several years. At night the *Song of Victory Revue* was presented, featuring the Roxyettes in five ensemble numbers, and specialties by Jadin and Li Sun Chinese dancers, and Rosita Royce in her *Dance of the Doves*. A large part of the grandstand crowd remained for the midnight jamboree of the National Showmen's Association held on the midway.

Thursday was Governor's Day, and many politicians were on hand to greet Gov. Walter E. Edge. A fair-sized crowd was in the grandstand for the night performance.

Rain Kills Friday Night

Friday was the worst day of the fair. A terrific downpour at noon kept people away. At 3 o'clock another deluge of cloudburst proportions sent grandstand customers scurrying and flooded the entire section of ground in front of grandstand. Property men had everything in readiness for the handful that turned out at night. With the rain falling continuously during the evening, the grandstand show was compelled to stop several times. Hamid proved his ability as a showman when he mounted the stage, and with the assistance of Lee Evans, master of ceremonies, and Winifred Duncan, soprano, kept the grandstand customers in an uproar of laughter with his clowning and attempts to harmonize with Evans and Miss Duncan.

Saturday afternoon saw Jole Chitwood and his Hell on Wheels before a capacity grandstand. The show was climaxed by a record leap of 145 feet by Lou Heller in a stock car over a truck and four cars. Heller was slightly injured. He was cheered wildly by the throngs as he was removed from the car. He was taken to the Mercer Hospital where he was treated for brush burns, lacerations and a neck puncture.

Evening saw firemen from all over the State of New Jersey parade before a capacity grandstand crowd.

The various exhibit buildings this year were well filled. Back after an absence of several years due to war restrictions, the Department of Domestic Arts had fine displays, the cattle and poultry en-

(See Trenton Sets Record on page 71)

Record 48,000 See Charlotte's Annual

CHARLOTTE, Mich., Sept. 22.—Hans Kardel, secretary, reported a record-breaking attendance of 48,000 for the 15th annual Eaton County 4-H Fair held here, August 28 thru September 1.

Event started off with an excellent horse show opening night, followed by Henry Luder's Revue, *Fads and Follies of 1945*, which remained thru Wednesday.

There were harness races Wednesday, Thursday and Friday afternoons, with acts between races. On Thursday and Friday nights Lueders' *On With the Parade* was presented.

Among acts with the Lueders' attractions were Gregoresko, "Man Who Hangs Himself"; Jimmie Jamison, high fire-dive; Bert Nagle and Hilja, and York Lewis; Jack Sevant, and Mark and Marsha.

Saturday Graham's Western riders took over the program both afternoon and evening. Gooding rides were on the midway along with independent concessions.

Weather was fair, except Friday night, when the show worked thru showers. A heavy rainstorm hit the fairgrounds Wednesday morning. However, racing and platform acts were resumed after the storm subsided.

Paving Program Set For Oregon State

PORTLAND, Ore., Sept. 22.—Work is expected to start soon on an extensive paving program to put the Oregon State Fairgrounds at Salem in first-class condition for opening of the State fair in 1946—the first such exhibition since 1941.

Utilizing funds received from the War Department in payment for damage caused to the grounds thru stationing of troops there during the war, the State fair board plans to spend \$35,000 on the project, said Manager Leo Spitzbart.

AFTER A LAPSE of two years, the Reidsville (N. C.) Fair resumes October 1-6. William M. Oliver is president and treasurer, and Mrs. Katye Price Oliver, secretary.

**Fairdale's 15th Annual
Community Free Fair**
FAIRDALE, KY.
Day and Night—October 4-5-6
Want Rides, Shows and Concessions. What have you?
Write or wire
TED ROUTT
747 Central Ave., Louisville 8, Ky.

CHESTER INTER-STATE FAIR
CHESTER, S. C.
OCTOBER 22 TO 27 INCLUSIVE
Sponsored by American Legion Post, Chester, S. C.
WANTED—High Free Acts, Concessions in Exhibit Buildings, such as Potato Peelers, Jewelry, Photo Galleries, Pennies, etc.
Cetlin & Wilson Shows on the Midway.
All address
W. C. WHITE, Secretary, White Bank Bldg., Chester, S. C.

FAIRFIELD COUNTY FAIR
LANCASTER, OHIO
Day and Night—October 9-10-11-12 and 13
Want Concessions, Games, Shows and Lunch Stands
Write T. B. COX, Concessionist

1945 FAIR DATES

- Alabama**
Attalla—Etowah Co. Fair Assn. Sept. 24-29. H. G. Banks.
Birmingham—Birmingham Fair & Victory Celebration. Oct. 1-6. R. H. McIntosh.
Dothan—Houston Co. & Tri-State Fair. Oct. 29-Nov. 3. Mrs. L. J. Lunsford.
Jasper—Walker Co. Fair Assn. Sept. 24-29. James D. Dickson.
Lanett—Chambers Co. Fair. Oct. 1-6.
Mobile—Victory Garden Expo. Fair & Development Assn. Oct. 28-Nov. 11. Mort Bixler.
Roanoke—Randolph Co. Legion Fair. Week Oct. 8. Wm. Radney.
- Arkansas**
Arkadelphia—Clark Co. Fair Assn. Oct. 12-13. George S. Daws.
Bentonville—Benton Co. Free Fair. Oct. 3-5. Lester Draka.
Clinton—Van Buren Co. Fair Assn. Oct. 4-5. Mrs. Emma Tingley.
El Dorado—Union Co. Livestock Assn. Oct. 1-8. Julius Miller.
Hamburg—Ashley Co. Fair. Oct. 4-6. Murphy Jones.
Hope—Third Dist. Livestock Show Assn. Oct. 15-20. W. A. Mudgett.
Little Rock—Arkansas Livestock Show. Second week in Oct. Clyde E. Byrd.
Osark—Franklin Co. Fair Assn., Oct. 4-6. J. M. Hopper.
Prescott—Nevada Co. Fair Assn. Week Oct. 8. G. C. Murray.
- Connecticut**
Harwinton—Harwinton Agri. Soc. Oct. 6-7. Paul Klambt. R. F. D. 2, Torrington.
Riverton—Riverton Fair. Oct. 12. H. P. Deming. R.R. 2, Winsted, Conn.
Stafford Springs—Stafford Fair. Sept. 27-30. C. D. Benton.
- Florida**
Jacksonville—North East Fla. State Fair. Nov. 1-11.
Large—Pinellas Co. Fair. Week of Jan. 26.
Orlando—Central Fla. Expo. Feb. 25-March 2. C. T. Bickford.
Panama City—Bay Co. Fair. Oct. 23-27. Hugh Sills, Box 71, Bay Harbor, Fla.
Pensacola—Pensacola Interstate Fair. Oct. 15-21. J. E. Frenkel.
Tampa—Florida State Fair. Feb. 5-16. P. T. Strieder.
- Georgia**
Albany—American Legion Fair. Oct. 22-27.
Americus—Sunter Co. Fair. Week Oct. 15. O. C. Johnson.
Atlanta—Atlanta Metropolitan Fair. Sept. 28-Oct. 7. Mike Benton.
Augusta—Exchange Club Fall Fair. Nov. 5-10. O. O. McGahee.
Bainbridge—Decatur Co. Fair Assn. Oct. 15-20. T. E. Rich.
Canton—Cherokee Co. Fair Assn., Sept. 24-29. Bob Latham.
Carrollton—Carroll Co. Fair. Oct. 8-13. Frank J. Searcy.
Columbus—Chattahoochee Valley Expo. Oct. 8-13. Felix L. Jenkins.
Conyers—Rockdale Co. Fair. Sept. 24-29.
Cordale—Tri-Co. Fair. Oct. 29-Nov. 4. J. D. Rainey.
Covington—Amer. Legion Newton Co. Fair. Oct. 1-6. H. F. Meadors.
Eastman—Dodge Co. Legion Fair. Oct. 8-13. R. T. Ragan.
Elberton—Elberton Fair Assn. Oct. 1-6. I. V. Hulme.
Fitzgerald—Ben Hill Co. Fair. Oct. 29-Nov. 1. Homer Waters.
Gainesville—North East Georgia Fair. Sept. 24-29. Herbert H. Adderholdt.
Macon—Macon Fair. Oct. 29-Nov. 3. E. Ross Jordan.
Milledgeville—Middle Georgia Fair. Week Oct. 22. F. Paisley Davis.
Sandersville—Washington Co. Fair. Oct. 15-20. G. S. Chapman.
- Idaho**
Coeur d'Alene—Kootenai Co. Fair Assn. Sept. 27-29. J. P. Smith.
Moscow—Latah Co. Fair. Sept. 27-29. Guy Kitch.
- Indiana**
Fairview—Fairview Fair & Celebration. Sept. 27-29. Wm. H. Myan, Bennington, Ind.
New Haven—Amer. Legion New Haven Fair. Sept. 25-29. W. C. Hersh, Auburn, Ind.
- Iowa**
Ackley—Four-County Fair. Nov. 19-21. Joe W. Coble.
- Kansas**
Auburn—Auburn Grange Fair. Oct. 5-6. Mrs. Ina Cellers.
Belle Plaine—Sumner Co.-Belle Plaine Comm. Fair. Oct. 4-5. Dallas W. Davis.
Blue Rapids—Marshall Co. Fair Assn. Sept. 25-28. Bob McHugh.
Conway Springs—Conway Springs Fair Assn. Oct. 11-12. R. H. Cline.
Ellis—Ellis Co. Junior Free Fair. Oct. 4-6. Jack R. Nicholson.
Hillsboro—Marion Co. Fair. Oct. 2-5. L. G. Jaeger.
Inman—Inman Community Fair. Oct. 18-20. Wm. J. Braun.
Langdon—Reno Co.-Langdon Comm. Fair. Oct. 14-15. R. A. Ward.
Newton—Harvey Co. Fair. Oct. 16-19. Guy W. Webster.
Sedan—Chautauqua Co. Free Fair. Oct. 4-6. Carl Ackerman.
Vinland—Douglas Co.-Vinland Grange Fair. Sept. 27-29. I. F. Schellenberg.
Wakefield—Wakefield Free Fair. Oct. 11-12. Joe Mason Jr.
Wichita—Kansas Nat'l Livestock Show. Oct. 2-6. Conlee Smith.
- Kentucky**
Owenton—Owen Co. Fair. Sept. 25-29. A. E. Rose.
- Louisiana**
Shreveport—State Fair of La. Oct. 20-29. W. R. Hirsch.
- Maine**
Cornish—Cornish Agri. Assn. Sept. 24-29. Leon M. Ayer.
Fryeburg—Fryeburg Fair. Oct. 2-6. G. Myron Kimball.
Leeds—Leeds Agri. Assn. Oct. 4. Mrs. Beatrice M. Safford, RFD 1, N. Leeds.
Litchfield—Litchfield Farmers' Club. Oct. 2-3. Rhona B. Maloon.
North Waterford—World's Fair Assn. Sept. 28-29. Bill Button.
Topham—Sagadahoc Agri. Soc. Oct. 9-11. Samuel Woodward, Brunswick, Me.
- Maryland**
Frederick—Great Frederick Fair. Sept. 25-29. Guy K. Motter.
La Plata—Charles Co. Fair. Oct. 4-6. P. D. Brown.
Prince Frederick—Calvert Co. Fair. Oct. 16-18. J. B. Morsell.
- Massachusetts**
Huntington—Littleville Community Fair Assn. Sept. 29. Elmer O. Olds.
- Michigan**
Addison—Addison Community Fair. Oct. 4-5. Clare E. Monroe.
Coopersville—Coopersville Agri. Soc. Oct. 12-13. D. W. Dalglis.
Hillsdale—Hillsdale Co. Agri. Soc. Sept. 23-29. H. B. Kelley.
Kalamazoo—Kalamazoo Free Fair. Sept. 24-29. Hartman Kakabaker.
Saline—Saline Community Fair. Sept. 25-29. Chas. H. Osgood.
- Mississippi**
Columbus—Columbus Fair & Livestock Show. Sept. 24-29. Mrs. Lee Proffitt.
East Jackson—Rankin Co. Colored Fair. Oct. 1-7. Chas. Stamps.
Forest—Scott Co. Colored Fair. Oct. 8-13. A. N. Wars.
Jackson—Miss. Livestock, Poultry & Mechanical Expo. Oct. 8-13. J. H. Martin.
Jackson—Miss. Negro State Fair. Oct. 15-20. H. H. Young, Box 2372, W. Jackson.
Laurel—South Miss. Fair. Oct. 15-20. R. B. Jeffries.
Liberty—Amite Co. Livestock Show & Fair. Oct. 22-27. G. C. Harrison.
Meadville—Franklin Co. Fair. Oct. 31-Nov. 4. Hilda M. Everette.
Meridian—Miss. Fair & Dairy Show. Oct. 8-13. W. R. Cannady.
Natchez—Adams Co. Fair Assn. Oct. 8-13. E. H. Tennison.
Newton—Newton Co. Fair & Stock Show. Sept. 24-29.
Tupelo—Miss.-Ala. Fair & Dairy Show. Oct. 2-6. James M. Savery.
Yazoo City—Yazoo Negro Fair Assn. Oct. 15-20. R. J. Pierce.
Yazoo City—Yazoo Co. Fair. Oct. 1-6. J. N. Ballard.
- Missouri**
Caruthersville—American Legion Fair. Oct. 3-7. H. C. Malloure.
Marcelline—Tri-County Fair. Week of Sept. 24. R. Anderson, Chamber of Commerce.
Senath—Dunkin Co. Community Fair. Sept. 24-29. Lyle Richmond.
- Nebraska**
Peatrice—Gage Co. Fair. Sept. 25-28. J. M. Quackenbush.

- Omaha—Ak-Sar-Ben Livestock Show. Oct. 3-5. J. J. Isaacson.
Pawnee City—Pawnee Co. Fair. Oct. 3-5. David W. Osborn.
- New Hampshire**
Deerfield—Deerfield Fair Assn. Sept. 27-29. Wm. C. Maxwell.
Sandwich—Sandwich Grange Fair Assn. Oct. 12. Mrs. Mabel E. Ambrose, N. Sandwich.
- New Mexico**
Albuquerque—New Mexico State Victory Fair. Oct. 7-14. Leon H. Harms.
- New York**
Trumansburg—Union Agri. Soc. Oct. 3-6. Lorenzo Clinton.
- North Carolina**
Abockle—Atlantic District Fair. Oct. 16-19. E. M. Weaver.
Durham—American Legion Fair Assn. Week of Oct. 8. Hugo Walker.
Durham—Durham Co. Colored Fair. Week of Oct. 15. Mel J. Thompson, Aurora, N. C.
Enfield—Firemen's Agri. Fair. Oct. 1-6. George R. Ivey.
Goldsboro—Wayne Co. Fair. Oct. 1-6. W. O. Denmark.
Greensboro—Greensboro Fair. Oct. 8-13. Norman Y. Chambliss, Rocky Mount, N. C.
Greenville—Pitt Co. Fair. Oct. 15-21. A. J. Grey, 6313 Sewell's Pt. Rd., Norfolk, Va.
Henderson—Golden Belt Fair. Oct. 8-13. C. M. Hight.
Henderson—Vance Co. Colored Fair. Oct. 15-20. Alired Bullock.
Leaksville—Rockingham Co. Fair. Oct. 22-27. Bill Gaudin.
Littleton—Littleton Fair. Oct. 8-13. T. R. Walker.
Louisburg—Franklin Co. Fair Assn. Oct. 1-6. A. H. Fleming.
Rocky Mount—Rocky Mount Fair. Sept. 24-29. Mrs. Norman Y. Chambliss.
Roxboro—Person Co. Agri. Fair. Week Oct. 1. R. L. Perkins.
Spring Hope—Nash Co. Fair. Oct. 8-13. Hobart Brantley.
Williamston—Martin Co. Agri. Fair. Oct. 8-13. John A. Ward.
Wilson—Wilson Co. Fair. Oct. 15-20. W. H. Dunn.
Zebulon—Five-County Fair. Sept. 24-29. Eugene Privett.
- Ohio**
Attica—Attica Fair. Oct. 2-5. Carl B. Carpenter.
Barlow—Barlow Agri. Assn. Sept. 27-28. C. E. Lawton.
Bluffton—Bluffton Agri. Soc. Dec. 5-7. Harry F. Barnes.
Carrollton—Carroll Co. Agri. Soc. Sept. 26-29. Edgar B. Boyd.
Coshocton—Coshocton Co. Agri. Soc. Oct. 2-6. C. V. Croy, R. D., Dresden, O.
Georgetown—Brown Co. Fair. Oct. 3-5. Luther Kestel.
Hamilton—Butler Co. Agri. Soc. Sept. 23-29. John W. Cochran, Seven Mile, O.
Kenton—Hardin Co. Agri. Soc. Sept. 25-28. Lynn Dunkin.
Lancaster—Fairfield Co. Agri. Soc. Oct. 8-13. Russell W. Alt, R. R. 1, Baltimore.
Loudonville—Loudonville Agri. Soc. Oct. 2-4. Chas. Bernhard Jr.
Mount Vernon—Knox Co. Agri. Soc. Sept. 26-29. Henry G. Richards.
Old Washington—Guernsey Co. Agri. Soc. Sept. 26-28. Dr. Marvin E. Hartley, Cambridge, O.
Ottawa—Putnam Co. Agri. Soc. Oct. 2-6. Jos. L. Brickner.
- Oklahoma**
Boise City—Cimarron Co. Fair. Oct. 4-6. Wm. E. Baker.
Enid—Garfield Co. Free Fair. Oct. 22-26. J. B. Hurst.
Muskogee—Oklahoma Free State Fair. Sept. 30-Oct. 7. Ethel Murray Simonds.
Oklahoma City—Okla. City Fall Festival. Sept. 22-28. Ralph T. Hemphill.
Sapulpa—Creek Co. Fair. Oct. 4-6. Sam Sheehan.
- Oregon**
Portland—Stock Show only. Oct. 10-12. O. M. Plummer, 308 Wilcox Bldg.
- Pennsylvania**
Bloomsburg—Bloomsburg Fair Assn. Sept. 24-29. Harry B. Correll.
Delmaria—Lower Mahanoy Community Fair. Oct. 18-20. Mrs. Russell C. Tressler.
Holidaysburg—Community Farm Show Assn. Oct. 10-12. Glenn Bressler.
Hopewell—N. Bedford Co. Fair Assn. Oct. 18-20. Howard F. Fox, Loysburg, Pa.
Huntingdon—Huntingdon Co. Fair. Week of Sept. 24. K. L. Laney.
Littitz—Littitz Community Show. Oct. 4-6. W. N. Young.
Mount Joy—Mt. Joy Community Exhibit. Oct. 11-13. Mrs. Dorothy Hendrix.
Shanksville—Stony Creek Community Fair. Sept. 26-29. Edith Geisel.
Unionville—Unionville Community Fair. Oct. 18-20. Roland Conrad, W. Chester.
Wooddale—Mount Pleasant—Pleasant Valley Grange Fair. Sept. 26-29. Eugene Keefer, RD 2, Connellsville.
Yellow Creek—Northern Bedford Co. Fair. Oct. 18-20. Howard F. Fox.
- South Carolina**
Anderson—Anderson Fair. Oct. 15-20. J. A. Mitchell.
Bishopville—Lee Co. Fair. Oct. 15-20. J. E. Reaves.
Bowman—Bowman Community Fair. Nov. 8-10. George W. Oliver.
Charleston—Charleston Agri. & Indust. Fair. Nov. 5-10. W. M. Frampton.
Chester—Chester Co. Colored Fair. Oct. 22-27. M. M. Sifton.
Columbia—South Carolina State Fair. Oct. 22-27. Paul V. Moore.
Florence—Pee Dee Fair Assn. Oct. 30-Nov. 3. Wm. B. Douglas.
Greenville—Greenville Co. Fair Assn. Oct. 22-27. O. A. Herlong.
Greenwood—Greenwood Fair. Oct. 29-Nov. 3. E. B. Henderson.

Big Biz Ahead for A. C.; See Lush Winter Season

ATLANTIC CITY, Sept. 22.—While they're still finding rich diggings beyond the last days of summer, concessionaires, amusement operators and business leaders here are looking ahead to late fall and winter events as a prelude to even better things to come.

Steel Pier continues on a full daily schedule as the management checks the draw of the fall months for a proposed plan to prolong the season annually. A fur show, featuring 12 beauties from the Miss America contest, is the chief attraction.

After the lean war years, when the army operated most of the big hotels, Atlantic City's hotel men are priming for the biggest convention business in their history.

A windfall is predicted in November, when an estimated 10,000 is due for a week's meeting. To school itself for future fun-seekers, Atlantic City is expected to initiate an annual conference to which convention secretaries, managers and organization members will be invited to study techniques of successful meetings.

To boost convention possibilities, a move to repeal the 3-cent sales tax will be made. Meatless days have already been abolished as another step in this direction.

Concessionaires here are backing Atlantic City's Convention Hall bid for the Joe Louis-Billy Conn title fight planned next spring by Mike Jacobs. Hall could seat 40,000 and revenue from pre-season visitors would merit early opening of resort amusements. A committee has been formed to support the bid.

Two national organizations have offered to hold their 1946 conventions in Convention Hall, Mayor Altman told concessionaires last week. The latest bid came from Housewares Industries, which offered to schedule its conclave in the Auditorium in June.

The mayor said Convention Hall, damaged by the hurricane, will be repaired in time for next spring's conventions. Final cost of the damage was estimated at \$2,118,527 by George R. Swinton, city engineer.

Million-Dollar Pier will be turned over to repair men this winter, according to George A. Hamid, owner, who plans many changes. Ballroom will be redecorated and a revolving stage added. He also contemplates installing shatter-proof glass walls and ceiling and a junior ballroom for younger dancers. Enlargement of the outdoor stadium and a special pier for boating are other projects considered.

Construction of a race track at Atlantic Pines, 14 miles northwest of the city, will begin this month. McClosky Construction Company, of Philadelphia,

awarded the \$1,600,000 contract, will build one of the country's most modern ovals. Plant is scheduled for completion before May 1. Concessions will be leased soon thru the Atlantic City Racing Association, which will operate the track.

Concession stands have been approved for the new bay-front park in West Atlantic City, a post-war project of the Egg Harbor Township. It will be a municipal park with amusement features.

Crystal Beach's Season Lusty; Sets New Mark

BUFFALO, Sept. 22.—Crystal Beach Park, Crystal Beach, Ont., on the shores of Lake Erie, has concluded the greatest season in its 55-year history. George Hall, president of Crystal Beach Transit Company, Inc., and general manager of the park, the largest layout of its kind in this vicinity, announces that the season was 30 per cent ahead of 1943, the record year.

This season also set records for a single day's attendance, both Labor Day and July 4 hitting the 30,000 mark.

Under direction of Harold Austin, the Crystal Ballroom receipts ran nearly 40 per cent higher than the 1943 peak. Hall announced. No name bands were used. Austin's band and Ozzie Williams's Canadian ork being featured thruout.

The funspot has 20 rides and 40 concessions. Some of the concessions are owned by Hall, some by the company and some are independent. All did a big business and most of them were 20 per cent above previous high years.

Weather co-operated thruout the season, with the possible exception of June which proved a bit on the cold side. The new solar bathhouses, opened July 1, proved an attraction. The houses were designed by Ackley, Bradley & Day, Pittsburgh architects, and built by the Crystal Beach Company itself. A new Fascination game was added this year, being built by Slim Nugent, Montreal.

The Canadian lakeshore summer colony, filled to capacity this year, brought good biz to the park. The Peace Bridge, between Buffalo and Canada, clocked a large number of cars.

The park offered free acts booked thru the George A. Hamid office. Instead of the usual weekly stints the acts this year were booked on a two-week basis. The Canadiana, steamer plying between the park and Buffalo six times a day, had a record year. The boat offered the weekly three-hour lake ride on Sundays. There was dancing but no floorshows this year. Dick Leksell's ork played the first part of the summer, with Austin's band taking over later in the season.

Hall plans to leave for the annual visit to Florida in mid-November. He will return about April.

Old Camden Airport New Funspot Site

CAMDEN, N. J., Sept. 22.—Plans to establish a modern amusement park at the old Central Airport site, just outside the city, soon will be realized. Owned by the Ludington Airline interests, site is situated at a crossroad to make travel convenient from Philadelphia and all South Jersey points. A natural body of water is located nearby.

First step toward putting the plans into action will be taken next month when John Weber leaves on a tour to study various amusement parks thruout the country. Weber operates the Hofbrau night club, situated at the airport site, and until recently operated the Silver Lake Inn, Clementon, N. J. It is believed Weber sold the airline interests on the idea of setting up an amusement park and that he will actively manage the proposed park. He sold his Silver Lake Inn a few months ago.

DALLAS. — Appearance of Marsalis Park Zoo here is being changed, with animal houses being repainted, roofs repaired and fences getting a going over. A new pen also is being constructed for isolation of animals requiring veterinary attention.

NAAPPB Conclave Is Expected To Be Biggest in Years

CHICAGO, Sept. 22.—The 1945 convention of the NAAPPB is expected to be one of the biggest in years, according to A. R. Hodge, secretary of the association. Hodge and Paul Huedepohl, president, with most of the members of the executive committee, a number of other directors and leading ride manufacturers conferred in Pittsburgh during the meeting of the Pennsylvania Amusement Parks' Association last month and worked out some of the details for the forthcoming convention which will be held the week of December 2.

Hodge is hard at work on plans for the convention and promises to have an interesting program. With important post-war problems to be discussed, it is expected that every park man who possibly can attend will be on hand.

Altho restrictions have been lifted, it will not be possible to hold a trade show this year. Most of the manufacturers have been so busy with war work that they have had no time to give to consideration of new devices, and with reconversion likely to be a long process, they are opposed to having a trade show. Another factor that led to the decision to defer the show until 1946 is the hotel situation, which is decidedly unsatisfactory as far as handling a trade show is concerned because of a shortage of help.

Hotels also are certain to be congested this winter, and those who intend to attend the convention are advised to get their reservations in as early as possible. Dates of the convention are December 4-6.

Bathing Leases Net Asbury Park, \$65,000

ASBURY PARK, N. J., Sept. 22.—Bathing pool leases for 1945 will net the city approximately \$65,000, as against the \$36,457 received last year under the old lease, which expired in the spring, City Manager J. Oliver Armstrong announces.

Mayor George A. Smock III said that city is attempting a new experiment in dividing the leases, as well as establishing a municipal tag bathing beach for residents. Further policy on bathing beaches will be announced later. All current leases on beaches given June 12 will expire October 1.

Minimum rentals already had been paid by concessionaires, who hold leases on the Third, Fourth and Eighth avenue beaches and the natatorium. Minimum rents total \$54,500. Further income is assured when a lease on the Seventh Avenue pool is concluded with the navy. Rental is expected to be around \$5,000.

Ponchartrain Beach Best in 17 Years

NEW ORLEANS, Sept. 22.—Ponchartrain Beach, operated by Playland Amusements, Inc., of which Harry J. Batt is president and managing director, finished the season stronger than at any other time in the 17 years that Batt has been operating on the lake front here.

Batt states that the increase in business was especially noticeable after V-J Day. "V-J Day," he said, "was the biggest midweek day we have ever had in the history of the park. People gave way to their feelings, knowing that their sons, brothers and husbands were safe as the war was over, and they cut the purse-strings and let go."

Richard J. Batt is secretary-treasurer of Ponchartrain Beach, and M. Peter Villere is manager of promotion and special events.

CHARLES STANLEY, Cincinnati, will have the photo galleries aboard Cincinnati's Coney Island steamer Island Queen, next season. He has sold his Iron Lung Show, which he operated at the Cincy funspot all summer, to Buck Sands, of the F. E. Gooding attractions.

Ackley, Quits WPB Post As Of Sept. 30

Approves Vast Program

SEWICKLEY, Pa., Sept. 22.—Harry A. Ackley, of Ackley, Bradley & Day, amusement park architects and engineers with headquarters here, today announced his resignation as consultant to the outdoor show business in the Office of Civilian Requirements, War Production Board, as of September 30. This completes almost two years of continuous service in WPA for Ackley, during which time he has been able to give only part time to his own interests in the Ackley, Bradley & Day firm.

In commenting on his resignation, Ackley said today:

"It has been my privilege for many months to be the sentinel on guard in Washington to protect the interest of the commercial outdoor amusement business, with particular emphasis on the interest of the carnivals and circus and amusement park industries.

"During that time, we have passed thru the crisis of two wars and it has been possible for these industries to continue in operation because the powers that be in Washington were constantly reminded that public morale and the problem of juvenile delinquency and the question of bringing amusement and recreation opportunity to the people was of great importance, and that the industry should be kept functioning. When the history of the WPB is written, it will be found that the Recreation Section was called on to do a much larger job than was originally intended.

"During the last week of tenure in office, I will have the duty of approving a final batch of applications for the construction of amusement and commercial recreation projects having a dollar value of approximately \$8,000,000. Also an orderly plan is now in effect for supplying shooting gallery ammunition to the trade and, beginning in October, there will be no further need for making an application to Washington because the ammunition manufacturers have now been given an allocation of lead and other materials with which they can continue to supply all the rim-fire cartridges required for shooting galleries, as well as the usual variety of other purposes.

"It is also appropriate to pass the word along that, as of October 15, all restrictions and restraints on the purchase of materials and the use of labor for improvements and for building are removed and that they are free to carry out their program of construction in every case. It is assumed that all good managers will prepare for a period of tumult and uncertainty and of high prosperity, all of which makes life interesting and should be a source of joy and interest to every real showman."

Phoenix Board Rejects Offer

PHOENIX, Ariz., Sept. 22.—Municipal park board again turned thumbs down on a proposal to set up amusement devices in Encanto Park here. The proposal was made by John C. Mullins, operator of an amusement park in Tulsa, Okla.

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Chi Riverview Sets a Record For Rainy Days

CHICAGO, Sept. 22.—Riverview Park, which in the last 30 years has had sunshine on only three opening days, set an all-time season's record for bad weather this year.

George Schmidt, general manager, says sunspot had 51 days of rain out of a total of 116 days of operation. There were a few days when the park was completely rained out, and on 11 days early closing was necessary because of the bad weather.

In spite of this record, Riverview came thru with a profit, Schmidt says. "From the standpoint of weather, it was the worst season in the 42 years I have been at the park," says Schmidt.

Riverview, long one of the leading parks of the Midwest, is geared to do a tremendous business. Covering more than 100 acres and located in a densely populated area, with ample transportation facilities, the park draws tremendous crowds on week-ends, and sizable crowds thruout the week.

It has more than 30 rides, ranging from such old stand-bys as the Merry-Go-Round, Old Mill and Chutes, to the newest thriller rides. One of its money-makers is the Pair-o-Chutes, constructed from a water tower by placing arms at the top of the tower and suspending parachutes from them, with a mechanism to pull the chutes to the top and drop them. It was the first ride of its kind in the country and immediately became popular.

Riverview also is a popular picnic spot. A grove of huge trees provides an ideal place for picnics. Scores of tables are spotted thru the grove and during the summer many clubs and industrial concerns hold their annual picnics there.

Before the war, a midget auto speedway was operated adjacent to the picnic grounds. When the ODT put the clamps on auto racing, the track was closed and later was dismantled, thus saving the park a large sum in income taxes, as the track was put out of business by the government. Of late, there has been talk of a harness racing track being established on the site of the midget track. Under a law passed by the last State Legislature, six harness racing tracks may be established in the State, and promoters have eyed the Riverview Park site as one that would make a profitable investment.

However, Manager George Schmidt says he does not think a track will be built and, for his part, he doesn't want one.

DELAWARE WAY UP

(Continued from page 57)

the latest in implements. The display was a center of interest.

Harness racing overshadowed all other entertainment features and every afternoon saw the grandstand well filled with racing enthusiasts eager to wager on such favorites as Volarion, Austin Hanover, Double Volo and other Grand Circuit stars. Pari-mutuel handle on the week ran around \$100,000.

Night grandstand attraction was Cherokee Hammond's Border Legion Rodeo, booked by the Gus Sun Office, Springfield, O. Hammond put on an excellent exhibition of bulldogging, bronk riding and other Western sports, Tuesday and Thursday nights. Show was rained out on opening night. A classy horse show Wednesday night (19) attracted a capacity audience. Gooding rides and concessions were on the midway and did an excellent business.

Delaware County Fair is fortunate in having as its officers men who are thoroughly sold on the value of the fair and who work hard for its success. F. B. Kelley, president, is a leading business man of Delaware and also publicity chief of the Ringling Bros. and Barnum & Bailey Circus, and it is largely thru his efforts that the fair has made rapid advances in the eight years it has been running. Kelley flew in to Delaware from Texas several days ahead of the fair's opening to see that everything got rolling properly, and thruout the week he was constantly on the job. John Wagner, secretary; H. C. Thompson, vice-president, and Joseph A. Neville, treasurer, all gave a lot of time to the fair and were instrumental in making it a substantial success.

Hutchinson Gate, Grosses Soar; Auto-Race Day Sets New Mark

(Continued from page 57)

vue, another colorful addition to the list of Barnes-Carruthers productions that have been seen here. The big show, opening only last week at Topeka, moved along with smooth precision and a wealth of topflight talent to stack up as a sure-fire hit.

Overnight rain fell and early Monday clouds gathered again, but the slight forenoon drizzle failed to dampen activities as seven high-school bands, the first of 34 hailing from all corners of the State to appear during the week, led the parade to the fairgrounds.

Never in the 22 years that he has observed fair crowds has Louis D. White, former Hutchinson police chief, seen a traffic jam to compare with the congestion Monday.

They came early, around 4,000 youngsters crowding into the stand at 10 a.m. to witness the "Milkman's Matinee" free kids' show and additional thousands making the most of Children's Day bargains on the North American Exposition midway.

Auto racing, absent from the nation's fair scene since July, 1942, was put to its first post-war test as a crowd puller Monday afternoon. The answer was obvious, as the huge stand filled to its 11,000 capacity, then overflowed with another three or four thousand before officials reluctantly took down S. R. O. signs and locked the gates.

Speed program, first in this area since restrictions were removed, was handled by National Speedways, with Al Sweeney, only two days out of the army, and his partner, Gaylord White, in charge. Emory Collins, driving one of three Offenhausers entered, took top honors from Deb Snyder, whose machine was powered by the late Gus Schrader's motor.

Night attendance Monday was virtually on a par with the matinee turnaway, the big stand again bulging with close to 12,000 who came for another look at the revue.

First 2 Days Double '44

Final attendance figures were not available, but Secretary Mitchell said early Wednesday that gross receipts for the first two days of the event were double the 1944 figure. Outside gate admission was still 50 cents, but grandstand ducats were upped to \$1.20, with no reserved seats and only the boxes selling for more.

Figures turned in by Pete Kortez for his North American midway indicated an approximate 30 per cent increase over last year's carnival gross for Monday. Total receipts for the day were slightly better than \$13,000 in comparison with the \$10,000 reported a year ago. Midway shows and rides were operating at a somewhat lower general price level than last year, according to Joe Scholibo, show official, who was on the midway both years.

Under clear skies and balmy autumn temperatures, another big attendance was on hand Wednesday (19) for the first of three rodeo programs handled by John Guthrie. Flashed smartly with flags and bunting a-plenty, show was framed for crowd plaudits and clicked with the Western-wise customers of this territory.

The Winkley-Swenson stuntsters were back for a return show Friday (21). Entire crew was on hand thru week and their adroit spotting of the brightly painted rolling stock during the interim was potent advertising for the second date.

Halls, Barns Well Filled

Exhibit halls and barns were comfortably filled with displays and stock, recruited mainly from Kansas farms and fields, and fair visitors saw but a few empty stalls or gaps in exhibit booths, either commercial or competitive.

"We're not yet up to pre-war numbers," said Supt. D. D. Colglazier of the Poultry Department, which usually had close to 2,000 birds, "but we've gained more than 400 over last year and we had just 22 days to get ready."

Colglazier's statement was echoed by other department heads whose efforts produced remarkably creditable shows and combined to make a balanced, well-rounded exposition. Beef cattle from both Oklahoma and Texas were stabled next to Kansas animals and a strong dairy cattle show was evident. Holsteins were particularly noteworthy, the competition including no less than seven of the breed's highest rated animals to

mark, officials said, the first time this has been done at any fair.

There are no dead-end streets on the Kansas plant. Proof of intelligent planning is evident as farm and city visitors stroll, with a touch of conveyor-belt sureness from building to building and exhibit to exhibit. Nooks and corners, however remote from the center of the big grounds, were crammed with something of interest to draw the crowds.

Mitchell and his associates appeared to have accomplished a great deal in the line of trading and exchange. Typical of this is the arrangement by which the State Fair and the Hutchinson Chamber of Commerce co-operate to draw the 34 Kansas school bands to the fair. The expense of the project, which brings bands from as far as 250 miles, is shared jointly and averages a total cost of 50 cents per band member.

A lively spot on the grounds, a dance hall with a trick red barn front where the Arkansas Valley Boys, hillbilly org. are featured, is the result of a tie-up deal with Station KFH, Wichita. It is a space-for-advertising exchange that nets the fair heavy air time. A similar tie-up has been made with the Santa Fe bus lines to excellent results.

Fair operates with proportionately small State appropriation, State aid amounting to \$21,000, with \$11,000 earmarked for premiums. Last session of Kansas Legislature, however, voted \$100,000 special appropriation for the construction of a new horse and cattle building.

Chet Laube was here in charge of the Bush & Laube org. concessionaires, which had the grandstand privilege.

Rube Liebman clowning and handled special announcements.

FAIR DATES

(Continued from page 59)

- Kingtree—Williamsburg Co. Fair. Sept. 25-30. H. O. Crawford.
- Manning—Amer. Legion Clarendon Co. Fair. Oct. 29-Nov. 3. John G. Dinkins.
- Orangeburg—Orangeburg Co. Fair Assn. Oct. 29-Nov. 3. J. M. Hughes.
- Orangeburg—Orangeburg Co. Colored Fair Assn. Oct. 9-13. W. C. Lewis.
- Owings—Mt. Carmel Fair. Oct. 10-13. Andrew Saxon.
- Rock Hill—Rock Hill Colored Fair. Oct. 22-27. Rev. B. J. Anderson.
- Spartanburg—Spartanburg Co. Fair Assn. Oct. 8-13. D. C. Todd.
- Sumter—Sumter Co. Fair. Nov. 6-9. J. Cliff Brown.
- Union—Union Co. Fair Assn. Oct. 2-13. M. C. Page, Jonesville, S. C.
- Walterboro—Colleton Co. Fair Assn. Oct. 1-6. E. E. Jones.
- York—York Co. Colored Fair. Oct. 15-20. L. A. Wright, Route 3, Clover, S. C.

South Dakota

- Mitchell—Corn Palace. Sept. 24-29. Bradley Young.

Tennessee

- Brownsville—Haywood Co. Colored Fair. Oct. 10-13. F. E. Jeffries.
- Huntingdon—Carroll Co. Fair. Sept. 25-29. J. F. Walters.
- Parsons—Decatur Co. Fair. Oct. 1-6. P. S. Simmons.

Texas

- Beaumont—Young Men's Business League of C. of C. Fair. Oct. 11-20. K. D. Schwartz.
- Iowa Park—Wichita Co. Fair. Oct. 15-20.
- Leonard—Leonard Fair Assn. Sept. 26-29. H. H. Blackburn.
- Palestine—Anderson Co. Fair. Sept. 28-Oct. 6. C. O. Miller Jr.
- Texarkana—Four States Fair. Oct. 9-14. James R. Bryant.

Utah

- Ogden—Ogden Livestock Show. Nov. 3-7. E. J. Fjeldsted.

Virginia

- Danville—Danville Fair Assn. Oct. 2-5. A. D. Starling.
- Petersburg—Southside Va. Fair. Oct. 1-6. R. Willard Eanes.
- South Boston—Halifax Co. Fair Assn. Oct. 9-13. W. W. Wilkins.
- Suffolk—Tidewater Fair Assn. Oct. 23-26. H. C. Holman.

Washington

- Spokane—Spokane Interstate Fair. Sept. 27-30. Mrs. Adeline Darby, Dishman, Wash.

Wisconsin

- Platteville—Wind-Up Fair. Sept. 28-30. W. G. Pitts.

Canada Fair Dates

NEW BRUNSWICK

- Stanley—Stanley Fair. Sept. 25-28. T. Allen Best.

NOVA SCOTIA

- Bridgewater—Lunenburg Co. Agrl. Soc. Sept. 25-28. W. J. Crouse.

ONTARIO

- Caledonia—Caledonia Agrl. Soc. Oct. 11-13. W. S. Hudspeth.
- Collingwood—Nottawasaga & Great Northern Exhn. Sept. 26-28. O. G. Bernhardt.
- Elmvale—Flos Agrl. Soc. Oct. 1-3. Thos. E. Smith.
- Ingersoll—Ingersoll Agrl. Soc. Oct. 8-10. George F. James.
- Leamington—Leamington Dist. Agrl. Soc. Sept. 24-29. Cecil Stobbs.
- Markham—Markham Fair. Oct. 4-6. R. H. Crosby.
- Oshweken—Oshweken Agrl. Soc. Sept. 26-28. Joseph C. Hill.
- Owen Sound—Owen Sound Agrl. Soc. Sept. 29-Oct. 2. Elwood Lemon.
- Simcoe—Norfolk Co. Agrl. Soc. Oct. 1-4. Harold I. Pond.
- Woodbridge—Woodbridge Dist. Agrl. Soc. Oct. 6 and 8. N. George Wallace.



Coming Events

These dates are for a five-week period.

Alabama

- Mobile—Victory Garden Expo. Oct. 28-Nov. 11. Mort Bixler, 101 S. Ga. Ave.

Arkansas

- Pine Bluff—South Ark. Livestock Show & Rodeo. Week Sept. 24. Chamber of Commerce.

Indiana

- Lagrange—Street Fair & Corn School. Oct. 2-6. Merle Rawson.
- New Haven—Amer. Legion Street Fair. Sept. 25-29. W. C. Hersh, 343 W. 4th St., Auburn.
- North Judson—N. Judson Area Muck Crops Show. Oct. 3-6. Thos. Beaulieu.

Maryland

- Baltimore—Livestock Show. Oct. 1-4. W. R. Harvey, 22 Light St.

Michigan

- Ionia—Fat Stock Show. Oct. 30-Nov. 1. A. A. Griffith.
- Menominee—Upper Peninsula Potato Show. Oct. 23-25. D. L. Clananahan, Marquette, Mich.

Minnesota

- Minneapolis—Western Champ. Rodeo in Minn. Auditorium. Oct. 1-7. Noel VanTilburg.
- St. Paul—Junior Livestock Show. Oct. 8-11. J. S. Jones, Globe Bldg.

Missouri

- Holden—Free Fall Fiesta. Oct. 3-5. M. Lewis Connoly, W. L. Simpson.

Nebraska

- Deshler—Broom Factory Celebration. Sept. 27-29. T. S. Struve.

New York

- Jamaica, L. I.—Dog Show. Oct. 20-21. Foley, 2009 Ranstead St., Philadelphia, Pa.
- New York—World's Champ. Rodeo, Madison Square Garden. Oct. 3-Nov. 4. Frank Moore.
- Rochester—Dog Show. Oct. 27-28. Foley, 2009 Ranstead St., Philadelphia, Pa.

North Carolina

- Raleigh—Fall Victory Celebration. Sept. 24-29. American Legion.

(See COMING EVENTS on page 73)

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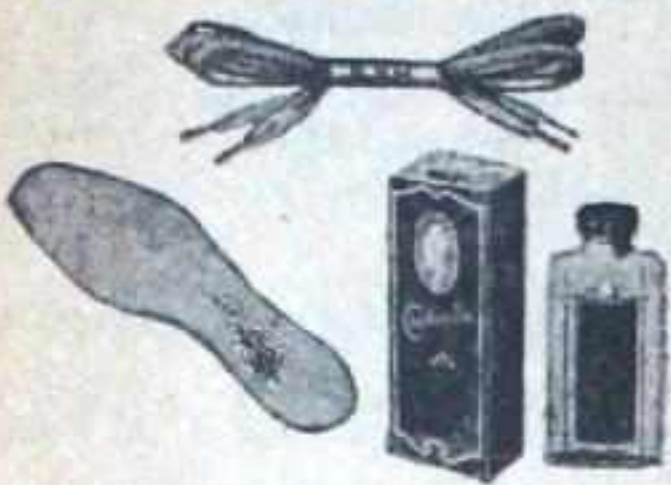
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**Erie Race Case
Sets Club Idea**

ERIE, Pa., Sept. 22.—This city is without a public rink for the first time in its history. The 12th Street Rink, after operating for more than 10 years as a public recreation spot, opened its fall season with attendance restricted to club members. Club meets at night, Tuesday thru Sunday nights, and Tuesday, Thursday and Sunday afternoons.

Rink has a court case pending which charges violation of the Pennsylvania State race discrimination section of the penal code in not admitting Negroes when the spot was operated as a public place. Case is the first of its type in the Erie section of the State and is the result of charges brought by the NAACP.

Manager A. O. Johnston announced that a solovox and novachord will be added to the Hammond organ, and that Florence Suesser is the new class pro.

**Ohio RSROA
Meets in Cincy**

CINCINNATI, Sept. 22.—Ohio Chapter of the RSROA will meet tomorrow at Hotel Aims here to plan activities for the season. Victor J. Brown, Dreamland Arena, Newark, N. J., will be one of the speakers. He will be the guest of C. V. (Cap) Sefferino, of the Sefferino Roller-drome, during his stay here.

Operators slated to attend the meet are Leo J. Maytnier and E. M. Day, Bedford Glens Roller Palace, Bedford; John E. Free, Circus Graden, Toledo; Mike Della Vella, Cleveland Roller Bowl; Harry L. Denis, Coliseum, Mansfield; Mary Shuman, Crystal Beach Park, Crystal Lake Park and Elberta Beach, Vermillion; Russ Flegle, Gem Beach, Port Clinton and Skateland, Tiffin; Edgar H. Meyers, Gold Cliff Park, Circleville; Ellsworth E. Bowen, Carl Good and Louis Thompson, Hagys, Dayton; John A. Ferruzzi, Idora Palace, Youngstown; Al W. Kish, Lima, and Pearson Park, Toledo; Albert T. and Ann R. Williams, Marietta; Jack D. Dalton, Roller-cade, Cleveland and Rollescade, Toledo; William F. and C. V. (Cap) Sefferino, Sefferino Roller-drome, Cincinnati; H. W. Corse, Skateland, Dayton; Charles P. Horvath, Skateland, Cleveland, and Roll and Bowl, Circleville; George E. Anagnost, Skateland, Columbus; Ruth Stevens, Coliseum, Lorain; Charles V. Horvath and Hazel M. Kearney, Rollerland, Columbus; Albert Minotti, Warren; Blanche Carson, Piqua; Charles A. Crusa, Dayton, and Walter H. Delscamp, Dayton.

CAREY'S CARMAN RINK, Philadelphia, opened last week. Live as well as canned music will be used to lure skaters, and weekly prizes will be offered for best form and exhibitions of skill. Rink has been redecorated, indirect lighting installed and a new grandstand gallery built. A big newspaper and radio campaign has been planned.

Amateur Board

NEW YORK, Sept. 22.—New amateur governing body affiliated with the RSROA is headed by Dr. Keith Kahn, M.D., New York, chairman, who appointed the following to the board of governors: Mrs. Gladys Salsinger, wife of *The Detroit News* sports columnist; Harry Diefendorf, Detroit, exec of Chrysler Motors; L. W. Going, chief of the Electrical Bureau, Portland, Ore.; Otto Albrecht, Cleveland Fire Department member; Edwin Hodder, Belmont, Mass., treasurer of Wellesley College, and Charles Pfeffer, Oakland, Calif., certified public accountant.

**Portland, Ore., Fun Center
Houses New Rink Layout**

PORTLAND, Ore., Sept. 22.—New rink is going up at Gresham, 14 miles east of Portland, with new operators entering this field. L. W. Hendrickson and John J. Spady, general contractors, are building a \$75,000 fun center, of which the rink will be one of several amusement facilities.

Construction is about half finished and the center will open November 1, said Hendrickson, who heads the Gresham firm. Besides the rink, the center will contain a bowling alley, camera club and a drive-in restaurant and dining room. Hendrickson and Spady will operate the rink, bowling alley and the camera club, and will lease out the restaurant and dining room.

**Fred Schure's Cleopatra
Opens in Wilmington, Ill.**

WILMINGTON, Ill., Sept. 22.—Fred Schure, Chicago, opens his Cleopatra Gardens Rink here September 29. It is 50 by 100 feet with a special floor. Spot will be operated nightly except Mondays. Inaugural program will have a group from the Old-Timers' Skating Club of Chicago, of which Schure is a member. Joe Laurey, holder of many long-distance records, and Bill Henning, of Chicago, cross-country skating record holder, will also be on the program.

ARTHUR GUTLOW began his fifth year as organist at the Columbus Circle Rink, New York, when the redecorated and resurfaced spot opened September 15. Saturday midnight sessions attract many professionals of the stage and musical world around New York.

EDDIE O'NEILL will pro it at Fordham Rink, New York, when regular dance classes start first week in October.

JAMES MANGAN is managing Eastwood Park Rink, Detroit. He was formerly manager of the park's ballroom. Sigmund Ross, organist, has opened his ninth season at the rink after a summer session in Denver.

ARLENE POLAND, national silver medalist in dance skating, is conducting special classes each Tuesday and Wednesday evening at Sefferino Roller-drome, Cincinnati.

EARL VAN HORN has inaugurated Sunday 11 a.m. to 2 p.m. sessions at his Mineola (L. I.) Rink. Figure Eight Club meets at 5:30 p.m., Sundays. Jean White and Margie Mahoney are the pros, and Charles Civiletti and Bob Raso, organists.

**Ralph Ware, Skate
Manufacturer, Dead**

CHICAGO, Sept. 22.—Ralph Ware, 68, the past 38 years secretary-treasurer of Ware Bros.-Chicago Roller Skate Company, died at his home in Chicago Sunday (16). He was born in Chicago, the



eldest son of Elisha and Minnie Ware, who were among the early settlers of Hyde Park, suburb of this city. He graduated from Hyde Park School in 1898, and in 1902 from Cornell University where, in his senior year, he was business manager of *The Cornell Daily Sun*.

Upon receiving his B.A. degree, Ralph Ware became a junior partner of the Elisha C. Ware Real Estate Company, Chicago. In 1907 he was made secretary-treasurer of Ware Bros.-Chicago Roller Skate Company, which position he held until his death.

Ware was a member of many clubs and fraternal organizations. He was active in war work for the past five years, which is said to have hastened his death thru overwork. He was buried in Oakwoods Cemetery, Chicago.

Hartford Spots Rolling

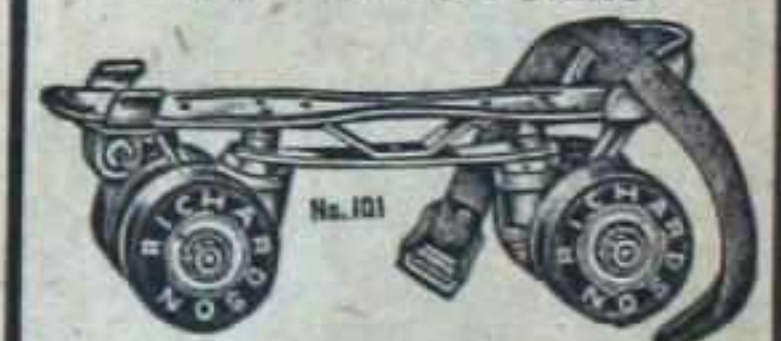
HARTFORD, Conn., Sept. 22.—Hartford Skating Palace and the Conrose Rink here had their openings this week, with free class instruction Monday nights from 7 to 8 o'clock and new members admitted on the first Monday of the month thereafter. Ed McLaughlin and Irving S. Richman are pros at the Palace. Cecil Touchette, Hartford, was crowned Queen of the Conrose Rink when she won the honors from more than 100 contestants in a recent contest.

TEXAS BIG FOR R-B

(Continued from page 54)
torney to oppose a motion by John Ringling Estate executors for court approval of a contract giving Previews, Inc., a contract to sell Sarasota property of the estate on a national retail plan. The cabinet agreed with executors of the estate to give the firm a contract to list the property, valued at about \$1,000,000, for wholesale disposition.

Secretary of State R. A. Gray said the cabinet fears that a retail contract might lead to long-range development and delay liquidating debts of the estate which the circus magnate left largely to the State of Florida. The estate has been under the jurisdiction of the court since 1936.

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Plastic Charms w/ Strings	Gross	1.10
Rayon Bow Pins	Gross	1.25
Gold Plated Scarf Pins on Cards	Gross	1.50
Cross Charms, Plastic	Gross	1.75
Elephant Charms, Plastic	Gross	1.75
Gold Plated Band Ring	Gross	1.75
Gun Charms, Plastic	Gross	1.75
Scottie Charms, Plastic	Gross	1.75
Plastic Animals, Ass'd. 1/2 Gr. Pkd.	Gross	2.75
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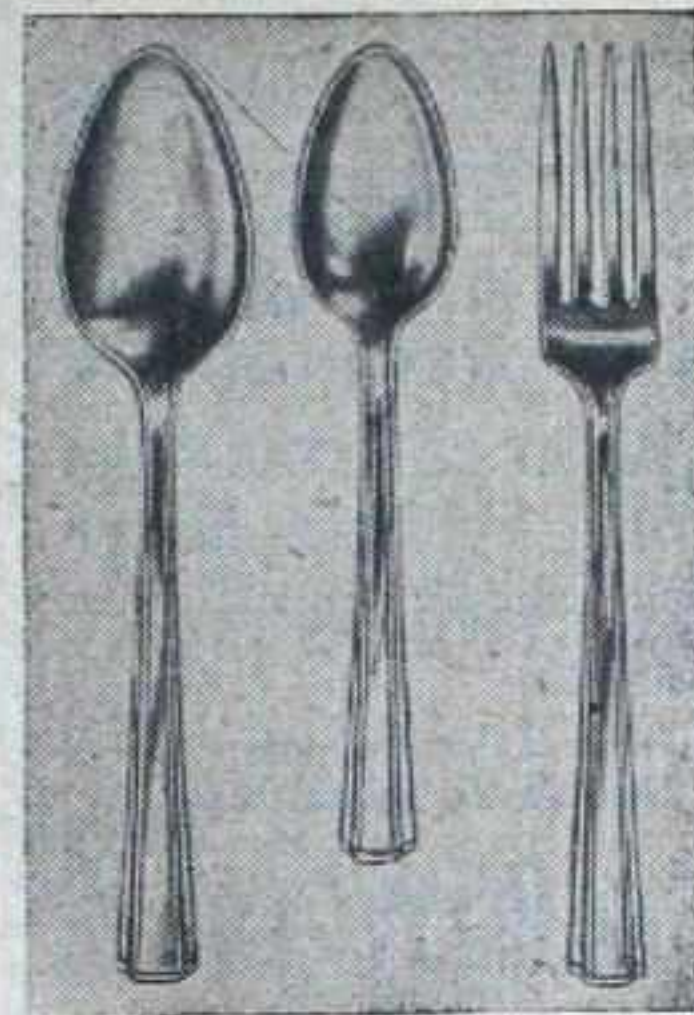
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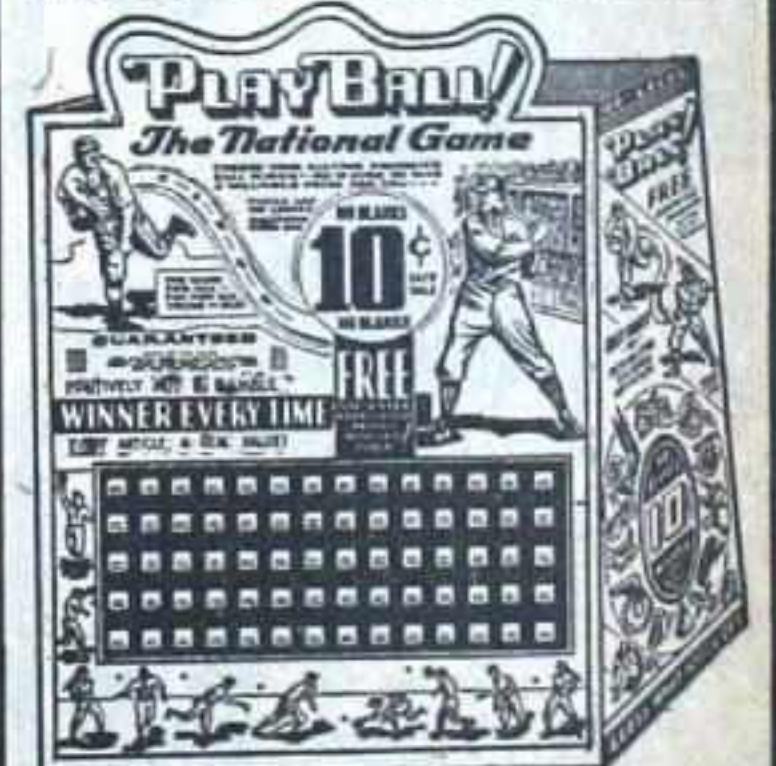
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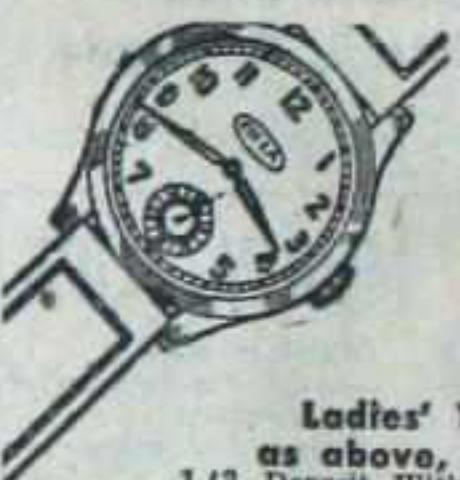
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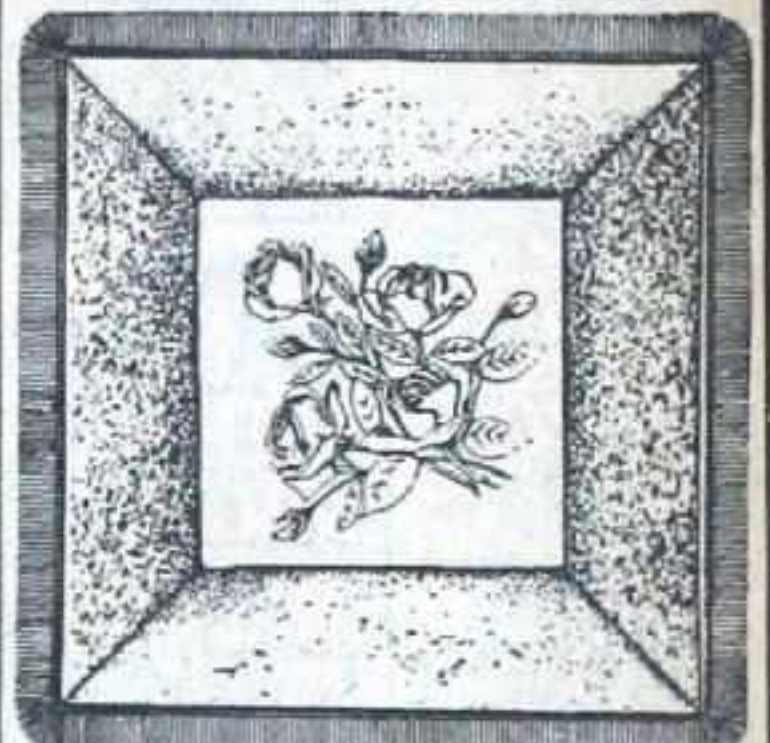
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FLAG BUTTONS

Metal, American, 35¢ per C; \$3.50 per M. Cards for Buttons, 25¢ per C; thousand lots only. Cherry Products Co., Box 5055M, Billboard, 1564 B'way, N.Y. 19.

FURS

Low prices. Coats, Jackets, Scarfs. Latest styles. Free catalog. H. M. J., Box 5043M, Billboard, 1564 B'way, N.Y. 19.

• **CHECK THIS LIST** of fast selling merchandise items carefully. They're all proven money-makers and the companies offering them have thousands of other items.

• **PICK THE ITEMS** you want, and in cases where immediate shipment is desired rush check or money order to Box Number listed. In case where further information, free catalogs or price lists are desired, wire or write Box Number listed.

Make Checks Payable to the Advertisers, Not to The Billboard.

FURS

Coats, Jackets, Chubbys. Lowest prices. Large assortment. 1946 fashions. Free catalog. Rose Fur, Box 5053M, Billboard, 1564 B'way, N.Y. 19.

JEWELRY

Sterling Rings, Barrettes, Charms, Anklets, Bracelets, Lockets. Samples \$15.00. Jack Roseman, Box 5031M, Billboard, 1564 B'way, N.Y. 19.

JEWELRY

Cedarwood and Lucite Costume Jewelry. Buy from Mfr. 65-piece sample asst., \$10. Free catalog. Allied Art Studios, Box 011, Billboard, 155 N. Clark, Chicago 1.

LAMPS

Herman Cohen, Moe Elk, Props. Bed Lamp Sets, 3 pieces, \$1.20 each. Conelle Products Co., Box 5042M, Billboard, 1564 B'way, N.Y. 19.

NOTE: All box numbers listed above are Billboard box numbers and your orders and inquiries will be delivered promptly to the firm you want to reach. Wire or write today.

NEW BRACELET

Genuine Lucite Bracelet with space for engraving. 12 favorite colors. Sample order, \$5. Universal, Box 08, Billboard, 155 N. Clark, Chicago 1.

PEARLS

For jobbers and distributors, better grade. Sample line, \$25.00 to \$100. Also Pearl Boxes. Costume Jewelry, Box 5013M, Billboard, 1564 B'way, N.Y. 19.

TABLE LAMPS

All-Metal Table and Boudoir Lamps. Beautiful designs. Imm. Del. Send for free circular. Great Lakes, Box 015, Billboard, 155 N. Clark, Chicago.

VIBRO-TOOL

Indispensable engraving tool. Wt. 1 lb. Works on Glass, Plastics, Stone & Wood. Price \$7.50. Immediate delivery. Phillips Nov. Co., Box 5058M, Billboard, 1564 B'way, N.Y. 19.

WALLETS

Embossed, all around zipper. Per doz., \$24.80. Other items. Send for catalogue. Alex Stutt, Box 5032M, Billboard, 1564 B'way, N.Y. 19.

WALLETS

Complete assortment of wallets and leather novelties. \$10 sample assortment. Money refunded if not satisfied. Supreme, Box 5057M, Billboard, 1564 B'way, N.Y. 19.

WASH-TOYS

Durable, ass't colors, 8 1/2" long cord lace closing. \$6.75 dz. M. Vernon Novelty Co., Box 5008M, Billboard, 1564 B'way, N.Y. 19.

WATCHES

Men's American made Walthams, 7 jewel, \$16.75. Rebuilt (guaranteed). 1/3 dep. Victor Dist., Box 5040M, Billboard, 1564 B'way, N.Y. 19.

Pipes For Pitchmen

By Bill Baker

Communications to 25 Opera Place, Cincinnati, 1

T/4 CHARLES R. LOVELAND... is in the Philippines after 28 months in Africa and Italy. He has 92 points and is 38 years old and expects to return home soon to cut up jackpots with the gang. He asks for letters. His address is 57 MP Co., APO No. 73, care of Postmaster, San Francisco.

DON'T BLAME the tip if you cannot turn them.

MORRIS KAHNTROFF... cards from Lewistown, Pa., that he got one day there, instead of three, for these reasons—Thursday, fair biz; Friday, rain; Saturday, poor spenders. Boys who worked it were Archie Rosenberg, med; Calafoofoo, with skinner and graders; Slim Joyce, hot dogs, and Miller, auctioneer. Morris asks for a pipe here from Harry Malers.

SID SIDENBERG... has opened a jewelry store for the winter in his home town, St. Louis.

WHO HAS BEEN in what spot the longest? Write in.

THOMAS COBAS... Indian med and magic worker, hit the jackpot in Detroit V-J Day. He sends a copy of *The Detroit Free-Press* showing a large pic of himself and a girl in Indian headdress taking part in the joyful pow-wow of the day. Tom says that most of the pitch folk have left Detroit because all the lots there had been closed by John Law, leaving only inside spots to work. He says he had a lot of stock on hand V-J Day and hit upon the ingenious idea of opening up on the steps of Detroit's city hall to a ready-made tip. He says his passouts were terrific, and after unloading all the med, he went to mouse, leaving him with nothing to start out with for the fairs.

F. A. STARK... with his Jewel Box trailer is in Bellefontaine, O., and hops from there to Atlanta. He was misspotted at Carthage Fair, Cincinnati, September 12-15, having to be content near the cattle beneath the grandstand.

THERE'S STILL a paper shortage but not the folding-green kind.

RALPH LANTZ... and his wife were in the ag building at Carthage Fair, Cincinnati.

THE WESTLAKES... and their ruby glass layout caught 'em at the end of the midway walk at Cincinnati's Carthage Fair.

GEORGE R. (IDEA) GILLESPIE... Galax, Va., is out with *Just An Unknown Soldier*, a new song, with music by Blanche Wetteland. He was a sergeant in World War 1.

LOTS OF NEW merchandise being advertised these days.

DOC W. Y. ROWE... is pitching again after recovering from his recent illness. He writes from Clinton, N. C., that he visited the Virginia Greater Shows there, the first chance he has had to meet a few of his old friends of the midway, including Jack Hufine, show secretary and fix, of Fairmount, N. C., and a group of sheeties who had been working the tobacco markets near by. Doc would like to read a line here



PLASTIC WEATHER WIZARD
62IN157 PER DOZ. \$10.80

WEATHER WIZARD—Continues the biggest little seller in the novelty field. Molded plastic in fresh, gay colors. Dutch Boy and Girl signifies fair. Old Witch means rain or snow. Size 6 1/4 x 4 1/4 x 3 1/4". Ind. boxed. Order by number.

Sample, \$1.25
Prices Less 2% for Cash.
25% Deposit Required on C. O. D. Orders.
Wholesale Only. Catalog Sent on Request.

Hag JOSEPH HAG COMPANY
WHOLESALE DISTRIBUTORS SINCE 1911
217-223 WEST MADISON ST., CHICAGO 6

Ready Soon!
OAK-HYTEX BALLOONS
See Your Jobber Immediately
The OAK RUBBER Co.
RAVENNA, OHIO

RINGS—RINGS!
JEWELERS & ENGRAVERS
CONCESSIONS & CHAIN STORE WORKERS
If you don't have a large assortment of life-time MONEL rings you are missing the main item. Beautiful new stock-horse-shoe and square top designs. Abalone-Tahitian Pearl and Plain Top, \$18.00 dozen assorted sizes and styles. 25% DEPOSIT ON C. O. D. ORDERS. No Catalog.
B&B JEWELRY SALES
311 Travis St. HOUSTON, TEXAS

Watch Us Grow
PARK ROW NOVELTY CO.
G. MARSHALL VOGT 139 Park Row
JOE SCHIAVO New York 7, N. Y.
BE. 3-9461

SQUIRTING LAPEL EMBLEMS
\$2.20 Doz.; \$24.00 Gross
Immediate Deliveries
Ernie's Enterprises
725 PINE ST. ST. LOUIS 1, MO.

Jewelry Workers
Our beautiful Cameo Heart Pendants on 16" Sterling Silver Chains are getting top money wherever shown. We manufacture fifty different combinations. Send for Sample Dozen, assorted, at regular quantity price—\$12 per dozen.
LYNE JEWELRY CO.
146 East 59th St. New York 22, N. Y.

P-A-P-E-R M-E-N
We have good publications for small towns and rural districts in all States. Good Historical War Maps. Write or Wire
ED HUFF & SON
5411 Gurley St. DALLAS 10, TEXAS

SPECIAL BALLOONS

FRESH RUBBER

\$3.00 per gross. Limited quantity. First come, first serve.

SPECIAL

Atlantic City's Sensational Flying Bomber that hums like a real motor and flies like a bird. Sells on sight. \$18.00 per gross. 50% deposit required.

HARRIS NOVELTY CO.

1102 Arch St. Philadelphia 7, Pa.



FAST SELLING JEWELRY

FOR ENGRAVERS, FAIRS, MILITARY STORES, RESORTS, PROMOTIONS, etc. FAST SERVICE! Latest styles of Locketts, Identification Bracelets, Anklets, Signet Rings, Earrings, etc.

Send \$10.00 or \$20.00 for Samples.
MAJESTIC BEAD & NOV. CO.
307 Fifth Avenue NEW YORK 16, N. Y.

Demonstrators—Pitchmen

ENGRAVING JEWELRY

Signet Pins, Rings, Locketts, Identification Bracelets, Anklets, Dog Chins, Birth Stone Rings. Immediate Delivery. Samples \$15.00.

JACK ROSEMAN CO.
307 Fifth Ave. N. Y. C.

R. W. B. BATONS

with and without Bells. When writing tell us how you operate.

STONE NOVELTY CO.

406 S. Main St. Los Angeles 13, Calif.

LIGHTER-WALLET SET

Doz. Lots

Beautiful Lighter and Genuine Leather Wallet, Complete in Gift Box. Per Set \$.75
Leather Wallet and Key Case Set .50
Leather Zipper Wallet, Ea. .75
Discharge Holders, Ea. .50
Jumbo Size Zipper Leather Purses, Ea. .35
French Wallet & Purse Combination, Ea. .75
Western All Around Zipper Wallets, Ea. 1.65
8 Pc. Tourist Set, Ea. 1.00
Genuine Leather Cigarette Cases .19
(Special Close Out and Hold Pkg. Big Value.)
Genuine Leather Cigarette Cases, \$1.00 Wholesale Values .65
2 Pc. Military Set Display Box .50, 1.00
2 Pc. Military Brush Kit, Ea. .70
Double Shaving or Make-Up Mirror, 5 1/2" Diam. Ea. .42
12 Piece Stainless Steel Knife and Fork Set, walnut handles, in beautiful display box. Per Set in Doz. Lots 2.25
No Catalogue. Samples sent on approval. Money refunded if not satisfactory. 25% Deposit With Order, Balance C. O. D.

J. C. MARGOLIS

Wholesale Distributors
912 Broadway NEW YORK 10, N. Y.

RINGS \$6.75 DZ.

STERLING, WHITE STONE, BIRTHSTONE and WEDDING BAND Rings for immediate shipment. Send \$2.50 for sample assortment or write for illustrated folder.

MID CONTINENT JEWELRY CO.

100 1/2 N. Wilson JEFFERSON, IOWA

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 8, Calif.

MEDICINE MEN

Write today for new wholesale catalog on Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service. (Products Liability Insurance Carried.)

GENERAL PRODUCTS LABORATORIES

Manufacturing Pharmacists
137 E. Spring St. Columbus, Ohio
BUY WAR BONDS FOR VICTORY

IMPORTANT:

You can help make The Billboard serve you better if you answer the important postcard questionnaire included in this copy.

Fill it in and mail it TODAY. Your answer will help The Billboard serve you better.

on Eddie Nicholson, divisional manager of the Ag outfit; Al Deleske, field manager of The Southern Planter; Mr. Heeey, Father Doc Griffin, Captain Cush and all the boys who wrote to him while he was ill.

TOM KENNEDY . . .
who authors the Count Seldom Scoff and Doc Lushwell articles, is working Dayton, O. He says he has received an offer from a St. Louis radio station to do a newscast job but turned it down for the present. He did, however, make a recording for them while working Granite City, Ill., recently.

MADALINE E. RAGAN . . .
and hubby, Ray C. Herbers, are resting at their Salem, Mo., home after being in a wreck with their auto and trailer. They will be off for a few fairs in Tennessee and Alabama. They report that the Fall Festival at Salem was a washout, due to Jupe Pluvius's activities. Madalaine and Ray had the Original Smoky Cole working for them at the Marion (Ill.) Fair recently. Madalaine is expecting her son, T/Sgt. Louis Lane, home from the South Pacific any day.

Samoset Show

By E. F. Hannan

THE Samoset Show was a med hook-up ahead of its time, due to the fact that its owners, Patch and Flagg, were strong for things that later became common in show advertising.

One of the most unusual flashes was an array of six murals, or paintings, eight by eight feet in size, and garnered by the outfit in a peculiar way. A prominent painter was fond of the cup that cheers, and Flagg, knowing the artist, caught him when cash was badly needed, and the result was the six pictures of Samoset in various moods and positions. The work was so good that the owners used it as a store show in the off season and made money with it. It was a great flash in small towns.

Performers with the outfit at various times were Fred Bowman; W. H. Burke, harmonica player; Billy Eaton, and Evans and Devees.

Flagg was one of the most capable med men and a top lecturer. He wound up his days in the Klondyke country in Alaska and was on his way to big money when he developed smallpox. Here were two men that could catch on anywhere and with anything that had an air of showbiz to it.

LITTLE TOMMY ADKINS . . .
getting it around Memphis with med.

JACK (BOTTLES) STOVER . . .
says a sheeple gets the blues when it rains and that plenty of water fell off the clouds in Staunton, Va., where he and Pat Malone recently worked for a week. Jack adds that Phil Babcock really had something when he wrote about the sheeple and rain in a ditty some years ago.

JOHNNY-COME-LATELYS get on the job early. Do you?

FRANK R. OAKIE . . .
who just concluded three and a half years with the Royal Canadian Navy, is back with his engraving jewelry concession in the Metropolitan Stores, Halifax, N. S. During his absence from the spot, where he had been for five years, his wife, Lillian, looked after the biz, while Tiny Aileen Cragg made with the engraving. Both fems are taking a well-earned vacation now, Frank says. Others on the staff are Dorothy (Pee-Wee) Poirier, Jerry Sampson and Shirley O'Connell on sales. The Oakies expect to leave the spot in February and head for Edmonton or Winnipeg to make their permanent home.

MARY RAGAN . . .
put her med show in the barn and is pitching on fairs in New York and Pennsylvania.

CHIEF FOLDEN EAGLE . . .
old-time med man, worked the Marion (Ill.) Fair recently.

IRENE ROTH . . .
making New York spots after a sojourn in Chicago.

TRENTON SETS RECORD
(Continued from page 58)
tries filled the Coliseum, stables and exhibit building to overflowing, while the two flower shows caused much comment. The State, Grange and 4-H clubs had the best exhibits in years. Another drawing attraction was the exhibition of antiques that included the old Crosswicks fire engine, built in 1744 and the oldest in the country; farm implements exhibited by the Hamilton Square Historical Society, and ancient carriages and cars.

AROUND THE GROUNDS
(Continued from page 57)
entertained about 30,000 people. Acts for grandstand show were furnished by George A. Hamid, Inc. Playtime Amusements furnished the rides. There were three days of racing. Secretary Harold R. Clough reports that the fair had the largest cattle exhibit in years and a 4-H Club exhibit with over 2,000 entries.

SOUTHWEST KANSAS Fair and Rodeo, Dodge City, broke all attendance records, according to Roy Evans, president. Horse show, held for the first time, proved a big success, Evans says.

AN ARENA seating 6,000 persons will be built at the Mid-South Fair plant, Memphis, financing to be handled jointly by the city and Shelby County. Building, which it is hoped will be ready for the 1946 fair, will be used for various

indoor sports as well as for livestock shows.

TEMPLE STEPHENS, of Moberly, Mo., owner of the world's champion five-gaited mare, Easter Serenade, has been named judge for the horse show division of the Kansas National Livestock Show, Wichita, October 3-6. Jack King, Lincoln, Neb., will be the announcer.

TAXPAYERS of Fort Worth will decide at an election, October 2, whether or not \$2,800,000 worth of bonds should be issued for permanent improvements on the Will Rogers Memorial Coliseum and Auditorium. The two buildings are sites for the Southwestern Exposition and Fat Stock Show next March. It also is proposed to erect a number of other buildings for the exposition.

ANNUAL FAIR of the Ephrata, Pa., Farmers' Day Association was canceled this year because of lack of exhibits, shortage of labor and other handicaps, Ira E. Fasnacht, secretary, reports. Fair was skedded for September 26-29.

CHARLES A. STEELE, general manager of the Gibson County Fair, Princeton, Ind., states that a new stage and

new fences are included in the fair's 1946 building program. A new art building was erected this year.

JUNIATA COUNTY Agricultural Fair Association, Port Royal, Pa., has built a new stage of cement and stone, and with dressing rooms equipped with hot and cold showers. It is the intention of the association to enlarge the grandstand next year.

SWIFT COUNTY FAIR, Appleton, Minn., August 23-26, had an attendance of approximately 16,000. Secretary J. G. Anderson states. Weather good, and exhibits, especially 4-H Club, were the largest in history. Ernie Young furnished the grandstand show, and the Raney United Shows were on the midway.

"**GRAND SUCCESS**" is the way John H. Roeckers, secretary, reports on the Richmond Free Fair, Richmond, Kan., August 22-24. Attendance was approximately 5,000. Midwest Amusement Company, Kansas City, Mo., was on the midway. First two nights the evening entertainment feature was an amateur contest. On the final night, WIBW talent from Topeka, Kan., including Miss Maudie, Duke Hank and Bobb Dick, entertained.

MAGIC TRICKS		Per Doz.
Chinese Sticks (Plastic)	\$12.00
Color Change Cube (Plastic)	1.75
Cig-in-Hank (Thumb Trick)	3.00
Chinese Ring Illusion45
Hindu Bottle and Rope	2.50
Scotch Purse (Best Made)	4.80
Stamps to Album	8.00
Wonder Blocks	3.00
Nu-Koin Mystery (Magnetic Block)	...	6.00
Van. Quarter	1.20

JOKE ITEMS		
Auto Bombs	\$1.50 \$17.50
Bird Warblers35 3.75
Comic Cig. Labels	1.25 Per C
Dribble Glasses	1.60 18.50
Exploding Matches40 4.00
Hot Seats60 6.50
Itching Powder30 3.60
Snake Cream Jars	2.25 25.00
Snake Jam Jars	2.50 28.00
Squirt Coins (Small)	2.25 25.50
Squirt Coin (Large)	3.00 34.50
Squirt Lapel Novelties	1.75 20.00
Sneeze Powder (Strong)35 3.50

1/3 Deposit on All C. O. D. Orders.
Terms to Well-Rated Concerns.

SEND FOR PRICE LIST #8. OVER 400 ITEMS IN STOCK. JOKE AND TRICK ITEMS ARE STEADILY INCREASING IN POPULARITY. GET ON THE MERRY-GO-ROUND AND GRAB A WINNER.

For over 14 years serving the needs of the Trick and Novelty Business—AT THE RIGHT PRICES.

G. K. MAGIC AND NOVELTY HOUSE
Mfrs.-Distributors
145 E. 2nd St., Dept. BB-5, N. Y. 3, N. Y.

Don't Miss This! Salesboard Users! Here Is an Unusual Merchandise Deal

In connection with a 1500 Hole Board. Jewelry Items, 24 K. Gold Plated.

Takes in \$75.00
Pays Out in Merchandise and Cigarettes \$39.10
Profit to You \$35.90
Cost Per Deal \$22.50

1/3 DEPOSIT—BALANCE C. O. D.

SEABOARD PRODUCTS CO.
167 LEHIGH AVE.
NEWARK 8, N. J.

RINGS CLOSEOUT
IDENTITY BRACELETS
Ast. Rings, \$7.80 Doz. Idents., \$7.20.



No Catalog. \$10 for Samples.
EXCEL CO.
62 Trenton Street Lawrence, Mass.

ORDER THESE AVAILABLE HYDRO-TEX HITS
—Click Quick!



SHOOSIE BANK
The new educational toy with fast-selling novelty and eye-appeal! Helps teach child untie shoe laces. Colorful, smooth-finish, durable construction. Sales and child tested. A wanted value! \$15.00* (list price) per dozen.

HYDRO-PLASTIC WATERPROOFED GIFT APRONS
Every woman wants several for household wear and gift purposes. Colorful, gleaming rich beauty. Bib-style tea apron \$14.40* per dozen.
*List prices—less customary trade discount.



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WINDPROOF LIGHTER
ALL METAL



Large Fuel Capacity
Large Windproof Flame
Special "Never-Fail" Mechanism
Works With Any Lighter Fluid

60¢ EACH
Minimum sample order 50 lighters.
Your cost \$30, cash with order.
No C. O. D.'s

ALL ORDERS SHIPPED SAME DAY
FRAIDIN
475 Fifth Avenue New York 16, N. Y.

RADIOS JUST RELEASED

ORDER NOW FOR IMMEDIATE DELIVERY
6-TUBE SUPER-HETRODYNE BUILT-IN AERIAL

- 6 RCA Licensed Tubes
- Hand Rubbed Cabinet
- 5" Heavy Duty PM Speaker
- Outstanding Tone
- Tremendous Volume
- Hairline Selectivity
- Fully Guaranteed
- Packed in Air Cushioned Cartons

Send 25% deposit with order, balance C. O. D.



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2495 A. C.-D. C. 110 V.
F.O.B. N.Y.C.

ROYMART DISTRIBUTING CO. 104 5th Ave., Dept. BB-1, New York 11, N. Y.

BELTON SHOWS UNIT No. 1

Can Place for Following Fair and Celebrations—

**ANGIERS, ROXBORO, ERWIN, N. C., AND
FOUR MORE TO FOLLOW**

Out until Nov. 11. Tobacco prices tops. Come and get your winter BR. Can place Rides that don't conflict, Grind Shows with own transportation, Snake Show, Fun House, Unborn, etc. Concessions of all kinds that work for 10c, Fishpond, Dart Stores, Ball Games, String Games, Penny Pitch, Hoopla, Cigarette Gallery and any others that work for stock. Everyone joining this week given preference next week.

BELTON SHOWS

C. J. BELTON, Owner **CLYDE PARIS, Manager**
Angiers, N. C., September 24-29; Great Roxboro Fair, October 1-6.

DODSON'S WORLD'S FAIR SHOWS WANT

For balance of 1945 season, which includes the following bona fide spots: Victory Celebration, Corpus Christi, Texas, October 2 to 8; Beaumont, Texas, Fair, October 11 to 20; City Employees' Celebration, Alexandria, Louisiana, October 22 to 27; then the Big One, Northeast Florida State Fair, Jacksonville, Florida, November 1 to 11.

Legitimate Concessions that will work for stock. One or two outstanding Free Attractions, high acts preferred. Will also place Musicians for both white and colored bands. Colored Performers for real Minstrel Show, car accommodations; Girls for both Girl Revue and Posing Show. Help for Cookhouse, must be sober at all times. Exclusive Novelty Privilege for sale. All address

DODSON'S WORLD'S FAIR SHOWS

Austin, Texas, September 24 to 29; Corpus Christi, October 1 to 8; then as per route.

INTERNATIONAL SHOWS

"WANT" "WANT" "WANT"

For "Oklahoma Free Fair"—10 Big Days and Nites—Sept. 28 to Oct. 7, Muskogee. Also 6 Fairs and Celebrations Thru Oklahoma and Texas.

RIDES	SHOWS	CONCESSIONS
Roll-o-Plane, Silver Streak, Scooter, Fly-o-Plane, Octopus, Caterpillar, Whip; with own transportation and not conflicting with what we have.	Side Show, Jig Show, Girl Show, Animal or Snake, Midget, Fat, Mechanical, Illusion, Monkey. Good proposition and percentage, but must have own transportation.	String Game, Hi-Striker, Photos, Candy Floss, Novelty, Hoop-La, Arcade or any Stock Concession. Also can place Agents for Grind or Percentage. Work every week.

HELP—Foremen for Merry-Go-Round and Mix-Up; also General Ride Help and Electrician. FOR SALE—One Single Loop-o-Plane, freshly painted, A-1 shape; can be seen in operation.

Write or Wire
COLEMAN LEE General Manager **TED WOODWARD** General Representative **W. J. LINDSAY** Concession Manager
MUSKOGEE, OKLA.—THEN PER ROUTE.

J. J. PAGE SHOWS

Want legitimate Concessions of all kinds except Corn Game and Cookhouse. Can place money-getting Grind Shows with or without own outfits. Want Musicians and Performers and Colored Minstrel Show. Can place experienced Ride Help on all Rides. Have opening for 1 or 2 more Flat Rides. Octopus and Roll-o-Plane preferred. Everybody address:

J. J. PAGE SHOWS

Gainesville, Ga., this week, followed by Lawrenceville, Ga.

GEM CITY SHOWS

WILL BOOK FOR SOUTHERN TOUR ANY RIDES NOT CONFLICTING. WANT SECOND MAN FOR 3-ABREAST ALLAN HERSHELL MERRY-GO-ROUND. Must be able to drive semi. SHOWS: Fun House, Jap Atrocities, Side Show, Glass House, etc., etc. CONCESSIONS: Photos, Popcorn, Frozen Custard, Fish Pond or any 10c Stock Concessions not conflicting. Will frame Concessions for capable Agents. This Show will positively stay out until December, playing choice money spots in the South. Bill Carneer, please phone me collect. All address:

JACK DOWNS, Mgr., Whitehall, Ill., this week; then per route.

LAST CALL — WANT — LAST CALL

RIDES — Wheel, Tilt, Octopus, Rolloplane or any Ride not conflicting. All Legitimate Concessions open. SHOWS — Monkey, Hillbilly or Mechanical, 25%.

T. & B. SHOWS

Chipley, Fla., until the 29th; then Okaloosa County Fair, Crestview, and six more to follow.

GOING SOUTH

WANT LEGITIMATE CONCESSIONS; RIDES NOT CONFLICTING WITH MERRY-GO-ROUND, FERRIS WHEEL OR CHAIRPLANE; SHOWS OF ALL KINDS.

GOOD OPENING FOR BINGO.

All replies CASH COUCH, Waldorf Hotel, Toledo, Ohio

P. 5.—Will Play in Toledo Until Gas Strike is Over, Then Long Jump South.

LETTER LIST

(Continued from page 63)

Wilson, Joe Adley Yonce, Thomas
Wilson, Lloyd Albert
Winslow, Jack Yonko, George
Woodrume, Thomas Marks
Woods, Clayton Lee Yonko, Spero Leo
Woodward, Rufus Young, John A.
Worrell, Edward G. Young, S. P.
Wray, Ross Zaccini, Edmond
Wright, Frankie D. Zollan, Hamm
Zuckerman, Louis

MAIL ON HAND AT CHICAGO OFFICE

155 No. Clark St.,
Chicago 1, Ill.

Parcel Post

Wenzel, Fred, 23c

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway,
New York 19, N. Y.

Alkon, Carl Johnstone, Russel
Allen, Mildred A.
Alvarado, Tom Jones, Williams
Barber, J. Bernie LEBOWSKY
Bennett, Storch William L.
BLAIS, Raymond Lowenthal, Allen
G.
Blumberg, Philip J. Lyons, Bayne
Caustrelli, Sig Ottiano
Mansfield, Audrey
Martinez, A. L.
Marshall, Danny
Miatrot, Petros
Nina, Daine
Parks, Virginia
Renly, R.
Robinson, William
Roth, Frieda
Roth, Joe
Silliman, R. A.
Spitzer, John
Sunbrock, Larry
Wilds, Dair Thain

Aldrich, Dee
Allen, Ernest
Becker, Clifford L.
Casady, Zada
CROSBY, Edward
Joseph
Francisco, Don
Dixon, Bryon
Golding, Fred
Greene, J. R.
Harter, Lewis H.
James, H. E.
Kearna, Paul J.
LaTour, Arielle
Lee, Sharon
Lee, June
Little, Mrs. Lillian
Lynn, Mimi
Martin, Dorrie
Moore, Mrs. Harvey
Morgan, Mrs.
Marion
Morrison, Mrs. Babe
Neff, Mrs. Velma
O'Neal, Tippi
Phelan, Charles
Piepes, M.
Pape, Billy
Rose, Madame
Scanlan, Jack
Sistrunk, J. T.
TORREZ, Raymond
Baca
Walker, Honey Lee
White, Nick
WIPPEL, Emile J.
Yale, Chick
Young, Joe

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg.,
St. Louis 1, Mo.

Adams, Mrs. Beulah Aldrich, Dee
Acklison, Gordon Andrews, Dolly

Baldwin, William Joseph
Bernstein, Harry
Belley, Louis F.
Carter, William
Chapman, Keith
Conaler, L. C.
Carter, Madam
Darlington, C. W.
Dicson, Mrs. W. D.
Dorey, Mrs. Ed
Gross, Dallas H.
Hartzog, Harry
HOOK, Edgar H.
Kelly, Wm. T.
LEWIS, Robert W.
Loren, John
Lysbeth, Charles H.
Martin, Henry
MEINERT, Eugene
Alfred
MEYER, George
Albert
Neil, James
Pink, William
Raye, Jack L.
Savilla, Frank
Shannon, Jack
SHERWOOD, Cale
George
Shufelt, Fred
Sidenberg, Sid
Spain, Lee &
Jack
Truka, Joe
THOMAS, Jack
Toumy, Texas
Tubbs, Eddie
Wall, Mrs. Betty
WHITE, Leonard
Dew
Wright, Mrs. V. J.
Yanda, Thomas
Young, Max
YOUNG, Harry J.

PRINCESS PARK, MIAMI, WANTS

Rides: Tilt, Fly-o-Plane or any new Ride for opening latter part of October. Have location for Fun House or Glass House. Place few more legitimate Concessions. Ride Help of all kind for Twin Wheels, Merry-Co-Round, etc. Want good size Cookhouse that is neatly framed and can serve. Three meals daily. Acts, get in touch. Place Circus or good Side Show and Motor Drome. Miami will have largest winter in its history. Act quick, as little space left.

Address:

**N. P. ROLAND, Fort Pierce, Florida,
then 822 N. E. 82nd Street, Miami, Florida.**

FRANKLIN COUNTY FAIR

LOUISBURG, N. C. (100%), October 1 to 6

Want for Independent Midway, Eating Stands, Novelty, Age-Scales, Palmistry, Ball Games, Wheels, Games of all kinds.

Want Monkey Show; Woods, wire. This is a bona fide fair, not a carnival promotion. Wire

L. G. KING, Superintendent of Concessions, Louisburg, N. C.

CIRCLEVILLE PUMPKIN SHOW

CIRCLEVILLE, OHIO

DAY AND NIGHT, OCTOBER 17-20

Want Novelty and Concession Stands. Write

MACK PARRETT, Concessionist

MAGIC EMPIRE SHOWS

OUT ALL WINTER

Can place Pop-Corn, Photos. Will place all legitimate Concessions except Bingo and Cook House. Want Shows, Girl Show, Mechanical Show or any other Show with own equipment. Want Wheel Foreman and Tilt-a-Whirl Foreman. Eudora, Ark., September 24; Oak Grove, La., Fair, week October 1. Address all replies to

DUTCH MEYERS, Magic Empire Shows, Eudora, Ark.

WANT FOR GEORGIA FAIRS

FLAT RIDES — Geo. Lucas, Turner Scott, Wire.

CLEAN SHOWS — SOBER RIDE HELP

Address

MAD CODY FLEMING SHOWS

Cumming, Ga., This Week; Greensboro Fair, Week October 1 to 6.

WANTED

FOR BENTON COUNTY FAIR, BENTONVILLE, ARK., OCT. 1-6
POPCORN, CANDY FLOSS. ALSO ANY FLAT RIDE AND SHOWS

RAINES AMUSEMENT COMPANY

SILAM SPRINGS, ARK.

GOLD MEDAL SHOWS WANT

FOR AMERICAN LEGION FAIR
Greenwood, Mississippi, Week October 8, and for Balance of Season.

CONCESSIONS—Custard, Popcorn, Photo Gallery, Ball Games and Ten-Cent Slum Concessions.

SHOWS — Side Show, Snake Show and other Grind Shows.
Address

OSCAR BLOOM, Manager, Senatobia, Miss., this week; Water Valley, Miss., next week.

ATTENTION

RIDE OWNERS AND PARK OWNERS
Will Sell or Trade an Eli No. 16 Ferris Wheel, in Excellent Condition, for No. 5.

Write or Wire

FRANK CARAVELLA
Caravella Amusements

618 TERRACE, MEADVILLE, PA.

Sunflower State Shows

NOW IN THE HEART OF THE COTTON

Will sell exclusive on Bingo, Photo, Diggers, Grab. Want any Legitimate Concession regardless of kind. Want to buy Mixup Kid Ride. Out till November 11.

WELLINGTON, TEXAS, OCTOBER 1 TO 6.

Wire

C. A. GOREE

WANTED GIRL SHOW MANAGER

With not less than 2 Girls. Will furnish complete outfit. Have 6 weeks more in Alabama. Join on wire.

PEPPERS
ALL-STATES SHOWS

Corinth, Miss., this week; then as per route

Will Pay Top Cash Price

FOR LATE 7-CAR TILT
In Good Condition

Also **ROLLO-PLANE**
Super or Standard.

BOX D-39

The Billboard, Cincinnati 1, O.

FLORIDA AMUSEMENT CO. WANTS

Concessions—Place Stock Wheels, Rides. Want Side Show, Funhouse, Snake, Animal, etc. Man for Grab, exclusive. All address: **HOWARD INGRAM** or **MARIO ZACCHINI**, Lake City, Fla., this week; Cross City, 1st-6th; Bradenton, week 15th; all Legion celebrations.

FREE ACTS WANTED

Oct. 1-6

Elberton Fair

I. V. HULME, Secy., Elberton, Georgia

BABE EMSWILER

Wire me c/o Western Union Office, Gainesville, Ga.

SCOTT LAMB

Bantly Switches Route; Will Play Pennsylvania

RIDGWAY, Pa., Sept. 22.—Bantly's All-American Shows, instead of playing in the South, has been rerouted back thru Pennsylvania. Decision to re-route the show was made by Owner Herman Bantly at the Shenandoah County Fair, Woodstock, Va., in announcing his decision, Bantly said:

"The show had no Southern fair contracts this year and I did not contemplate playing the South when our route was laid out. Therefore, no hardship was suffered by any committee or fair secretary. Too, we have not been able to replace our trucking equipment since 1942 and the cost of long moves, in keeping the tractors in repair, was becoming prohibitive. Our repair bill from Washington to Woodstock, a move of only 70 miles, was \$585," Bantly said.

Bantly said the show will play in Pennsylvania until November 1 and then will be placed in storage in either Reynoldsville, Pa., or in Georgia. Bantly said orders have been placed for 30 new tractors.

Many new concessions have joined. Eddie Eger has the percentage, and Chuck Dean, the penny pitch. Dick Keller is ride superintendent, and Grant Pittman, Octopus foreman; Goldie Kay, Roll-o-Plane foreman; Denzil Lee, Merry-Go-Round foreman; Art Gray, kiddie rides; Bob Dean, Ferris Wheel foreman; Bill Keefe, secretary, and L. C. (Ted) Miller, general agent.

Mel Dodson's Son Said To Be on Road to Recovery

CHICAGO, Sept. 22.—Melvin G. Dodson Jr., son of M. G. Dodson, owner of Dodson's World's Fair Shows, is said to be well on his way to recovery after a major operation at Wichita, Kan.

A query from *The Billboard* today brought word from Louis Levanid, publisher of *The Wichita Beacon*, that Mel Jr. had been released from the hospital Monday (17).

On Friday (14), Mel Sr. wrote Frank B. Joerling, *The Billboard's* St. Louis representative, that Mel Jr. was so seriously ill that Mr. and Mrs. Guy Dodson were called from Georgia, and Melvin's wife was in constant attendance.

R-B Execs' Hearings Nov. 12

HARTFORD, Conn., Sept. 24.—Appeals for clemency in the cases of James A. Haley, George W. Smith and Leonard Aylesworth, Ringling execs, now serving prison terms as the result of the Ringling circus fire here in July, 1944, will be heard by the State Board of Pardons here Monday, November 12.

COMING EVENTS

(Continued from page 61)

Shalotte—Tobacco Festival & Carnival Week of Oct. 8. E. S. Holland.
Wilmington—Amer. Legion Thrill Circus. Oct. 16-26.

Ohio

Blanchester—Rotary Club Harvest Home Festival. Sept. 25-29.
Ripley—Farmers' Fall Festival. Oct. 25-27. Kiwanis Club.

Oklahoma

Muskogee—John A. Guthrie's Stampede at Okla. Free State Fair. Sept. 30-Oct. 7.
Oklahoma City—Fall Festival on Fairgrounds. Sept. 24-28.

Oregon

North Portland—Pacific Int'l Livestock Show. Oct. 10-12. O. M. Plummer.

Pennsylvania

Devon—Dog Show. Oct. 7. Foley, 2009 Ranstead St., Philadelphia.
Pittsburgh—Dog Show. Oct. 12-13. Foley, 2009 Ranstead St., Philadelphia.

South Dakota

Huron—Powwow Days. Oct. 19-20.
Mitchell—Blue & White Day. Oct. 20. Glen Bachman.
Rapid City—M. Day. Oct. 4. Guy E. March.
Yankton—Pioneer Days. Oct. 12-13.

Tennessee

Knoxville—Knox County 4-H Club Show. Sept. 28-29. Walter O. Sharp.
Wartburg—Morgan Co. 4-H Club Fair. Sept. 28-29. C. H. Edwards.

Texas

Taylor—Amer. Legion Cotton Carnival. Sept. 29-Oct. 6. Albert Schroeder.

Virginia

Richmond—Dog Show. Oct. 10-11. Foley, 2009 Ranstead St., Philadelphia, Pa.

West Virginia

New Martinsville—Victory Regatta. Oct. 7. H. R. Adamson.

Canada

Sherbrooke, Que.—Fat Stock Show Sale & Horse Show. Oct. 17-19. Norrey W. Price.

STOP — LOOK — LISTEN HARRISON GREATER SHOWS WANT

For The Great Galax, Va., New Deal Fair, Oct. 1-6; Mt. Airy, N. C., Fair and Tobacco Festival, Oct. 8-13; North Wilkesboro Six County Fair, Oct. 15-20.

These Fairs Are Positively the First Fairs in Five Years. Then All Winter Work in Florida.

Can place Concessions of all kinds. Good openings for Cook House or Sit Down Grab and Bingo. Will book any new and novel Ride that does not conflict with office-owned seven rides, with or without transportation.

Want Ride Help on all Rides. Good opening for 10-in-One, Five-in-One, Animal Show or Girl Show. Stanley Roberts wants Jimmie Frenzie, Girl Show to get in touch with him at once. Would like to hear from High Sensational Free Act. Leshires Diving Act, wire. All wires to

FRANK HARRISON, Owner and Manager
Thomasville, N. C., This Week; Then as Per Route.

Lew Henry & George Clyde Smith Shows WANT FOR

Benson, N. C., week Oct. 1

Littleton, N. C., week Oct. 8

Henderson, N. C., Colored Fair, week Oct. 15

Suffolk, Va., Colored Fair, week Oct. 15

Cook House, Grab, Fish and Duck Pond, Penny Pitch, Photos, Cigarette Shooting Gallery, Side Show, Snake Show, Girl Show and Monkey Show.

All Replies to **LEW HENRY** or **GEORGE CLYDE SMITH**
Warrenton, N. C., This Week; Benson, N. C., Next Week

WANTED FOR SIX BIG GEORGIA FAIRS

MORGAN COUNTY FAIR, Madison, Week Oct. 1

McDUFFIE DISTRICT FAIR, Thomson, Week, Oct. 8

EMANUEL COUNTY FAIR, Swainsboro, Week Oct. 15

SCREVEN COMMUNITY FAIR, Sylvania, Week Oct. 22

TOOMBS COUNTY FAIR, LYONS AND VIDALIA, Week Oct. 29

Want Legitimate Concessions of All Kind Except Bingo and Percentage. Want Good Cookhouse or Grab for Balance of This Season and Next Year, To Join on Wire.

SHOWS—Excellent Opening for Monkey, Wild Life or Other Feature Show. All Address

JONES GREATER SHOWS

Dublin, Ga., This Week

WANT FOR TRI-COUNTY FAIR

MANCHESTER, GEORGIA, OCTOBER 8TH THRU 13TH

CONCESSIONS—Cook House, Grab, Floss, Custard, Penny Arcade, Ball Games and Any Merchandise Concession.

SHOWS—Can Place High Class Grind Show.

All Replies:

E. L. YOUNG, Mgr., Blue Ribbon Shows

AUSTELL, GA., This Week.

HEDRICK'S GAYWAY SHOWS

THE SHOW WITH A FUTURE

FEATURING CAPT. GEORGE HANSON, OUTSTANDING AERIAL ACT

Wants the following for the best tobacco spots in North Carolina: Concessions that work for stock, Coca-Cola, String Game, Dart Game, Country Store, Candy Floss, Candy Apple, Potato Chips, Diggers. Will book two Wheels and one Coupon Store. Want Shows with own outfits, Fun House, Unborn, Girl Illusion, Walk-Thru, Minstrel Acts. Will book or buy Flat Ride with or without transportation. This show will be out till Dec. 20th.
Fuquay Springs, N. Car., until Sept. 29; Smithfield, N. Car., Fair, Oct. 1 to 6; Walnut Cove, N. Car., Oct. 8-13; East Bend, N. Car., Fair, Oct. 15-20; Sanford, N. Car., Oct. 22-27.

FRED HEDRICK, Owner; S. D. PEASE, Bus. Mgr.

JOSEPH J. KIRKWOOD SHOWS

America's Best Advertised Midway

—WANT—

FOR BEST FIVE DATES IN NORTH CAROLINA

- WEEK OCT. 1—Franklin Co. Fair, Louisburg, N. C.
 WEEK OCT. 8—All-Colored Fair, Winston-Salem, N. C.
 WEEK OCT. 15—Am. Legion Fair, Dunn, N. C.
 WEEK OCT. 22—Rockingham Co. Fair, Leaksville, N. C.
 WEEK OCT. 29—Victory Celebration, Fayetteville, N. C.

RIDES Will book any Flat Ride for these five spots.

SHOWS Any New or Novel Show with own transportation.

CONCESSIONS Frozen Custard, Potato Chip, Candy Floss, Photo, Scales, Age, Novelties, Penny Arcade, Games of all kinds. No exclusive these five spots.

HELP Want to hear from useful Show Folks, Roll-Down, Razzle, Skillo Agents, Percentage; Workers for Beat Dealer, Pea Pool, One Dice, Cage, Over Under Seven.

RED CLAXTON WANTS NAIL STORE AGENTS

BILL WOODALL WANTS TO HEAR FROM GIRLS THAT HAVE WORKED FOR HIM.

RIDE MEN—CAN PLACE GOOD RIDE MEN ON OFFICE RIDES, SEMI DRIVERS AND GENERAL HELP.

All Address

RALPH DECKER, Manager

WILSON, N. C., THIS WEEK; THEN AS PER ROUTE

JOHNNY J. DENTON SHOWS

WANT

WANT

For Crossville, Tenn., this week, and then Limestone County Fair, Athens, Ala.

Concessions—Good openings for Grab Joint; sell X on Pop-Corn and Snow Ball, Diggers, Ball Games, Fish Pond, Cigarette Shooting Gallery. Ride Help for Wheel, Merry-Go-Round, Swings, 7-Tub Tilt-a-Whirl. Have for Sale—4-Cylinder Power Unit, Le Roi Motors, \$150.00.

WANTED—CONCESSIONS PLAIN CITY, OHIO, VICTORY CELEBRATION

Sept. 28-29-30, Day and Nite
Races, Horse Show, Free Acts

JOHNSTOWN, OHIO, OCT. 3, 4, 5 & 6.

SPONSORED BY BUSINESS MEN'S ASSN.

Concessions—Grind Stores, Ball Games, Darts, Novelties, Snow Balls, Root Beer, Photos, Bingo, Percentage Joints, Concessions all kinds and Arcade. Shows all kinds, 25%. Rides—Will book one Flat Ride and Rides not conflicting. Moxahala Park Rides booked.

TIM NOLAN, Moxahala Park, Zanesville, Ohio. Phone 5053-R.

SOUTHERN STATES SHOWS WANT

Few choice Stock Concessions for the choice spots of South Georgia, also place a couple of Grind Shows with own transportation. Sober, experienced Ride Help, also first-class Mechanic.

Have the following spots in Georgia: Camilla, Arlington, Cairo, Donaldsonville, Blakely, then back to Florida.

All answer to JOHN B. DAVIS, Mgr., Thomasville, Ga., this week.

JOHN R. WARD SHOWS WANT

Reliable Secretary who can keep books and stay sober. First-class Merry-Go-Round and Chairplane Foremen. Minstrel Show Producer, Performers and Musicians or organized Show and Band. Office salary. WANT Popcorn and Stock Concessions, Grind Stores, Scenic Artist. Kennett, Mo., this week; Jonesboro, Ark., next week.

Carnival Routes

Send to 25 Opera Place, Cincinnati 1, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo Expo.: Childress, Tex.; Lawton, Okla., Oct. 1-6.
 American Beauty: Chaffee, Mo.
 American United: Yakima, Wash., 24-30.
 A.M.P.: (Fair) Goldsboro, N. C.; (Fair) Reidsville, Oct. 1-6.
 Anderson Greater: Atchison, Kan.
 Badger State: Platteville, Wis., 28-30.
 Baker United: Veedersburg, Ind.
 Belton, No. 1: (Fair) Angler, N. C.; Roxboro, Oct. 1-6.
 Belton, No. 2: King, N. C.
 B. & H.: Graniteville, S. C.
 Bill's Rides: Clayton, Ala.; Louisville, Oct. 1-6.
 Blue Bonnet: (Fair) Tomball, Tex., 26-29.
 Blue Ribbon: Austell, Ga.
 Border State: (Fair) Purcell, Okla., 27-29.
 Bowen's Joyland: Salinas, Calif.; Hollister Oct. 2-7.
 Bright Lights Expo.: Charleston, W. Va.; Strasburg, Va., Oct. 1-6.
 Buffalo Shows: Philadelphia, N. Y.
 Bullock Am. Co.: Troy, N. C.; Siler City, Oct. 1-6.
 Burdick's Greater: Rosebud, Tex.
 Byers Bros.: Eagle Pass, Tex.; Crystal City, Oct. 1-6.
 Capell Bros.: (Fair) Ada, Okla.; (Fair) Sapulpa, Oct. 1-6.
 Cavalcade of Amusements: Columbus, Miss.; Tupelo, Oct. 1-6.
 Central Am. Co.: (Fair) Robersonville, N. C.; Jackson, Oct. 1-6.
 Cettin & Wilson: (Fair) Frederick, Md.; (Fair) Petersburg, Va., Oct. 1-6.
 Cherokee Am. Co.: Blue Rapids, Kan.; Sedan, Oct. 1-6.
 City Rides: Newberry, S. C.
 Coastal Plain: Bethel, N. C.
 Coleman Bros.: (Fair) Stafford Springs, Conn. Crafts 20 Big: Merced, Calif., 24-30.
 Craig, H. W.: Seminole, Okla.; Commerce, Tex., Oct. 1-6.
 Crescent Am. Co.: (Fair) Kingtree, S. C.; (Fair) Walterboro, Oct. 1-6.
 Crescent: Kelowna, B. C.; Trail, Oct. 2-9.
 Cumberland Valley: (Fair) Cookeville, Tenn.; (Fair) La Fayette, Ga., Oct. 1-6.
 Curl, W. S.: (Fair) Mt. Vernon, O.
 Davidson & Orr Am. Co.: Newton, Ga.; Edison Oct. 1-6.
 Denton, Johnny J.: Crossville, Tenn.; Athens, Ala., Oct. 1-6.
 Dixieland: Anguilla, Miss.
 Dodson's World's Fair: Austin, Tex.; Corpus Christi, Oct. 1-6.
 Dudley, D. S.: Bowie, Tex.; Ballinger, Oct. 1-6.
 Dumont: Richmond, Va.
 Dyer's Greater: Potosi, Mo.
 Endy Bros.: Raleigh, N. C.; Savannah, Ga., Oct. 2-13.
 Fay's Silver Derby: Alamo, Tenn.
 Fleeta: (Fair) Santa Rosa, Calif.
 Fleming, Mad Cody: Cumming, Ga.; (Fair) Greensboro, Oct. 1-6.
 Florida Am. Co.: Lake City, Fla.; Cross City Oct. 1-6.
 Garden State: (Street Fair) Ephrata, Pa.; (Street Fair) Litzitz, Oct. 1-6.
 Gem City: Whitehall, Ill.
 Gentsch, J. A.: Belsoni, Miss.
 Geren's United: Knightstown, Ind.; season ends.
 Gold Medal: (Fair) Senatobia, Miss.
 Gooding Greater: Hillsdale, Mich.
 Great Sutton: Senath, Mo.; (Fair) Caruthersville, Oct. 1-6.
 Greater Rainbow: Centerville, Ia.
 Greater United: Jacksonville, Tex.
 Groves Greater: Crowley, La.
 Hames, Bill: (Fair) Abilene, Tex.
 Hannum, Morris: (Fair) Zebulon, N. C.; (Fair) Enfield, Oct. 1-6.
 Happy Attractions: Mansfield, O.; Nelsonville, Oct. 1-6.
 Happyland: Royal Oak, Mich., 24-30.
 Harrison Greater: Thomasville, N. C.; Wilkesboro Oct. 1-6.
 Hedrick's Gay Way: Fuquay Springs, N. C.; (Fair) Smithfield, Oct. 1-6.
 Hennies Bros.: Anniston, Ala.; (State Fair) Birmingham, Oct. 1-6.
 Heth, L. J.: (Fair) Jasper, Ala.; (Fair) Covington, Ga., Oct. 1-6.
 Hill's Greater: Denison, Tex.
 Hyalite Midway: DeQueen, Ark., Oct. 2-6.
 International: (Fair) Muskogee, Okla., 28-Oct. 7.
 Johnston, Lloyd G.: Johnston City, Ill.
 Jones Greater: Dublin, Ga.
 Jones, Johnny J., Expo.: (Fair) Atlanta, Ga., 28-Oct. 7.
 Kaus, W. C.: High Point, N. C.; Sanford, Oct. 1-6.
 Keystone Expo.: Florence, S. C., 24-Oct. 6.
 Kirkwood, Joseph J.: Wilson, N. C.
 Lawrence Greater: (Fair) Laurinburg, N. C.; (Fair) Monroe, Oct. 1-6.
 Leeright, J. R.: Perryton, Tex.
 Lone Star: (Fair) Pine Bluff, Ark.
 McKee, John: Manila, Ark.
 McMahon: (Fair) Beatrice, Neb.
 Madison Bros.: New Madrid, Mo.; Portageville, Oct. 1-6.
 Magic Empire: Eudora, Ark.; Oak Grove, La., Oct. 1-6.
 Majestic Greater: (Fair) Clarksville, Tenn.
 Marks: (Fair) Hickory, N. C.; (Fair) Albernarle, Oct. 1-6.
 Merit: (Fair) Fryeburg, Me., Oct. 1-6.
 Mighty Page & Kelly Grady: Tuskegee, Ala.
 Mighty Monarch: Fort Pierce, Fla., 24-Oct. 6.
 Moore's Modern: New Madrid, Mo.
 Mound City: Dermott, Ark.
 North American Expo.: Little Rock, Ark.; Hot Springs, Oct. 1-6.
 Omar's Greater: Camden, Ark.
 Ozark Shows: (Fair) Mulberry, Ark.; (Fair) Ozark, Oct. 1-4.
 Page Bros.: Milan, Tenn.
 Page, J. J.: (Fair) Gainesville, Ga.; Lawrenceville, Oct. 1-6.
 Peppers All-State: Corinth, Miss.; Sheffield, Ala., Oct. 1-6.
 Pike Amusement Shows: Caraway, Ark.; (Fair) Piggott, Oct. 1-6.

Playland: (Fair) Conyers, Ga.; (Fair) Monroe, Oct. 1-6.
 Regal Expo.: Canton, Ga.
 Rogers Greater: (Fair) Huntingdon, Tenn.; (Fair) Martin, Oct. 1-6.
 Royal American: (Fair) Oklahoma City, Okla., R. & S. Am.: Ayden, N. C.
 Rose City: (Fair) Scooba, Miss.; (Fair) E. Jackson, Oct. 1-6.
 Shipley Am.: Mansura, La.
 Siebrand Bros.: Phoenix, Ariz.
 Smith, Casey: Waurika, Okla.
 Smith, George Clyde: (Fair) Warrenton, N. C.; (Fair) Benson, Oct. 1-6.
 Snapp Greater: Stuttgart, Ark.; (Fair) Edorado, Oct. 1-6.
 Southern Empire: Hayti, Mo.
 Southern States: Thomasville, Ga.
 Sparks Bros.: (Fair) Batesville, Miss.; (Fair) Louisville, Oct. 1-6.
 Sparks, J. P.: (Fair) Attalla, Ala.; (Fair) Lanett, Oct. 1-6.
 Srader, M. A.: Manhattan, Kan.; Junction City, Oct. 1-6.
 Standard: Lyman, Neb.
 Stephen's: Queen City, Mo., 27-29; season closes.
 Strates, James E.: Bloomsburg, Pa.
 Sunflower State: Hollis, Okla.
 Sunset Am. Co.: (Fair) Marcelline, Mo.; (Fair) Holden, Oct. 1-5.
 Tassell, Barney: Chase City, Va., 27-Oct. 6.
 T. & B.: Chipley, Fla.; Crestview, Oct. 1-6.
 Thompson Bros.: Claysburg, Pa.; Everett Oct. 1-5.
 Tivoli Expo.: Russellville, Ark.
 Turner Bros.: Charleston, Mo.
 United Expo.: Waxahachie, Tex.
 Victory Expo.: Altus, Okla.
 Virginia Greater: Dillon, S. C.
 Wade, W. G.: (Fair) Kalamazoo, Mich.; Le Grange, Ind., Oct. 2-6.
 Wallace Bros.: (Fair) Blytheville, Ark.; (Fair) Yazoo City, Miss., Oct. 1-6.
 Wallace Bros. of Canada: (Fair) Leamington Ont., Can.; (Fair) Simcoe, Oct. 1-6.
 Ward, John R.: Kennett, Mo.; Jonesboro, Ark. Oct. 1-6.
 West Coast Victory: (Victory Fiesta) Vallejo, Calif., 26-Oct. 7.
 Whitney & Scott United: Charter Oak, Ia. 26-29.
 Wolfe Am. Co.: Seneca, S. C.; Hartwell, Ga., Oct. 1-6.
 Wonder City: (Fair) Newton, Miss.; (Fair) Jackson, Ala., Oct. 1-6.
 Wonder Shows of America: Texarkana, Ark., 24-26; Little Rock 28-Oct. 7.
 World of Mirth: Rocky Mount, N. C.
 World of Pleasure: New Haven, Ind.; North Judson, Oct. 2-6.
 World of Today: Muskogee, Okla., 24-Oct. 7.

Circus Routes

Send to 25 Opera Place, Cincinnati 1, O.

Austin Bros.: Greensboro, Ala., 25; Meridian, Miss., 26; Tuscaloosa, Ala., 27; Anniston 28; Oneonta 29; Springs 29.
 Bailey Bros.: Whiteville, N. C., 25; Lumberton 26; Rockingham 27; Wadesboro 28; Albemarle 29; Rock Hill, S. C., Oct. 1; Clinton 2; Greenwood 3.
 Barnett Bros.: Jackson, Ga., 25; Barnesville 26; Monteruma 27; Eufaula, Ala., 28; Union Beatty, Clyde: Columbia, Miss., 25; Hattiesburg 26; Gulfport 27; Mobile, Ala., 28-29; Laurel, Miss., Oct. 1.
 Cole Bros.: Clovis, N. M., 25; Lubbock, Tex., 26; Sweetwater 27; Big Springs 28; Midland 29; San Angelo, Oct. 1.
 Crowell, Sam, Unit: Columbus, Ga., Oct. 7-14.
 Dalley Bros.: Fulton, Ky., 25; Jackson, Tenn., 26; Mayfield, Ky., 27; Paducah 28; Murra 29.
 Hamid-Morton: (Boston Garden) Boston Mass., 30-Oct. 7.
 Kelly, Al G., & Miller Bros.: Checotah, Okla., 25; Sallisaw 26; Poteau 27; Heavener 28; Talihina 29; Clayton 30; season ends.
 Polack Bros.: (City Auditorium) Denver, Colo., 24-30.
 Rice, Dan: Brinkley, Ark., 25; Cotton Plant 26; Marianna 27; Harrisburg 28; Marked Tree 29; Senatobia, Miss., Oct. 1.
 Ringling Bros. and Barnum & Bailey: Baton Rouge, La., 24-25; Alexandria 26-27; Shreveport 28-29.
 Russell Bros.: Pauls Valley, Okla., 25; Ad 26; Holdenville 27; McAlester 28; Duran 29; Denison, Tex., 30; Sherman, Oct. 1; Greenville 2; Paris 3; Terrell 4; Marshall 5; Longview 6; Kilgore 7.

Misc. Routes

Send to 25 Opera Place, Cincinnati 1, O.

Brich: Bucyrus, O., 26; Bellevue 27; Delaware 28; Wapakoneta, Oct. 1; Fostoria 2; Bowling Green 3; Sylvanua 4; Perrysburg 5.
 Campbell, Loring: Hibbing, Minn., 26-27; Keewatin 28; Boyev, Oct. 1; Chisholm 2; Virginia 3; Hibbing 4; Virginia 5.
 Couden, Doug & Lola: School Assemblies, Hot Springs, Ark.
 Gibson's, Johnny, Hollywood Sky Ballet (State Fair) Oklahoma City, Okla., 23-28; (State Fair) Birmingham, Ala., Oct. 1-6.
 Harvey & Millette (Fair) Frederick, Md., 25-29; (Fair) Winston-Salem, N. C., Oct. 1-6.
 La-Mar: (Auditorium) Navarre, O., 26; (Aud.) Bolivar 27; (Aud.) Chandlersville 28.
 LaRue, Ramon Buddy (Fair) Veedersburg, Ind., 26-29.
 Lippincott: (Fair) Beatrice, Neb., 25-26; (Fair) Blue Rapids, Kan., 27-28.
 Obrecht, Christy, Show: Austin, Minn., 24-26; Rochester 27-29.
 Plunkett Show: Roby, Tex., 27-29; Hamlin, Oct. 1-3; Anson 4-6.
 Romas, Flying (Fair) Conyers, Ga., 24-29.
 Roth, Joe (Fair) Bloomsburg, Pa., 24-29.
 Silas Green Show: Greenwood, Miss., 24-28; Greenville, Oct. 1-3.
 Slout Players Tent Show: Chester, Ill., 24-29; Cape Girardeau, Mo., Oct. 1-6.
 Tranger, Don & Alpha (Fair) Petersburg, Va., Oct. 1-6.
 Virgil Great: Auburn, Calif., 26; Roseville 27; Sacramento 28-29; Dixon, Oct. 1; Fairfield 2; Napa 3.

Unity Show for Michigan Plant

DETROIT, Sept. 22.—Tentatively budgeted at \$200,000, a United Nations Unity Festival, sponsored by 45 national groups here, is taking shape under the guidance of Roland S. Phillips, executive director, and William C. Loveless, business manager, for a 9 to 15-day showing at the Michigan State Fairgrounds in March.

Event, designed to tell a story of national and international unity, is planned as an annual for Detroit and may be followed by similar large-scale shows elsewhere.

Sponsors count on advance subscriptions for a substantial part of the financing, with loyalty of national groups involved considered a significant factor in the probable success of the show. Goal set for gate is 1,000,000.

Phillips has produced various shows in the Detroit area, including the Polish Relief Bazaar, Rally for Freedom and Americans All. Loveless has been publicist of productions of the United Automobile Workers during the war years.

An industrial exhibit in the Coliseum and its annex is planned as the principal exhibit attraction of the event. The stage within the building will be enlarged to accommodate mass choral groups from 26 different organizations. Professional acts will be used to support daily shows by various national groups.

Plans call for a professional night show production with a name band to take over the Coliseum at midnight. Phillips reports that Detroit night club operators have assured him their cooperation.

The fairgrounds Agricultural Hall will be retitled Continental Casino, where national specialties in food and drinks will be featured. A second name band will be used here. The Casino annex, with 5,000 square feet of floor space, will be used for carnival games.

Budget for talent has been set by Phillips at \$35,000, including \$10,000 for a special feature. Advertising budget is set at \$40,000.

Show operations will be on a profit-sharing set-up, with each of the nationality groups participating.

Trick License Draws Fire Of Little Rock Attorney

LITTLE ROCK, Sept. 22.—City Attorney Cooper Jacoway was on record today with a protest that no part of the license paid by Goodman Wonder Shows for its appearance at Fair Park, September 28-October 7, should be refunded if any of the org's concessions are closed by law enforcement authorities.

"If a concession turns out to be illegal," Jacoway argued, "the carnival should lose its license and be prosecuted."

Instead, the park committee of city council and Mayor Sprick have approved arrangements to refund part of the license fee if any games or concessions are closed after the show is in operation. Goodman has agreed to pay the city 15 per cent of the gross and \$5 for each concession, excepting games, which will be assessed \$10. The city is guaranteed \$600.

The Goodman org has wintered in the city for a number of years.

Campbell's United Set For Southern Journey

HAGERSTOWN, Md., Sept. 22.—Campbell's United Shows have been organized for a Southern winter tour, opening at Lynchburg, Va., October 8-13. Org is slated to carry 4 rides, 2 shows and 25 concessions.

Ride foremen engaged are Joe Lee, Ferris Wheel; Jerry Schultz, Tilt; John Scott, Merry-Go-Round, and J. E. Brownie, Chair-o-Plane.

Robert H. Bengel will manage the outfit. Concitto Gervasi will be assistant manager. Ada Campbell Gervasi will act as secretary-treasurer, with Whitie Milton in charge of the front gate and tickets.

WANTED

Cigarette Shooting Gallery, Coke Bottle, Dart Game, starting Hamburg, Ark., Fair, week Oct. 1st; Prescott Fair, week Oct. 8th; Tri-County Fair, Fordyce, Ark., and others.

MOUND CITY SHOW

American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., Sept. 22.—The year's visitation program was completed Thursday (13) with a trip to York, Pa., to catch the James E. Strates Shows. Pleasant chats were had with James E. Strates; Samuel Lewis, fair manager; Frank Wirth, William Jones, Sam Lipseh, Keith Buckingham, Percy Morency and Nick Bozinski.

Total visitations this year hit 84, the largest in history. Likewise, memberships are the highest in history, reaching the 165 mark. Plans are proceeding for the annual meeting in Chicago December 3.

A number of portable light plants are now available. Members interested should contact the association office. The FCC announces that it is considering allocation of wave lengths for two-way radio operation, and interesting data is on file in the office. Shows may do well to familiarize themselves with the possibility of two-way radio operation in their business.

Circus Historical Society

WICHITA, Kan., Sept. 22.—Dr. E. N. Olzendam has added another attractive item to his collection, an oil painting of Mrs. John Cushing, whose husband was the first to take an American circus abroad.

Herb Fursler, CHS of Mount Vernon, Ont., has added several English circus programs, together with lithos of Sidney-Bunns, Royal Scandinavian and Blackpool Tower circuses, all of Great Britain.

The circustiana exhibits on display at the Hagerstown, Md., Fine Arts Museum are attracting an average of more than 500 visitors daily.

Burns Kattenberg was presented with a picture of the Zemo Zemo troupe and a snake suit with trunks to add to his contortion collection during his visit with the Great Johnson at Jersey City, N. J. Burns spent his entire vacation seeing the latest shows in New York.

Bill Green's collection was on display at his home in Washington, Kan., when the Al G. Kelly-Miller Bros.' Circus played there. Between shows, Mrs. Ione Stevens, CHS; Carl Woolrich and Mrs. Kelly Miller inspected the collection.

When the Ringling show was in Wichita, many of the showfolk attended a special studio show presented by the Wichita Wizards Friday (31) in honor of several magicians and jugglers with the show. A number of ex-circus people also attended.

Wendell Goodwin, Trenton, N. J., *The Billboard* correspondent for that area, is a new member of CHS.

Allen P. Westcott, CHS, is a surgical patient at the Castine, Me., hospital. BETTE LEONARD.

With the Circus Fans

By The Ringmaster

CFA

President THOMAS M. GREGORY
12039 Edgewater Drive Lakewood 7, O.
(Conducted by WALTER HOHENADEL, Editor
"The White Tops," care Hohenadel Printing
Company, Rochelle, Ill.)

Joe M. Heiser Jr., of Houston, writes: "I'm back in civvies again. Received my discharge September 2, V-J Day. The Big Show had three good days here, September 14-16. All were full houses except the Friday matinee, which was about three-quarters. Tom Scaperlanda and Frank Pahlmann, San Antonio CFA's, came over and joined us in a swell circus jamboree. I had my trusty old camera out, and added some colorful shots to my collection. On Sunday morning, Father Ed Sullivan, CFA chaplain, celebrated mass in the big top for several hundred troupers and fans. It was an impressive occasion."

Mr. and Mrs. W. L. Jackman and Mrs. Eva Tormey, Madison, Wis., spent Sunday (16) at the home of Mr. and Mrs. W. H. Hohenadel. Due to a previous engagement, Mr. and Mrs. Sverre O. Braaten were unable to make the trip to Rochelle, Ill.

Frank (Pannek) Panisko donned his clown gear to entertain at a kiddie party in Butte, Mont., recently, and is preparing a home-coming celebration for Dick Lewis after Russell Bros. closes.

Richards, Horn Buy Goebel's Lion Farm

LOS ANGELES, Sept. 22.—Goebel's Lion Farm at Thousand Oaks has been purchased by William J. Richards, formerly of Sell's Zoo here, and Trader Horn, well-known local pet shop operator. Richards and Horn have leased the ground for five years with an option of five more. They plan to spend \$25,000 improving the property and will rename it "The World Jungle Compound."

Richards, who was contacted by *The Billboard* at the farm, said that the new management expects to add birds, snakes and animals to the collection on hand. Improvements to be made include a new restaurant and a general reconditioning of the entire plant. They plan to go after the tourist business.

For the time being the personnel will remain the same. However, five or six trainers will be added. Melvin Koontz, who was with Richards at Sell's, has already taken up duties at Thousand Oaks.

The farm, which did a good business of loan-outs of animals to movie studios in Hollywood, will continue in this capacity.

Horn will later take an active part in the operation of the farm.

Florida Amusement Loses Cookhouse, Game in Fire

LAKE CITY, Fla., Sept. 22.—Fire, caused by a broken gas line, destroyed the cookhouse and a ball game on the Florida Amusement Company midway here Thursday (20), causing damage estimated at \$2,000, according to Howard Ingram.

Ingram also reported the show will play the American Legion celebration in Bradenton, and has contracts for Sarasota, Tarpon Springs, Clearwater, Plant City, Wauchula, Vero Beach, Fort Pierce and Sanford.

Kelly-Miller Beats Rain

PAWNEE, Okla., Sept. 22.—They came in the rain to see Al G. Kelly & Miller Bros.' Circus here Wednesday (12) night, show netting a straw house despite the weather. Matinee was strong.

Bert Parker Shows WANT

Concession Agents, Corn Game, Fish Pond, Pitch-Til-Win, String Game, Penny Pitch, Etc. All office-owned Concessions, working on good percentage. Also need Ride Help for Merry-Go-Round, Wheel and Chair-Plane. Bunkie, La., Oct. 1-7; Marksville, La. (Fair), Oct. 8-15, and other good spots to follow.

8 oz.—PAPER CUPS, Flat Bottom—8 oz.

(May Be Used for Hot or Cold Servings) Available for Immediate Delivery. \$8.70 per 1000; \$7.90 per 1000 in 10,000 Lots Write Us If Other Sizes Desired.

SALTED PEANUTS (Bulk or Packaged) Packaged 34¢ Dz. (25 Dz., Ctn), Bulk, 25¢ Lb. PRETZELS (Packaged), 34¢ Doz. (Minimum Shipment 25 Doz.)

TOM B. SMITH, Dist. 396 Arcade Bldg., St. Louis 1, Mo. Chestnut 4231 All Shipments Made Same Day Order Received.

FOR SALE POPCORN TRAILER

Equipped with large Dry Popper and Karmelkorn and other incidentals. Can be made into good Grab Joint. MRS. JOHN FRANCIS, 4570 North 2nd St., St. Louis, Mo. Phone: Central 6818.

FREE ACT SENS. HIGH THRILLER

Ski Jumping Without Snow, Flashy Rigging—Fire Leap Over Gap. Open Time After Sept. 15th. Address: "THRILLER," care General Delivery, Charlotte, N. C.

FOR SALE

65x165 Khaki Square End Tent, eight foot wall, all blocks and falls, \$750.00; 1 1/2 KW. Kohler Light Plant, \$150.00. Will buy thirty or forty foot Middle for sixty Top, white or khaki. WM. KETROW, Exmore, 28th; Cape Charles, 29th; Elizabeth City, Oct. 1st; Edenton, 3rd; all North Carolina.

BINGO OPERATOR

Will go anywhere to operate cash Bingo for Fraternal or Church group. A-1 recommendation; success guaranteed.

BOX D-40, The Billboard, Cincinnati 1, O.

Central Amusement Co.

WANTS

for

NORTHAMPTON COUNTY FAIR, Jackson, N. C., Week October 1 to 6.

MARTIN COUNTY FAIR, Williamston, N. C., Week October 8 to 13, and Balance Season Booked Until Christmas.

CONCESSIONS—All Stock Concessions, also P. C. Concessions.

RIDES—One Flat Ride.

SHOWS—With or without own transportation.

All contact

SHERMAN HUSTED, Manager, CENTRAL AMUSEMENT COMPANY, Robersonville, N. C., Fair, this week; then Jackson.

PLAYLAND SHOWS

Want Stock Concessions of all kinds. No exclusive except Bingo, Cookhouse and Custard.

Conyers, Ga., this week; then Monroe, Thomaston, Americus, Albany, Fitzgerald and Valdosta. All Fairs.

BRIGHT LIGHTS EXPOSITION SHOWS

CAN PLACE FOR BALANCE OF SEASON

Shows and Concessions not conflicting. Bruno Zaechini wants Pill Pool Agent. Good opening for Devil's Bowling Alley, Fish and Duck Ponds, Custard, Novelty, French Fries.

Write or wire JOHN GECOMA or L. C. HECK, Charlestown, W. Va., this week; Strasburg, Va., next week.

EXPECT LUMBER IMPROVEMENT

More Timber Seen in 1946

Shortages of labor forces in forests now holding up high production program

CHICAGO, Sept. 22.—With all manufacturers in the industry concentrating on the production of new machines, the trade is fairly humming with activity. For the moment at least, however, shortages of lumber, vitally needed for cabinets, is slowing down production and keeping it from hitting high speed as soon as the industry would like. But the picture is not all black, since coinmen expect the lumber shortage to improve by the first of the year.

This scarcity of lumber upon which coinmen depend to build their equipment may continue until May of 1946. Holding back supplies is a combination cause of manpower in the forests and mills and demand from dealers and manufacturers.

As yet there has been no completion of votes taken by NWLB of the AFL and CIO lumber workers still being in the process of voting on a lumber strike. The unions are asking a 20-cent hourly wage increase, to bring their minimum to \$1.10.

These labor problems which will prevail during the winter production months, it is pointed out by lumber authorities, will further curtail the lumber supplies.

Need Laborers

Mills, as a result, are not making commitments to manufacturers as to how much lumber will be available until the labor situation is straightened out, since until then they have no way of knowing labor costs and the resultant price on lumber to be sold. Forest and sawmill workers who entered war plants during the early part of our scraps with the Germans and Japs are not coming back into their original trade with any rapidity, as many of them with their newly learned skills feel they can demand a higher wage in the city labor market.

Reconversion taking place in the lumber industry has delayed peak output up to date but it is expected that the situation will begin to level off in 30 to 60 days. From then on the supply situation should work back to normal pre-war production and distribution.

The armed forces bought much of their lumber green, and for this reason there is not much on the drying sticks now. Lumber shipments for the week ended September 1, according to the National Lumber Trade Barometer, reporting on 431 mills, were 4.7 per cent below production. In the same week orders were 1.4 per cent more than that produced. Industry leaders predict that the 1926 record of production will be exceeded as soon as labor becomes available. In 1926, 583,000,000 feet was cut, and in the next highest year, 1941, 546,000,000 feet were sent out of the sawmills.

Weather Conditions

In the Kansas and Tacoma, Wash., (See *Expect Lumber* on page 79)

IMPORTANT:

You can help make The Billboard serve you better if you answer the important postcard questionnaire included in this copy.

Fill it in and mail it TODAY. Your answer will help The Billboard serve you better.

Editorial

Distributors Progress

By Walter W. Hurd

BUSINESS papers and trade journals during the last year of the war were filled with many articles and discussions of what is happening in the distribution field. It has been generally recognized in business that many changes will take place in the distribution of consumer merchandise. Manufacturers in all lines of business have had to face the question of distribution channels, and distributing firms also have had to do some serious thinking.

The coin machine industry also has its distribution channels, and one of the most stable factors of the industry, before the war and during the war itself, has been the stability of its distributing firms.

No industry has ever been able to draw up iron-clad rules to settle the question of who is a distributor, and the coin machine trade is no exception to that problem. Many firms in the trade have become well recognized as distributors and few names have been dropped from that list during the war.

The fact now is that these distributing firms are in a good position to go ahead and even lead the industry in post-war progress.

The attitude of the distributor during the war probably was that of sitting still and carefully studying his territory as to post-war possibilities. Distributors were also very carefully watching any signs of the prospect of new post-war products.

Because the nation as a whole had settled on the prospect of new civilian products early in 1946, distributors had not been rushing to make their plans just yet. They were carefully considering the opportunities, but the sudden end of the war started distributors to rushing their plans just as it did that of the manufacturers.

For many months distributors have been quietly coming into Chicago and making a few contacts, and especially trying to get some idea of what type of new machines to expect in 1946. The end of the war has brought a great increase in the number of distributors coming into

the national manufacturing center.

Many changes may be expected in distributor connections and in the lines of goods handled by distributors, but on the whole it appears that distributors in the coin machine field will be more stable than distribution channels in other industries.

Because distributors have had some years to carefully study territory, they may be more of an advisory channel after the war than before. Distributors have also been carefully planning expansion, and any number of the larger firms are even planning expansion into the consumer goods field.

One of the interesting post-war developments will be the fact that coin machine distributors may be selling radios, especially home juke boxes, and even home appliances of various kinds. A number of them may also enter the record business.

Distributors are also expected to have better financing plans for their customers after the war. This was one of the valuable services which they performed before the war, especially in the matter of accepting trade-ins on the purchase of new machines.

More money than ever for financing will be available after the war, and big financing companies are ready to work thru distributors. A number of distributors also have their own local financing arrangements and can help operators purchase new machines.

The distributor may perform a big function in the trade in the future in training new operators. Even tho many thousands of operators dropped out of the trade during the war the operating field still remains pretty well complete. It will be increasingly difficult for a man entirely new to the industry to start in operating from scratch. In the future, service and route men are likely to furnish the new operating material, and distributors may find themselves training many new men how to get into the business or at least giving them their first start.

News Digest

DISKS—Record manufacturers, just getting back into full swing after the war, hold forth promises for more records to be available within the near future. Revolutionary new processes are in the offing for the platter-making industry.

LUMBER—Scarcity of lumber for making cabinets for all types of coin machines has been holding the production of new machines behind the high-speed schedule which manufacturers would like to hit. Current difficulties in getting lumber have been caused largely by the manpower situation on the West Coast. Lumber laborers, used to high wartime salaries in shipyards, are not coming back to their old jobs. But the situation should improve after the first of the year.

BEVERAGES—Soft drink manufacturers and bottlers, like their fellow-traders in the confection business, have been hard put trying to find enough sugar to satisfy demand. No relief is in sight until the second quarter of 1946,

but operators are tightening up their routes, and machines which are filled are getting good play.

PATENTS—National Patent Planning Commission, which was named by the late President Roosevelt, bowed off the Washington scene this week. Parting shot was taken by NPPC at the new patent-study commission which has recommended compulsory government licensing of patents.

CIGS—Reports from the four corners of the nation indicate that the cigarette shortage is at an end everywhere. Vending machines in plants where a rationing system was used just a few weeks ago are now being filled again and workers are allowed to buy all they want. Machines in other locations are being stocked as rapidly as supplies become available.

CARS—Operators and distributors, whose cars have taken a beating these past four years, got the good word from Washington early this week that new cars may soon be off the ration list. This announcement, in the form of a recommendation by the Office of Price Administration, came before the auto industry (See *NEWS DIGEST* on page 79)

Group Favors Patent Limit Of 20 Years

NPPC Report to Truman

WASHINGTON, Sept. 22.—National Patent Planning Commission, which was appointed by the late President Roosevelt and was headed by Dr. Charles C. Kettering, the automobile engineer, bowed out of the picture last week and made its final recommendations.

Observers found little new in the legislative recommendations made as a final gesture of NPPC. Included in the suggestions was a proposal that the life of a patent should be limited to 20 years from the date of filing.

Provisions should also be made, NPPC said, to record patent agreements in the patent office, and in this way disclose any illegal restraints of trade.

NPPC likewise recommended the listing of patents available for licensing, but by order of Commerce Secretary Wallace, these patents are already being listed weekly in *The Official Gazette*. NPPC also suggested the establishment of a single court of patent appeals to dispose of infringement suits from the district courts, with the U. S. Court of Customs and Patent Appeals as the single court to review decisions of the Patent Office, and the establishment by Congress of a "reasonable, understandable test of patentability."

House Committee on Patents is now considering a bill which would make it compulsory to record all patent contracts. Files on the contracts would be kept by the Patent Office.

In the meantime, the Wallace committee on patents, which was appointed by President Truman, will continue the work started by NPPC. Instead of making definite recommendations for legislation, however, the Wallace committee has been sending out a long list of questions for patent experts to study. It is expected that the answers to these questions will form the groundwork for the committee's report on just what should be done in the way of patent reform.

In Chicago, Casper W. Ooms, new commissioner of patents, declared that U. S. patent laws are basically sound, but need several revisions.

Most sweeping revision Ooms suggested was forfeiture of patent for abuse of patent rights.

"If abuses do not exist, a system of forfeiture will be harmless," he declared. "If abuses do exist, they demand some such stringent penalty."

Speed Issuance

He proposed also that the patent system should be revised to speed up issuance of new patents, to reduce the number of appeals from patent office actions, to improve standards of determining inventions and to provide wider exchange of patents and more extensive licensing under them. He further suggested that a system of two-year patents be set up for "borderline inventions" as well as a registry for inventions prior to patent application.

"The patent as an incentive to invention is a constructive feature of an economy that must be furthered in every way," he told the Illinois Manufacturers Association. "You need have no fear that the suppression of patent abuses will do anything but strengthen the patent system."

"Something must be done to cut down the available appeals on patent office actions," he added. "In some instances it is possible for an issue to be tried first in the patent office, then in the court of customs and patent appeals, then in the U. S. District Court, and then in the Circuit Court of Appeals—an intolerable complex, expensive and protracted litigation."

"The entire question needs serious attention. I examined the records in the 50 cases next to be held in the (See *PATENT LIMIT* on page 79)

Most Controls Now Off Exports

Cargo Space Opening Now

12 nations, which include Argentina, still require a special government permit

CHICAGO, Sept. 22.—Coin machine circles saw the possibilities for resuming their export trade looming on the near horizon, as the government this week dropped approximately 80 per cent of the controls over exports. Shipping space, formerly allocated only on the strictest priority is also becoming available and informed sources say that there is available shipping space right now on many vessels.

A new series of amendments to the export control orders leaves less than 1,000 items now requiring special export licenses. During the war years, of course, special licenses were required for all goods, and most of the export business was taken over by lend-lease and trading between governments.

As conditions now stand, coin-operated vending machines, juke boxes and all other coin-operated machines are free of all wartime controls, since on July 19, 1945, they were placed under a general license which permits the export of these machines to all countries except 12 which have now been designated officially as Group E.

Banned Countries

Group E countries are: Argentina, Austria, Bulgaria, Caroline Islands, Hungary, Italy (including the Aegean Islands, Elba, Sardinia and Sicily), Korea, Marcus Islands, Marianas Islands, Marshall Islands, Rumania and Spain (including Fernando Po and Balearic Islands).

These countries have been placed in this group, according to officials, because they have shown a reluctance to co-operate with the United Nations during the war. Sidney Scheuer, director of the Foreign Economic Administration's Bureau of Supplies, said in a press conference in Washington that the purpose of grouping these countries together is to "implement the political objectives of the State Department."

Coin machine exports will not be allowed to those countries listed under Group E above, except by special permit. Trade with these countries is still on the individual licensing arrangement which prevailed throughout the war. In other words, a coin machine export, consigned to Argentina for example, would have to have the specific permission of the Foreign Economic Administration. Argentina, by the way, was a splendid market for all types of coin machines in the pre-war period, but her position in Latin American trade is being gradually taken over by Brazil, according to reports from the Department of Commerce.

Even under the relaxed export controls, commercial shipments of any kind are barred from Germany and Japan, which is not surprising.

Special Permit

While most countries are now open to exports of American-made coin machines, a few countries have regulations of their own which require special permission for anyone within that country to contract for imported goods. First among these is England, before the war a large user of U. S.-built coin machines.

Picture regarding exports of coin machines to England is not too clear at the moment. But the important fact known is that coin machine operators and distributors in England, who want to buy American coin machines, must make a special application for permission. Current information indicates that this application must be made to the Board of Trade in England.

So far, no information is available telling whether any English distributor or operator has requested permission to import U. S. coin machines. Effect of such a request would serve as a test for (See CONTROLS OFF on page 78)

COINMEN YOU KNOW

New York:

AL BLENDOW, International Mutoscope Corporation sales manager, is in the South on a two-week vacation. He earned it. . . . "BIP" GLASSGOLD, Arthur H. DuGrenier sales manager, is leaving September 26, for Atlanta and Dallas, to attend NAMA conventions to be held in those cities.

Baltimore:

Talk of coin-machine row here is the marlin that BAMIE SOLOMAN hooked while on vacation in Ocean City, Md., with ARTHUR O'MELIA, vice-president of Hub Enterprises, well-known distributors of coin machines and juke boxes. Bamie is expected to make an early return to Ocean City in search of another sea-going jackpot, but he insists that rumors he will give up coin machines for fishing tackle are greatly exaggerated.

Indianapolis:

MRS. MARGARET MAYSTER, of the Meeker Music Company, has returned to Detroit, and now that her husband has been released from the armed forces she will devote her time to housekeeping. . . . HAROLD MEEKER has returned from Red Cross duties and will take an active part in the affairs of the Meeker Music Company. . . . MRS. RUTH McDUFF, of the Indiana Automatic Sales Company, has gone to join her husband stationed at Des Moines. She traveled via air. . . . PVT. JAMES HARMESON, former serviceman at Indiana Automatic Sales Company, is home on a 10-day leave. . . . FRANK WIXCEL, Rock-Ola representative, has gone to Chicago on a business trip. . . . INDIANA AUTOMATIC SALES COMPANY announces the purchase of a building at 1136 South Harding Street where the sales department and re-conditioning shop will be housed, including its general offices and showrooms.

Portland, Ore.

J. E. CUSSON, manager for the Jack R. Moore Company, a member of the Coast Guard Reserves, has been placed on the inactive list and expects to receive his honorable discharge shortly after the first of the month. . . . As an ensign, he has been in charge of a company of 132 men patrolling the waterfront during the war, devoting three or four nights a week to this patriotic work. . . . "Now I'll be able to get back into Boy Scout work," says Cusson, who before the coast guard duties grew so heavy, was active in helping teenage clubs combat the juvenile delinquency problem.

Los Angeles:

WILLIAM R. HAPPEL JR., of Badger Sales Company, returned during the week from a trip into the Fresno area on business. . . . DEWITT (DOC) EATON, sales manager of Automatic Instrument Company, left the early part of the week for San Francisco. After spending several days in Southern California Eaton said that he was sold on California weather and prospects for this being one of the biggest phonograph operating sections in the United States. He spent a week-end looking over Bill Wolf's music operation in San Diego.

Many friends of EARL FRASER, who was a serviceman for Harry Kaplan at the Southwestern Vending Company before entering the service, were shocked to hear of his sudden death in the Veterans' Hospital in Sawtelle, Calif. Fraser was only recently discharged from the army after serving overseas and winning three presidential citations in addition to good conduct ribbons. Returning to Los Angeles following his discharge, he had taken up his work as a mechanic when stricken. Rushed to the hospital, death, believed from severe appendicitis, resulted.

ROSS FULTON, of Nevada Coin Machine Service, in Reno making a quick trip into town to purchase equipment.

. . . TOM SHARKEY, of Pace Manufacturing Company in Chicago, is reported to have made the rounds on West Pico feeling pulse of the boys on the Coast. . . . STANLEY TRACY, of Kingman, Ariz., in the city on a buying trip.

Buffalo:

ALFRED BERGMAN, Royal Amusement Company, a veteran in the coin machine field here, has just announced plans for his newest venture. He is always full of ideas, enterprising and hard working, but never too busy to give out with friendly information. His new company will be known as Alfred Sales, Inc., and will distribute coin machines of all kinds. . . . He is now busy lining up good contacts and making arrangements with manufacturers. . . . He recently bought a large building at 1006 Main Street, the heart of the coin machine district, which he will shortly remodel and redecorate. It will house large display space, offices, storage rooms, service facilities, including several specialized departments, complete parts department, etc., with additional room for expansion later. He will also substantially enlarge his operating business within a short time and continue supervising it.

Latest family addition in coin machine circles here is the birth of a son, Paul Michael, to Paul and Mrs. Paul Prince. . . . He is an operator. Mrs. Prince is an unsung heroine in the real American tradition! When her husband was taken ill not too long ago, she pitched right in and succeeded in continuing his business operations, despite the fact that she had to take care of three young children aged two, four and six, and the usual housewifely duties, aside from expecting baby number four. . . . She hopes to continue taking care of Paul's business as soon as she gets back on her feet, and what's more she is cheerful and optimistic despite her many responsibilities. She now has found a little outside help and besides several leading coin machine ops are being very kind with help on service calls and record purchases.

MURRAY D. SANDOW and DAVID FRIEDMAN have just recently opened the NATIONAL AMUSEMENTS VARIETY CENTER on Chippewa Street in the heart of the downtown section. They are now waiting for okay on license to run coin-operated devices and to sell refreshments. At present they have five employees and are running a photo studio, photomatics and voice recording machines. They have been operating a similar Variety Center successfully in Syracuse, N. Y., for one and a half years. . . . MILDRED VASTOLA, an old-timer in coin machine office routines, now with RAB'S Record store, which is owned by J. H. WINFIELD COMPANY, may return to Al Bergman, her former boss, for whom she still works part-time. Her twin boys will be 12 years old soon, but she's a mighty young and active mother.

CMI Offices in Chicago Leased

CHICAGO, Sept. 22.—Arrangements have been completed for the new headquarters of the Coin Machine Industries, Inc., according to an announcement this week by Dave Gottlieb, president of the CMI.

Office space has been rented at 134 North La Salle Street in Chicago's Loop, where, after October 1, the CMI will conduct its business under the direction of its secretary-manager, Jim Gilmore, who for many years held the post and handled affairs of the organization.

National Park Travel Goes Up

CHICAGO, Sept. 22.—Further indication of the increasing travel which resort areas are now enjoying, is the revelation that travel to national parks for the week ended September 9 showed an increase of 212 per cent over the same period in 1944. This information comes from M. R. Tillotson, regional park director.

Dude ranches, resort areas and the like are expecting one of the heaviest seasons in their history, what with the lifting of the ban on gasoline and the increasing ease of travel by rail, plane and bus.

Coin machine operators expect amusement machines and vendors of all types to reflect the increased touring rate, and are readying their machines now for a longer than usual season in the Southwest.

Monarch Remodeling Building, Putting Up New Front, Displays

CHICAGO, Sept. 22.—Monarch Coin Machine Company, headed by Roy Bazelon and Clayton Nemeroff, has nearly completed remodeling of its building, Bazelon announced.

Changes in the structure include a new front and new display rooms.

According to Nemeroff, alterations in the concern's shops and warehouse also are being considered.

Company officials said that they are taking on trained coin machine mechanics as fast as possible. Sales force also will be increased as soon as new equipment begins to appear, they said.

"Monarch's plans for the future cover more than just the physical appearance of our quarters," Bazelon said. "We have already begun to put into practice a number of war-born ideas to improve our services."

Look To The GENERAL For LEADERSHIP

NEW SHIPMENT—IMMEDIATE DELIVERY—LIMITED QUANTITIES	
BRAND NEW GOTTLIEB COVER GIRL (Factory Re-Vamp)...\$199.50	
Brand-New Floor Samples. Never on Location.	MUSIC EQUIPMENT
United Streamliner\$219.50	Seeburg WS-2Z, 5c Wall-o-Matic (Wireless)\$ 39.50
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Reconditioned 5 Ball Games.	Seeburg 9800, RCES 675.00
ABC Bowler\$ 55.00	Wurlitzer 600A Keyboard 425.00
Girls Ahoy (Sea Hawk) 60.00	Columbia Gold Award, Cigarette or Fruit Reels\$ 59.50
Knockout (Jap) 110.00	Jennings 4-Star Chief (Repainted & Rebuilt) 125.00
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MILLS THRONE, A-1	\$345.00	EXH. MERCHANTMAN DIGGER	\$ 70.50
ROCKOLA STANDARD, A-1	379.50	SHOOT THE CHUTES, JAP	119.50
KEENEY WALL BOXES, Complete	5.00	NEW RAPID FIRE MOTORS, Complete	24.50
RAPID FIRE GUN CASTINGS, NEW	19.50	NEW BALLY CLUB BELL, P.O. Unit	34.50
NEW PIN GAME CARTONS	2.50	A.B.T. TARGET SKILL	19.50

NEW! KLEER-FLO CLEANER & 30 GAL. DRUM OF FLUID—\$129.50

CONSOLES — ONE BALLS — SLOTS

CONSOLES		SLOTS	
TWIN SUPER BELL, 5¢ & 5¢, Cash	\$345.00	CLUB TROPHY	\$315.00
'35 TRACK TIME	119.50	'41 DERBY	340.00
JUMBO PARADE, F.P., LATE HEAD	119.50	GOLD CUP, F.P.	69.50
MILLS DOUBLE SAFES, 2 Door	99.50	NEW SPORTSMAN, 1 BALL F.P.	350.00
JUMBO PARADE, O.P., Late Head	119.50	LONG SHOT	345.00
BAKER'S PACERS, D.D.	209.50		
10¢ SARATOGA	179.50		
WATL. BIG GAME, F.P.	89.50		
5¢ PACE SARATOGA, CASH	119.50		
KEENEY SUPER TRACK TIME	199.50		
WESTERN AFRICAN GOLF	99.50		
MILLS BOX STANDS	19.50		
JENN. SILVER MOON, F.P.	109.50		
25¢ JUMBO PARADE, P.O., REF.	250.00		
ONE BALLS		SLOTS	
LONGACRES & THOROBREDS	\$535.00	COLUMBIA, G.A., CIG. REELS	\$ 69.50
SPORT KING	249.50	NEW! PACE 50¢ & \$1.00 BELLS	WRITE
SKYLARK, COMB. F.P., P.O.	165.00	25¢ ORIGINAL CHROME	345.00
FAIRGROUNDS, P.O.	69.50	5¢ F.P. Q.T. DIAL VENDOR	49.50
PIMLICO	395.00	5¢ GOOSENECK, J.P.	49.50
		5¢ JENN. SILVER CHIEF	160.00
		10¢ JENN. SILVER CHIEF	189.50
		25¢ JENN. SILVER CHIEF	239.50
		5¢ BLUE FRONT, ORIG., S.J.C.H.	189.50
		10¢ BLUE FRONT, ORIG., S.J.C.H.	239.50
		25¢ BLUE FRONT, ORIG., S.J.C.H.	289.50
		5¢ BROWN FRONT, ORIG., S.J.C.H.	235.00
		10¢ BROWN FRONT, ORIG., S.J.C.H.	275.00
		25¢ BROWN FRONT, ORIG., S.J.C.H.	325.00
		1¢ MILLS Q.T.	49.50

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USED PIN GAMES	NEW REVAMPS	USED PIN GAMES
DEEP	FLAT TOP	SEVEN UP
SNAPPY	ARIZONA	'41 MAJORS
BOLOWAY	OKLAHOMA	GOBS
BIG PARADE	MARINES	5-10-20
'42 HOME RUN	YANKEE DOODLE	VICTORY
FOUR ACES	STREAMLINER	INVASION
DUDE RANCH	BIG TOP	METRO

ALL OUR RECONDITIONED EQUIPMENT GUARANTEED!
ONE-HALF DEPOSIT WITH ORDERS, BALANCE C. O. D. OR SIGHT DRAFT.

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Sales organization with more than 10 years' successful experience desires Exclusive Agency for New York and New Jersey.

WHAT HAVE YOU TO OFFER?

BOX 686, The Billboard, 1564 Broadway, New York 19, N. Y.

Tony Gasparro of Chi May Be First of Coin Trade to Fly Atlantic

CHICAGO, Sept. 22.—Tony Gasparro, sales manager of the Williams Manufacturing Company, Chicago, may be the first member of the coin machine fraternity to cross the Atlantic by plane, if his dreams come true.

A veteran of at least 40 Atlantic crossings in the years 1931-'39, Gasparro now is contemplating return to his native England by air.

"Just think, in less than 24 hours I could be in England again with my family," he mused. "I haven't seen any of them since the war started. My brother, Julie, has been sending me subtle hints in the form of data on costs and travel time."

Gasparro started in the coin machine business in London under the firm name



TONY GASPARRO

of Weston Novelties Company. He bought his machines and supplies from American manufacturers, shipped them to his London firm where they were distributed by his brother. With the advent of war he remained in this country.

He came to the Williams company in October, 1944, after operating his own concern in New York.

Export of machines to England will boom tremendously as soon as restrictions are lifted, Gasparro forecast. The coin-operated phonograph, which heretofore has not reached popularity in England comparable to that it enjoys in the United States, will become standard equipment, he predicted.

Quartering of Yanks in that country during the war and their inevitable introduction of American tunes, dances and naturally jukes will produce the great increase in demand for American machines, he said.

CONTROLS OFF

(Continued from page 77)
defining England's future policy toward such importations.

It is a known fact that England is on record as generally opposing any imports other than those of a nature which could be used in re-building English industry, and other commodities necessary to life.

For the coin machine trader's information, the procedure in re-establishing English export business is this: the prospective English buyer must make application for himself, directing that application to the proper British authorities and requesting permission to import the machines. When he has obtained that permission, coin machine traders in this country can ship him his machines without further permission.

Currency Problem

There have been rumors that the British Government intended to devalue the pound approximately 25 per cent after September 30. British Information Service in New York denied these rumors last week saying that they were founded on a "misunderstanding."

Service pointed out that after September 30 what really will happen is the end of the guaranteed rate of \$4.02½ for the pound sterling. But a spokesman for the Federal Reserve Bank in New York said that he saw no reason whatsoever why the British pound would not remain at the present \$4 level even after September 30.

Guaranteed rate of exchange, which

will no longer exist after the end of this month, was fixed back in July of 1940 when a system of accounts was started. Purpose of the guaranteed rate, of course, was to lessen the difficulties of financial and commercial trading at a time when England sorely needed our commodities. "It was a very unusual expedient for a special purpose, and the time has now come to return to more normal methods," said the British Information Service in commenting on the impending move.

Present number of items still requiring special licensing from the United States Government is a great deal less than the prior listing. At this time less than 1,000 items require special permits, compared to more than 3,500 items which formerly required such permission.

Items still under control are those considered essential to the reconversion program here at home. Among these are most types of foods, wearing apparel, radio and television equipment, and a wide variety of other consumer and industrial goods.

FEA officially designated these types of articles as "those in tight supply, those needed in the defense of the United States, those necessary for domestic reconversion, and those needed to fill prior United States commitments."

ARCADES - - - JOBBERS Lost My Lease

All Machines in Fine Condition,
Crated, Ready To Ship

1 Basketball, 1c Play, Floor Model	\$ 25.00
2 Lowboy Scales	15.00
2 Rapid Fires	100.00
1 Wurlitzer 70 on Stand	145.00
2 Hockeys	175.00
1 Photomatic PBD17	1000.00
1 Small Electric Piano and Violin, Mills	150.00
1 Professional Voice Recorder, Sound Proof Booth, Signs, Etc., Complete	150.00
1 Planatellas Astrology	75.00
1 Blood Pressure Machine, 10c Play	50.00
1 Jap Believe It or Not Machine	35.00
1 Ranger Electric Pistol Gun Machine, 5c Play	35.00
1 Knock Out Boxer	90.00
1 Periscope	100.00
1 Submarine	125.00
1 Undersea Raider	450.00
1 Ten Pin Bowling	55.00
1 Hoops, Floor Model, 1c Play	25.00
1 Panoram, New Projector Complete	250.00
1 Pikes Peak	15.00
5 A.B.T. Guns on Stands, Late Models	15.00
5 Four Column Snack Machines	6.00
2 National Cash Registers	35.00
1 Enlarger	15.00
20 Misc. 1c Machines	8.00

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REEL NOVELTY CO.
613 W. Wisconsin Ave., Milwaukee, Wis.

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Jar Deals, Bingo Tickets,
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Please State Your Requirements If You
Are Interested in Specific Items.

Wilner Sales Co.

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Something New—Something Different—Original

"Fair Play" Tab Tickets Now Used With the Fastest Ticket Dispenser on the Market. Made Especially for Tips, 120's—Can Be Used for Larger Ticket Deals—Only 20 Seconds to Refill. We Are Largest Manufacturers of Tab Tickets, for Vendor, Box or Jar Use.

TIPS 120's BINGO 1050's BASEBALL 120's
136's 1250's

RED-WHITE & BLUE 2160's - 2170's - 2180's
5 Pay-Out Labels

COMBINATION 1440, 1836, 2032, 2280, 2520

Midget Dangling Ticket Vendor
WRITE FOR PRICES AND SAMPLES. SALESMEN WANTED.

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3 Blue Fronts, D.J. Ea.	\$150.00
8 Club Trophy, F.P. Ea.	250.00
Sport Special, F.P.	140.00
2 Record Time, F.P. Ea.	130.00
Blue Grass, F.P.	140.00
1-2-3, Cherry Reel, F.P.	75.00

5 BALLS

ABC Bowler	\$ 35.00
Jap Gold Star	35.00
Dive Bomber	45.00
3 Big Chiefs	30.00
Majors, '41	50.00
2 School Days	40.00
Torpedo Patrol	75.00

1/2 Deposit, Balance C. O. D.

CONFER DIST. CO.

8000 S. Broadway LEMAY 23, MO.

End of Gas Ration Perks Up Trade on U. S.-Canada Line

ST. JOHN, N. B., Sept. 22.—The old custom of motoring back and forth across the U. S.-Canadian border has been re-ignited with the revocation of gasoline rationing in both countries, and the re-umption is bringing a new harvest for the coin trade along both sides of the border.

Patronage of venders, juke and amusement machines in New Brunswick has jumped appreciably, with motorists from as far away as New Jersey taking the chances of getting food and tires to make the trip.

Coin machine operators in Maine also have noticed a healthy increase in business, as the southward flow of traffic to the U. S. returns to its pre-war volume.

Locations Reopen

Roadside stands, service stations, tourist camps and inns are reopening, and very few locations for machines are being overlooked.

Big lure to travel Canada-ward, however, is the 10 per cent premium on U. S. currency, which makes an American dollar worth \$1.10 in Canadian coin.

Trade also has benefitted from an easing of restrictions on the types of machines and the hours of operation permitted in roadside locations outside towns and villages. A number of arcades are being planned in this area to handle the increased business.

Travel Heavy

New Brunswickers also are journeying to Maine for a little relaxation and change of scenery. They naturally are

giving the State of Maine coinmen a share of their money.

Before the war it was the habit of nearly everyone living within 50 miles of the border to travel back and forth nearly every day. But wartime restrictions virtually put the kibosh on this custom except in villages within a short walk of each other.

EXPECT LUMBER

(Continued from page 56)

lumber areas, weather conditions have had much to do with the supply of lumber available. The weather there has been good lately and forest fire danger and loss has been cut by recent rain which has drenched the forests. Labor there is a problem, tho, and some plants (the smaller ones mostly) have been forced to close until workers come back.

Altho the ending of the war did make labor less tight than it has been, the demand for lumber by the government for the armed forces and lend lease did not aid the demand from domestic buyers.

Thru the Minneapolis lumber area, inventories were depleted during the war, and the industry now is mostly dependent on the northern and western woods for supplies. But with the non-stop shipments of lumber from the mills to construction, little lumber has been available for sale there.

During August, the weekly average lumber production hit 113,110,000 board feet or 69.7 per cent of the 1941-'44 average. The West Coast Lumbermen's Association said that recent figures on orders and production revealed that unfilled orders as of the end of August called for 685,301,000 board feet, while gross stocks were 374,600,000.

Steps were afoot in most States by State conservation committees to improve and conserve forests. In Virginia the State Conservation Commission mapped plans for improvements there. They adopted the following program:

1. Adequate fire protection for all forests.
2. The use of forest harvesting methods which will remove ripe timber and leave the choice, unripe trees growing, and provide for immediate production of desirable tree species.
3. Reforest the idle and marginal land.
4. Utilize the present wood waste thru research for new methods and the practical application of known methods.

Optimistic Outlook

A survey of firms in Chicago, who provide a great part of their production for the manufacture of coin machine cabinets, revealed a very optimistic picture for the output of sufficient cabinets by the early part of 1946.

One of the top cabinet firms here, the Anton Clemetsen Company, which devotes approximately 60 per cent of its productive capacity to the manufacture of cabinets for various coin machine firms, stated that they expected to be in full swing by the early part of the year. "Lumber mills and the forests as well have had their share of labor problems, and this has slowed the shipments of lumber and plywood so necessary in the building of cabinets for coin machines," their spokesman said. "The situation will ease up every 30 days from now on, tho," he added.

Prior to the war the Clemetsen Company produced an average of 75,000 cabinets for the coin machine industry and was one of the first such firms to devote most of its work to the coin machine business. During the war the firm was engaged 100 per cent in producing ammunition cases for the armed services.

Another firm, Albert Wesling & Sons, Inc., said that the lumber situation is easing up now and the delivery of soft woods appears best at present, thus making it probable that production of cabinets requiring panel work will not have to wait for long.

It was the opinion of the Kinzie Manufacturing Company that "the lumber tightness will not clear up before the first of the year, but adequate supplies for panels will be available in 60 days." It was pointed out that the veneer supplies are "very tough," and orders for masonite are not filled until 22 weeks after orders are given. As soon as the labor situation clears, however, it was predicted by this firm that lumber would be plentiful and coinmen would be able to get their machines out on location as fast as they get cabinets.

PATENT LIMIT

(Continued from page 56)

patent office and found that the average earliest day of invention asserted was 9 2/3 years old at the time the cases are to be held. This means that before the patents issue from those disputes the inventions will average in age in excess of 10 years."

The quality of inventions, Ooms said, depends on whether patents are issued freely and uncritically or only after very close scrutiny. The latter is the best practice, he said.

Seek Standard

"What must be sought is a standard of invention that men will understand, and which assures the patent of going out into the world attended by some assurance of validity," Ooms explained.

Sentiment for legislation to compel patent holders to license other firms to make their inventions seems to be dead, Ooms said.

Many large corporations are now planning for the first time to offer their patents to other companies for license, he reported. Firms conferring with the Patent Office plan to offer licenses on their patents either immediately after their issuance or a few years later after their own markets are established, Ooms said.

"This will have a very wholesome effect on industry because it will answer the whole complaint against suppression of patents by big companies," he said.

SLOT PARTS

BROWN FRONT PARTS

- Top Front, Painted \$6.00
- Lower Front, Painted 5.00
- Rear Crown, Painted 5.00
- Denomination Buttons40
- Jewel, Polished 2.00
- Anti-Spoon Cup50

CHROME PARTS

- Top Front, Gold Chrome \$6.00
- Lower Front, Gold Chrome 5.50
- Rear Crown, Gold Chrome 5.50
- Denomination Button, Polished75
- Pay-Out Cups, Polished 2.00
- 10 Square Ornaments 2.00
- Anti-Spoon Cup50
- Award Plate, 2/5 or 3/5 2.50
- Club Handles, Chromed and Painted 2.75
- Any Color 2.75

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FOR SALE

- 4 5¢ Blue Fronts, 3-5 P.O. \$100.00
- 2 10¢ Blue Fronts, 3-5 P.O. 150.00
- 3 25¢ Blue Fronts, 3-5 P.O. 175.00
- 2 5¢ Brown Fronts, 3-5 P.O. 140.00
- 1 10¢ Brown Fronts, 3-5 P.O. 175.00
- 1 25¢ Brown Fronts, 3-5 P.O. 200.00
- 1 25¢ Melon Bell, 3-5 P.O. 175.00
- 1 25¢ Jenn. Club Bell Slot, 3-5 P.O. 195.00
- 2 25¢ War Eagles, Painted Brown, 3-5 P.O. 135.00
- 4 25¢ Columbia Slots, D.J., 3-5 P.O. 60.00
- 1 5¢ Watling Twin J.P., 3-5 P.O. 25.00
- 5 Pace Makers, One Ball J.P. P.O. Tables 39.50
- 6 One Cent Imps. Ea. 2.50

R. W. B. Tickets and Salesboards for sale.
1/3 Deposit With Order.

FIRST MUSIC & NOVELTY CO.
Phone: A. 5682—Res.: H. 5117.
1279 MAIN ST. GREEN BAY, WIS.

NEWS DIGEST

(Continued from page 56)

was nearly closed down as a result of labor disputes. The picture may change if production is not resumed shortly.

EXPORTS—All controls over the exporting of coin machines, at least so far as the United States Government is concerned, are now off. The government has released a special list, however, which forbids shipments to 12 specific countries without a special permit. That list may be found elsewhere in this section. Export trade of coin machines to some countries may get going as soon as new machines begin to come from the factories.

LAUNDRY—Three coin-operated laundrettes are now in operation in Philadelphia, where they were introduced as a wartime necessity because of the shortage of laundry facilities. Coin-operated cleaning establishments worked out so well and proved so popular during the war that the operators intend to continue and enlarge their use in the peacetime era.

CANDY—Vendibar operators, who were anxiously hoping that the cancellation of both army and navy contracts for candy bars would mean more civilian stocks, are going to be disappointed. Candy destined for the military services is made from sugar granted to the manufacturer over and above his regular allocation. Cutbacks will have no effect on a civilian supply.

TRAVEL—From the Southwestern and Northwestern areas come reports that resorts are jammed with tourists. Complete reports on the play coin machines are getting in those areas have not yet arrived. Mixed opinion prevails at the moment, some operators reporting business booming, others reporting play down.

HERE'S THE MUSIC YOU WANT!

ALL EQUIPMENT THOROUGHLY RECONDITIONED AND READY FOR LOCATION!

1 Wurlitzer 600R, Leather Sides \$425.00	1 Wurlitzer 600K 450.00	2 Wurlitzer 24/600 Victory 525.00	2 Wurlitzer 24 289.50	2 Wurlitzer 816, Plain 189.50	2 Wurlitzer 616, Lite-Up 225.00	1 Wurlitzer 412, Lite-Up 175.00	1 Wurlitzer 61, Counter Model 134.50	3 Wurlitzer Twin Twelves, Buckley Systems, Ready for Location 189.50	1 Seeburg 9800, ES, New Grill Cloth.. 550.00	1 Seeburg Regal 450.00	1 Seeburg Colonel, ES 450.00	2 Seeburg 8800, ES 529.50	1 Rock-Ola DeLuxe Dial-a-Tune 385.00	1 Rock-Ola Commande 575.00	1 Mills Throne 259.50	2 Mills Empress 350.00
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WALL BOXES AND PARTS

- 15 Wurl. #125, 5-10-25¢ Boxes \$22.50
- 18 Seeburg 20 Sel., 5¢ Wireless Wallomatics 39.95
- 3 Wurlitzer #300 Adapter 32.95
- 4 Wurlitzer #130 Adapter 37.95
- 3 Seeburg 3-Wire Selectomatics 32.50
- 10 AMI Amplifiers, Less Tubes 21.95
- 20 Rock-Ola Standard Curved Front Glasses 2.95
- 10 Seeburg Solenoid Drums 21.95
- 6 Seeburg Solenoid Drums in Factory Ctns. 24.95
- 17 5¢ National Slug Relectors 3.95
- 10 GSRI Selection Receivers 17.50
- 10 Seeburg Wireless Organ Cabinets and Speakers 22.50
- 70L7 REPLACEMENT TUBES 2.95
- Zip Cord, 500' Rolls. Per 1000' 17.00

NEW 10'x6" "SKEE BARREL ROLL" SKEE BALL ALLEY.....\$389.50
(WITHOUT THE BARREL.....\$319.50)
LOCATION TESTED AND A PROVEN MONEY-MAKER!

WE CARRY A COMPLETE LINE OF TUBES, ALL SIZES OF LAMPS, LUMILINES, PAPER TITLE STRIP HOLDERS, COIN WRAPPERS, ETC.

1/2 Deposit, Balance C. O. D., F. O. B. New York

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LOST OUR LEASE—GIVING UP ARCADE

ARCADE MACHINES	2 Parachutes \$ 85.00	2 Kicker & Catchers..\$ 20.00		
2 Automobile Drives, Ea. \$250.00	3 Shoot the Japs 85.00	4 Target Skills 25.00		
PIN BALLS	2 Zig Zag, Ea. \$55.00	2 Show Boat, Ea. \$45.00	2 All American, Ea. \$37.50	1 League Leader ... \$27.00

Full Payment On Orders Under \$50.00. 1/3 Deposit, Balance C. O. D.

JOSEPH GLOTH, 103 Bank Street, New London, Conn.

BARGAINS

Perfect 5c, 10c, 25c and 50c MILLS SLOTS—ANY TYPE

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ABC Bowler \$32.50	Salute \$17.50	Sports Parade \$27.50
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MUSIC at LION . . .

Seeburg Envy \$465.00
 Seeburg Wireless Boxes 39.50
 Wurlitzer 61, Counter 139.50
 1939 Rock-Ola Deluxe 375.00
 Write for complete list of quality 5-Ball Free
 Plays, 1-Ball F.P. and P.O., Consoles, Slots,
 Arcade and other equipment.
 Terms: 1/3 Dep., Bal. C.O.D. or Sight Draft.



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**It Happened in Casablanca, or
 One Tale of the Reluctant Slot**

BALTIMORE, Sept. 22.—Sgt. Sigmund Levin, Baltimore attorney, has returned from the African theater of war with a story that undoubtedly should go down in coin machine annals.

Here's the way Levin tells it:
 He was assigned to Casablanca, where he ran into a sergeant who formerly had

been in the slot machine trade out in Canton, O. Now, Le Selecte bar was the favorite hangout for soldiers who needed a quick one in Casablanca. So Sergeant Levin and his friend dropped in.

First thing that the sharp-eyed Ohioan spotted was—why, naturally—there wasn't a slot machine in the whole joint. Not even a peanut vender.

So, just as naturally, Levin's friend decided that the thing the place needed to give it just the right touch was a good old U. S. machine.

Sergeant Acts

Being in an air depot supply group, the sergeant set right to work on it. And out of somewhere, in a few days, the resourceful man from Canton had produced a machine. No, not just one, but three, complete with bell fruit and spinning lemons. The slots were plainly marked 25 cents.

Levin's three-stripe friend proceeded immediately to set them up in Le Selecte. But the Baltimore sergeant and his friend from Ohio didn't want to just open the treasured machines up like any old bottle of brew. They felt the occasion called for some hoopla. Definitely. They decided to throw a grand opening, a gala unveiling party.

Stopped Cold

They did. And as such parties go, it was going all right even in Casablanca. In fact, everything went beautifully until Levin's friend stepped up to the first machine to insert what you might call the christening quarter. Something was wrong. He tried another quarter. It wouldn't fit. Neither would the third one.

So he moved on to the next machine. It was the same sad story. And the third machine wasn't any better.

Levin says that before he left Casablanca, G.I.'s stopping at Le Selecte had tried every coin in them from Persian pahlavis to Russian poltinniks, but they still didn't work. When he left, there they sat—resplendent tributes to Yank ingenuity, but not very busy.

International Features

FOREIGN BUYERS! NOW IS THE TIME TO GET ON OUR MAILING LIST. SPECIAL ATTENTION EXPORT SHIPMENTS.

- ★ Rock-Ola Std. Dialatune Head, R.C. With 8 Rock-Ola Wall Boxes. \$525.00
 - ★ Wurlitzer 61 140.00
 - ★ 5c Mills Brown Fronts, Originals . . 185.00
 - ★ 1938 Track Times. . . 109.50
 - ★ Horoscope 65.00
 - ★ Broadcast 59.50
 - ★ Zig Zag 72.50
 - ★ Knockout 122.50
 - ★ Circus Romance, New 239.50
 - ★ 1 Munves Rebuilt Liberty Striker 109.50
 - ★ 2 Groetchen Zooms. . 24.50
 - ★ 1 Bally Basket Ball. . 89.50
 - ★ 3 Challengers 24.50
 - ★ 6 Exhibit 1c Card Venders 27.50
 - ★ 2 Mutoscope 2c Card Venders 37.50
 - ★ 1 Exhibit Ask Me Another 24.50
 - ★ 24 Drop Picture Machines Wooden Base 19.50
- For Complete List of Five Ball F. P. Games Write.
 Want All Types Phonographs—Give Serial and Makes INTERNATIONAL COIN MACHINE DISTRIBUTORS
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TUBES for the Coin Machine Trade

1A7/GT \$1.04	5Y3G \$.56	6Q7 \$1.04	12SQ7/GT \$.88
1B4P 1.04	5Z388	6R7 1.28	24A72
105/GT 1.05	5Z4 1.04	6SA780	25L6/GT88
1H5/GT 1.04	6A8 1.04	6SA7/GT88	25Z6/GT80
1H6G 1.04	6B4G 1.56	6S07 1.04	35Z3 1.04
1LB4 1.88	6C5/GT80	6S7J88	35Z5/GT68
1LH4 1.88	6C880	6SK780	3888
1LN5 1.88	6D880	6SK7/GT88	4168
1N5/GT 1.04	6F588	6SQ7/GT88	4268
1S4 1.28	6F8G72	6U5/605 1.04	4388
1S5 1.28	6F8Q 1.04	6V6/GT88	4564
1T4 1.28	6H688	6X5 1.28	5772
2A3 1.56	6H6/GT88	6X5/GT80	5872
2A4G 1.88	6J5/GT72	7C5 1.04	7568
3Q5/GT 1.28	6K7G88	12C5 1.56	7672
5U4G80	6L6 1.56	12J5/GT80	79 1.28
5V4G 1.28	6L6G 1.56	12K7/GT80	8056
5W488	6L6GA 1.56	12S788	117N7/GT 1.88
5Y3/GT56	6L7 1.28	12SK7/GT88	2051 1.84

PHOTO CELLS FOR RAY GUNS

CE 23 \$1.70—5 or More, Each \$1.50
 CE-25 WBD "Peanut" (for Bally Defender) 2.80—5 or More, Each 2.50
 928 Non-Directional 3.00—5 or More, Each 2.70

WRITE FOR OUR LATEST PRICE LIST OF TUBES AND PARTS
 TERMS: 1/3 DEPOSIT ON ALL C. O. D. ORDERS

ALLIED ELECTRONICS COMPANY
 67 WEST 44th STREET Phone: Murray Hill 2-0755 NEW YORK 18, N. Y.

NEW! Have your old slot machines sent to us and we will RECONDITION THEM TO LOOK BRAND NEW \$79.50 FINISH BUILD CONVERT AND WORK LIKE A GOLD CHROME . . . (Full Price)

EXCLUSIVE! We have an EXCHANGE SERVICE which permits us to ship you a rebuilt machine within 24 hours after receipt of your old machine!

SEND US YOUR WATLING, PACE, JENNINGS MACHINES
 WE COMPLETELY REBUILD AND RECONDITION FOR \$79.50, Incl. Parts

GUARANTEED FACTORY REBUILT SLOT MACHINES

5¢ GOLD CHROMES \$280.00	5¢ BROWN FRONTS \$175.00
10¢ 285.00	25¢ SILVER CHROME 200.00
25¢ 275.00	10¢ \$260.00
50¢ 310.00	

GUARANTEED ORIGINAL SLOT MACHINE PARTS

Jack Pots \$12.50	Jack Pot Glass \$ 1.00	Glitter Gold, Per Lb. \$ 2.00
5¢-25¢ Escalators 25.00	Reel Glass 1.00	Slot Nut and Bolt Kit 5.75
Top Rear Castings 5.50	Escalator Glass50	20 Stop Star Wheels, Set 2.25
Discs, GH or SP, 1-2-3, Set 5.50	10¢ Escalators 37.50	Reel Kickers 3.50
Slide Posts, 5¢, 10¢, 25¢, Set 2.25	Gold Chrome Cabinets 12.00	Slides, Per Set 9.00
Jack Pot Coin Cup90	Blue Front Cabinets 12.00	25¢ Tube and Hopper 2.25
Payout Coin Cup90	Mills All Chrome Club Handles 4.50	Cash Boxes65
Gold Chrome Award Plates, 2/5 or 3/5 4.50	Knee Action Attachments, Per Set 4.50	War Eagle Castings, Per Set 20.00

RECONDITIONED PIN BALL MACHINES — LIKE NEW

All American \$30.00	Anabel \$24.50	Band Wagon \$39.50	Barrage \$30.95
Big Chief 37.50	Big Show 30.00	Brits Spot 34.50	Bounty 17.50
Boom Town 34.50	Broadcast 44.50	Cadillac 30.00	Champ 45.00
Commodore 30.00	Crossline 44.50	Chubbie 15.00	Chief 20.00
Dixie 34.50	Entry 37.50	Four Diamond 45.00	Follies 30.00
Four Roses 45.00	Fox Hunt 40.00	Jolly 24.50	Lucky 20.00

Write for prices on Slot Machines and Parts, Pin Ball Machines and Parts. Everything for the Coin Machine Industry.

CENTRAL MANUFACTURING CO.
 4245-47 FULLERTON AVE. CHICAGO 39, ILL. SPAuldng 1670-1

If You Want . . .
 ONE BALLS (F. P. or P. O.)
 CONSOLES
 ORIGINAL SLOTS
 WRITE, WIRE, PHONE TODAY! NAME THE MACHINE—WE HAVE IT!
H. ROSENBERG CO.
 627 10th AVENUE, NEW YORK 19, N. Y. LONGACRE 3-2479

ARCADE EQUIPMENT READY FOR LOCATION!
 Photomats, Fully Automatic, Rebuilt and Refinished, 4 Pictures for 25¢, Uncrated \$950.00
 Keeney Submarines 125.00
 Poker Table Glass, Different, in Lots of 10 or More. Ea. 3.50
 1/3 Dep., Bal. C. O. D., F. O. B. N. Y.
SIMON SALES, Inc.
 215 West 64th Street
 New York 23, N. Y.
 Phone: TRafalgar 4-6900

\$ Marlin's Moneysavers \$
 ARCADE—MUSIC—PINS—SLOTS
 Every Piece is Checked and Reconditioned Before Shipment is Made
 WHAT DO YOU NEED?
 WE ARE IN LINE!!!
 Ben Rodins
Marlin Equipment Co.
 412 9th St., N. W., Washington 4, D. C.
 Phone: District 1625

WANTED—EXPERIENCED COIN MACHINE SALESMAN
 for leading Chicago Distributor. Good opportunity. Salary and commission. State fully experience, references, age in first letter. All replies held strictly confidential.
 BOX 688, The Billboard, 155 North Clark St., Chicago 1, Illinois.

MILLS ORIGINAL SLOTS

- ALL CLEAN
 SERIAL AS HIGH AS 475,000
- 1 5¢ Gold Chromes, 2-5 P.O. \$200.00
 - 1 5¢ Gold Chromes, 3-5 P.O. 200.00
 - 1 10¢ Gold Chromes, 3-5 P.O. 210.00
 - 1 25¢ Gold Chromes, 3-5 P.O. 225.00
 - (The Above Set \$575.00)
 - 16 5¢ Brown Fronts, 3-5 P.O. 165.00
 - 2 10¢ Brown Fronts, 3-5 P.O. 200.00
 - 1 25¢ Brown Fronts, 3-5 P.O. 225.00
 - 11 5¢ Blue Fronts, 3-5 P.O., D.J. 115.00
 - 14 5¢ Blue Fronts, 3-5 P.O., S.J. 125.00
 - 17 10¢ Blue Fronts, 3-5 P.O., S.J. 150.00
 - 12-25¢ Blue Fronts, 3-5 P.O., S.J. 175.00
 - 10 5¢ Pace Club Bell, 3-5 P.O. 105.00
 - 8 10¢ Pace Club Bell, 3-5 P.O. 125.00
 - 3 25¢ Pace Club Bell, 3-5 P.O. 150.00
 - 6 5¢ Caffle Club Bell, 3-5 P.O. 75.00
 - 5 10¢ Caffle Club Bell, 3-5 P.O. 85.00
 - 5 25¢ Caffle Club Bell, 3-5 P.O. 100.00
 - 2 5¢ De Luxe Pace, 3-5 P.O. 100.00
 - 3 10¢ De Luxe Pace, 3-5 P.O. 125.00
 - 2 25¢ De Luxe Pace, 3-5 P.O. 150.00
 - 2 5¢ Blue Pace Comets, 3-5 P.O. 85.00
 - 6 10¢ Blue Pace Comets, 3-5 P.O. 75.00
 - 4 25¢ Blue Pace Comets, 3-5 P.O. 100.00
 - 23 Mills Stands, Locking Bar with Keys 8.0
 - 24 Mills Stands, Locking Bar, No Keys 5.0
- 1 BALL PAYOUT TABLES**
- 47 Preakness \$12.50
 - 37 Sport Pages 37.50
 - 30 Grand Nationals 55.00
 - 26 Grand Stands 50.00
- Plus Crating.
 (Special Price for Entire Lot)
 2 5¢ Pace Races, Factory Reconditioned, Light Cabinets, Excellent \$125.00
 ORIGINAL R.W.B. Single Sewed Tickets, Stapled in 5's. Each 1.71
 1/3 Deposit With Order, Balance C. O. D.

UNION SALES
 409 No. Adams St., GREEN BAY, WIS.
 Phone: Howard 2995

RECONDITIONED EQUIPMENT

MUSIC

- SINGING TOWER #201 (Absolutely New in Original Grate) \$485.00
- Mills Zephyr 125.00

FIVE BALLS — ONE BALLS

- *41 Derby \$295.50 Bandwagon, \$34.50
- Blue Grass, 149.50 Metro 34.50
- Klondike, P.O. 60.00 Hi-Hat 59.50
- Big Chief 39.50 Seven Up 52.50
- Knockout 99.50

SLOTS

- 1 10¢ Blue Front (Mills) \$138.50
- 1 5¢ Yellow Front (Mills) 75.00
- 1 5¢ Black HL 199.50

Three for \$385.00

ARCADE

- Bowl-A-Bomb, Newly Refinished in Marble-plate \$159.50
- Rockola Rolla-Base 109.50
- Jap-Hitler Gun (Chicken Sam Conversion) 89.50
- Bally Ranger 89.50
- ABT Challenger 25.00
- Pikes Peak 19.50

1/3 Deposit, Balance C. O. D.
 WANT—Skee Balls, HD Ten Strikes, Send List.
Wisconsin Novelty Co.
 3717 W. Center St., Milwaukee 10, Wis.

MARKEPP VALUES

SLOT MACHINES & CONSOLES

25c Cherry Bell, Original	\$235.00
5c Cherry Bell, Original Cabinet, Refinished	175.00
5c Blue Front, Original	150.00
25c Blue Front, Original Cabinet Refinished	275.00
Jumbo Parade, C.P.O., Factory Rebuilt, Like New	135.00
Jumbo Parade, F.P.	98.00
Big Game, F.P.	85.00
'38 Track Time	85.00
Columbia Cigarette	45.00
Keeney K. C., As Is, Good for Parts	30.00
Double Safe Stand	55.00

ARCADE EQUIPMENT

Western B. B. Delux	105.00
Sky Fighter	225.00
Bally Rapid Fire	165.00
Bally Torpedo	115.00
Keeney Submarine Gun	115.00
Tail Gunner	95.00
Chicken Sam, Jap Conversion	95.00
Shoot the Chute	97.50

PHONOGRAPHS

Singing Tower Hi Boy, Late Model	\$395.00
Mills Thrones	295.00
Panorams, A-1 Condition	365.00
Wurlitzer 600-R	400.00
Rockola Imperial, Hideaway Remote	200.00
Rockola Windsor, Hideaway Remote	225.00
Seeburg Wireless WB-W5-1-Z	8.00
Seeburg Wireless Baromatics, 5/10/25c, Each	49.50

5-BALL PIN GAMES

Knock Out	\$39.50	Crossline	\$39.50
Hit the Jap	39.50	Gold Star	39.50
Hit the Jap	39.50	Big Chief	42.50
Gun Club	65.00	Landslide	35.00
Seven Up	50.00	Four Roses	52.50
Legionnaire	69.50	School Days	52.50
Zombie	50.00	Hold Over	47.50
Ump	22.50	Boomtown	29.50

Big Three Westerhaus Revamp, New 225.00
All Machines Carry Markepp Guarantee.

WANT TO BUY
Phonographs All Makes and Models. Send Us Your List With Your Best Price—Do It Now!



THE MARKEPP CO.
(Established 1928)
4310 Carnegie Ave.,
Cleveland 3, Ohio

Telephone: Henderson 1043

FAST DELIVERY!

All Games in Clean, Operating Condition

Oklahoma (Used Two Weeks)	\$185.00
Army & Navy (Knockout Conv.)	100.00
Knockout	90.00
Air Circus	100.00
Balle Hop	50.00
Roll Call (Vacation Conv.)	50.00
Streamliner (Like New)	170.00
Boscos	85.00
Four Aces	100.00
Double Play	80.00
Sky Blazer	80.00
Silver Spray	50.00
Second Front (Jeep)	100.00
World Series (7 Up Conv.)	50.00
Action (with Kickout Pocket)	95.00
Metro	50.00
'41 Majors	50.00

1/3 Cash, Balance C. O. D.

PAIGE SPECIALTIES
924 Durand Street Phone 3-5487
FLINT 3, MICH

WANTED!

Liberty	Bosco
Four Aces	Flat Top
Keep 'Em Flying	Streamliner
Knockout	Oklahoma
Big Parade	Wagon Wheels

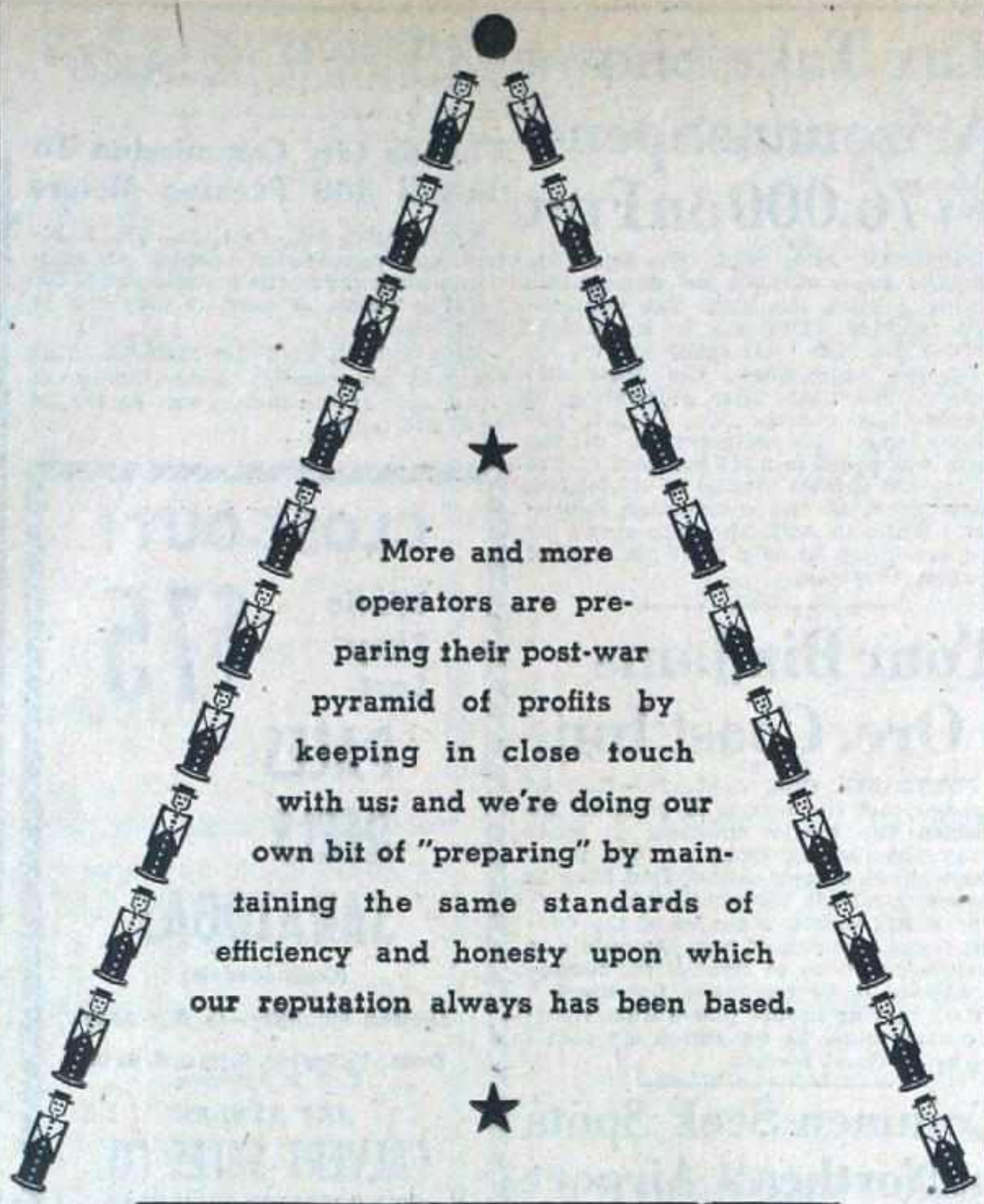
HIGHEST PRICES PAID!
LET US KNOW WHAT YOU HAVE!

LEON TAKSEN COMPANY
2035 Germantown Ave., Phila. 22, Pa.
Phone: Poplar 3638

PHONOGRAPHS WANTED

We Will Pay Cash for
WURLITZERS
and
SEEBURGS
State Price Desired

BYRON NOVELTY CO.
2045 Irving Park CHICAGO 18



More and more operators are preparing their post-war pyramid of profits by keeping in close touch with us; and we're doing our own bit of "preparing" by maintaining the same standards of efficiency and honesty upon which our reputation always has been based.

David Rosen
855 NORTH BROAD STREET, PHILADELPHIA 23, PA.
PHONE: STEVENSON 2258-2259

RECONDITIONED MULTIPLE 1 BALL PAY TABLES

Turf King	\$350.00	Kentucky	\$250.00
Jockey Club	350.00	Santa Anita	175.00
Long Shot	250.00	Grandstand	85.00
Thistledown	\$65.00		

PHONOGRAPHS

Wurlitzer 600	\$425.00	Seeburg Colonel ES	\$445.00
Wurlitzer Victory 500	495.00	Rock-Ola 40 Master	395.00

RECONDITIONED SLOTS

Mills Blue Fronts, S. J., CH, 5c..	\$145.00—10c..	\$165.00—25c..	\$185.00
Mills Original Chromes, 5c..	\$275.00—10c.....		\$295.00
Jennings Silver Chiefs, 5c..	\$145.00—10c..	\$165.00—25c....	\$185.00
Jennings Silver Moon Console, P. O.			\$ 95.00

FRANKEL DISTRIBUTING CO.
2532 Fifth Ave. Phone 1302 Rock Island, Ill.

ONE BALL CONVERSIONS NOW AVAILABLE!

We are now able to promise 10-day delivery on converting your BLUE GRASS, DARK HORSE, RECORD TIME, SPORT SPECIAL INTO **WHIRLAWAY**

Hundreds of these machines are now on location doing an excellent job! Operators of one-ball machines who have taken advantage of this offer during the war have never missed new machines. New playing field, new back glass and back box, new spray job, a new machine in every appearance.

Join the long list of money-making Operators NOW by sending in your equipment prepaid.

CLUB BELLS into DUO BELL—ONLY TWIN MULTIPLE ON THE MARKET! BEST CONSOLE CONVERSION EVER BUILT!

ROY MCGINNIS CO. 2011 MARYLAND AVE. BALTIMORE 18, MD.

FOR SALE AMUSEMENT MACHINE ROUTE IN CITY OF LOS ANGELES

Includes Skee Balls, Cenco Play Balls and Guns. All legal equipment. Also 1 Ford Pick-Up Truck and some supplies. One man can handle. Route grosses between \$400 and \$500 per week. Full price \$20,000.00. Write
A-15, The Billboard Publishing Company, 1509 N. Vine St., Hollywood 28, Calif.

FOR SALE

- 1 Seeburg 8800 Wireless
 - 1 Seeburg Plaza, Wireless
 - 2 Mills Thrones of Music
 - 2 Wurlitzer "71" Counter Models
- 1 Wurlitzer 616 Rolaway—Packard Adapter with 3 Packard Boxes and speaker
- 1 Lucky Lucre
 - 5 Mills 25c Gold Chromes, 2/5, drillproof, knee action, C. H.
 - 3 Mills 25c Brown Fronts, 3/5, drillproof, knee action, C. H.
 - 2 Mills 10c Brown Fronts, 3/5, drillproof, knee action, C. H.
 - 6 Mills 5c Brown Fronts, 3/5, drillproof, knee action, C. H.
 - 5 Mills 25c Blue Fronts, 3/5, drillproof, knee action, C. H.
 - 2 Mills 10c Blue Fronts, 3/5, drillproof, knee action, C. H.
 - 10 5c GOLD Q. T.'s Orig.
 - 10 5c B & G VEST POCKETS
- Terms: 1/3 Certified Deposit, Bal. C.O.D.
- STERLING NOVELTY CO.**
669-671 S. Broadway, Lexington 20, Ky.
Wholesale Distributors

SLOTS

- 1 Mills 5c Q.T., Gilt. Gold, Hand Load \$115.00
- 1 Mills 1c Q.T., Blue Front 50.00
- 1 Mills 5c Brown Front, 3/5 Payout 190.00
- 1 Jennings Century, 10c 73.50

MUSIC

- 1 Mills Empress 3375.00
- 1 Mills Throne 339.50
- 1 600 Wurl. Key Board 449.50

ARCADE

- 1 A.B.T. 4-Gun Range, Complete, Ready to Set Up \$1800.00
- 1 Mills Owl Lifter 50.00
- 1 Mills Modern Scale 50.00
- 1 Zingo, Floor Sample 200.00
- 5 A.B.T. Guns, Each 12.50
- 3 Floor Model Diggers, Ea. 75.00
- 1 Western Super Grip on Base 39.50
- 1 Callie Shocker, 3 Grips, Floor Model 50.00
- 1 Bang-a-Deer, 5 Extra Rifles and 1/2 Lbs. of Shells 200.00
- 1 Chester Pollard Golf 50.00
- 2 '42 Muto. Reels, Floor Models, Each 95.00

ARCADE

- 2 Pikes Peaks, Each \$19.50
- 1 Kicker & Catcher 25.00
- 1 5c Panoram Peek Show, Film & Splicer 225.00
- 1 Bally Racer 99.50
- 4 Muto. Card Venders, Floor Models, with Lite-Up Tops, Each 50.00

1/3 Deposit, Balance C. O. D. Prices include crating.

What am I offered for the whole lot uncrated?
PLAYLAND AMUSEMENT CO.
220 N. Washington LANSING, MICH.

FOR SALE!

5000 5c National Slug Rejectors—Suitable for Any Type Vending Machine—Priced Considerably Below Cost!

BOX 690, The Billboard
155 N. Clark St., Chicago 1, Ill.

SALESBOARD SALESMAN

Nationally known manufacturer needs good salesman that knows the trade. To call on operators, jobbers, etc., in the following territory with a complete line of boards. Iowa, Minnesota, Nebraska, North and South Dakota.

BOX 689, The Billboard
155 N. Clark, Chicago 1

FOR SALE

Small route in Northern California. Average income \$500 per month net our part. On location—12 Music Boxes, 5 Pin Balls, 12 Miscellaneous Pieces. In shop—Many Spare Parts and Records. Price \$10,000.

BOX D-36
The Billboard CINCINNATI 1, O.

WE TAKE THE GAMBLE WHEN YOU BUY FROM US!

Any machine we sell is guaranteed to satisfy or the shipment can be returned within five days after delivery for full cash refund or purchase price less the transportation charges.

GET OUR NEW PRICES

- MILLS GOLD CHROME BELLS
- MILLS SILVER CHROME BELLS
- MILLS BROWN FRONT BELLS
- MILLS BLUE FRONT BELLS
- MILLS CHERRY BELLS
- MILLS MELON BELLS
- BAKERS PACERS

ALL MODELS—
ALL COIN PLAYS

WE SPECIALIZE IN REBUILDING
MILLS SLOTS and RACES

WE BUY—SELL—
EXCHANGE

BAKER NOVELTY CO.

1700 Washington Blvd., Chicago 12, Ill.

SLOTS

MAKE US AN OFFER

- Blue Fronts, 5c and 10c
- Brown Fronts, 5c, 10c and 25c
- Pace and Jennings 5c
- Jennings 10c Consoles
- Pace 25c

ALL MACHINES READY FOR
LOCATION
PHONE OR WRITE

D. L. SOLLIDAY KNOX, IND.

SOMETHING NEW

SLOT MACHINES

Startling the Industry
BLACK FRONT SPECIAL
NO LEMONS ON FIRST REEL
Pays 3 on 2 Bars
Pays 3 on 1 Cherry
EVERY SYMBOL ON FIRST REEL
a possible winner
Inquiries answered promptly.
Phone 4-1109. Call during noon hour, E.W.T.
AUTOMATIC COIN MACHINE CORP.
338 Chestnut St.
Springfield, Mass.

Mechanic Available

For shop or route work. Four years' shop experience on Seeburg Wireless, Wurlitzer Remote, Rockola, Pin Balls, Amplifiers, Ray Guns, Arcade and Cigarette Machines. Can give bond and best of references.
BOX D-37, The Billboard, Cincinnati 1, O.

FOR SALE!

10 Cases .22 Long Rifle, Popular Brand. WILL LET GO AT REASONABLE OFFER
BOX NY-88, The Billboard, 1564 Broadway, New York 19, N. Y.

Tax Take Shows Arizonans Spend \$776,000 on Fun

PHOENIX, Ariz., Sept. 22.—Arizonans plunked down \$776,568 for amusements during August, the State Tax Commission reported. This was an increase of \$96,645 over the total spent in July. Of this expenditure, the State collected amusement taxes amounting to \$15,531 last month. In August, the money spent for amusements in the State was equal to 2.345 per cent of the State's net taxable income of \$49,543,108, statisticians at the commission figured out. While in July, the cash spent for fun amounted to only 1.967 per cent of income, they said.

Tour Biz Jams Ore. Coast Inns

PORTLAND, Ore., Sept. 22.—End of the war and the return of gasoline has boomed the tourist business at spots along the Oregon Coast to the point where resort owners cannot find time to answer telegrams for reservations. Arch B. Sanders, manager of the Oregon Coast Association, says the only way tourists can hope to arrange for accommodations is to telephone for them. Cars bearing license plates from virtually every State in the union are showing up at Coast resorts.

Coinmen Seek Spots In Northeast Airport Lunchroom at Phila.

PHILADELPHIA, Sept. 22.—Concessionaires in this area are placing bids with the city for the various services that will supply the new lunchroom at the Northeast Airport. It will be a temporary foodhouse since \$50,000 has been set aside for a cafe at the spot. The airlines' marked preference for the Southwest Airport in the city may kill the restaurant idea permanently but the lunchroom will be able to handle army-

navy game travelers, and machine operators will reap the benefit. Lunchroom will open within the next few weeks.

Florida City Commission To Install 300 Parking Meters

LAKELAND, Fla., Sept. 22.—The Lakeland city commission adopted an ordinance authorizing the installation of 300 parking meters as soon as they can be obtained. City officials said the manufacturing company has promised to ship them soon. Total cost of the meters will be \$13,725 or \$45.75 each.

CLOSE-OUT!

While They Last **\$75**

- PACES
- REELS
- SARATOGAS

(Cash Models)

Limited Quantity—so ACT FAST

Terms: 1/2 Deposit, Balance C. O. D.,
F. O. B. Baltimore.

ART NYBERG

CALVERT SALES CO.

COIN OPERATED EQUIPMENT
708 N. Howard St. Baltimore 1, Md.

D. P. PHOTOGRAPHERS

Eastman D.P. Paper, 250 foot rolls, 1 1/4", \$5.56; 3 1/4", \$8.89; 3", \$10.70; 3 1/2", \$11.31; plus tax. Also D.P. Cameras, Enlargers, Lenses, Chemicals, Backgrounds, Frames, Mounts, etc. Prompt shipments anywhere. Send for new catalog.

Memphis Photo Supply Co.
P. O. Box 1350, Memphis 1, Tenn.

200 ORIGINAL SLOTS FOR SALE

THESE MACHINES PURCHASED NEW MYSELF AND USED ONLY BY ME	
MILLS BLUE FRONTS	MILLS BROWN FRONTS
5c \$147.50	5c \$172.50
10c 162.50	10c 197.50
25c 197.00	25c 275.00
50c 500.00	
MILLS CHERRY BELLS	JENNINGS SILVER CHIEFS
5c \$157.50	5c \$157.50
10c 172.50	10c 187.50
25c 225.00	25c 272.50
PACE DELUXE SLOTS	MILLS GLITTER GOLD Q.T. BELLS
5c \$132.50	5c \$125.00
10c 147.50	10c 150.00
25c 172.50	25c 175.00
Mills Four Bells, Originals \$425.00	Mills Single Safe Box Stands, Each .. \$ 15.00
Mills Three Bells, Like New, Original, 997.50	(In Lots of Five or More)
Mills Hand Loads Write	Double Chicago Metal Turn Table Safes, Each 225.00
Mills Chrome Vest Pockets Write	Single Chicago Metal Turn Table Safes, Each 125.00
Mills Blue & Gold Vest Pockets Write	Palmantier Heavy Duty Double Turn Table Safes, Each 350.00
Mills Jumbo Parades, Late Heads 125.00	Palmantier Heavy Duty Triple Turn Table Safes, Each 400.00
Mills Jumbo Parades, Free Play 80.00	
1941 Lucky Lucre, Like New 250.00	
Jennings Silver Moon, F. P. Consoles . . 80.00	
Mills Jack-in-the-Box Stands, Each . . 60.00	
All Mills Machines are equipped with Club Handles, Knee Action Levers. Purchases of Mills Machines that are drill proof will be an additional \$20.00 charge. 1/2 deposit with order.	

PALMANTIER SALES CO.

1108 12TH ST., N. E. (Phone Numbers: Office, 43468; Home, 32719) CANTON, OHIO

MACHINES—CHECKED—READY TO OPERATE!

MILLS REBUILT SLOTS	Marvel Baseball \$125.00	Jenn. Silver Moon, FP \$75.00
10c Chrome, #441298 \$265.00	Bell Sky Rider 135.00	Jenn. Bobtail, FP .. 75.00
5c Brown Front, 3/10, #414650 200.00	Westerhaus 3-in-1 .. 175.00	
10c Brown Front, #480000 275.00	United Games Write	
10c Blue Front, #440000 250.00	Williams Flat Top Write	
Vest Pockets, B.G., 5c. Recon. 54.50	USED 5 BALL F.P. GAMES	
5c Q.T., Green & Blue 75.00	Production \$ 75.00	
5c War Eagle, Recon. 150.00	Bombardier 75.00	
Box Stands for Slots, 19.50	Marines at Play 95.00	
Single Safe Stands .. 30.50	Marvel Baseball 95.00	
Double Safe Stands, Comb. Lock 60.00	Monicker 65.00	
NEW PIN GAMES	Victorious 1945, Like New 100.00	
Gottlieb Cover Girl \$229.50	Foreign Colors, Like New 139.50	
	Keeney's Super Bell, Like New 269.50	
	Bally Club Bell, Touch Button 275.00	

WILL PAY \$75.00 FOR "KNOCKOUTS" LET US KNOW HOW MANY YOU HAVE!

TERMS—1/3 DEPOSIT, BALANCE C. O. D.

K. C. NOVELTY CO., 419 Market St., Phila. 6, Pa.



ALUMINUM DISCS for GROETCHEN TYPERS

Guaranteed Perfect IMMEDIATE DELIVERY

WRITE FOR QUANTITY PRICES

- 10 KEENEY SUBMARINES, EA. \$119.50
- Radio Rifle \$ 49.50
- Liberator (Floor Sample) 189.50
- Air Raider 169.50
- Jennings Golf Ball Vendor, 25c Play .. 69.50

1/2 Deposit With Order.

WANTED KNOCKOUT FIGHTERS ANY CONDITION

MAX GLASS DISTRIBUTING COMPANY

914 DIVERSEY - CHICAGO 14, ILL.



COIN-OPERATED AUTOMATIC SALES BOARD CABINETS

\$38.50

Ready for Location

Deals of all kinds, refill boards yourself or buy new boards from us. Cabinets for 5c, 10c or 25c play. descriptive circular on request.

R. C. WALTERS MFG. CO.
2532 Semple Ave. ST. LOUIS 12, MO.

WANTED OPERATORS

To operate Five Ball Games and other equipment on a liberal percentage basis in your territory. We are especially interested in Ex-Service Men or Men about to come back to civilian life who are ambitious, honest and know something about operating. We will furnish you with the best and latest equipment. Write at once, giving us information concerning yourself and your territory.

Box No. 685, The Billboard, Ashland Bldg., Chicago 1, Ill.

VICTORY Conversion VALUES

ARTISTS AND MODELS
for Star Attraction

GIRLS AHOY
for Sea Hawk

FOLLIES OF '45
for Hi-Hat

BASEBALL
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Mfrs. See More Records Soon

Manpower To Be Available

To expand pressing plants, too, as first steps toward higher production

(Continued from page 3)

Chicago by December or the early part of 1946.

Decca, which produced over 6,500,000 disks per month prior to the war, is now distributing approximately 2,500,000 per month, but a report recently issued claims a 30 per cent production increase in the past month, which is indicative of the rapidity being shown by the diskery in getting back on the road to pre-war production.

Bare Shelves

A tour thru the warehouses of the record distributors revealed bare shelves and the truth of the record supply situation. Distributors are not holding back supplies. Where once stood album upon album of "name your choice" disks, there are empty shelves. Decca company, it was learned, just prior to the war, and the subsequent "run" on record supplies all over the country, had over 12,500,000 records in stock which could be drawn on. Now the only disks shelved are the dealer 5 per cent returns, a few albums and records which are old and out of top-tune class.

All record manufacturers, without exception, are planning plant expansion. Going hand in hand with these plans will be the increase of plant personnel as well as a move to hire top grade personnel.

Manufacturers also are striving to equip their plants with the most modern machinery available to the industry and plants will be streamlined and employees given the benefits of more comfortable working conditions.

Decca now presses disks in four plants, two in New York, one in Bridgeport, Conn., and one in Richmond, Ind., and the opening of their Los Angeles and Chicago presseries will double their manufacturing capacity, which just prior to the war hit close to 70,000,000 disks per year, according to a company representative.

Impetus Seen

It is expected by the record manufacturers that the coming of winter will serve as an impetus to production in that, employees working at the presses, under a heat of about 120 degrees will not suffer as much. This heat intensity contributes greatly to the slow-up of disk output during spring and summer. Uncomfortable working conditions and the fact that the manufacturing plants had no manpower priorities during the war made it necessary for them to hire and train inexperienced and oftentimes unsuitable employees. In order to keep production somewhere close to demand under normal conditions it is necessary for the manufacturers to train employees to attain a definite degree of skill. This has been impossible during the war. Supply of manpower has been unsteady and in most plants it was necessary to hire women who were unskilled and physically unable to withstand the heat. With veterans being released daily, record manufacturers have plans for enrolling them as employees.

RCA-Victor, a 12,000,000 disk production firm, expects to raise this figure as soon as their plants in Camden, N. J., Indianapolis and Hollywood get up full steam. Their problem also has been one of manpower to a great extent. RCA-Victor expects sales stimulant from their newly processed Vinylite disk which embodies three major features:

1. Tone definition of concert-hall quality.
2. Low needle scratch.
3. Unbreakable.

New Era

Officials of RCA-Victor deem this new

Teen-Agers of Portland Open Clubs Again as School Starts

PORTLAND, Ore., Sept. 22.—Re-opening of school saw a lot of teen-age clubs in this area pick up where they left off last spring and some new ones get under way.

At least 20 clubs were starting up a few days after school resumed, an increase over even the wartime number. Altho the clubs originally sprang from the war need to combat juvenile delinquency, the bobby-soxers found they were having so much fun at their own juke dances and coke bars that the clubs are going now largely of their own impetus.

Nearly every Catholic high school has a teen-age club in the building, and public schools and civic organizations also have found this a means of providing wholesome recreation without a grandmother flavor to it.

Idea Spreads

This fall the idea has been spreading to the smaller communities outside Portland, and juke box operators report many calls for machines. In several instances, the operators have provided the machine free, and kept it maintained for the kids as a sort of community service.

The magnet pulling the youngsters into the clubs, of course, is the juke box, which provides them the jive and jump they want. Venders of candy bars, colas and other between-times snacks also have a share in keeping the boys and girls out of unsuitable spots.

Usefulness of the teen-age canteens was by no means ended with the Jap surrender, educators and other social observers have agreed. Juvenile delinquency threatens to be as great a problem in post-war society as it was in war-

time, they pointed out.

The clubs not only serve to keep the bobby-soxers out of hot spots, but they give them a valuable lesson in democratic government at the same time. Most of the clubs have executive boards made up of teen-agers who plan the club programs, lay down the rules and see that they are enforced.

Fund Raising

Many ingenious means of raising the original nut have been used to launch the club. One business man backing a canteen got the youngsters to collect nearly 1,000,000 bottles which they sold for \$4,000. Others, less spectacular, have collected and sold waste fats, papers and other items unneeded around home.

The majority, however, have had backing of lodges, newspapers and community organizations.

Clubs in smaller towns usually are open one or two nights a week, and some for a few hours after school. In cities, most of the clubs operate three or four nights a week, and a few of the larger clubs are open every night.

Juke Operator Does Boom Business With Old Disks in Oregon

PORTLAND, Ore., Sept. 22.—"Fresh second-hand records every day."

Such is the offering available to collectors at undoubtedly Portland's busiest and biggest second-hand record mart—the store of the G. F. Johnson Music Company, which operates more than 650 juke boxes thruout this area.

G. F. Johnson, owner, has an average stock of 3,000 platters for sale at 20 cents each, "no try ons, no telephone orders, no exchanges." They are the platters that come off the Johnson machines after they have worn out their current popularity as nickel grabbers, but before they have worn out their music.

"We don't offer any worn records," says Johnson. "We inspect every one before we offer it for sale, and the worn ones are junked. We have about a ton of junked records on hand. Most of these juke box records have been played only on one side."

Johnson figures that a \$10 turnover would be about a normal day in that department.

In current records, the company has one of the largest stocks west of the Mississippi and probably in the country—80,000 to 100,000 disks.

Coinmatic to Handle Distrib on Uni Disks

HOLLYWOOD, Sept. 22.—University Records, headed by Jimmie Richards, has named Coinmatic Distributors its national distributors. Recording company will issue a full line of records of popular, ballad, fox trot, blues and race tunes.

University is readying releases by the Teen Agers Orchestra, Red Nichols and His Five Pennies, the Ginger Snaps, Jimmie Richards and His Southerners, Ted Madison, Penny Parker and Kay Kotton.

\$200 Tube Prices Asked in Germany

CHICAGO, Sept. 22.—Juke box manufacturers may be having a hard time getting amplifier tubes for their new sets but the situation is nothing like conditions in Germany.

Newspaper reports from that country says that a good amplifier tube will bring \$200 on the black market in Munich and even higher prices in Berlin.

Subscription Radio Junked As \$\$\$-Eater

Benton's New Job Helps

(Continued from page 5)

and tremendous eater of capital investment for a long, long time to come if it would have been granted the channels it requested.

Quick Switch

Published research indicated that people were willing to pay for advertisingless broadcasting, but when a test was made by an indie organization with contracts to sign, it was found that many who said, "yes, we want it," said "no soap," when it came to putting the cash on the line. This was along the lines originally experienced by Muzak, the wired music org, when it installed wired music plus a four-channel transmitter which picked up network stations, amplified them and fed them over the power lines in a building to each apartment or office in the building. Muzak, at that time, found that it required solid selling to get the original order and reselling to keep it sold.

This also underlined the original findings in Lakewood (outside of Cleveland), that entertainment of a broadcast character for pay has its aches. Aches in the Ohio town cost the public utility that paid the bills some \$5,000,000 before it decided to move to New York and make the set-up a bar and eatery service. It finally, of course, sold the entire package including a recording company, Muzak Transcriptions, a musical library service, Associated, and a music licensing org, Associated Music Publishers, to Bill Benton.

Fresh Eggs

First deal in New York was a coin-machine-operated set-up that laid a nice clean egg. Next was the food and drink job that ran in the red until a Warner Bros. exec was put in to see if the deal was something WB wanted to buy. They didn't, but the exec took the biz out of the red and it has been running in the black ever since. Third deal was service for cloak-and-suit showrooms and small biz orgs whose workers did a repetitive type of work. From this Muzak branched out to "music for industry" and apartment house music. Latter is of the types—a "for free" service for tenants (paid for by the landlord) and the service-charge-added-to-your-public-utility-bill type of operation. Later included a reproducer. Former is set up so that Muzak (music without voice) come thru on a radio dial not alive (no station available at the dial setting).

Benton's bow-out on Subscription Radio, due to his now "exalted" position, may have been accepted on its face value. However, the fact that Raymond Rubicam (Y & R founder), Beardsley (R. H. Macy) Ruml and ex-FCC Commissioner James L. Fly also stepped out from under at the same time, could not be traced to the same "public spirited" inspiration.

FCC Group Unhappy

Axing of the put-it-up-for-listening plan makes a certain group in the FCC "mildly unhappy." It was, to this group, a "noble experiment" despite the fact that the commission itself plans to put the entire 70 commercial FM channels to immediate use in the crowded New York, Chicago, Washington and New England areas. This means that nothing could be done for Subscription Radio (skedded for FM) in these areas for at least three years, when television would move upstairs and free the channels which video was given downstairs at the last allocation.

Entire deal, and it will come up again, and again, and again, awaits upon the non-commercial gang selling some solid doughboy the idea that he'll be doing a public service and building a solid (See SUBSCRIPTION OUT on page 38)

record as marking a new era in their recording history. Mechanical era of record development for them began in 1898 and continued until August, 1925, when the first electrically recorded disk was produced. Introduction of their Vinylite disk on a nationwide NBC—Music You Want—hook-up, October 7, will herald the third era in RCA-Victor (See Pressers Sees Juke Disks on page 86)

Record Reviews

(Continued from page 31)

ARTIE SHAW (Victor)
That's for Me—FT; VC.
Yolanda—FT; VC.

Artie Shaw subduces all his musical enthusiasm in doing a commercial turn-about for both of these screen songs. Both the band and the maestro are all too calm and reserved, making for an uninspired spinning session that might just as well have been a slapped-together studio band. It's the music making and not the song material that lacks in the

imagination usually stemming from a Shaw score. Only Hal Stevens straight-forward baritone makes the spinning tolerable. *That's For Me* is the hit-to-be from *State Fair*, while *Yolanda* is an intriguing serenade from *Yolanda and the Thief*. Both ballads set to a moderately paced rhythm beat. But nothing happens.

These sides pack none of the coin magnetism the phone fans might expect from Artie Shaw.

ADVANCE RECORD RELEASES

(Continued from page 31)

NEW ENGLAND FOLK MUSIC ALBUM Musicraft 68
Canada; The Woman All Skin and Bones..... Earl Rogers..... Musicraft 334
Jamb on Jerry's Rock..... Earl Rogers..... Musicraft 333
Our Good Man; Blow the Man Down..... Earl Rogers..... Musicraft 333
The Brookfield Murder..... Earl Rogers..... Musicraft 333
The Ocean Burial..... Earl Rogers..... Musicraft 335
The Old Man Who Lived in the Woods..... Earl Rogers..... Musicraft 334

NO CAN DO Guy Lombardo (Rodney-Rosemary Lombardo) Decca 18712

ON THE MOONBEAM ALBUM Victor P-142
Blue Moon..... Vaughn Monroe (Vaughn Monroe-Norton Sisters) Victor 20-1705
Carolina Moon..... Vaughn Monroe (Vaughn Monroe-Norton Sisters) Victor 20-1706
It's Only a Paper Moon..... Vaughn Monroe (Vaughn Monroe) Victor 20-1703
Moon Love..... Vaughn Monroe (Vaughn Monroe) Victor 20-1706
Moon of Monakoora..... Vaughn Monroe (Vaughn Monroe-Norton Sisters) Victor 20-1704
Moon Over Miami..... Vaughn Monroe (Vaughn Monroe-Mixed Chorus) Victor 20-1707
Moonlight and Roses..... Vaughn Monroe (Vaughn Monroe) Victor 20-1704
Moonlight and Roses..... Vaughn Monroe (Vaughn Monroe-Mixed Chorus) Victor 20-1703
Racing With the Moon..... Vaughn Monroe (Vaughn Monroe) Victor 20-1707
Shine On, Harvest Moon..... Vaughn Monroe (Vaughn Monros-Mixed Chorus) Victor 20-1705

PLAY JACKPOT Dusty Brooks and His Four Tones..... Lamarr Star 103

SCHUBERT MELODIES BY MAREK WEBER ALBUM..... Columbia C-109
Erlking, Serenade; Marche Militaire..... Marek Weber and Ork..... Columbia 36863
Hedge Roses; Death and the Maiden; Hark, Hark, the Lark..... Marek Weber and Ork..... Columbia 36865
Minuet in F; My Sweet Repose; Rosamunde-Ballet Music..... Marek Weber and Ork..... Columbia 36866
Rosamunde Overture, Excerpt 1; The Linden Tree; Moment Musical..... Marek Weber and Ork..... Columbia 36864
Rosamunde Overture, Excerpt 2; Cradle Song; Whither?..... Marek Weber and Ork..... Columbia 36866
The Trout; Minuet in B Minor; By the Sea..... Marek Weber and Ork..... Columbia 36865
Unfinished Symphony; Impatience; Scherzo..... Marek Weber and Ork..... Columbia 36863
Waltz Medley..... Mark Weber and Ork..... Columbia 36864

SECLUSION Dusty Brooks and Four Tones Lamarr Star 102

SONGS AND STORIES FOR CHILDREN BY COWBOY TEX RITTER ALBUM Capitol BD-14
Billy the Kid..... Cowboy Tex Ritter
Froggy Went a Courtin'..... Cowboy Tex Ritter
I Love My Rooster..... Cowboy Tex Ritter
Night Herding Song..... Cowboy Tex Ritter
Pony Express..... Cowboy Tex Ritter
Texas Rangers..... Cowboy Tex Ritter
The White Stallion of Skull Valley..... Cowboy Tex Ritter
The Wreck of Number Nine..... Cowboy Tex Ritter

SURPRISE PARTY Johnny Mercer (Paul Weston Ork)..... Capitol 217

THANKS FOR THE LIES Dusty Brooks and His Four Tones..... Lamarr Star 102

THE KING WHO COULDN'T DANCE Gene Kelly (Lehman Engel Ork)..... Columbia 36859

THE LITTLEST ANGEL ALBUM..... Loretta Young (Victor Young Ork-Ken Darby Choir) Decca DA-399

THE SNOWMAN'S WEDDING DAY..... The Cory Kids Spin 854

THE STARS LOOK DOWN George Buschell Ork (Ross Leonard)..... Memo 2023

THE STARS LOOK DOWN Jack Buckingham Ork (Royal O'Reilly) Lamarr Star 501

THERE'S MUSIC IN THE MAKING..... Frank Winikus Ork (Betty) Spin 855

TICKLED PINK The Cory Kids Spin 854

TRUTH IS STRONGER THAN FIC-TION..... Frank Winikus Ork (Betty) Spin 855

WAITIN' FOR THE TRAIN TO COME..... Peggy Lee (Dave Barbour Ork)..... Capitol 218

WHAT CAN A HEART BELIEVE..... Frank Winikus Ork (Betty and the Boys) Spin 856

WHEN JOHNNY COMES MARCHING HOME..... Baltimore and Ohio Glee Club..... Decca 23455

WHITE CHRISTMAS Frank Sinatra (Axel Stordahl Ork)..... Columbia 36860

YOUR EYES HAVE IT Jack Buckingham Ork (Lee Wood)..... Memo 1033

LOUIS PRIMA (Majestic)
Who Threw the Whisky in the Well?—FT; VC.
You Gotta See Baby Tonight—FT; VC.

Louis Prima adds to his prestige on the platters with his knock-'em-down singing and trumpeting for both of these rhythm spins. The swing hymnal, *Who Threw the Whisky in the Well?* is a natural for the gravel-throated maestro and his gut-bucket trumpeting. It is just as earthy for his own light rhythm ditty, *You Gotta See Baby Tonight*.

The juke set will feed plenty nickels to the machine to find out "Who Threw the Whisky in the Well?" Moreover, they'll take plenty delight in the way Louis Prima tells them.

BENNY GOODMAN (Columbia)
I'm Gonna Love That Guy—FT; VC.
It's Only a Paper Moon—FT; VC.

These two sides can be easily dismissed. It's the same up-beat sock stuff that takes Goodman back almost a decade. Nor is there any greater degree of enthusiasm in Goodman's clary flashed for either *I'm Gonna Love That Guy* or *It's Only a Paper Moon*. Dottie Reids's listless singing for both lyrics sinks as low as the band itself.

Little here that the coin ops can hope for.

BETTY HUTTON (Capitol)
What Do You Want To Make Those Eyes at Me For?—FT; V.
Doin' It the Hard Way—FT; V.

Betty Hutton packs a load of disk dynamite for both of these ditties, both featured by her on the screen. With four males providing vocal escort, Miss Hutton adds a bit of nostalgia to her rhythmic singing of *What Do You Want To Make Those Eyes at Me For?* forgotten as a best seller a quarter of a century back until brought back in her *Incendiary Blonde* flicker. Tailored for her vivacious vocal talents is the rollicking rhythm ditty, *Doin' It the Hard Way*, which she brings to the screen in her

forthcoming *Duffy's Tavern* starrer. Paul Weston's music adds to the rhythmic punch is Miss Hutton's piping.

Featuring both songs on the screen, Betty Hutton should catch coins with this couplet.

DICK BROWN (Guild)
Love Letters—FT; V.
Are You Livin', Old Man?—FT; V.

His romantic voice long featured on the spinners with the name bands, Dick Brown brings forth his vocal pleasantries for his own on this new label. For Victor Young's rhapsodizing *Love Letters* ballad from the movie of the same name, Brown's balladeering brushes against fem ears just the right way. Mac Ceppos' music also affords the troubador a tasteful background. Flip-over finds the singer stepping out of character for *Are You Livin', Old Man?* for his vocalizing is not as versatile as to take in such a low-down rhythm tune.

A familiar voice for the band fans, it should be easy to stimulate them thru the phonos for "Love Letters," particularly as the screen song gains popularity stature.

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NELSON MILLING CO.
295 South Fair Oaks Ave. Pasadena 2, California

BEST-SELLING POPULAR RETAIL RECORDS

(Continued from page 28)

Weeks to date	POSITION	Last Week	This Week	Artist	Label
9	9	9	9	ON THE ATCHISON, TOPEKA AND SANTA FE. Bing Crosby	Decca 18690
1	10	10	10	I'd Rather Be Me IT'S ONLY A PAPER MOON. Benny Goodman	Columbia 36843
1	10	10	10	I'm Gonna Love That Guy ON THE ATCHISON, TOPEKA AND SANTA FE. Judy Garland-Merry Macs	Decca 23436
2	10	10	10	If I Had You TILL THE END OF TIME. Dick Haymes	Decca 18699
				Love Letters	

Pressers See Juke Disks as Easier To Get

Hope for More Sides

(Continued from page 84)

recording. They plan on producing a shellac disk of all Vinylite records to make these numbers available at cheaper purchase price. Vinylite process being more expensive than the shellac, until accepted generally, will not contribute to any great extent to the company's expected yearly production.

Chicago distributing outlet for RCA-V gets approximately 6 per cent of the national output. Until the record situation became acute, the Chicago branch set aside approximately 20 per cent of their quota for juke operators, but conditions growing more serious as the war came, bringing manpower problems, they were forced to handle all record requests on a "standing-order" basis. Retail dealers and juke operators order the number of each disk by band name or vocalist name and then wait for the distributor to supply them. Distributor, in this case—RCA-Victor—feels this is the only fair manner to distribute their allotted quota.

Juke Plan

A plan, by which the firm will be able to supply larger quantities of top tunes to juke operators is in the works. Under this system, only two to three top selections will be released each week and the entire company production "run" will be devoted to these sides. Thus, instead of breaking up the company's full production between all bands on contract, only the two or three toppers will be recorded and pressed.

For instance, if Tommy Dorsey, RCA-Victor's ace band and Ellington in the No. 2 slot are recorded, a run of 100,000 would give approximately 60,000 Dorsey sides to retailers and juke operators and the remaining 40,000 on Ellington would also be available. Until the manpower and plant facility problem is solved, RCA-Victor can see no other means of relieving the record supply situation. Perry Como, RCA-Victor's top vocalist would be similarly treated in making new sides for quantity distribution, i.e., to satisfy the most with the best. Other bands and vocalists would receive their share of sidings but only to a negligible amount.

On juke operators' complaint that distributors were favoring retail dealers, the Chicago distributing branches of the leading record manufacturers claim that in fairness to all purchasers they must treat them equally, and juke operators get as much consideration as any other buyer. Decca representatives relate that they attempt to handle sales on the basis of what the dealer or juke operator bought in 1942. Depending on available quotas they attempt to give each purchaser at least 40 per cent of the '42 order. Chicago outlet for Decca feels this is fair as they themselves are allotted their supplies by the home office on the same basis.

All distributors found fault with the way in which juke operators order their records. It was their contention that the operators wait until the band, vocalist, or to be more exact, the number, hits the top-tune class before they start ordering that particular number, band or warbler. Distributors feel that operators, by using some ingenuity in picking selections could consult distributors or some source such as *The Billboard's* Music Popularity Charts and thus, they would not be confronted with the record shortage situation. By watching *The Billboard* Pop Chart they would in many instances be able to tab up-and-coming bands and names as well as tunes and thus be able to stock up on some of the disks which will eventually hit the top in popularity as nickel pullers, but which they don't usually order until they do hit there.

High Orders

It was mentioned by one distributor that another cause for the record shortage among dealers and juke operators can be attributed to the "barter and exchange" practice set up by some of them to get supplies out of distributors. In some cases, this distributor said, op-

PUBLISHERS' PLUG TUNES

(Continued from page 30)

Garland of Old-Fashioned Roses.....O'Kay	Oh, What a Polka.....Four Star
See, It's Good To Hold You.....Criterion	Old Mister Frog.....Winthrop
Give Me All of Your Heart.....Pan-American	On the Other Side of the Rainbow.....Starlight
Give Me Love Tonight.....Midland	On Basin Street.....Starlight
God Bless Our Flag and Boys With Victory.....Marion W. Rinehart	Once Again.....Hanna
Gonna Keep on a-Dreamin' ('Till My Dreams Come True).....Grimes	Once Upon a Song.....Mills
Good, Good, Good.....Berlin	One Meat Ball.....Mills
Got a Penny, Benny?.....Vanguard Songs	Otto, Make That Big Staccato.....Tempo
Gotta Be This or That.....Harms, Inc.	Our Engagement Walks.....Stirling
Green, Green Hills of Home.....Lincoln	Out of This World.....Morris
Guess I'll Hang My Tears Out To Dry.....Marie	Please No Squeeza Da Banana.....Leeds
Hail the B-29.....Process	Pluggin' Jane.....Perry Alexander
He Was a Perfect Gentleman.....Burke-Van Heusen	Poor Lenore.....Harris
He Was Your Friend and Mine.....Zoeller	Promises.....Marchant
Headin' Down the Wrong Highway.....Hill and Range Songs	Put Another Chair at the Table.....Leeds
Hick With Nipples.....Top	Put That Ring On My Finger.....ABC
Homesick—That's All.....Morris	Question and Answer.....Chappell
Hominy Grits.....American	Remember When?.....Campbell-Porgie
Horse Pickin' Papa.....La Casa Del Rio	Rosemary as the Rain.....Crawford
How Deep Is the Ocean?.....Berlin	Sailing on a Moonbeam.....Blasco
I Ain't Goin' Nowhere, Baby.....Edwards	Say It Over Again.....Bogart
I Begged Her.....Feist	See a Pin, Pick It Up.....Skylark
I Can't Believe It.....Claremont	Send This Purple Heart to My Sweetheart.....Rytvoe
I Can't Believe That You're in Love With Me.....Mills	Shame on You.....Hill and Range Songs
I Can't Get You Out of My Mind.....Saunders	Since Then.....Sudlik
I Cherish the Day We Met.....Baltimore	Since You Have Left Me.....Folk
I Don't Want to Be Loved (By Anyone Else But You).....Mutual	Sleep the Whole Night Thru.....Arcadia Valley
I Don't Care Who Knows It.....Robbins	Sleigh Ride in July.....Burke-Van Heusen
I Fall in Love Too Easily.....Feist	Small World.....Southern
I Know Somethin' I Won't Tell Ya.....Gaumont	So-o-o-o in Love.....Bregman-Vocco-Conn
I Love to Read the Funnies.....Dubonnet	Soldier's Last Letter.....American
I Miss Your Kiss.....Republic	Stars in Your Eyes.....Melody Lane
I Remember Easter Sunday.....Whitney Blake	Sweet Potato Polka.....Stirling
I Saw a Falling Star.....Bronx	Sweetheart of All My Dreams.....Shapiro-Bernstein
I Walked In.....Miller	Tampico.....Criterion
I Want a Little Doggie.....Lewis	That Is Why I Call You Darling.....Wilcox
I Was Here When You Left Me.....Berlin	That Feeling in the Moonlight.....Paul-Pioneer
I Wish I Knew.....Triangle	That's the Stuff You Gotta Watch.....Campbell-Porgie
I Yi Yimming Yi (The Smorgasbord Song).....Lee-Dee	The Betty Grable Polka.....Holly-York
I'd Rather Be Me.....Morris	The Blonde Sailer.....Mills
If I Loved You.....T. B. Harms	The Charm of You.....Feist
If This Isn't Love.....Crescendo	The Coconut Song.....Witmark
I'll Be Yours (J'Attendrai).....Harris	The Hills Are Lonely.....Jo Golden
I'll Follow You.....A-1	The Kid With the Guitar.....Kelly
I'll Say She Do.....James B. Paris	The More I See You.....Bregman-Vocco-Conn
I'm Gonna Love That Guy.....Bourne	The Sunset Reminds Me of You.....Newart
I'm in the Dark (Yet It's Daylight).....Enterprise	The Sweet Potato Polka.....Stirling
I'm Lonely for You.....Wise	The Three Caballeros.....Chas. K. Harris
I'm Only Teasin'.....Mills	The Tumbledown Home on the Farm.....Carrie Hoffman
I'm Taking Lessons in Love.....Nordyke	The Wish That I Wish Tonight.....Witmark
In Acapulco.....Triangle	Then, Now and Forever.....Charles Gunther
In a Shower of Stars.....Mills	There! I've Said It Again.....Valiant
In Love With Love.....Viking	There Must Be a Way.....Stevens
In My Dreams of 100 Girls.....Ernest A. Rork	There Was a Time.....Bronx
In the Air With a Prayer.....Songtex	There's a New Moon Over My Shoulder.....Peer
In the Land of Uncle Sam.....Golden West	There's No You.....Stanwood
In the Subway Bus.....Whitney Blake	This Day and Age.....Franco-American
Is Sally Still Waiting for Me?.....Topik	This Is It.....Chelsea
Is There a Second Heaven?.....Malco	This Is Our Song.....Cavalcade
It Takes Just a Moment to Fall in Love.....Bruno	Thru Your Eyes, Thru Your Heart.....Mills
It's a Beautiful Day.....Broadway	Till the End of Time.....Santly-Joy
It's My Letters From You.....Robert De Leon	Tomorrow Never Comes.....American
It's You, It's You, It's You.....Lad	To Satisfy You.....Perry Alexander
I've Got a Locket in My Pocket.....Paramount	Tru-Cu-Tu.....Marka
Je-Anne.....Harmony House	Tumblin' Tumbleweeds.....Sam Fox
June Comes Around Every Year.....Morris	Twilight Time.....Campbell-Porgie
Just a Blue Serge Suit.....Berlin	Two Down and One to Go.....Martin Block
Just a Prayer Away.....Shapiro-Bernstein	Upa Upa.....Melody Lane
Keep Your Hands Up, Stranger.....Kelly	Waitin' for the Train to Come In.....Martin Block
Kitten on the Keys.....Mills	What Makes the Sunset.....Miller
Laura.....Robbins	What More Can a Woman Do?.....Capitol
Let Me Take You in My Arms.....Pan-American	When I'm Walkin' Arm in Arm with Jim.....La Salle
Let's Stay This Way.....Sunset	When the Old Gang's Back on the Corner (Singin' "Sweet Adeline" Again).....Arrow
Like Someone in Love.....Burke-Van Heusen	When the Sun Goes Down (In My Old Home Town).....Barnhart
Little Rose.....Carey	When Twilight Falls.....Schall
Little Boy (Does Your Mama Know You're Out?).....Newart	White Sands.....Roy
Little Soldier.....Russ Hul's Country Music	While You're Away.....Remick
Lonely Love.....BMI	Whistle for a Wind.....Singer-Reese-Patrick
Lonesome.....Cherio	Sleepy-Bye Baby.....Melody Moderne
Lonesome Boy.....Essex	Who Threw the Whisky in the Well?.....Advanced
Lumberjack Jill.....Original	Why Shouldn't I Dream.....Hanna
Ma-Ma, I Wanna Hawaiian Guitar.....Kanes	Winding.....Kelly
Mademoiselle Cinderella, Syncopation Songs May It Be Christmas, Wherever You Are.....Frye-Ryan-Frankel	Xango.....Viking
Mem of Your Baby Days.....Byers	Ya' Betcha.....Pyramid
Mom Says Not to Worry.....Nordyke	Yay-Dit.....Fox Maya
Montana Moon.....Joe McDaniel	You Gotta Know.....Peter Doraline
More Than Yesterday.....Marka	You Was Right, Baby.....Capitol
My Baby Blue Eyes.....Global	Yes, Honey, I've Got a Baby.....Hall's Hit Songs
My Baby Said Yes.....Leeds	You Belong to My Heart.....Chas. K. Harris
My Prairie Home.....Melocraft	You Use Your Head, But I Use My Heart.....Matt Pelkonen
Mem'ries of Mother.....Irving Siegel	You Don't Have to Believe Me.....Prominent Songs
My Lonely Nights.....Seattle	You Never Understood.....Harmony House
(All of a Sudden) My Heart Sings.....Leeds	Your Feet a' Dough.....BMI
Negra Consentida (My Pet Brunette).....Marks	11:00 P.M.....Music Makers
No Can Do.....Robbins	Zambingo.....Dawson
No More Rainbows.....Edwin W. Kukkee	
Oh, Frankie!.....Orange	
Oh, How She Lied To Me.....Santly-Joy	

erators who had routes of 300 to 400 jukeboxes on location, continued to order 1942 quotas despite cuts in routes which sometimes dropped to 100 or 200 jukeboxes. In dealer instances, too, it was found that the same routine was followed, and both ops and dealers who ordered in this fashion, exchanged with other operators and dealers for a more selective choice of disks. This distributor brought up this example just to show how some operators and dealers have been ordering; thus, depriving their fellow ops and dealers of rightful quotas and a more plentiful supply of records.

Distributors were unanimous in predicting that record supplies in the early part of 1946 will be raised sufficiently to give juke operators a pick of selections which have potential top-tune character, but for the present supplies will remain about the same.

It was the opinion of distributing reps for one of the top firms that, they would just as well see the juke operators get first choice and greater allotments of disks, as they recognize the worth of juke selling which has put the record business in the chips during the past seven to eight years.

Soundies Announces Plan To Help Vets In Launching Own Biz

CHICAGO, Sept. 22.—Still another coin machine firm has stepped forward with a plan for veterans to enter business. New arrival is the Soundies Distributing Corporation of America.

George P. Uicigan, general manager, announced that, "We are fully aware of the thousands of returning vets who will be uncertain as to what livelihood to follow on getting into civvies. Our plan gives enterprising veterans a chance to go into business for themselves."

Company has set up arrangements for interested veterans to operate Soundies equipment with an "option to buy" privilege.

"A year ago, operators of our machines rented them on a \$5 per week basis, and at the present time the rental has been reduced to \$3.50," Uicigan said. "Veterans will be given a lower rental fee from the beginning of their operations and for the first 30 days they will pay no rental whatever on their equipment."

According to Uicigan, however, the company will demand some guarantee that the veterans entering the business will remain for a period of at least six months. Firm will not get into full production for several months, but they are reserving numerous machines for veterans to operate as soon as applications are received.

Present rental fee is taking a downward trend, and the rental which will be paid in by veterans in the business will, for the first six months, be applied toward purchase of the machine, if when the vet goes into the business he indicates his preference for an "option to buy."

Rental of films will be established on a permanent scale, according to Uicigan, and standardized, instead of the old film rental basis under which operators rented the film at \$12 for the first week, then the rental cost was graduated down to \$5 per week, depending on the length of time the film was kept.

SUBSCRIPTION OUT

(Continued from page 86)

business at the same time by delivering music, news, etc., without advertising to the American public. That someone will make a stab at doing it is a foregone conclusion. However, there's not even a sucker list available of names who would want to climb on board at the present time.

HOW ARE OPS HYPOING THEIR SPOTS?

New profitable exploitation tricks by operators will be one of the interesting stories in the 7th Annual Edition of *The Billboard Music Year Book*, the greatest encyclopedia and reference work ever published for any industry.

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AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

By Nat Green

All Communications to 155 N. Clark St., Chicago 1, Ill.

Bob Wills in Hollywood

Bob Wills and His Texas Playboys arrived in Hollywood last week for picture work, coming down from Fresno. The

Playboys have been playing dates around Fresno and were featured in 12 dances during August for the Valley Amusement Company. Officers of the company are H. H. McGee, formerly manager of the Playboys, and Bill Wagnon. Wills played a date at the Civic Auditorium, Fresno, September 13, and appeared only for an hour or so, having gone to the auditorium for a few minutes as allowed by his physician. The night before he had suffered an attack of appendicitis. However, at the hospital where he was taken he was given penicillin shots and told to go his way—lightly—until they could see what would happen. Lee Bowman, who has been with Wills for some time, is now serving in a managerial capacity.

Wills and his boys are doing a live show over KMJ, Fresno, at 6:30 in the morning, sponsored by the Valley Amusement Company. When they get a chance, the show will be transcribed to give the boys their early-morning sleep. Hillbilly and Western music are going strong over KMJ, according to Jack Griffith, sales promotion manager.

Folk Song Fest on WNEW

A healthy revival of folk songfests thruout the country has been noted of late. Latest station to fall in line is WNEW, New York, which will usher in the "Folk Song Festival" September 23, 6:35 to 7 p.m. It will feature a different folk song star each week.

Opening program headlines Josh White, called "the most famous folk singer of his race." He will lead a group of 50 persons in the studio in the singing of outstanding folk songs. Folk singers skedded to be heard on future programs include Burl Ives, Tony Kraber and Richard Dyer-Bennett.

Sinatra Vs. Acuff

According to a recent issue of *Yank* magazine, the long-range argument between soldiers in the European occupation areas about the relative popularity of Frank Sinatra and Roy Acuff has been settled. A tally of 3,700 votes cast by listeners during a two-week popularity contest conducted on AFN's *Munich Morning Report* gave Roy a lead of 600 votes. As a result, a new show, called *Hillbilly Jamboree*, will be launched by AFN, Munich, soon.

Billy Wilson on Naval Duty

Billy Wilson, cowboy song stylist and poet, is now on duty at Sampson Naval Hospital after graduating from naval medical school at San Diego, Calif. During his boot training, Billy was on Sampson's *Blue-Jacket Time* show. He appeared on many West Coast jamborees while in training. He will be back on the air when he is released from the navy.

Tunester Tattle

Coast Records, with Bill Abel at the helm, is adding new Western talent to its list in Los Angeles. Ed Moody recorded *Oklahoma Hills* for the company. Tex Ritter and his Western and hillbilly jamboree have been booked for a tour of Eastern and Southern cities that will keep them on the road until December 1.

Judy Martin and Her Rangers have recorded *Texas Rose* on transcription.

Polly Jenkins and her group recently played a four-day engagement at the Court Square Theater, Springfield, Mass., to packed houses.

Cal Shrum and His Rhythm Rangers leave Hollywood soon to open at the Coliseum, Evansville, Ind., October 8. Then they play the Shine Circuit for three weeks, and the Will B. Kenzy Circuit for three or four weeks.

Bill Boyd and His Cowboy Ramblers have recorded *I Just Don't Know Why But I Do* on Bluebird. Bill Nettles and His Blueboys also will record it on Bluebird, along with *You Walked Away With My Heart*.

Sombreros in the Sun, a Lew Mel-George Calber number, has been getting a weekly plug on *Friendship Ranch*, ABC network program.

Matt Pelkonen, of Cloquet, Minn., recently announced his resignation as vice-president of the Barnhart Music Corporation of Des Moines and New York in order to devote his full time to Country Music, Chicago, and to his own firm, Matt Pelkonen Music Company, Cloquet, Minn.

Bus Drivers To Make Out Minus Juke Box Music

DETROIT, Sept. 22.—Detroit's streetcar and bus drivers and patrons are going to have to get along without the benefit of music—from juke boxes at least—but the prospect was intriguing while it lasted here this week.

It started when the streetcar platform employees' union brought forward a proposal to have juke boxes installed in all the city terminals so that bus and streetcar operators would be able to enjoy the music before, between and after their runs. Idea seemed good enough, and was passed along without comment by William S. Bullock, superintendent of the city-owned transportation system, to the commission. (Action gains added significance because the Detroit street railway-bus system has been considered about the biggest municipally owned publicly utility in the country.)

When the commission met to consider the juke box proposal, the suggestion was brought forward that it might lead to a demand for installation of juke boxes on individual streetcars and busses. While some citizens, especially the younger set who are largely patrons of the public transit facilities, would welcome this, the idea met with dismay on the part of the commissioners, and the whole thing was voted down. All kinds of complications arose in the background, of course, if the idea were adopted.

One of the commission members, incidentally, is one of Detroit's most prominent showmen, Earl J. Hudson, president of United Detroit Theaters, largest circuit in the city; but the vote was against this form of entertainment while you ride.

Thieves Crash Juke for \$25 But Leave Cash in Open Till

CALGARY, Alta., Sept. 22.—Thieves who broke into the Lunch Cafe here stole \$25 in silver from the juke box. Cash in an open till was untouched.

Melo-Disc Records

ORDER TODAY

- No. 101 Hey, Lawda Mama
My Honey Chile
Flenny Trio
- No. 102 Poor Butterfly
Cherry
Flenny Trio with vocal Dan Grissom
- No. 105 Ride, Red, Ride
Rip Up the Joint
The Counts and The Countess
- No. 106 Who-ee My, My
You Knock Me Out
The Counts and The Countess
- No. 107 The Man I Love
King Perry Blues
King Perry Quintette
- No. 108 Chicken Ain't Nothing
But a Bird
Song of the Islands
King Perry Quintette
- No. 109 Silver Symphony
Scrub, Sweep and Mop
Jack McVea All Stars
- No. 110 New Deal
Fightin' Mama Blues
Jack McVea All Stars
- No. 111 Grand Slam
Baby, It's Up to You
Karl George Octet
- No. 112 Peek a Boo
How Am I To Know?
Karl George Octet
- No. 113 Don't Blame Me
For Boobs Only
Joe Thomas Sextet
- No. 114 You're Buggin' Me
Sequence
Joe Thomas

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HILLBILLY RECORDS

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- Lazy Days—Smiley Burnette 79¢
- Don't Sweetheart Me—Colorado Hillbillies 79¢
- Triffin' Gal—Colorado Hillbillies 79¢
- Tears for Souvenirs—Tex Grande 79¢
- Stars and Stripes on Iwo Jima—Colorado Hillbillies 79¢
- Don't Hang Around Me Anymore—Tex Grande 79¢
- I Need Someone To Love Me—Tex Grande 79¢
- That's What I Like About the South—Phil Harris 79¢

RACE RECORDS

- Honey Dripper—Jon Liggins 89¢
- The Lady in Bed Blues—Hot Lips Page 79¢
- Let's Pretend—King Cole Trio 89¢
- Somebody's Gotta Go—Flenny Trio 89¢
- Please Believe Me—Frank Haywood 89¢
- Green Gin—Ernie Andrews 89¢
- Sentimental Reasons—Deek Watson 79¢
- Let's Give Love Another Chance—Deek Watson 79¢
- Daddy, Daddy—Savannah Churchill 79¢
- Effie's Blues—Effie Smith 89¢

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Wurlitzer Model 430 Two-Wire Selective Speakers 90.00	Wurlitzer Model 135 Wireless (Converted to Two Wire) Stepper 35.00

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NEWARK 5, N. J.

Sugar May Be Short Till '47

Venders, bottlers report cups, bottles, parts again sufficient to meet needs

CHICAGO, Sept. 22.—Soft drink vending industry continues under a big, dark cloud. And very few venders or bottlers in the Chicago area expect that cloud—the shortage of sugar—to break up before mid-1946. Some gloomier ones don't expect it to break before early 1947.

Bottlers and bottle venders reported in a survey by *The Billboard* that bottles, caps and cases are available in quantities sufficient to meet all present needs. Cup machine operators said cups are again easily obtainable.

Some operators reported that machine parts and replacements still are a problem, but all said they have been able to keep their machines in top operating condition thruout the war.

Reconversion, with its closing of some war plants and extensive layoffs in others, has hit some industrial operators. One concern reported that it had to relocate about 20 of its 100 venders as a result of lags in reconversion. Many other plants, particularly smaller ones which were rather neglected during the war, were reported clamoring for machines.

All operators said they expected new and improved machines to be plentiful before sugar supplies are back to anything like pre-war plenty.

Quota Dilemma

As for sugar supplies at the moment, all agreed that it was not just a matter of being restricted to 50 per cent of 1941 use. The big problem is to get even the quota. One cup vender who manufactures his own sirup said frankly, "It isn't the quota, it's getting the sugar. We have points laying in the bank. But we consider ourselves fortunate to get not 50 per cent, but 30 per cent of our 1941 supply."

Max Rosenbaum, whose United Beverage Company operates exclusively in theater lobbies, was among the more optimistic. "There should be a gradual easing of the sugar supply situation," he declared. "It might be that by next March the quota will be up to 75 per cent but I look for rationing to continue at least until 1947."

Walter R. Anderson, president of Automatic Beverage Dispensers, Inc., said, "We've got the points, but the refiners and warehouses just don't have the sugar. I don't look for any relief until the government begins to release its stocks. Of course, the arrival of the Wyoming and Colorado crops may help some."

"As for cups," he continued, "we have been able to get most all we needed. Machine parts still are hard to get, but we have been able to get enough to practically rebuild nearly 50 machines." Anderson's firm operates in a variety of locations—bowling alleys, theaters and offices as well as industrial plants.

Easing in 1946

Sizing up the situation from the bottlers' point of view, A. Hardgrave, presi-

dent of the Pepsi-Cola Bottling Company of Chicago, foresaw a possible easing of the sugar shortage by mid-1946.

"I don't think we will get very much more sugar than we are before the second quarter of 1946," he declared. "Western best crop is only about half of normal, the Cuban crop was burned out, and three of the nine refineries in the Philippines were stripped by the Japs."

"We can't look for much sugar from the liberated countries very soon. It takes time to grow sugar and we won't be able to get the shipping until our soldiers and war materials are returned."

Hardgrave said his company has been able to obtain its full quota of sugar and it has stuck strictly to the 50-per-cent limit in sales to both venders and route men.

He forecast a big peacetime market for both bottle and cup vending machines, especially with the introduction of many improvements on both types.

Joe Goldberg, head of Drink-o-Matic and also operator of a machine manufacturing firm, Ex-Cel Products, said he was able to get enough sirup to keep all his machines in operation but not without some effort. He operates cup venders entirely in theaters.

"But it still is tough to get parts," he added. "This is a big field, tho—a monstrously big one. We are really doing only a fraction of the business that is ahead of us when we can get the machines, the parts and the sirups."

Store Machines

Anthony Manzari, president of Beverage Vending Company, reported that the shortage of beverages has resulted in his firm placing some machines in storage.

"Business is there and there's going to be a big scramble for it when supplies are plentiful again," he predicted. "Only thing limiting our business today is the lack of beverages."

"We are able to get enough parts to keep our machines in good operating condition," Manzari said. "Of course, we can't build up any inventories of parts like we used to but what we need is the merchandise."

William G. Harsin, head of Multi-Vend Company which operates bottle machines exclusively in industrial locations, said his company has been able to get "a fair amount of bottled goods."

"Reconversion has not resulted in our company having to move any more machines than you ordinarily do in the course of business," Harsin said. "Some of our plants have shrunk in labor force, but then others have increased theirs by quick reconversion."

"We have been able to obtain adequate supplies of parts, and most of our machines today are essentially rebuilt," he added.

As a sidelight, Harsin reported that his company has had considerable success with a 12-flavor vender which is large enough to handle 13 bottles of each. Many operators, incidentally, said they have found dual flavor and three-way machines very satisfactory, and a few foresaw that the two and three-ways would eventually replace the single flavor machine entirely.

A. Stoloff, of Chicago Automatic Beverage Company, declared that the position of the soft drink vending industry as "the hardest hit of all" has not improved materially since the end of hostilities.

A serviceman, Stoloff emphasized the need for new equipment.

"The whole industry needs new equipment, tires, trucks, machines and all," he said. "The urgent need is in the refrigeration end. But we don't need only refrigeration machinery, the industry needs first-class refrigeration repairmen."

The company, headed by Dave Rostein, operates bottle machines, mainly in industrial plants.

This year's weather, while bad for soft drinks, actually has been a left-handed blessing to the industry in Stoloff's opinion.

Machines Stocked

"We have been able to keep our machines fully stocked except during the hot weather," he said. "But if this summer had been a hot one it would have been tough."

This view was echoed by Frank Catania, sales manager for Royal Crown Cola Company of Chicago which operates its own venders.

"It has almost been selling in reverse this year," Catania said. "We have almost been hoping for cool weather most (See *SOFT DRINK PIC* on page 91)

Ohio Workers Tear Up Cig Ration Cards As Venders Reappear

NEWARK, O., Sept. 22.—Owens-Corning Fiberglas Corporation advised workers in its Newark plant to throw away their cigarette ration cards and learn again how to operate a vending machine.

Fiberglas Yarns, the plant's newspaper, announced the reconversion to self-service in the following story:

"Throw it away, or keep it as a souvenir, because you won't need a cigarette ration card now. Rationing of cigarettes at Fiberglas ended September 10.

"Installed as a fair plan to evenly distribute our supply, the rationing system functioned smoothly for a period of eight months, from January 8 to September 10. During that time, 90,746 packs of cigarettes were sold. That meant that the guards placed 181,492 dimes in the vending machines at only three locations in order to give you your share.

"Director of activities of the Fiberglas Club, Hal Humphries, desires to thank the guards for doing a really splendid job with such a nerve-wracking proposition as cigarette rationing. Also, thanks should go to Jean Stone and Jean Campbell, of the Fiberglas Club office, for twice issuing complete sets of ration cards and maintaining the records. He also thanks the pay roll department for their co-operation in placing the cards in the pay envelopes.

"Now that you will be operating the vending machines yourself, the Fiberglas Club and the Speer Tobacco Company will appreciate care on your part in getting cigarettes from the machines.

"Proper way to operate the machines is to place your coins in the slots, let the coins reach the bottom (that's the important step) and then pull the handle to release the pack. This will prevent jamming, which was a daily occurrence before the guards took over the job."

... think of all the features you would like in a perfect merchandise vending machine ... then look for them in **STANDARD** ... in the making NOW, by men who know HOW!

STANDARD VENDORS DIVISION
LEHIGH FOUNDRIES, Inc.
Factories at
EASTON & LANCASTER, PA.

FOR SALE
10 BALLY BEVERAGE MACHINES (Reconditioned)
\$350 each

We carry a full line of Bally Beverage Machine parts.

FOOD DISPENSING CO.
2107 Chester Ave., Cleveland 14, Ohio

IMPORTANT:

You can help make *The Billboard* serve you better if you answer the important postcard questionnaire included in this copy.

Fill it in and mail it TODAY. Your answer will help *The Billboard* serve you better.

NOTICE!

We are now taking orders for Northwestern Model 33 and Deluxe Nut Vendors, also Victor Model "V" for delivery in October—Price \$10.50. Rush your orders! Also Columbus Model "A," "M," "ZM" and "MG." Send for price list. Order now for delivery in latter part of October!

MAKE MONEY WITH A ROUTE OF IMPs



SPECIAL OFFER!
There are no new ones available, but we have 100 factory reconditioned, like new!
\$7.90 EA.; LOTS OF 6, \$7.50 EA.

RECONDITIONED (Like New)

A. B. T. TARGET SKILLS CHALLENGERS AND MODEL F's, ALL LATE MODELS \$95.00



USED COUNTER GAMES

- Mutoscope Counter Model Movies .. \$39.50
- Victor View-o-Scope .. 25.00
- Wings, Yankees, Kilz, All with Divider Models .. 12.50
- Bingo .. 12.50
- Victor Roll-a-Packs (3 Dice) .. 9.95
- Liberty Bell, 1¢ & 5¢ Token or Quarter Payout .. 19.50
- Daval 21, Divider Model .. 9.95
- Grip Tester, Arcade Style, with Heavy Cast Iron Stand and Foot Platform 39.50
- Marvel, Cig. Reels, Token Payout, Like New .. 19.50
- Cubs, 1¢ or 5¢, Cig. 5ym. .. 8.90
- SHIPMAN STAMP MACHINES,**
- Brand New, 1¢ & 3¢ .. 29.50
- Shipman Mch., 3 Cof., 5-10-25¢ Slots 39.50
- Folders, Per 1000 .. .90
- STEEPLECHASE, 1¢, Real Money Maker .. 29.50**

SLOTS & CONSOLES

- Watling 5¢ Rotatops .. \$ 89.50
- Watling 10¢ Rotatops .. 99.50
- Mills 25¢ Gold Chrome, Rebuilt .. 299.50
- Mills 5¢ Gold Chrome .. 299.50
- Mills 10¢ Gold Chrome .. 305.00
- Mills 25¢ Blue Front .. 275.00
- Mills 10¢ Blue Front .. 295.00
- Jennings 5¢ Silver Chief .. 149.50
- Jumbo Parades .. 99.50
- High Hand .. 169.00
- Jennings Silver Moon .. 99.50

SPECIAL SALE MILLS VEST POCKETS FACTORY RECONDITIONED. CLEAN & IN 1ST CLASS WORKING ORDER.



GREEN \$44.50
B & G \$54.50
CHROME \$69.50

Rush Your Orders While They Last!

- PHONOGRAPHS**
- Rock-Ola Master '40, Rocklite .. \$375.00
 - Rock-Ola 16 Record .. 150.00
 - Rock-Ola 12 Record .. 110.00
- 1/3 Deposit Required With All Orders. Balance C. O. D. Full Payment Must Accompany All Orders Under \$20.00.
SEND FOR LIST OF ALL TYPES OF MACHINES! WANT PEANUT MACHINES!

RAKE COIN MACHINE EXCHANGE
609 SPRING GARDEN STREET
PHILADELPHIA 23, PA.

3 Coin Launderettes Planned in Philly After Wartime Try-Outs

PHILADELPHIA, Sept. 22.—Philadelphia is slated for three coin-operated launderettes, which were first designed to fill the needs of crowded war plant areas and have proved successful in near-by Bethlehem, Pa.

The machines at the present time turn out 10 pounds of damp wash in 30 minutes for 25 cents. They are spaced around the walls of an air-conditioned room and each has a plate-glass door into which go the clothes and some soap. There is a bell which signals that the wash is done. Attendants at the entrance weigh the incoming wash to check the cost, and the machines do the rest of the job.

A new tumbler drier has been perfected and can be installed in the same room with a separate charge for drying. The equipment has been so devised that it can be concealed when not in use, and this enhances its value to large apartment houses, which coinmen in Philly are now contacting. A single room in the basement can handle the work of at least 20 lessees at the same time, and a stagger system is being devised so that each tenant will be able to use the launderettes.

The cash-in-the-slot washing devices are also being considered for the neighborhood home owners and also for surrounding towns. Since the establishment can be attractive, there will be no restrictions in the stuffy districts where these will be located.

Mike Morris, an operator, plans to install a juke box in each of his launderettes and amass an added revenue from the cash-and-carry housewives who are daytime juke fans. In the evening he expects to use the spot for music-conscious youngsters.

Commercial laundries here are expected to attempt to enter the field in addition

to their regular services, but since they are still faced with labor shortages and enough present difficulties to keep them occupied with their ordinary business, coinmen are rapidly developing the market.

Bill Hunt, Baltimore Operator, Takes Over Md. Cigarette Service

BALTIMORE, Sept. 22.—Bill Hunt, a newcomer to the ranks of cigarette vending machine operators, has taken over the Maryland Cigarette Service, 2115 N. Charles Street, from Mark Scanlan.

Hunt reported that he has placed more than 50 venders on locations. He has several more in storage and he hopes to place them as soon as cigarettes become more plentiful, he said.

Scanlan, who formerly was associated with the Baltimore Cigarette Vending Company operated by Louis Bogash, did not announce his plans.

Army's New Pack of Candy Perfected as Japs Toss in Sponge

CHICAGO, Sept. 22.—Sudden collapse of Japan put an equally abrupt end to the army's plan to supply Tokyo-bound invasion troops with a newly perfected "assault packet."

Contents of the packet would not have been cartridges and grenades, but caramels, chocolate bars, fruit bars, peanuts, candy-covered gum, cigarettes and matches. All would have been sealed with adhesive tape in a water and airtight bag.

"Men at such times are too much on edge to care about the usual rations,"

Dallas Drivers Merit Salute for Honesty; Few Slugs in Meters

DALLAS, Sept. 22.—Automobile drivers in Dallas seem to be a pretty honest lot.

Only 109 slugs were found among \$14,662.80 worth of nickels in the city's meters during August, Chief of Police Carl Hansson reported. Even these were not all slugs, the chief said. Some were foreign coins and some were damaged U. S. ones.

The August take was the highest in history and the number of slugs the lowest, he said.

Col. Rohland A. Isker, director of the Quartermaster Corps subsistence research laboratory in Chicago, said. "This packet of wholesome quick-energy contains foods the soldier would like."

... HERE'S THE GOOD WORD FROM Northwestern

The operators' favorite bulk venders—Northwestern DeLuxe and Model 33—will be back in production by the middle of October. Thousands of these machines are already on order—so if you want the best in bulk vending get on our priority list right now!

Keep up with what's new in bulk vending through the Northwestern. It's free!



War Department Cancels Orders For Cigs, Gum

WASHINGTON, Sept. 22.—Another step toward bringing supplies for the vending trade back to normal was taken as the War Department announced cancellation of all contracts for cigarettes and peanuts and a heavy cutback in purchases of chewing gum.

The army terminated contracts for 163,135,000 packs of cigarettes which had been ordered for sale in post exchanges. These contracts had been placed in May for delivery before the end of the year, but delivery was deferred because of reduced requirements after VE-Day. The cigarettes would have cost the army \$8,156,750.

Contracts for approximately 10,000,000 pounds of salted peanuts, done up in half-pound packages for sale in PX's, also were terminated, the War Department reported. These were valued at \$3,500,000.

At the same time, the army canceled orders for 20,000,000 packages of chewing gum worth \$600,000.

Release of these vast quantities of gum, cigarettes and peanuts should be felt in easing local shortages in the near future.

Lt.-Col. C. Wier Out Of Army To Resume Dispensers, Inc., Biz

BALTIMORE, Sept. 22.—Lieut. Col. Campbell Wier, president of Dispensers, Inc., of Wilmington, Del., has returned to civil life but he plans to take a long and much-needed vacation before returning to his business.

A graduate of the U. S. Military Academy at West Point, Colonel Wier served thruout the war in the Army Air Forces. He had just returned to the States prior to his release from the army.

Wier's company operates a number of soft-drink units in food markets including a large one in Baltimore. He is founder of the firm, which he operated until his re-entry into the army after Pearl Harbor.

Watch... Univendor
FINEST IN CANDY VENDORS

It's on the way!

STONER MFG. CORP.
AURORA, ILL.

CLEAN MACHINES

Pan Hard Shell Candies
A WINNING COMBINATION
PAN CONFECTIONS

345 W. ERIE CHICAGO, ILL.

MUST SELL

MILLS ORIGINALS

- 1 5¢ Extraordinary, Ref. G.C., CH, 3/5 \$100.00
- 2 10¢ Extraordinary, Ref. G.C., CH, 3/5 125.00
- 4 5¢ Blue Front, Fac. Reb. & Ref., 2/5 160.00
- 9 5¢ Blue Front, 3/5 135.00
- 1 10¢ Blue Front, CH 165.00
- 4 25¢ Blue Front, Fac. Reb. & Ref., 2/5 200.00
- 1 25¢ Blue Front, K.A. CH, 3/5 225.00
- 11 5¢ Brown Front, 3/5 150.00
- 1 25¢ Brown Front, K.A. CH, 3/5 225.00
- 1 25¢ Brown Front, Ref. Gold, CH, 3/5 250.00
- 2 5¢ Blue Front, Ref. Gold, CH, 3/5 160.00
- 2 5¢ Melon Bell 150.00
- 1 5¢ Bonus Bells, 3/5, Like New 175.00
- 2 5¢ Gold Chrome, 2/5, Original 225.00
- 2 5¢ Vest Pocket, B & G 45.00
- 3 Double Cabinets, 2 Door 60.00
- 1 Double Cabinet, 1 Door 50.00
- 1 Chicago Double Revolve Around Stand 50.00

JENNINGS

- 3 5¢ Chief, Fac. Reb. & Ref., 2/5 \$140.00
- 1 5¢ Mast, Silver Chief, Slup-proof, 3/5 175.00
- 1 25¢ Mast, Silver Chief, Slup-proof, 3/5 225.00
- 1 10¢ Silver Moon Chief 200.00
- 1 10¢ Chief, Ref., 3/5 125.00

P. O. GAMES

- 2 Longshot, PO \$200.00
- 1 Skylark, Comb. FP & PO 125.00

PACE

- 1 25¢ Comet, 3/5 \$150.00

GAMES

- 1 Air Force, \$80.00
- 1 Anabel 25.00
- 1 Big Chief 35.00
- 5 Boomtown, 25.00
- 1 Double 25.00
- 1 Feature 25.00
- 6 Daughboys 29.50
- 1 Dude 39.50
- 1 Ranch 39.50
- 5-10-20 100.00
- 2 Fifty 29.50
- 1 Grand 29.50
- 1 Gold Cup 50.00
- 1 Golden 20.00
- 1 Gate 30.00
- 1 Home Run 30.00
- 1 Jolly 35.00

PANORAM

- 2 Panorams With Wipers \$325.00
- Panoram Projector Lamp, G. E., 500 Hour, 500 Watt 3.00

MITCHELL NOVELTY CO.

1629 WEST MITCHELL STREET
MILWAUKEE 4, WISCONSIN
(Mitchell 3254)

Milw. Firm Gets Okay for Pre-Flight Trainer Sales

MILWAUKEE, Sept. 22.—Exclusive distributor rights for the Penguin Pre-Flight Trainer in the United States and Canada has been awarded to the Batter-Up Company, Milwaukee, A. R. Slade, general manager, announced.

Device, manufactured by the California Aero Glider Company, is a machine like the pre-flight ground pilot trainer which has been used for the past several years in schools, colleges, airports, Civilian Defense groups and elsewhere, for training of civilian, transport and commercial fliers.

"Sudden ending of the war has made this trainer available to the amusement field, and no factory reconversion was necessary," Slade said. "We can promise quick delivery to any and all purchasers."

Only difference between the amusement model and the standard educational version is that the expensive instruments for blind flying, direction finding and radio communication have been taken off.

"So all the Glider company had to do was strip off these instruments and speed up production," Slade explained.

"This is not a toy or a kid's ride," he added. "Customer actually sits in a regulation cockpit. All controls are exactly the same as used for training pilots for actual flying."

"Ship looks and operates exactly the same as a regulation airplane. It climbs, dives, banks, spins, stalls and simulates in every respect actual flying conditions."

"Any person actually interested in pilot training can save hours of air time with the use of this ship and, at the same time, anyone with the 'flying fever' can get plenty of excitement by getting

'off the beam.' Spectators enjoy seeing the novice spin and dive unintentionally."

Slade's description of the machine was accompanied by the report that the trainers already have been installed in California arcades such as the Broadway Amusement Center, San Diego, and The Beach at San Francisco and Long Beach. It also is being taken on tour by the Boyen Joyland Shows.

Mills Sales Company, Oakland, has been appointed West Coast distributor.



A. R. SLADE (in plane) and Pat Kelly examine the new Penguin Trainer for which Batter-Up, of Milwaukee, will be distributor.

Alfred Bergman Set To Try Jobbing With New Buffalo Concern

BUFFALO, Sept. 22.—Alfred Bergman, operator of the Royal Amusement Company, is making preparations to enter the distributing business with a new concern, Alfred Sales, Inc.

Bergman said he expects to have his distributing unit in full operation by mid-November. To house the new firm, he has purchased a building at 1006-1008 Main Street, in the heart of Buffalo's coin machine section, he said.

Building, which is being remodeled and redecorated, will have sufficient floor space to accommodate a full layout of display rooms, offices and service, parts and storage departments. Among other things, the firm expects to offer a complete amplifier service, he said. The building is scheduled to be ready for occupancy October 15.

Bergman's sons will return to the business as soon as they are released from the armed forces, he reported. Al Jr will enter the distributing firm, and Roy will return to Royal Amusement, which Bergman said he will continue to operate and expand.

Royal firm now operates about 150 jukeboxes, games and vendors, he said, and plans are to double this string as soon as machines are available.

Stores handling the trainer have been opened at Grand Rapids, Mich., and Des Moines, and two machines are in operation at Milwaukee. Slade said the trainer will be marketed thruout the U. S. and Canada by State agencies.

Air Drier Perks Philly Coin Play

PHILADELPHIA, Sept. 22.—Amusement machine operators in Philadelphia are studying results of an experiment made by Sol Miller, a local coinman, who installed small dehumidifiers of silica gel (a drying agent which removes excessive moisture and mustiness from the atmosphere and requires little attention to keep in active condition) in some of his busy outlets that do not use air-conditioning to combat heavy summertime humidity prevalent in the vicinity.

Miller reports that the spots in which these were installed showed a major increase in activity for amusement machines, and the various managements who co-operated said that patrons showed a tendency to linger indoors and give the machines a play rather than face the outside heat. When restrictions on silica gel are lifted, Miller intends to install it in all of his outlets that are not air-cooled during the summer months.

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Fill it in and mail it TODAY. Your answer will help The Billboard serve you better.

WHILE THEY LAST
Sample Dozen \$11.52
A Trial Order With Full Information Will Convince You.

Get on our mailing list now. We may have something good to offer later on.

THE NEW DEAL MFG. CO.
411 North Bishop Dallas 8, Texas

OPERATORS
We repair Consoles, Pin Ball, Arcade Equipment and Phonographs.
MIDWAY REPAIRS
6106 Dorchester Avenue CHICAGO, ILL.
Phone: Dor. 10195



We Guarantee to Supply All the Film and Chemicals You Need.
Actual profits: Up to \$1500.00 week. (Your supplies cost 5% of gross.)
— FINEST MECHANISM MADE —
STURDY AND SIMPLY MADE BY OUR AIRCRAFT PARTS FACTORY. Our simplified instructions enable you to teach an inexperienced girl in 15 minutes.
Complete Camera and beautifully finished wired Booth with best fast Lens in Heavy Duty Automatic Shutter for 2 1/2 x 2 1/2" photos — \$475.00. (Camera and lens only \$200.00.) (Same price for 1 1/2 x 2", 2 1/2 x 3", 2 1/2 x 3 1/2", 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, \$850.00. (Double Camera and Lens only \$975.00. 1/2 cash, balance C. O. D. Fast delivery.
AMERICAN STAMP & NOVELTY MFG. CO.
(Reference: D. & B.) Oklahoma City.

FOR SALE
BACK BOARD GLASS
Mills Owl, Mills 2 Bells, Jumbo Parade, Baker's Faces (Mystery), Silver Moon, Jumbo Parade, 3-5 P.O., Jumbo Parade, 2-4 P.O., Dixie Race Horse, Super Bell, Big Game, Preakness, Good Luck, Galloping Dominoes and Rally Club Bell Glass & Cabinet. **FIRST OFFER TAKES ALL.**
McCALL NOVELTY CO.
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30 Mills Originals
2 Mills Rebuilds
Bonus, Cherry Bell, Brown Front, Blue Front, Chrome, 5¢-10¢-25¢. Entire Lot \$5500.
Hilbert Novelty Co.
Hilbert, Wisconsin

FIVE BALL FREE PLAY

ABC Bowler \$45.00	Metro \$37.50
Action 100.00	Monicker 65.00
All American 45.00	School Days 55.00
Argentine 72.50	Sea Hawk 55.00
Belle Hop 55.00	Seven Up 55.00
Big Chief 42.50	Show Boat 50.00
Bordertown 30.00	Sink-the-Jap 55.00
Champ 50.00	Slap-the-Jap 40.00
O. O. D. 22.50	Smack-the-Jap 40.00
Five-Ten-Twenty 100.00	Snappy 55.00
Four Roles 42.50	Spot-A-Card 57.50
Gold Star 39.50	Spot Pool 55.00
Gun Club 62.50	Star Attraction 65.00
High Hat 65.00	Strat-O-Liner 40.00
Invasion 102.50	Ten Spot 50.00
Jungle 67.50	Texas 62.50
Keep 'Em Flying 140.00	Mustang 75.00
Knockout 99.50	Topic 30.00
Legionnaire 45.00	Victory 82.50
Majors '41 55.00	Yank 87.50
Marines (Westerhaus) 135.00	

NEW REBUILT GAMES

- Brazil \$249.50
- Cover Girl 249.50
- Flat Top 249.50
- Idaho 249.50
- Yankee Doodle 249.50

ONE BALL FREE PLAY

- Dark Horse \$160.00
- Gold Cup 50.00
- Pimlico 345.00
- Victorious, 1943 85.00

MISCELLANEOUS

- Play Pool \$150.00
- Seeburg Hitler Gun 82.50
- Seeburg Jap Gun 92.50

CONSOLES — CASH PAYOUT

- 1 Baker's Faces 25¢ Daily Double \$375.00
- 3 Liberty Bell, Slant Top 55.00
- 2 Liberty Bell, Flat Top 40.00
- 2 Multiple Racers 50.00
- 1 Track Time, 1938 125.00

SCALES

- O. D. Jennings Gum and Candy \$ 25.00
- 1/3 Deposit, Balance C. O. D.

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MAIN WORM GEARS
For WURLITZERS, \$5.00
SELECTOR PINS OR DUMBBELLS FOR WURLITZER. 2 DOZ. \$7.00
For Quantity Prices Write to
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Operators' Hits—24-Hour Service—25% Dep. Holes	Name	Def.	Profit	Price
1000	5¢ Nickel Charley	Def. \$17.00	\$ 96	
1000	5¢ Five Deuces	Def. 24.50	1.01	
1200	5¢ Bingo	Def. 20.00	1.21	
1000	25¢ J.P. Charley	Avr. \$52.04	\$1.24	
1000	10¢ J.P. Ready Money	Avr. 50.70	1.63	
1000	5¢ J.P. Big Forty	Avr. 24.25	1.65	
1000	5¢ J.P. Home Run	Avr. 27.00	1.89	
800	5¢ J.P. Seven Eleven	Avr. 19.75	1.85	
1184	5¢ J.P. Jumbo Tens	339.25	\$2.48	
1000	5¢ J.P. Beat This Card	33.00	2.58	
1800	5¢ J.P. Lulu, X Thick	33.25	2.88	
1270	5¢ J.P. Girls, X Thick	35.29	3.28	
3000	25¢ \$100.00 Charley	Def. 302.00	4.38	
1200	10¢ J.P. Payout, X Th.	Avr. \$52.59	\$2.88	
2400	5¢ J.P. Barrel	Avr. 46.32	3.48	
1684	5¢ J.P. Victory Bell	Avr. 46.55	3.74	
2170	5¢ Tab. R., Wh., Bl. Tickets	\$36.00	\$1.24	
120	Baseball Tip Books, Am., Nat. Dor.	1.89		

Write for New List Top Flight Boards.

WORLD'S BEST BOARDS, TICKETS, CARDS
DELUXE SALES CO.
BLUE EARTH, MINN.

FALL CLEARANCE

- 1 Mills 3 Bells, Like New \$850.00
- 1 Kentucky Club Console 65.00
- 1 Race Meet, Similar to Buckley Track Odds 100.00
- 1 Fortune, 1 Ball, Cash or F.P. 165.00
- 1 Jennings Bob Tail 75.00
- 1 Buckley Track Odds, Each 700.00

1/3 Deposit, Balance S. D.
NEBRASKA'S OLDEST DISTRIBUTOR
HOWARD SALES CO.
1206 Farnam OMAHA 2, NEBR.
Ha. 3100

WAR VETERAN WANTS TO BUY
Small or large Pin Ball Machine Route for cash, preferably in Indiana, Kentucky, Tennessee or Virginia. Write
BOX D-23, Care Billboard, Cincinnati 1, Ohio.

TUBES and ACCESSORIES

Complete Line of Phonographs and Parts

NEW ACCESSORIES

8 MFD. Cond. (Tub. Can), 450V	1.25	Micro Switches, Any Color	1.00
8 MFD. Cond. (Tub. Can), 600V	1.75	Micro Pick-Ups (Metal), Mills, Rock-Ola	3.00
16 MFD. Cond. (Tub. Can), 450V	1.75	Micro Pick-Ups (Bakelite)	4.75
16 MFD. Cond. (Tub. Can), 600V	2.50	2 Wire Rubber Covered Zip Cord, FL	.02
8 MFD. Cond., 450V	.70	8" P.M. Speakers	4.00
16 MFD. Cond., 450V	.90	10" P.M. Speakers	7.00
20-20 MFD. Cond., 150V	.85	12" P.M. Speakers	8.00
Mills Motors	22.50	Power Transformers, All Models	7.00
Rock-Ola Motors (Drive)	18.50	Electric Soldering Irons	1.50
Wurlitzer Motors (Used)	26.50	5 Ft. Shielded Wire with Posts (Both Ends), Improves Tone of Machine	.25
In Put—Out Put Transformers	2.25	23150 Wurlitzer Block Ratchet Trip, 816, 500, 600, Etc.	1.10
Volume Control Boxes	3.50	23152 Catch Ratchet, 816, 500, Etc.	.60
Rock-Ola Belts	.60		
Actuating Arms, All Models, Wurlitzer	3.00		

TUBES FOR THE COIN MACHINE INDUSTRY

10% DISCOUNT ON ORDERS OF \$25.00 OR OVER!
15% DISCOUNT ON ORDERS OF \$100.00 OR OVER!

01A	.55	2A4G	1.75	6F8	.60	117L7	1.85	35L8	1.00	45	.80
02A	1.25	3Q5	1.60	6G6	.50	117P7	1.85	35Z3	1.30	46-47	1.10
O.E. 23 for Chicken		5U4	.85	6H6	.65	117Z6	1.60	50L6	1.10	70L7	1.95
Sams \$1.65		5V4	1.25	6J5	.60	12A8	1.00	50Y6	1.10	50	1.00
1A5	1.25	5X4	.75	6J7	.75	12K7	1.00	50L6	1.10	56	.65
1A7	1.60	5Y3	.60	6K7	.85	12SA7	1.15	50Y6	1.10	57	.80
1G6	1.10	5Z4	.90	6L6	1.15	12SJ7	.75	24	.85	58	.80
1H4	1.00	6A8	1.35	6Q7	.90	12SK7	.85	26	.75	59	.85
1H5	1.30	6B8	1.00	6R7	.85	12SQ7	.85	27	.55	60	.80
1LA8	2.35	6C5	.65	6S7	.90	12SR7	.70	30	1.00	77	.90
1LD5	2.00	6C6	.90	6V6	.50	14A7	1.50	32	.75	78	.90
1LE3	1.75	6C8	1.25	6X5	.85	14C7	1.35	33	1.00	79	.80
1N5	1.60	6D6	.80	7A8	1.30	25L6	1.30	38	.60	80	.65
1Q5	1.60	6F5	1.00	7L7, Adpt., Compl.	1.45	25Z5	1.00	39/44	.50	83	1.00
2A3	1.60	6F8	1.10			25Z6	1.00	41	.95	83V	.75
						35A5	1.30	43	1.10	2051	1.45

We have many more Tubes too numerous to mention—ready for shipment. We have a full line of Phonograph Parts and Phonographs. Deposit Required With All Orders!

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We Are Now Ready for POST-WAR BUSINESS

We desire the distributing business on coin operated devices of all kinds, etc., for Houston and East Texas or whole State. We are geared to high speed efficiency for successfully distributing your products in the post-war era. "In Business Since 1932."

We will not waste a minute in presenting facts to you and invite your communications. WRITE

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120 TIP BOOKS					\$ 26.00 Gr.
2040 R.W.B. JAR-O-DO SINGLES		Profit \$30.00	\$1.75 Ea.		235.00 Gr.
2170 R.W.B. JAR-O-DO SINGLES		Profit 36.50	2.00 Ea.		245.00 Gr.
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2170 R.W.B. PICK-WIN BREAK TAB		Profit 36.50	1.50 Ea.		188.00 Gr.
2180 R.W.B. ORIGINAL STAPLED FIVE'S		Profit 37.00	2.10 Ea.		288.00 Gr.
2280 COMBINATION JAR-O-DO SINGLES			2.10 Ea.		280.00 Gr.
Size Name Profit Price		Size Name Profit Price			
120 25c Fast Play \$14.60 \$1.62 Ea.		850 5c Snuggles \$21.65 \$2.97 Ea.			
120 50c Fast Play 29.30 1.62 Ea.		850 5c Pretfee 21.65 2.97 Ea.			
360 25c Jumbo Quarter 31.32 1.65 Ea.		900 5c Hot Cha 23.25 3.45 Ea.			
600 5c Dutch Treat 15.81 2.00 Ea.		975 5c Intruder 27.30 3.60 Ea.			
675 5c Flying Fort 19.30 2.30 Ea.		975 5c The Hiker 27.30 3.60 Ea.			
780 5c Apple Jack 19.27 2.25 Ea.		975 5c Overweight 27.30 3.60 Ea.			
800 5c Quick Change 19.70 2.97 Ea.		1000 25c J.P. Charley 52.00 2.25 Ea.			
850 5c Sketch Me 22.45 2.97 Ea.		1200 5c Pick a Fin 33.05 2.75 Ea.			

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SOFT DRINK PIC

(Continued from page 88)

of the time. If the weather had not been so unseasonable, I don't know how it would have gone, because on hot days the demand was terrific."

Catania said his company is operating only about half of its machines as a result of the shortage of sugar.

"I look for some slight relief after the first of the year, but the restrictions are going to stay on for quite a while," he said. "Rationing will continue all thru next year, I feel certain."

Reconversion, resulting in the shut-down of war plants, has caused his company to move some machines, he said.

"But there are plenty of others clamoring for machines," he added.

Parts Shortage

The supply of parts has been so short as to cause his company to dismantle machines and use the parts to rebuild others, but now the situation is improving, he said.

Catania added that bottles, cases and caps have been hard to get, but now they are becoming available again.

Mrs. George Sterba Jr., who is operating the Sterba Bottling Company while her husband is overseas, told virtually the same story.

"Like all other companies we are limited to 50 per cent of the sugar we used in 1941, but the pinch is that we can't get even that at times," Mrs. Sterba reported.

"The sugar suppliers say that it will not ease up much before next year, and some say it won't before 1947."

Flavors Plentiful

Flavoring extracts, she said, are plentiful again, and bottles and caps are obtainable in sufficient quantities to meet trade demands. She said her company has distributed entirely thru jobbers and vendors since her husband went into the armed forces three years ago.

Meanwhile, from Philadelphia came word that the steamship Peter Desmet was arriving there with 10,640 tons of raw sugar—the first from Peru in 10 years.

At Denver, Fred G. Taylor, vice-president of the United States Beet Sugar Association, forecast that beet sugar output in 1946 will be 36 per cent more than this year.

In Washington, tho, new gloom was added to the already dark sugar picture.

Civilian Supply Down

The Department of Agriculture announced that the civilian supply for the fourth quarter of 1945 will be 28 per cent smaller than the average for the three previous quarters.

Total set for the final quarter was 982,000 tons. This compared with 1,544,000 tons consumed in the last quarter of 1944.

Secretary of Agriculture Clinton P. Anderson said that supplies are expected to continue low, and rationing probably will extend into 1946.

The civilian supply, which includes allocations for home, institutional and industrial use, will total 5,092,000 tons this year. In comparison, 6,141,000 tons were consumed in 1944.

The department said this would provide a per capita supply of 73 pounds compared with 89 pounds per person last year and 96 pounds in the per-war years, 1935-'39.

Other last-quarter allocations for 1945 are:

U. S. armed forces, including supply for confections, 174,000 tons; U. S. military relief feeding, 8,000; liberated areas thru the United Nations Relief and Rehabilitation Administration and other agencies, 31,000; exports to U. S. territories, 27,000.

Labor Rise

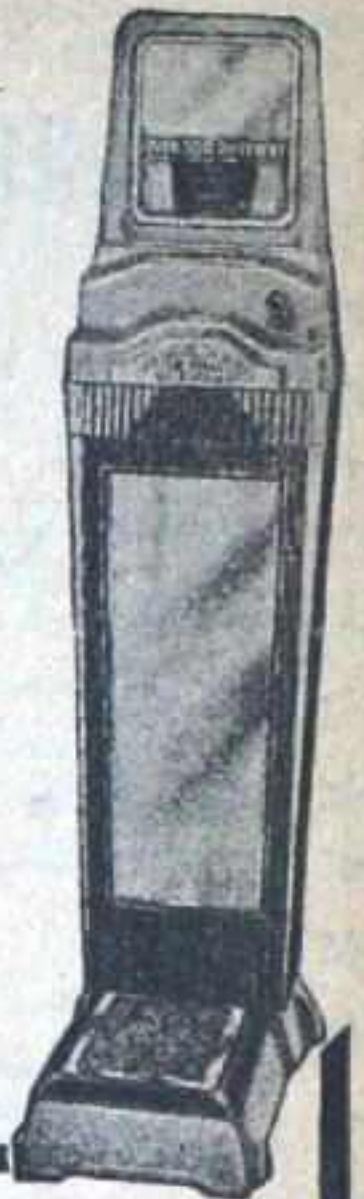
Also in Washington, Joseph W. Milner, president of the American Bottlers of Carbonated Beverages, predicted that as soon as sugar rationing ends, the soft drink industry will employ 20,000 more workers than it did before the war.

"Because of the sugar shortage, soft drink manufacturers at the present time are receiving only 50 per cent as much sugar as they utilized in 1941 and only about 40 per cent as much as they need to meet peacetime demands," Milner said.

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1 25¢ Mills Blue Front	\$200.00
3 25¢ Paces, Each	150.00
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1 5¢ Mills Arrow	100.00
1 5¢ Mills Blue Front	165.00
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Keeney's Texas Leaguer	50.00
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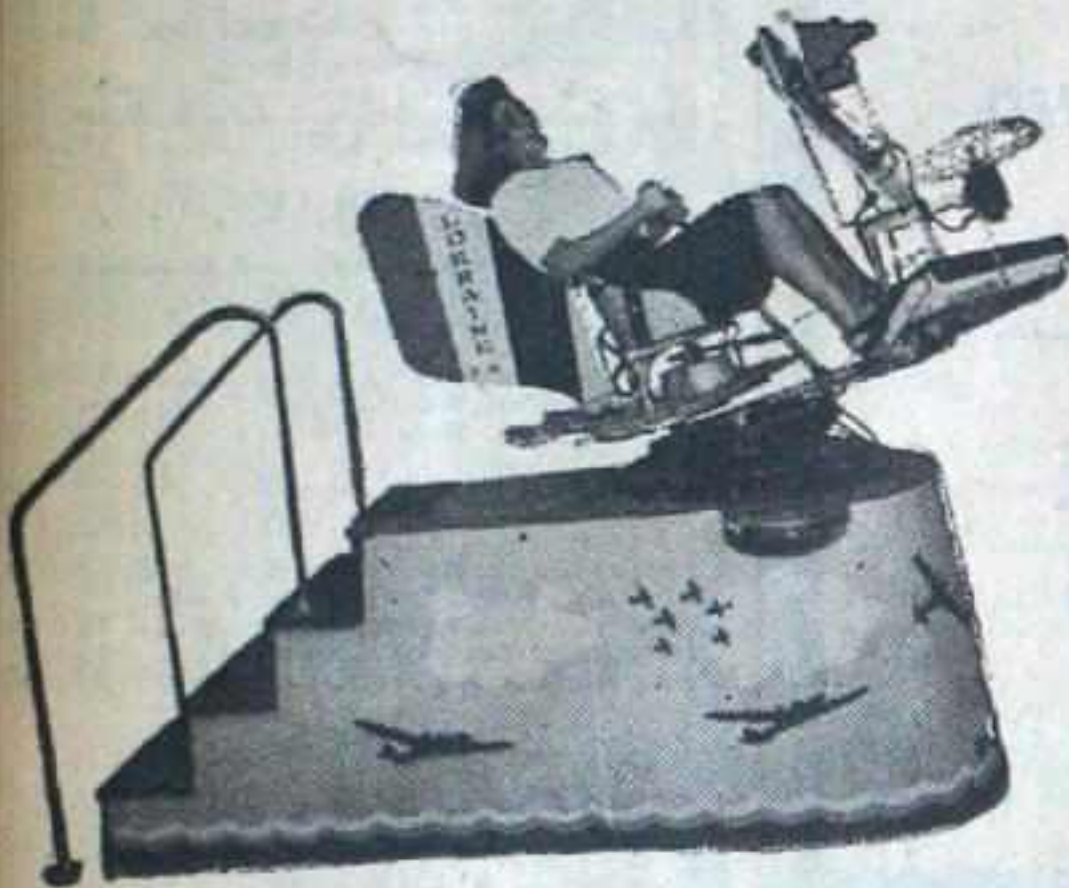
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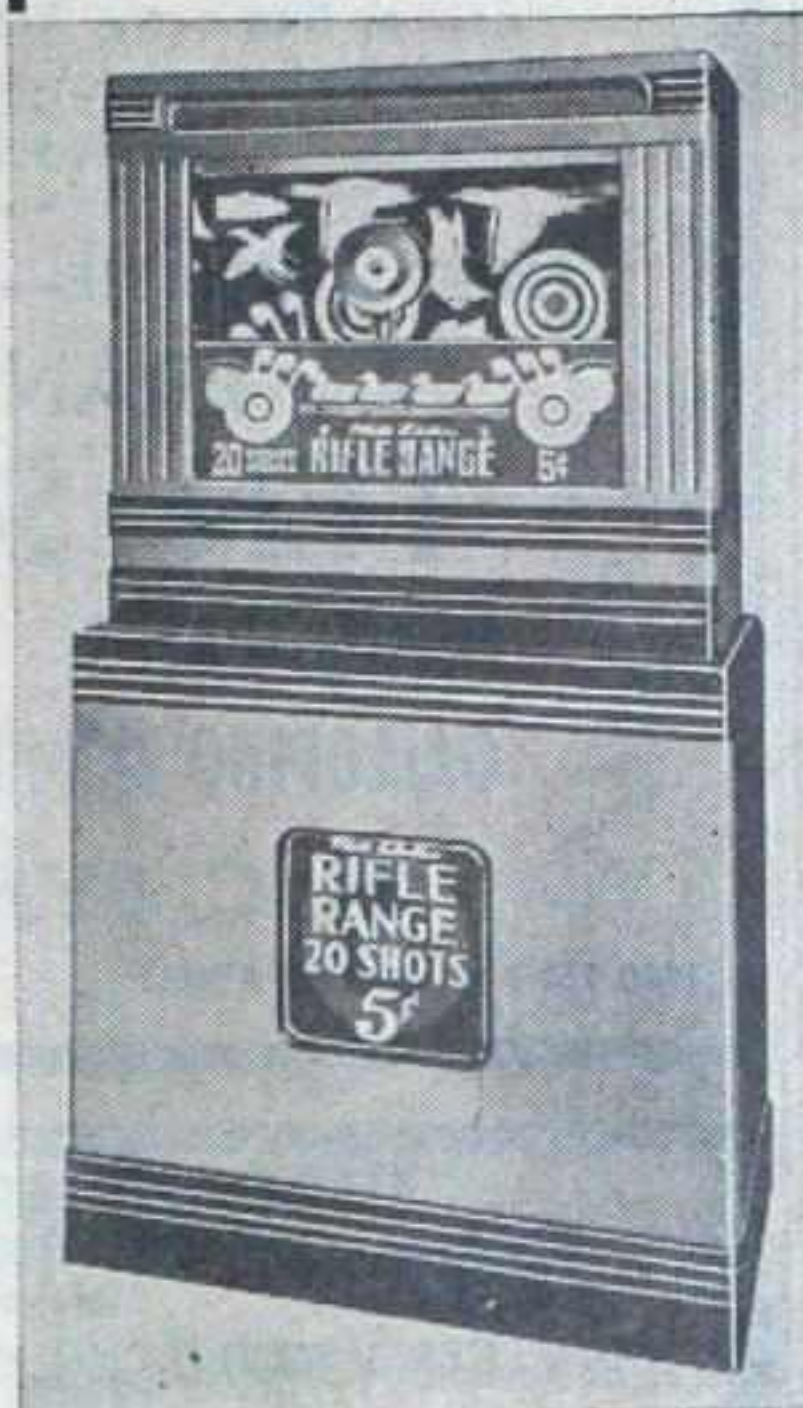
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Seeburg 4 Bally Gun Lamps, Per 50	25.00	Buckley Pedestals	3.50
Berman Speaker-Organs	29.50	Buckley Bar Brackets	2.00
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Seeburg Baromatics	54.50		

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5 Brown Fronts, K.A.C.H., 3/5	174.50
5 Blue Fronts, K.A.C.H., 3/5	149.50
2 War Eagles, K.A.C.H., 3/5	137.50
1 Cherry Bell, K.A.C.H., 3/10	189.50
1 Bonus Bell, K.A.C.H., 3/5	189.50
1 Extraordinary, K.A., 3/5	139.50
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4 Silver Moon, 1941, 3/5	189.50
1 Red Skin, 2/5	159.50
5 Pace All Star, 3/5	59.50
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This New Kit Contains a Very Handy and Useful Contact Switch Assembling Tool, Value \$2.00, Plus 60 EXTRA Assorted Genuine Phosphor Bronze Leaves, Value \$4.00, Plus 144 EXTRA Assorted Silver Contact Points, Value \$6.00, in addition to the Liberal Assortment of Switch Parts Contained in Our Well Known Guardian Contact Kit, No. 450.

No. 450—COMPLETE, STILL ONLY . . \$7.50

CONTAINS Silver Points, Phosphor Bronze Leaves, Litters, Switches, Bakelite Bushings, Separators, Contact Point Adjusters, Brass Rivets, Copper Pig Tail Wire, Fish Papers.

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 Get it from BLOCK—They have it in stock!

PINCUS SAYS: "GET OUR PARTS LIST TODAY!"

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Immediate Delivery
 \$249.50

RECONDITIONED 25c BLUE FRONTS
 RECONDITIONED 25c GOLD CHROMES
 BALLY RAPID FIRE GUNS
 SEEBURG CHICKEN SAM

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Regardless of what kind of parts you need to keep your machine in operation—we have it! Try us out on those hard-to-get parts right now and see if we don't come thru.

WRITE FOR OUR LATEST PARTS AND SUPPLIES PRICE LIST. JUST RELEASED.

COIN MACHINE SERVICE CO.

PARTS FOR EVERY OPERATOR'S NEED
 2307 N. WESTERN AVE. Phone HUMBoldt 3476 CHICAGO 47

Operators—Here's a Nut Vendor for Bars

Ready—Immediate Delivery

The New STAR VENDOR \$7.95

(F.O.B. Factory)
 Designed especially for high class cocktail bars and booths. Has tray to catch any salt or nut overflow. JOBBERS—Write for Special Prices.

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SANTA MONICA, CALIF.



MONARCH—Quality! Service! Values!

"LAURA," Williams New 5-Ball Free Play Game, Now Ready for Delivery

THOROUGHLY RECONDITIONED AUTOMATIC PAYOUT CONSOLES

Bally Big Top	\$ 99.50	Mills 4 Bells, L.H.	\$575.00	Jenn. Derby Day, 5L \$	65.00
Bally Rollem	145.00	Pace Saratoga, 5c	99.50	Jumbo Parade, 5c, Late	135.00
Bally Club Bell	295.00	Pace Twin 5 & 10	375.00	Jumbo Parade, 25c	295.00
Bally Hi Hand	195.00	Pace Twin 5 & 25	450.00	Super Bell, 5c Comb.	295.00
Ev. Lucky Lucre	150.00	Pace Races, Brown	175.00	Keeney Twin, 5 & 5	395.00
Ev. '40 Pacer	325.00	Pace Pay Day, 25c	250.00	Keeney Twin, 5 & 25	495.00
Ev. Roletto Jr.	125.00	Baker Pacer, DDJP	265.00	4-Way Super, 5 & 25	695.00
'41 Domino, J.P., 5c ..	295.00	Baker Pacer, J.P.		Super Track Time	295.00
'41 Domino, J.P., 25c ..	525.00	Remote	365.00	Triple Entry	195.00
Mills 4 Bells	395.00	Jenn. Bobtail	125.00	25c Call, Roulette	275.00
		Jenn. Fastime	95.00		

RECONDITIONED 1-BALL MULTIPLE PAYOUT TABLES

Fairmount	\$495.00	Kentucky	\$275.00	Spinning Reels	\$110.00
Turf King	375.00	Longshot	275.00	Mills 1-2-3	69.50
Jockey Club	375.00	Keeney Fortune	200.00	Gott. Mult. Races	95.00
Sport King	275.00	Santa Anita	185.00	Grand National	89.50

RECONDITIONED 1-BALL MULTIPLE FREE PLAYS

Longacre	\$475.00	Club Trophy	\$325.00	Dark Horse	\$195.00
Thorobred	475.00	Sportsman	295.00	Blue Grass	195.00
Pimlico	375.00	Mills '40 1-2-3	99.50	Sport Special	175.00

RECONDITIONED ARCADE EQUIPMENT

Anti-Aircraft	\$89.50	Maglo Roll	\$125.00	Baker Sky Pilot	\$265.00
Buckley Diggers	79.50	Punch, Bag (Muto.)	225.00	Tommy Gun	195.00
Ex. Card Vendors	45.00	Rapid Fire	195.00	Torpedo, Bally	165.00
Ev. Playball	175.00	Radio Rifle	79.50	Liberator (New)	199.50
Keeney Air Raider	225.00	Rolo Base	165.00	Periscope (New)	199.50
Keeney Submarine	165.00	Shoot to Tokyo	195.00	Zingo (New)	269.50

On Hand for Immediate Shipment: Flat-Tops, Yankee Doodles and All United and Bell Revamps. Write for List of Slots, 5-Ball F.P. Games or Any Other Equipment You Need. Terms: 1/3 Deposit, Balance C. O. D. or Sight Draft.

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MID-STATE HAS THE LARGEST

STOCK OF PIN GAMES IN THE ENTIRE MIDWEST!

CONSOLES

EVANS LUCKY LUCRE, '41, 5c/5c (With or Without Skill Attachment) ..	\$265.00
EVANS GALLOPING DOMINOES, '42, Jackpot, Two-Tone Cabinet,	310.00
EVANS GALLOPING DOMINO, 2- Tone Cabinet	275.00

NEW REVAMPS

Marvels Baseball ..	\$124.50
Flat Top Streamliner	
Oklahoma Idaho	
Cover Girl Casablanca	
Grand Canyon	
WRITE	

**Marvels
YANKEE
DOODLE
Write**

FREE PLAYS — ARCADE EQUIPMENT AND PHONOGRAPHS

Action	\$105.00	5, 10, 20	\$119.00	Keep 'Em		Sky Chief	\$157.00
Air Force	79.00	Four Aces	119.00	Flying	\$145.00	Spot Pool	65.00
Bell Hop	65.00	G.I. Joe	79.00	Liberty (Gott- lieb)	155.00	Sun Valley	125.00
Big Parade	115.00	Gun Club	75.00	Midway	115.00	Topo	75.00
Boloway	70.00	Home Run, '42	75.00	Monicker	77.00	Venus	75.00
Bosco	65.00	Jeep	115.00	Shanori-La	150.00	Victory	85.00
Defense (Genco) ..	85.00					Yanks	89.00

GUARANTEED REPAIR WORK

WE REPAIR SLOTS, CONSOLES, PHONOGRAPHS, ONE BALL AND FIVE BALL GAMES AND ARCADE EQUIPMENT. OUR REPAIR WORK IS DONE BY MEN WHO KNOW THEIR BUSINESS AND ALL WORK IS GUARANTEED. TEN DAY SERVICE. PHONE, WIRE OR WRITE FOR FREE ESTIMATE.

SPECIALS \$32.50

Anabel	Target Skill	Dbl. Feature
Landslide	Speed Demon	Entry
Short Stop	Nippy	Cadillac

THIS WEEK Each!

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100 Sport Parades. Will pay \$35. Must be complete with all parts, but not necessarily working.

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\$18,000 Worth Arcade Equipment Half Price

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EQUIPMENT, ALL IN A-1 CONDITION AND EXCELLENT OPERATING ORDER, CONSISTS OF Photomatics, Panorams, Drivemobile, Ace Bombers, Mutoscope Sky Fighters, Super Bombers, Seeburg Guns, Keeney Air Raiders, Scientific Batting Practice, Tokio Guns, Rapid Fire Guns, Grandma Horoscope, Exhibit Card Machines, Beautiful Chrome Finish Hot Dog Machine, Attractive Chrome Finish Electric P-Nut Roaster, Mutoscope Drop Picture Machine, etc., plus a beautiful NEON SIGN about 18 feet long and flashing "SPORTLAND" in three-color combinations. Everything necessary in equipping a FIRST-CLASS ARCADE.

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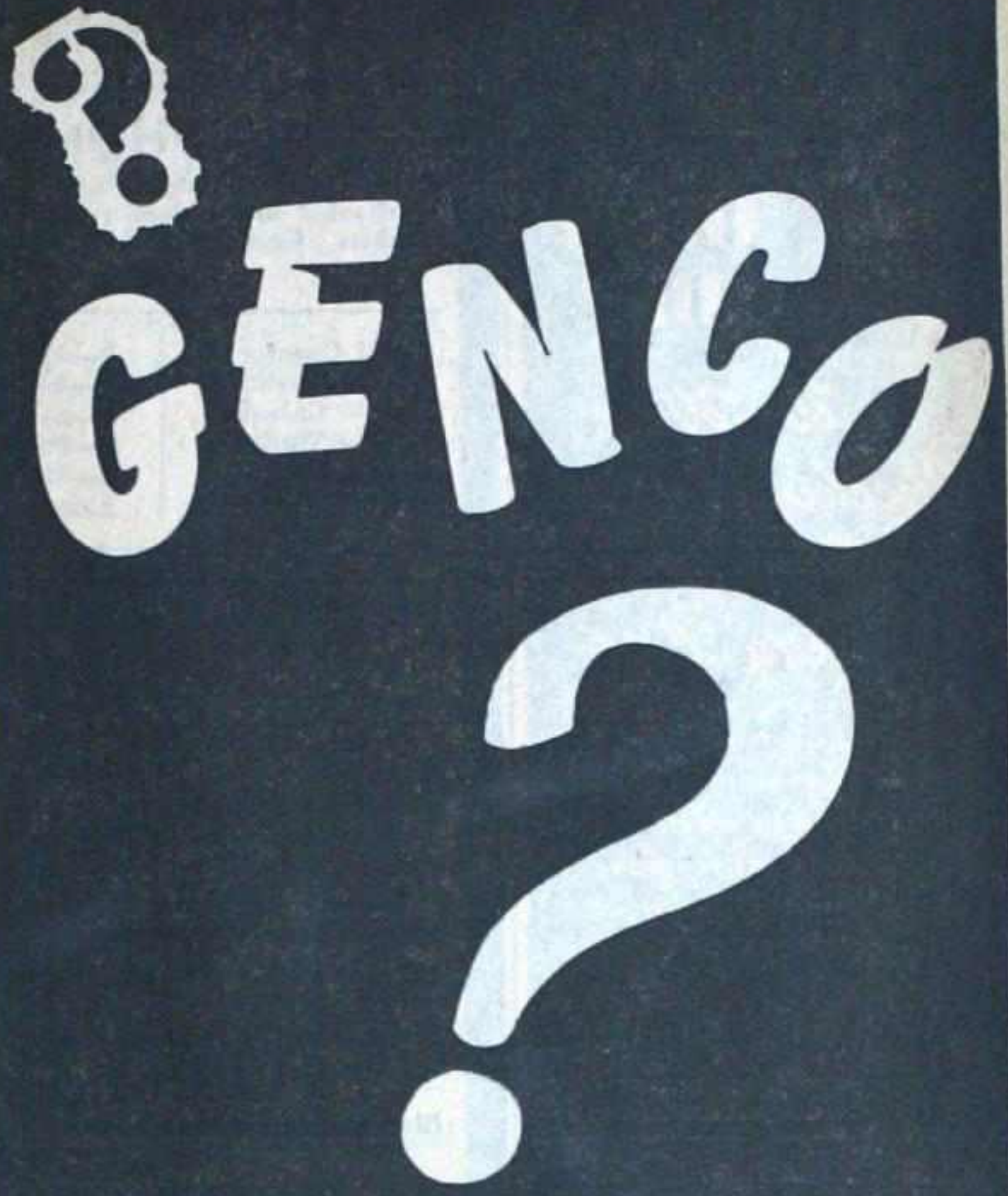
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All Machines Thoroughly Reconditioned—Guaranteed Ready for Location—No Junk or "As Is" Machines—New Crates—Immediate Delivery.

Wisconsin and Upper Michigan Operators—Get on our mailing list now and receive a cute pin-up every month—also notices of delivery and prices of all the new machines we will handle for the leading manufacturers.

Blue Front, 5c	\$129.50	Brown Front, 25c	\$229.50	Jenn. Silv. Chief, 10c	\$149.50
Blue Front, C.H.K.A.	149.50	Cherry Bell, 5c	159.50	Jenn. Silv. Chief, 25c	199.50
Blue Front, 10c	149.50	Cherry Bell, 10c	179.50	Jenn. Redskin, 5c	129.50
Blue Front, 25c	179.50	Cherry Bell, 25c	229.50	Jenn. Redskin, 10c	149.50
Blue Front, 25c, C.H.K.A.	199.50	Watling Rollatop, 5c	59.50	Jenn. Dixie Bell, 5c	129.50
War Eagle, 5c	89.50	Watling Rollatop, 10c	79.50	Jenn. Dixie Bell, 10c	149.50
War Eagle, 10c	99.50	Jennings Console, 5c	129.50	Pace All Star, 5c	69.50
Futurity, 5c	129.50	Jennings Console, 10c	149.50	Pace All Star, 10c	84.50
Vest Pocket, B&G, 5c	49.50	Jennings Chief, 5c	69.50	Pace All Star, 25c	114.50
Pace Kitty, 5c	89.50	Jennings Chief, 10c	114.50	Pace Deluxe, 5c	99.50
Brown Front, 5c	159.50	Jennings Chief, 25c	149.50	Pace Deluxe, 25c	159.50
Brown Front, 10c	179.50	Jenn. Silver Chief, 5c	129.50	Callie Enamel, 5c	39.50
				Callie Enamel, 25c	59.50

9 BIG SPECIALS



10 Packard Bar Boxes with Brackets	\$ 37.50
4 Mills Orig. Chromes, Ser. #470-484,000, Like New, 5c	260.00
6 Liberty Bell Counter Fruit Bells, 5c Play	9.50
2 Pace All Star Comet, Fifty Cent Pay, Perfect	325.00
1 Mills Brown Front, Rebuilt, Like New, 5c	189.50
2 Pace All Star Comets, Rebuilt with Baker Fronts, 5c	79.50
7 Mills 4 Bells, Original, Ash Trays, A-1, 5c	345.00
5 Silver Moon Truffloy Totalizer	74.50
1 Zingo, Floor Sample, Like New	185.00

STANDS—

Single Box Type (Mills), Enamel Finish	\$7.50	Double 2 Doors (Mills), Enamel Finish	\$39.50
Crackle Finish	9.50	Crackle Finish	59.50

ONE BALLS

Blue Grass	\$159.50	Pimlico	\$349.50	Turf King	\$350.00
Fortune	159.50	Sport Page	39.50	Sportsman (New Revamp)	219.50
Jockey Club	325.00	Sport King	159.50	Skyhawk	99.50
Big Prize	39.50	Seabiscuit	39.50	Contest	89.50
Kentucky	229.50	Race King	159.50	Mills Owl	49.50
Santa Anita	119.50	Thistledown	39.50		

FIVE BALLS

All American	\$44.50	Four Roses	\$44.50	Fleet	\$27.50	Sea Hawk	\$49.50
Belle Hop	54.50	Horoscope	44.50	K.O. the Japs	89.50	Silver Spray	29.50
Bandwagon	39.50	Jeep	89.50	Three Up	29.50	Doughboy	29.50
ABC Bowler	49.50	Metro	29.50	Paradise	39.50	Wild Fire	39.50
Miss American	39.50	Fox Hunt	29.50	Ten Spot	44.50	Zig Zag	49.50
Boom Town	24.50	Oh! Johnny	34.50	On Deck, Plastic	29.50	Many Others	Write

Terms—1/3 Certified Deposit, Balance C. O. D.

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✓
Other
Day**

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Mailing List*

... and then realized that some names were missing that should be on it. It's important that we have your name and address so news of our releases can reach you without unnecessary delays—

See that your name is on our "Advance Notice" mailing list.

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CHICAGO 14, ILLINOIS

This fight's HOT over
BUY WAR BONDS

CLEARANCE SALE

PAYOUT—1 BALL

- 3 Jockey Clubs\$300.00
- 7 Turf Kings 300.00
- 4 Fairgrounds 250.00

CONSOLES

- 4 Bally Club Bells\$249.50
- 1 Paces Races, Black, 5c 175.00
- 1 Paces Races, Black, 25c 250.00
- 1 Paces Races, Brown, 5c 300.00
- 1 Baker's Races, Brown 250.00
- 25 Jumbo Parades, Late Head 125.00
- 11 B & G Vest Pocket 47.50

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YOUR MILLS OWLS AND 1-2-3 FREE PLAYS (1939 and 1940 models) INTO 2 BELLS, ONLY—\$39.50.

Operate for \$10.00 Federal Licenses. Thoroughly tested on locations.
A PROVEN MONEY MAKER
We furnish all necessary Mechanical Parts and Colorful Back Glass, with full instructions how to install.

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All Phones — MINNEAPOLIS, MINN. — Cherry 3371

51—PHONOGRAPHS—51

All of our Phonographs have been thoroughly checked, mechanisms overhauled and cabinets refinished, also all machines crated in new lumber. Complete satisfaction guaranteed.

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2—41 Counter	3—412 Wurlitzer	2—600 Plain
2—950 Wurlitzers	5—24 Light Ups	6—616 Plain
2—780 Colonial	3—616 Light Ups	9—24 Plain
3—500 Wurlitzer	2—P400 Wurlitzer	2—312 Wurlitzer
2—Imperial 20	2—Monarch	1—Standard
1—9800 RC	2—8800 RC	Dial-a-Tune
		2—Seeburg Rex

17 MILLS PANORAMS LATEST MODELS—EQUIPPED WITH WIPERS **17**

CONSOLES

- 5—Mills, 5-10-25, Three Bells\$795.00
- 4—Mills, 5-5-5-5, Four Bells, E. H. 325.00
- 3—Mills, 5-5-5-25, Four Bells, L. H. 695.00
- 5—Mills, 5-5-5-5, Four Bells, L. H. 445.00
- 3—Keeney, 5-5-5-25, Super Bells 595.00
- 2—Keeney, 5-5-5-5, Super Bells 495.00
- 2—Keeney, 5-5, Super Bells 295.00
- 4—Paces Reels With Rails 99.50
- 19—Jumbo Parades, Late Heads 104.50
- 4—Jumbo Parades, Early Heads 79.50
- 2—Jumbo Parades, Late Heads, Free Play 99.50

ORIGINAL SLOTS

Blue Fronts — Brown Fronts — Cherry Bells — 4-Star Chiefs in 5c-10c-25c Play, Late Serials

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Bush Distributing Co.

BROADWAY & WASHINGTON 250 W. BROADWAY — MINNEAPOLIS 11, MINN.

USED AND RECONDITIONED

	Each		Each
2 5¢ Gooseneck Venders	\$ 35.00	1 Seeburg WLS Baromatic, Less Tube, 5-10-25	\$ 35.00
1 5¢ Gooseneck, No J.P.	30.00	1 #145 Wurlitzer Stepper Unit	49.50
1 1¢ Gooseneck, Single J.P.	30.00	2 2-Wire Chandelier Speakers	25.00
4 Kentucky Club, Need Some Repairs	57.50	3 Seeburg Midway Units, Metal Cab.	275.00
1 Exhibit Jockey Club	35.00	2 Seeburg Gem Midway Units, Wood Cab.	275.00
4 Jack In Pot Stands, No Locks	30.00	4 Wurlitzer 24 Record Adaptors and Stepper Units	65.00
1 Liberator	195.00	2 Wurlitzer Bar Boxes	10.00
1 Zoom	15.00	2 850 Wurlitzer	750.00
1 Kicker & Catcher	15.00	1 780E Wurlitzer	550.00
1 Chicago Coin Hockey	175.00	1 Seeburg 10 Record	50.00
1 Crystal	42.50	1 Seeburg Cadst, E.S.	425.00
1 Mystic	42.50	1 Seeburg Colonel, R.C.E.S.	525.00
2 Spottem	15.50	1 Seeburg 8800, R.C.E.S.	625.00
2 Knockout	129.50	8 24-Record Selectomatic	8.00
1 Wild Flower	69.50	3 Seeburg Transmitters (New)	35.00
21 #120 Wurlitzer Wall Boxes, Perfect	25.00		
50 Seeburg WLS Wallomatic, Less Tube	30.00		
10 Seeburg WLS Wallomatic, Less Tube, 5-10-25	32.50		

All Machines Offered Subject To Prior Sale. Full Cash Must Accompany Order In Form of Post Office, Express, Telegraph Money Order or Certified Check. Phone Your Order So That You Will Know Before Sending Money Whether or Not We Have the Machines In Which You Are Interested.

MOSELEY VENDING MACHINE EXCHANGE, INC.
60 BROAD STREET, RICHMOND, VA. Day Phone 3-4511—Night: 5-5928

Economy Supplies the Nation!

Large Mercury Switches\$2.50 Ea.	Small Mercury Switches\$2.00 Ea.
12" P.M. Speakers\$9.50 Ea.	Wurlitzer Main Gears\$3.50 Ea.

Terms: 1/3 Deposit With Order, Balance C. O. D.

Write for Price List of Parts, Supplies, Tubes, Fuses, Wire, Etc.

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REBUILT MILLS SLOTS—IMMEDIATE DELIVERY

	5c	10c	25c
Blue Fronts	\$150.00	\$175.00	\$200.00
Brown Fronts	175.00	200.00	225.00
Silver, Gold or Copper Chromes	200.00	225.00	250.00

All machines complete with Drill Proof Cabinets, Knee Action, Club Handles. Rebuilt to look like new and are ready for location.

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FOR SALE

- 1 Foreign Colors (Comb. 1 or 5 Ball), Westerhaus Revamp\$179.50
- 3 Home Run (1940 Plastic Bumpers) 47.50
- 2 American Beauty, F.S., Westerhaus Revamp 169.50
- 1 Skyline\$29.50
- 2 Invasion 124.50
- 1 Fox Hunt 39.50
- 1 Blondie 39.50
- 1 Fleet 17.50
- 1 Trapeze 24.50

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- Paratroops (P45) 179.50
- Terms: One-Third Deposit, Balance C. O. D. Orders Less Than \$50.00, Full Cash With Order.

IRWIN DISTRIBUTING CO.
WANTED: Duplex, Sun Beam, Sky Blazer, West Wind, Leader, Double Play, Do-Re-Mi, Stars, Zombie at \$50.00 each; Knock Out and Big Parade at \$75.00 each.
Phone 5-9897 108 So. Grove WICHITA 7, KANSAS

AVAILABLE SEPT. 30

3 PACES RACES—1 COLUMBIA BELL

- 1 5-Cent Paces, newly rebuilt by H. C. Evans, new cabinet, looks and runs perfectly, used 3 mos.\$375.00
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- 1 25-Cent Paces, J.P. model, looks good, perfect operating condition 300.00
- 1 Columbia Bell Slot, looks new, perfect operating condition, 2 sets reels 60.00

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EVER OFFERED!

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Complete GOLD CHROME CABINET— ALL NEW Light Wood Cabinet

Drill Proof Lining, Gold Chrome Castings—Metal
Reward Plate, Club Handle, Completely Assem-
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and Ready for Mechanism. PRICE... **\$59.50**

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- Mills Blue Fronts5c-10c-25c Play
- Mills Brown Fronts5c-10c-25c Play
- Mills Cherry Bells5c-10c-25c Play
- Mills Bonus Bells5c-10c-25c Play
- Mills Club Bells5c-10c-25c Play
- Mills Gold Chrome5c-10c-25c-50c Play

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Sport Special, F.P.	165.00	Longshot, Payout	275.00
Record Time, F.P.	175.00	Sport King, Payout	325.00
Blue Grass, F.P.	175.00	Blue Grass, Free Play	175.00
Turf King, Payout	375.00	Fairmont	450.00
Jumbo Parade, Payout, Late	129.00	'41 Derby	350.00
Santa Anita, Payout	175.00	Club Trophy	310.00
Jockey Club	375.00	Bally Club Bells, Comb., Late	290.00
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NEW REVAMPS	Flat Top	\$250.00	Streamliner	\$250.00
	Marines	199.50	Yankee Doodle	249.50
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Seeburg Wall-o-Matics and Bar-o-Matics, Wirel. Each\$ 39.50

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Sun Valley	\$137.50
Big Parade	129.50
Four Aces	129.50
Knockout	129.50
Invasion	124.50
5-10-20	119.50
Genco Defense	94.50
Genco Victory	94.50
Topic	82.50
Mills Owl	79.50
Monicker	79.50
Venus	79.50
Gun Club	74.50
Capt. Kidd	72.50
Spot A Card	72.50
Spot Pool	72.50
Glover	72.00
Jungle	72.00
Argentine	69.50

ARCADE

Rapid Fire	\$160.00
Keeney Submarine	150.00
Slap Jap	119.50
Keeney Air Raider	165.00
Periscope	139.00
Radio Rifle	50.00
Shoot to Tokyo	160.00
Oh! Coin Hockey	210.00
Pikes Peak	22.00
Texas Leaguer	39.50
Anti-Aircraft	
Brown Cabinet	60.00
Pitchem & Catchem	95.00
ABT Target, Model F, Blue Cab.	24.50
Seeburg Concert Grand	350.00

RECONDITIONED PIN GAMES

Texas Mustang	\$ 69.50
Torpedo Patrol	69.50
Belle Hop	64.50
Heroscope	64.50
Snappy	62.50
Majors '41	59.50
New Champs	59.50
Seven-Up	59.50
Ten Spot	59.50
Towers	59.50
Zig-Zag	59.50
Star Attraction	59.00
Legionnaire	55.00
Stratoliner	55.00
Sea Hawk	49.50
Holdover	47.50
Broadcast	47.50
Metro	47.50
Champ	47.50

WANTED PHONOGRAPHS ROCK-OLA

Supers — Masters — '39 Deluxes — Standards — Windsors — Monarchs — Imperial 20, Wurl. 850 — 750E — 800 — 500 Kybd. — 600 Kybd. — 616.

NATIONAL COIN MACHINE EXCHANGE
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SLOTS

45 Stands. Ea.....	\$ 10.00
25 Folding Stands. Ea.....	3.00
6 Mills 5c Future Pay. Ea.....	25.00
6 Mills 5c Blue Fronts. Ea.....	135.00
1 Eagle, 5c.....	60.00
1 Jennings 5c Chief Console....	150.00
7 Jennings 5c Chief. Ea.....	25.00
1 Walling Rol-A-Top, 5c.....	50.00
1 Mills 5c Chrome.....	225.00
2 Melon Bells, 5c. Ea.....	125.00
1 Pace 5c Twin Jackpot.....	85.00
1 Blue Front, 10c.....	150.00
1 Blue Front, 25c.....	175.00
2 Blue Fronts, 1c. Ea.....	90.00
1 Mills Gooseneck, Double Jack- pot, 1c	30.00

LOT PRICE...\$3000.00

CONSOLES, CASH PAYOUT

23 Lgt. Cabinet Dominoes. Ea....	\$225.00
10 Dk. Cabinet Dominoes. Ea....	125.00
23 Super Track Times. Ea.....	250.00
8 Super Track Times (bad fins). Ea.	240.00
1 Track Time.....	85.00
3 Skill Times. Ea.....	75.00
4 Triple Entries. Ea.....	125.00
6 Jumbo Parades. Ea.....	85.00
2 Big Games. Ea.....	100.00
5 Four Bells. Ea.....	350.00
5 Silver Moons. Ea.....	85.00
2 Baker's Pacers. Ea.....	100.00
3 Paces Racers. Ea.....	100.00

CONSOLES, FREE PLAY

8 Jumbo Parades. Ea.....	\$75.00
2 Big Games. Ea.....	75.00
12 Silver Moons. Ea.....	75.00

LOT PRICE...\$19,700.00

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2 Multiple Turf Kings. Ea.....	300.00
1 Santa Anita	135.00
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LOT PRICE...\$2600.00

193 Cigarette Machines, 1c. Ea....\$3.00 LOT PRICE...\$500.00

All Equipment Listed .. \$25,500.00

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10 Cent Blue Fronts	\$175.00
25 Cent Blue Fronts	\$200.00
5 Cent Q. T.	\$75.00
10 Cent Q. T.	\$100.00
25 Cent Q. T. Gilt- ter Gold	\$150.00

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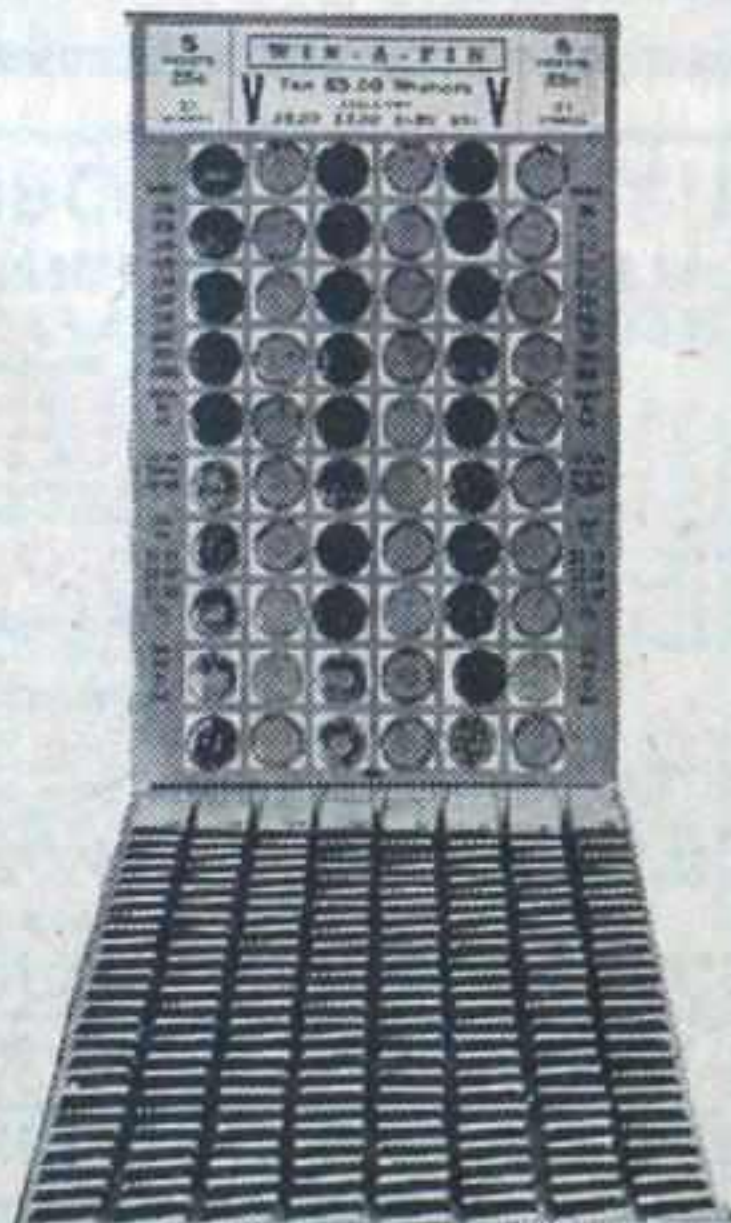
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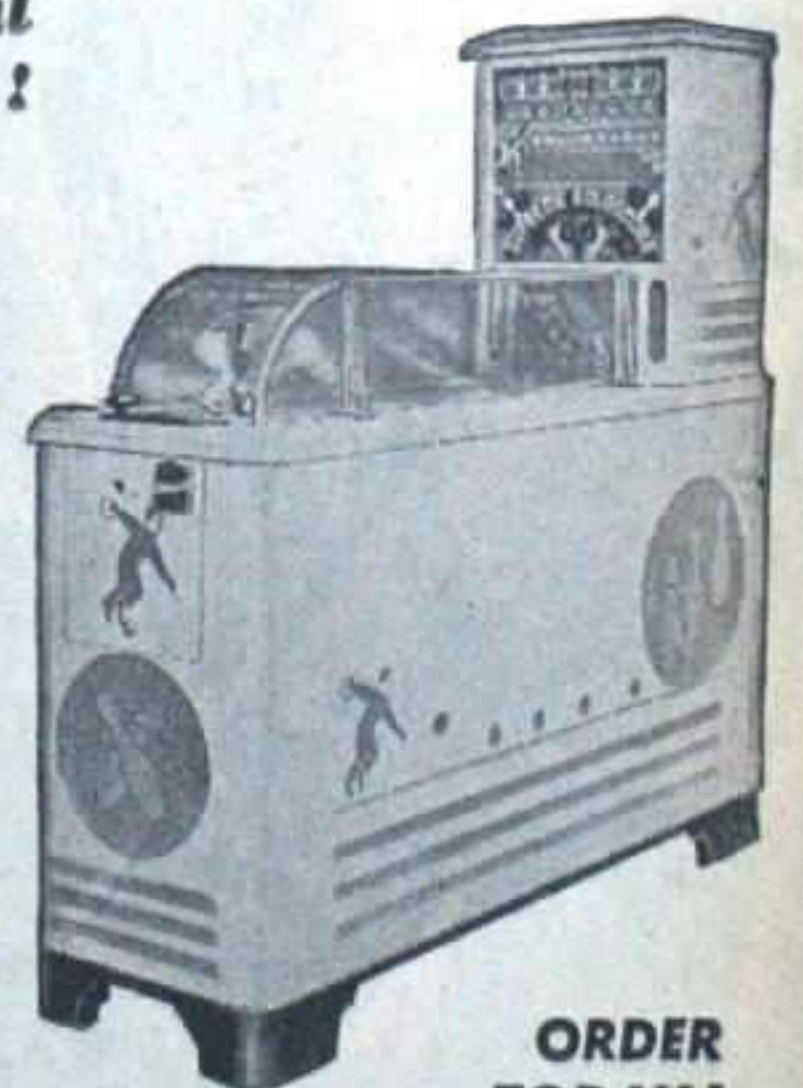


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- 4 10c BROWN FRONTS
- 12 25c BROWN FRONTS
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NEW JUMBO HOLES
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110 Volt A.C. Primary to 2 1/2 Volt Output.
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Mills Silver Chrome, 10¢	385.00				
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CONVERT 5c JUMBOS TO 25c PLAY, \$125 | NEW LATE HEADS FOR JUMBOS, \$5

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Mills Reconditioned Original Four Bells, 5c-5c-5c-5c	\$395.00
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New Drill-Proof Cabinets, Knee Action, Single Jack Pot, Etc.

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Gold Chrome, 25c	387.50	Blue Front, 5c	189.50	Bonus Bells, 10c	267.50
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Evans Lucky Lucre, 5-5c	195.00	Mills Jumbo, Comb. F.P., P.O.	213.75
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Wolf Solomon

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Late Photomatic	\$895.00
Late Panorams	379.50
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10c Silver Chief	249.50
25c Silver Chief	299.50
5c Gold Chromes	325.00
25c Gold Chromes	379.50
100 Box Stands	15.00
5c Vest Pockets, B. & G.	59.50
50c Brown Front	425.00

SLOTS — Write, Wire, Phone for Low Prices

5-10-25c Blue Fronts	5-10-25c Gold Chromes
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1945—OUR 50TH YEAR OF SERVICE



MUSIC OPERATORS

Unprecedented profits await you.
Your future—and a sensational
one—is wrapped up in this new
Automatic Phonograph.

LOOK TO YOUR FUTURE with
this machine.

It's the last word—the result of
the country's best specialized
brains coordinated for your
particular requirements.

LOOK TO YOUR FUTURE with us!

**KEEP YOUR ATTENTION
FOCUSED ON THIS PAGE!**



THE BLACK CHERRY BELL

MILLS PROUDLY PRESENTS:



Your long and patient wait is just about over, Mr. Operator. We present the solution for all your location problems, our new Black Cherry Bell. No black and white photograph can do it justice. In real life it glows and sparkles with brilliant dashes of Silver, Black, Red, and Green.

Mills Novelty Company • 4100 Fullerton Ave., Chicago 39, Ill.

"The Leading Coin Machine Manufacturer for Fifty-Six Years"



PEACHES from GEORGIA

"ATTENTION, DIXIE OPERATORS"

We both lose if you aren't on our mailing list. We have twelve employees ready to serve you. We also have a large stock of new revamped pinballs, arcade equipment, slots, consoles, music and thousands of hard to get parts and supplies. Our business is growing like the speed of a rocket. WRITE TODAY for our LATEST COMPLETE LISTS of machines and supplies.

THIS WEEK'S GUARANTEED SPECIALS

ARCADE AND MUSIC

1 Skyfighter	\$225.00	1 Rapid Fire	\$145.00
1 Muto-Ace Bomber	225.00	2 Keeney Subs	125.00
1 Genco Playball, Late	110.00	1 New Supreme Playball	175.00
2 Jennings Towers, Ivory, Late Models			\$275.00
4 5c Seeburg Wall-o-Matics @ \$35.00. Lot			135.00
2 5-10-25 Wall-o-Matics @			45.00
20 Rock-Ola Boxes, Some Late, Some Old, Need Repairing			85.00

SLOTS AND CONSOLES

50c Pace Comet, 3-5, Like New	\$325.00	5c Blue Front, S.J.P., Over 400,000 Serial, Refinished, Like New	\$125.00
10c Jennings Victory Chief, Extra Clean	195.00	5c Extraordinary	95.00
5c Jennings Silver Chief, Extra Clean	165.00	10c Extraordinary	145.00
5c Jennings Four Star Chief, Refinished	145.00	25c Extraordinary	175.00
25c Jennings Four Star Chief	225.00	10c War Eagle, 2-4	75.00
5c Pace Deluxe	145.00	Bally Club Bells, Comb. F.P. & P.O.	195.00
25c Galle, 3-5, D.J.P., Clean	145.00	Bally Parlay, P.O., New	125.00
10c Galle, 3-5, D.J.P., Clean	125.00	Bally Big Top, Extra Clean, F.P.	110.00
5c Rolltop, Clean, 3-5, No Venders and No Gold Awards	95.00	Paces Races, Red Arrow, J.P., Clean	195.00
5c Columbia, Extra Clean, G.A., Cig. Symbols, Latest Models	75.00	Paces Reels, P.O., Skill Field	85.00
25c Cherry Bell, Repainted, Like New Appearance	245.00	Paces Saratoga, P.O., Skill Field	80.00
25c Brown Front, Clean	225.00	Jumbo Parade, F.P., Clean	85.00
		Buckley Track Odds, J.P., Factory Reb.	525.00

BRAND NEW REVAMPS IN STOCK

Yankee Doodle	\$249.50	Oklahoma	\$249.50
Flat Top	249.50	Santa Fe	249.50
Foreign Colors	185.00	Brazil	249.50
Grand Canyon	249.50	Streamliner	249.50
Idaho	249.50	Wagon Wheels	249.50
Arizona	249.50	Trade Winds	249.50

For clean, used pin list . . . WRITE

If any machine is unsatisfactory WIRE or PHONE us collect within 48 hours after receipt and full purchase price will be refunded. No argument whatsoever.

ONE-HALF DEPOSIT MUST ACCOMPANY ALL ORDERS.

Wire, Phone or Write

HEATH DISTRIBUTING CO.

217 Third Street

(Phones 2681, 1611)

Macon, Ga.

now ON HAND - READY TO SHIP

Mills 3 Bells, 5, 10 & 25c (Like New)	\$995.00	Mills Gold Chrome, 5c..	\$425.00
Mills 4 Bells, Late Head, 4 5c	625.00	Mills Gold Chrome, 10c..	475.00
Mills 4 Bells, 4 5c (New Cabinets, Old Heads)	495.00	Mills Gold Chrome, 25c..	525.00
Mills 4 Bells, 3 5c, 1 25c (New Cabinet, Old Head)	825.00	Mills Gold Chrome, 50c..	595.00
Mills 4 Bells, 3 5c, 1 25c (High Head, Like New)	995.00	Mills Brown Front, 5c (Original)	249.50
Mills Jumbo Parade, C. P. (Late Head, Refinished)	159.50	Mills Brown Front (Original), 10c	299.50
Mills Jumbo Parade, Combination F. P. and Cash	199.50	Mills Brown Front (Original), 25c	389.50
Mills Jumbo Parades C. P., Early Head, Refinished	139.50	Mills Blue Front (Refinished Like New), 5c	224.50
Bally Club Bells, F. P. and P. O.	269.50	Mills Blue Front (Refinished Like New), 10c	279.50
Bally Hi Hands, F. P. and P. O.	199.50	Mills Blue Front (Refinished Like New) 25c	349.50
Bally Roll 'Em P. O.	179.50	Mills Blue Front (Original), 50c	595.00
Keeney Super Bells, 5c, F. P., P. O.	349.50	Jenn. Four Star Chief (Refinished), 10c	249.50
Keeney Super Bells, Cash Pay, 5, 25	525.00	Jenn. Four Star Chief (Refinished), 25c	324.50
Keeney Super Bells, P. O., 3-5, 1-25	650.00	Jenn. Silver Club, 5c (Refinished Like New)	249.50
Baker Pacers, DD 5c	299.50	Jenn. Silver Club, 10c (Refinished Like New)	324.50
Buckley Track Odds, 5c J.P.	695.00	Jenn. Silver Club, 25c (Refinished Like New)	399.50
Buckley 7 Bell, P. O.	289.50	Watling Rol-A-Top (Refinished), 5c	159.50
Buckley Riviera, P. O.	289.50		
Evans Bangtails, J. P. (Late)	375.00	ARCADE EQUIPMENT	
Evans Rollette Jr., P. O.	159.50	Bowling League (New)	\$189.50
Evans Lucky Lucre, 5-5, P. O.	235.00	Zingo (New)	279.50
		Liberator (New)	199.50
		Periscope (New)	199.50
		Evans Tommy Guns	119.50
		Keeney Air Raiders	199.50

SINGING TOWER, Model 301, F. O. B. Factory... \$525.00
TOP FLIGHT—Model TC-88, F. O. B. Factory... \$325.00
(Factory Reconditioned Carrying New Machine Guarantee)

1/3 DEPOSIT, BALANCE C. O. D.

California AMUSEMENT CO.

DISTRIBUTORS AND JOBBERS
1348 VENICE BLVD.
LOS ANGELES 6, CALIF.
Phone: PHuspect 4131

1175 FOLSOM ST.
SAN FRANCISCO 3, CALIF.
Phone: HEmluck 0575

Watch for these new

Bally

PROFIT-PRODUCERS

1 VICTORY DERBY (One-Ball Multiple Pay Table)

2 VICTORY SPECIAL (One-Ball Multiple Free Play)

3 NEW CONSOLES (For Every Type of Location)

4 NEW 5-BALL NOVELTY SENSATIONS

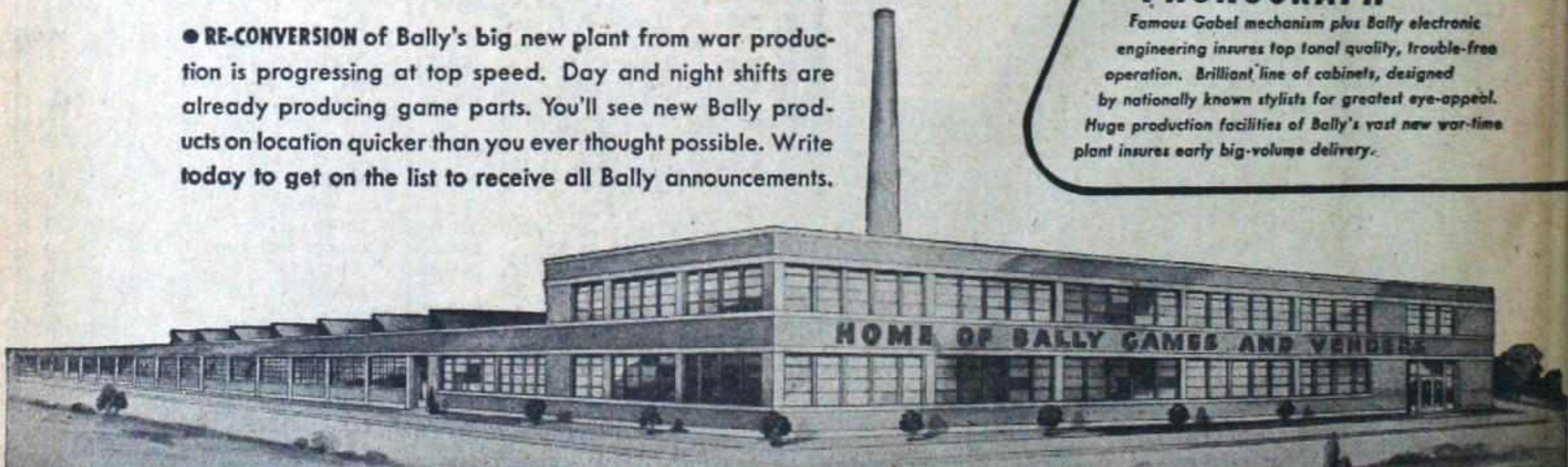
5 NEW PHOTO-ELECTRIC TARGET GAMES
AND OTHER ARCADE TYPE GAMES

6 NEW BEVERAGE VENDERS
NEW IMPROVED MECHANISM...NEW BEAUTIFUL DESIGNS

THE
Bally
PHONOGRAPH

Famous Gabel mechanism plus Bally electronic engineering insures top tonal quality, trouble-free operation. Brilliant line of cabinets, designed by nationally known stylists for greatest eye-appeal. Huge production facilities of Bally's vast new war-time plant insures early big-volume delivery.

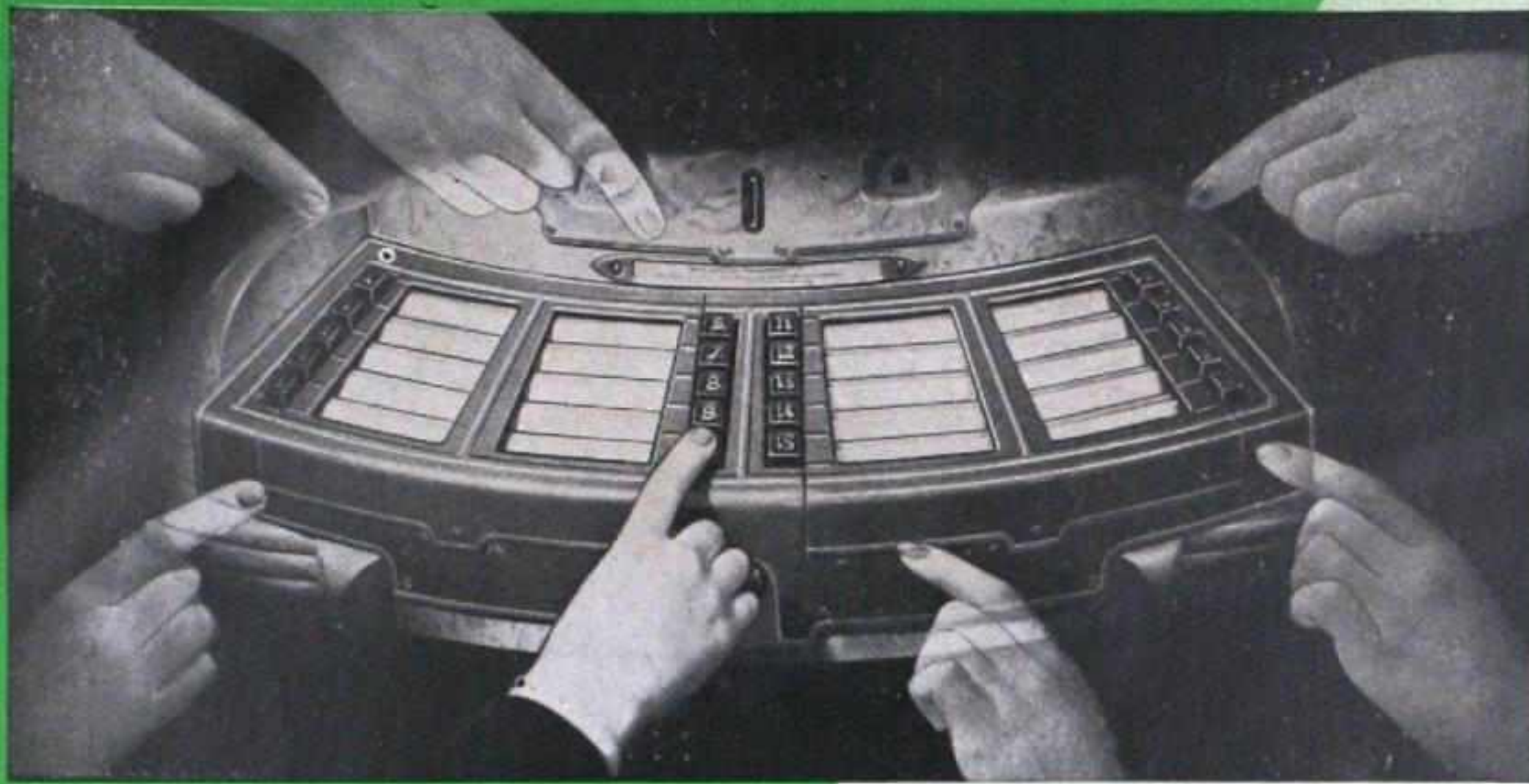
● RE-CONVERSION of Bally's big new plant from war production is progressing at top speed. Day and night shifts are already producing game parts. You'll see new Bally products on location quicker than you ever thought possible. Write today to get on the list to receive all Bally announcements.



Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION

2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

Selection



MUSIC YOU WANT... WHEN YOU WANT IT!



Patron preferences in music run the gamut of "Jumpin' Jive" to Chopin's "Polonaise". Just as there is no accounting for diversity of people's tastes in their everyday lives...so, too, there is no hard established rule that everybody must like pre-selected music. Selection is the surest way to satisfy the melodic desires of most people most!



AWARDED TO THE J. P. SEEBURG CORPORATION
FOR OUTSTANDING PRODUCTION OF WAR
MATERIALS IN EACH OF ITS FOUR PLANTS

J. P. SEEBURG CORPORATION · CHICAGO

Seeburg

**HE'S LIKE THE
WURLITZERS
I OPERATE.
TAKES A LOT OF
PUNISHMENT
BUT KEEPS
RIGHT ON GOING.**

**I'VE HAD THE SAME
EXPERIENCE. IT SURE
PAYS TO BUY THE
BEST. FROM NOW
ON I'LL OPERATE
WURLITZERS
EXCLUSIVELY.**



One of the distinguished line of

WURLITZER
phonographs

*THE NAME THAT MEANS *Music* TO MILLIONS



Awarded with Star-De Kalb Division

Awarded with Three Stars-N. Tonawanda Division

**RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, N. Y.**