

# The **Billboard**

OCTOBER 7, 1944

25 Cents

THE WORLD'S FOREMOST AMUSEMENT WEEKLY

**GENERAL NEWS**

**AD-FLACK \$\$ MAKE STARS SIGN**



**BENNY GOODMAN**  
*BG's New Plans Shaping Up*  
(See page 4)

**RADIO**

**Shortwaves' Post-War Job---  
Keeping U. S. Sold to World**

**NIGHT CLUBS-VAUDE**

**Gimmicks & Sponsorship  
Making Roadshows Sock**

**MUSIC**

**CIVILIAN OVERSEAS HIT PARADE**



SHOWDOM'S  
SENSATIONAL  
"STAND-UP" PIANIST

# ROCCO

AND HIS  
ROCKIN'  
RHYTHM

*Maurice*

**A STANDOUT!**  
Says the PRESS

Walter Winchell • Variety  
Earl Wilson • Louis Sobel  
Jimmy Fidler • Billboard  
Look Magazine • Life

**A STANDOUT!**  
On the AIR

Philco's HALL OF FAME (Premiere)  
THE EDDIE CANTOR SHOW (Three Times)  
LOWER BASIN STREET  
CRESTA BLANCA CARNIVAL  
NBC—CBS—MBS—BLUE NETWORK

**A STANDOUT!**  
On the SCREEN

PARAMOUNT'S  
"INCENDIARY BLONDE"  
Starring BETTY HUTTON  
(soon to be released)

**A STANDOUT!**  
In THEATERS

ORIENTAL, Chicago  
ROXY (3 Times in 1943-44) New York  
ORPHEUM, Los Angeles

**A STANDOUT!**  
In NIGHTCLUBS

52 Consecutive Weeks—CAFE ZANZIBAR, New York  
4 Sensational Weeks—CHEZ PAREE, Chicago  
BLACKHAWK, Chicago LE RUBAN BLEU, New York  
CLOVER CLUB, Hollywood



Personal Management **PHIL SHELLEY** • 64 E. Lake St., Chicago



Promotional \$\$ in Contracts

Store Men Look At Jeep System WRGB Pitch

SCHENECTADY, N. Y., Sept. 30.—Infant television toddled into the footsteps of its parent commercially giant radio tonight with the telecast of a program of five commercials over WRGB, General Electric's pioneer station.

The Associated Merchandising Corporation, New York City, co-operated with GE in producing the program which was viewed by advertising and promotion executives of 25 of the nation's leading department stores.

The program directed by Helen Rhodes, assisted by Larry Algeo, was arranged to demonstrate how department stores can utilize television on either internal cable (Jeep) system or for general advertising on a regular telecast station.

Sponsors included the United States Time Corporation, makers of Ingersoll and other watches; McCall's magazine, Elizabeth Arden, Textron and Carter's Underwear, U. S. Time, McCall's and Elizabeth Arden produced their own programs. J. Walter Thompson handled the Textron quiz skit, and Ted Long and Jo Lyons, of B., B., D. & O., prepared the Keeping Up With Baby skit that promoted Carter's Underwear.

The five commercials altho quite different in character were tied in with continuity of a family gathered around a television receiver. Skit was one of the highlights of the 75-minute show and was written by Irma Lemke, who does regular programs for WGY, WRGB and other stations.

U. S. Time gave one-minute time signals at the beginning and end of the program, with silhouettes of soldiers on a battlefield visible thru the face of the clock.

A two-person skit featuring Helen Parrish was McCall's contribution, but it lagged principally because too much time was devoted to conversation and there was too little action. The demonstration of applying make-up by Power's Model Miss Lynn Engler (the Elizabeth Arden contrib) had the same faults.

For Textron three professional women pitted their originality against three housewives in a quiz and stunt contest. (See DEPT. STOREMEN on page 30)

Dayton Plans Top Big Name '43-'44 Series

DAYTON, O., Sept. 30.—The city's concert and play-going public, looking forward to the second biggest season in succession, is casting around for custom-built cushions to soften the effects of the ancient seats that fill Memorial Hall, which is, with the exception of the National Cash Register Auditorium (not generally open to the public), the only suitable, sizable and available hall in town.

Managers, willing to risk at least one more heavy year of biz before post-war shrinkage gets under way, have already booked the Memorial building near its date capacity.

Legit shows, booked by William Keyes, are set but dates are not yet certain. Except for Sons o' Fun, with Olsen and Johnson, November 14 and 15, dates are tentative on Life With Father, Merry Widow, Student Prince, Over Twenty-One, Kiss and Tell and Katharine Cornell.

Chester Anderson opens with Helen Traubel October 12; Charles Wagner's company, in La Traviata, October 22. (See DAYTON SETS TOP on page 30)

A Sergeant's Diary

By Sgt. Ace Goodrich

Last November I was ordered to go to Fort George G. Meade to reproduce Stars and Gripes for overseas performances. We got new men from all branches of the service, combat engineers, field artillery, amphibious engineers, infantry, anti-aircraft, coast artillery and even the medics. The War Department got out the Old Form 20 (servicemen's occupational classification) and hauled out everyone who could sing, play or dance. They were dumped into my lap and I was told to put together Stars and Gripes. I did.

It really is a very good show now, better than the original, the one that premiered in Newark, N. J. We've got Pfc. John Valenti, who does a sock novelty act, playing a rubber glove, a harmonica thru a rubber hose, plus doing musical things with a saw and a bicycle pump. Valenti worked the Major Bowes show many times. We also have a good comedian from Station WLS, where he worked nine years on the Barn Dance show. His name is Donald (Red) Blanchard and he's really up the alley for a G. I. show. Mickey Shaunessy, another comic from the village, and 30 others are doing a grand job.

Still Doing Strip

I'm still doing the strip-tease in the opening—for the second year. Bivouac With a WAC is still sock, and two other numbers I wrote over here, Lister Bag Lil and I'm Just an Old Barracks Bag, have been added. We've been traveling (called touring in show business but it's not that here) since early in April. We landed in New Guinea direct from San Francisco and got ourselves right in the

midst of the rainy season. And does it rain!

All the theaters here are in the open air and draw audiences numbering up to 10,000. Whether it's raining or not, the show goes on. Everyone here carries a raincoat with the same attitude to— (See SERGEANT WRITER on page 31)

Some Nix Bard

NEW YORK, Sept. 30.—That audiences differ, and that G. I. audiences are just as individualistic as any other gang looking on a show, is indicated by the fact that one audience reacted to Judith Anderson's Macbeth 100 per cent and another shouted "Take it off" at Judith.

Pfc. Andy Csida, reporting on one "no-like" gathering down in the South Pacific, V-mails: "We had a real, live, flesh show down here the other night. But such flesh—Judith Anderson, with a bit of dramatics from Shakespeare; a female vocalist, a female accordionist and a female vocalist. The only judgment they used in sending an outfit like that to entertain overseas soldiers is that the entertainers were female. The most entertaining thing about the whole performance was the boys' hollering 'take it off' at stately, high-class Judith."

Taxes Help Stars Savvy

Hate to admit it but see ratings and b.o. slump without ads, build-up

NEW YORK, Sept. 30.—The top dough attractions in all showbiz and especially in broadcasting demand something more in their contracts than the cash that's paid them for their performances.

Today they're insisting that the whereas and wherefores include the amount that will be spent to promote the show, program or attraction on which they're going to appear. And it's a must for getting pix inking of names, too.

Altho the Jack Benny contract for the air which calls for \$225,000 to be spent annually to publicize the Benny-Lucky Strike program is supposed to have touched off the desire for the stars to have the amount of build-up dough in black and white in the contract, actually the top-Hooperated radio stars, musicians, nitery and theatrical attractions have been getting guaranteed build-ups not only from theaters and locations but also in clubs.

It works something like this: The star knows that he's in the 80 per cent income tax bracket and that he can't increase the dough he spends for advertising himself without having it questioned by the feds. The more he makes the more he pays Mr. Whiskers. So he works for the spot, theater or air show for the same dough (or even less) sometimes, with the little proviso that the sponsor or management spend plenty advertising him. Some papers even specify the relative importance that the attraction name must bear to the rest of the advertising, just as they do in pix.

Results Okay

Result is that the name pulls better than it ever did and the spot is happy. (See FLACKERY & ADS on page 28)

Strawhats Ideal Spots To Learn What Commercial Theater Is All About

Stinkers and Top Shows Make Dough

BOSTON, Sept. 30.—Tho it may break your heart and destroy your bank balance, the way to learn the theatrical producing business, without staking your life on it, is to operate a summer theater. This is the opinion of John Huntington, who, with cartoonist Lee Falk, successfully operated the Cambridge Summer Theater for the past five hot weather seasons.

For the first three years it was touch and go. Huntington never could be sure whether he would end up a season in the red. Somehow, tho, he managed not to lose his shirt. He has operated always on a slim margin, but his total outlay has been small enough so that he could afford to experiment without prohibitive investments. The experi-

ments have been more in the line of producing and managing matters, than in new shows; that is, until this season.

Every year he has put on a new play or two. Most noteworthy of all his productions was the tryout of Paul Robeson, Uta Hagen and Jose Ferrer in Othello three years ago. That was a whopping success, artistically and financially, drawing better than \$5,000 for a single week in a house seating less than 500.

14 Shows in 15 Weeks

But this season he extended himself, presenting 14 shows in a 15-week session (13 weeks last year), including six new weekly productions. Exclusive of stars. (See Strawhats Ideal Spots on page 28)

In This Issue

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Durr Boomed for FCC Chairman and Other Key Jobs

WASHINGTON, Sept. 30.—FCC Commissioner Clifford Durr, believed by many here to be slated as Chairman James L. Fly's successor when latter steps out, probably after November, is also being boomed as Surplus Property Administrator, a job that will call for the disposal of some 50 or more billions in war accumulated government properties.

Durr, regarded as the staunchest of staunch New Dealers, is said to have Harry Hopkins' backing for job that looms as number one on post-war White House agenda.

Two big "ifs" now stand in Durr's way. First, job hinges on FDR re-election.

Donald Nelson First Choice

Second, Donald Nelson is reported as first choice by White House, altho Hopkins, still closest to the Presidential ear, is reported cool on Nelson, who has been in a state of suspended animation since returning from China. White House has announced that WPB chairmanship is now "Cap" Krug's permanently.

Insiders say that if FDR is re-elected there will be a general top to bottom (See DURR MAYBE NEW on page 30)



# CBS-TBA Controversy Goes Into Round Three As Miner Answers DuMont Squawk

### It's Still, Says Trade, All a Matter of CBS Policy

NEW YORK, Sept. 30.—The CBS-TBA resignation situation became further beclouded this week when Worthing Miner, CBS tele head, sent back to Allen B. DuMont, TBA prexy, a well-considered refutation of DuMont's reply to his original resignation. Miner added a blast to the already blazing fight with a series of polite arguments that tried to prove that TBA resolutions have been compromised as he stated in his resignation letter. (See *The Billboard*, September 30, page 8, for full details.)

Miner claimed in his latest blast that the unanimity in resolutions of which DuMont spoke was a phantasma, as DuMont, by his own admission, had used the minutes of TBA board meetings as the basis for his statements. Miner said that "... the TBA minutes ... do not purport to reflect such differences of opinion (as the matter of higher frequencies) but only report the compromises which are finally achieved."

In reply to DuMont's assertion that Miner was mistaken in saying that TBA is controlled by manufacturing interests, the CBS exec wrote that the org's board, in reality, is composed almost exclusively of manufacturers or their representatives.

#### Miner Questions DuMont

DuMont's letter had said that five of the nine members of the board were from the broadcasting side of the industry. Miner's answer was to detail the facts that "Mr. Weiss, of Don Lee, has not yet attended a single meeting. . . . Mr. Mason, of Earl C. Anthony, has been present exactly once. . . . Mr. Hayes (Hughes Tool), altho he cannot be said to represent a manufacturer of electronic equipment, can scarcely be classified as a broadcaster, as his only relationship with this field of activity is that he is an applicant for a some-time television channel. . . . And that Mr. Ray Bourn, of Paramount, tho partially a broadcaster, nonetheless represents a company which is a substantial stockholder in your own manufacturing venture."

Miner closed with the hope that DuMont, after due consideration, would come to the same conclusion at which he had arrived, that "the TBA cannot fairly represent the broadcasters point of view. . . ."

Granting what is considered in the trade to be a well substantiated argument, tele men still contend that the voice is the voice of Miner, but the words are the words of CBS's top execs. They repeat that the major cause of the resignation was Miner's vote on the TBA Frequencies Resolution some weeks ago at Schenectady. Even tho Miner said

in his last letter, that while it was true that he did intro and word the resolution, he did it to forestall "a far less palatable resolution then under discussion." The big boys, it's said, were displeased at the action and the resignation from TBA was the only way it could be negated, the trade is certain.

## No Alcoholic Levity In Neb. on "A"-Day

OMAHA, Sept. 30.—Whether or not Nebraska votes to go dry in the November election there probably will be no or little liquor flow in the State on armistice day, judging from actions taken by various State groups.

Omaha hotels will not sell liquor on "A" Day, and a move is afoot to close taverns. The Nebraska Committee of the Brewing Industry Foundation, spokesman for beer dealers, has urged that taverns work in close harmony with civic plans for the day which so far indicates no tipple.

## No Stamp, No Dance

PORTLAND, Ore., Sept. 30.—Hands—and feet—across the border, and the show went on.

But for a time it appeared as tho Trinidad Renteria, dancer from Old Mexico, would have to sit this one out.

For his stage stint here he needed a pair of dancing shoes of a particularly flexible type, hand-sewn from one piece of leather. His colleagues in Mexico City shot the shoes right off, but at the customs house here officials demanded—guess what?—a shoe stamp.

Of course, Renteria had no stamp, other than the kind he makes with his foot.

He appealed to the OPA rationing division. Well, they didn't know, it's all a little irregular. But when Renteria presented *The Billboard* clipping showing he was no amateur hooper, Glenn Fox, of the OPA shoe rationing parlor, handsomely came thru with a stamp, and the show went on.

## Night of Stars Set

NEW YORK, Sept. 30.—Annual *Night of Stars* will take place this year on November 14 at Madison Square Garden. Agency men met Friday (29) with Bob Weitman, of Paramount Theater, to discuss details.

Already some 20 stars have promised to put in an appearance.

## Station Reps Far From Bad

By Homer Griffith

(*The Billboard* is making a survey of what station reps think of time buyers. This is one man's opinion of the station reppery biz.)

In your August 12 issue you front-paged an item that, as a radio representative, I cannot let pass unanswered. It is quite likely that much that your writer has to say in the article titled, "Station Rep Scratch Sheet," is correct. Of course, I'm very small potatoes in this business, operating a regional organization on the Pacific Coast. Being one of the latecomers into the business, I, of necessity, had to take stations that had been passed up as "cats and dogs" by the big shots in the game.

But I entered the business feeling that there was a definite need in the representative field for an organization whose major interest was the small or independent station. Of one thing I was sure of at the time I started and am more confident of now than ever—that the function of a representative was misconstrued by space buyers, account executives, station managers, and in many instances, the representatives themselves.

I am essentially a salesman and have been a salesman for 40 years, selling everything from newspapers to diamonds, automobiles to real estate, furniture to stocks and bonds, on the air and off. If you aren't sold on the item you have to sell, you can't find anyone who will buy it. A representative who doesn't know his market, the management personnel of the station, the problem of the advertising agency, its account and the function of the space buyer, can't sell time. To me it's a co-operative job, and the first thing I have to do is to sell myself and my organization so that when I call on an advertising agency they not only listen to me, they believe in me and welcome what I have to say.

They buy time from me in ever-increasing amounts every year for these little, independent stations scattered around the country, that it has been my pleasure and privilege to represent. They buy the time because I tell them the truth about the stations I represent. If a station manager doesn't give me the truth to present and doesn't live up to the things he tells me about his station, I refuse to represent it.

#### Time Selling Is a Biz

Let's clear the picture and look at radio time selling as a business primarily involving every element of the industry from the account executive, who is in contact with the advertising manager of Breakfast Food Company, down thru his space buyer, the station representative to the management of a

radio station, its programing and traffic departments, to the announcer who handles the copy.

I ought to know. I've been in every man's chair that I have mentioned at some time during my 17 years in radio. If they don't all co-operate to do a job for Breakfast Food Company, the agency won't have a client, they won't need a representative. Neither will the station, for there will be no business available.

Recently one of the station managers of one of the small stations wrote an article that was published in a leading advertising publication, stating that the only way to sell time on small stations was to group a bunch of them together at a discount.

#### Co-Op Sells

The way to sell on Indies is for the management to co-operate with their representative to give the facts about their market and their facilities to the prospective client. Then, to follow thru and fulfill. I have come to believe that no radio station is any bigger than its management, and in selling my stations I like to sell not only the market in which the station can be heard but the personality of the management of that station and the job he does to co-ordinate his facilities in getting behind each account I place on that station.

Let me repeat, your editor was probably correct in setting forth his findings in New York. But let's not crucify an industry because of the shortcomings of a few. Clarification of the atmosphere and constructive thinking will bring the representative into his proper position as a salesman and liaison officer who can bring to the account executive and space buyer facts that he wants to know about the various markets. However, the representative can't do this unless the station management co-operates in giving him those facts.

Since *The Billboard* has been willing to score the "Scratch Sheet of Station Representatives," perhaps it will like to add my bit to the record.

### BENNY GOODMAN

(B. G.'s Plans Shaping Up)

HAVING licked practically every musical showbiz field, Benny Goodman is out this season to lick the theater in a different way than he did it with his quintet at the Center Theater, New York, a few years back. This time he's part of the "Seven Lively Arts," forthcoming legit show.

The bobby-socks still call him King Benny, and this very week he's down in New Orleans concertizing at the First National Jazz Foundation, which will immortalize that for which B. G. and his licorice stick is best known—swing. And at the same time he'll be saluting all that went before it and some that has come since.

He's the liveliest tradition that has ever come down the pike. The only thing certain about him is that he won't be doing today what he did yesterday and, most assuredly, he won't be doing either or these things tomorrow.

He's B. G. That's all—and it's more than enough.



## "ICE FOLLIES OF 1945"

(Opened Thursday, September 21, 1944)

PAN-PACIFIC AUDITORIUM, HOLLYWOOD

Ninth Edition. Produced by Eddie and Roy Shipstad and Oscar Johnson. Directed by Frances Claudet, Carlos Romero, Mary Jane Lewis. Musical direction, Ernest Kratzinger. Costumes designed by Helen Rose and executed by "Ice Follies" costume department; men's costumes, McIntosh, Hollywood. All properties designed by Dick M. Jackson. Stage sets and properties designed by Dick M. Jackson. Stage sets and properties built by Menard & Tabery, Los Angeles. Lighting equipment by Otto K. Oleson, Hollywood.

PRINCIPALS: Shipstad and Johnson, Frick and Frack, Heinie Brock, Hazel Franklin, Barry Green, Mae Ross, Ruby Maxson and Bobby Blake, Jane Zelser, Norah McCarthy, Phyllis Legg, Gretchen Palen, the Thomas Twins, the Millons, Betty Schalow and Arthur Preusch, the Roberts, Rasmussen and Cameron, Papez and Zwack.

ICE FOLLIETTES: Evelyn Battles, Dorothy Charnela, Joan Pokorney, Margaret Clarke, Ginger Clayton, Neena Anderson, Roberta Barton, Helen Bradt, June Carruthers, Maurine Chesney, Gloria Fecht, Peggy Foster, Mary Lou Goodberlat, Jo Ann Graff, Elsie Johnson, Gloria Ketchum, Kathleen Kirby, Roslyn McGleary, Virginia Morrison, Vera Nelson, Virginia Newhouse, Donna Osterberg, Gretchen Palen, Janet Raymond, Margaret Richardson, Enolla Schramm, Peggy Siroky, Winohagene Smith, Ruth Stanton, Pat Dugan, Marilyn Frey, Lois Goeller, Alice Jean McGee, Lillian McGuire, Jane Thomas, Mary Thomas, Sonia Wyatt, Alice Bartelme, Gloria Bondy, Charlotte Bracken, Mary Burke, Stella Consigli, Ann Drewry, Marcia Drewry, Lois Gordon, Ethel Healy, Gayle Jepson, Loreen Laman, Theresa McCarthy, Virginia Newhouse, Donna Osterberg, Cynthia Pettinger, Barbara Raymond, Diane Woods.

MALE SKATERS: Al Charnela, Melvin Daugherty, Frank Sawers, Hugh Hendrickson, Dick Mershon, Karl Zwack, Frank Niedermayer, Carlos Romero Jr., Russ Tucey, Ken Robertson, Jack Carroll, Jack Millikan.

There is no doubt about it, Shipstad and Johnson have the ice show. The current production is not overburdened with production, yet there are sufficient extravagant sequences to make the presentation outstanding. There is a noticeable shortage of male skaters but the line of Ice Folliettes is the best-matched set of skaters ever seen here.

Single honors go undisputedly to Bobby Blake. Ruby Maxson, who appears with him as a partner on several occasions, is the leader of the fem skaters. Both are vibrant and their skating routines are lively and sparkling. The bosses, Shipstad and Johnson, do their usual turns around the arena, but in the face of competition there is doubt that they are top-notchers in this array, at least.

New edition of *Follies* has plenty on the ball. There's plenty of talent and it is well presented. Priorities haven't hampered any on the costuming for here there are plenty of eye-fillers.

Despite all the color and beauty of the presentation, there is a shortage of comedy. Rasmussen and Cameron are spotted in a funny sequence, Shipstad and Johnson try vainly for laughs. The best guffaws come from Heinie Brock and Frick and Frack. The plush-horse deal, with Ole Ericson and Dick Mershon, is strictly unfunny corn.

*Moonlight Serenade*, *The Donnybrook Fair*, *Cocktail Hour* and *Precision Russe* are sock for the eyes. What takes the blue ribbon is *Enchanted Forest*, with the Ice Folliettes in a woodland ballet; *Sylvan Nymphs*, and the *Fantasia*, resplendent in black light. The Thomas Twins are featured in this sequence and the work of these two young ladies wins sincere appreciation.

Individual performances that rate commendation, in addition to Bobby Blake and Ruby Maxson who steal the show, must necessarily include the Roberts for their outstanding lifts and swings; Phyllis Legg and her stilt skating; the vanity trio with Ginger Clayton, Shirley Halsted and Darlene Peterson for straight, smooth skating, and Papez and Zwack.

Current edition is in for a limited engagement. It's not a matter of breaking records here, for the show shows have always packed 'em. However, more seating capacity has been added and filled. Getting \$1.20 to \$3.60 for top nights and for approximately 6,000 seats is certain to swell the *Follies'* coffers. It cost plenty to produce this show, but on the basis of attention given it here the management should be well healed before many performances. Sam Abbott.

<b>STOCK TICKETS</b> One Roll . . . . \$ .75 Five Rolls . . . . 3.00 Ten Rolls . . . . 5.00 Fifty Rolls . . . . 17.00 100 Rolls . . . . 30.00 <b>ROLLS 2,000 EACH.</b> Double Coupons. Double Prices. No C. O. D. Orders. Size: Single Tkt., 1x2".	Germany! Yankee Doodle medicine is coming to you. <b>THE TOLEDO TICKET CO.</b> Manufacturer of <b>TICKETS</b> of Every Description Toledo (Ticket City) 2, Ohio	<b>SPECIAL PRINTED</b> Cash With Order. Prices: 2,000 . . . . \$4.29 4,000 . . . . 4.83 6,000 . . . . 5.87 8,000 . . . . 6.81 10,000 . . . . 7.15 30,000 . . . . 10.45 50,000 . . . . 13.75 100,000 . . . . 22.00 500,000 . . . . 88.00 1,000,000 . . . . 170.50 Double coupons. Double prices.
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# Mr. Whiskers Must Pay S. W. Bill

## Last One as Usual

PHILADELPHIA, Sept. 30.—Ed Begley, the Charlie Chan of the air, finally has caught up to hearing his own program. On a visit to the KYW studios last week, Announcer Stuart Wayne happened to be playing one of the recordings of the Charlie Chan series.

In walks Begley and quips: "I think I know that guy," admitting that it was the first time he had heard one of his own programs.

## Tom Harrington Joins Ted Bates Instead of Y&R

NEW YORK, Sept. 30.—Tom Harrington, who was set to return to Young & Rubicam the middle of October, will go instead to Ted Bates Agency as v.-p. in charge of radio. Harrington, who left Y&R about a year ago because of ill health, is expected by the Bates outfit to be program and account hypo.

It is understood that Harrington decided not to return to Y&R because he felt that the grind would be too much for him. Overwork, it is said, caused his first leave of absence and he didn't want a second case of ulcers.

Bates has been looking around for a top radio exec for some time and Harrington is expected to fill the bill completely.

## Middlebrow Music Not for Nickel Coke Buyers

NEW YORK, Sept. 30.—Coca-Cola will soon drop Andre Kostalanetz, *Pause That Refreshes* maestro, in an effort to reach the type of consumer that the company feels does not react too well to middlebrow music, according to trade reports here.

It is understood that the company wants to get down to the guy with the nickel to spend and feels that Kosty won't pull him in. D'Arcy Agency, which handles the account, is said to be playing with two ideas. The first is full-dress entry into the sports field (Coca-Cola has been testing sports in the Midwest for some time). The second pitch is toward something pop that will draw the bobby-soxers.

The change, of course, will have to be gradual, to allow for complications in an operation as big as coke, but the change is definitely on the way. And the radio budget may grow ever longer to include both sports and pop stuff.

## Keep U.S. Sold Post-War Job

Other radio facilities \$ \$ demands make it impossible for private operators

By Lou Frankel

NEW YORK, Sept. 30.—Today there are about 20 domestic short-wave stations telling the U. S. side of the news to the world. Today these are operated with government funds; in fact, the three new DX plants recently unveiled by WLW were erected via the Defense Finance Corporation, a government agency.

Tomorrow, with the end of the war conceivably in sight, many in the trade feel that these outlets must continue to present to the world the American side of the news. It's that, in the opinion of many in the trade, or possibly lose the peace and our place in the international sun.

Tomorrow, also, to the people now operating DXers, many of whom are also AM operators, the future calls for sizable investments in FM and television. And what FM and video don't take, facsimile will.

Therefore, since international short-wave also calls for sizable financing and the post-war competitive situation makes it mandatory for these operators to give FM and television investments priority over DX, and since Uncle Sam needs post-war DX, the problem narrows down to who shall finance and how.

To some in the trade, and to James D. Shouse, v.-p. in charge of broadcasting for the Crosley Corporation, operators of WLW, in particular, there is only one answer, namely, Uncle Sam. As Shouse sees it, and his experience is not inconsiderable, the post-war international short-wave problem will require from between three and five years to solve.

### Re-Examination in Five Years

Within that time, with the proper programing, it is possible that DX will have grown to where commercial operation will finance its continued operation. Likewise, within that time it is also possible that the capital investment (See U. S. MUST PAY on page 12)



## Radio Scripters Now Pay RWG Dues on Take

NEW YORK, Oct. 2. — Scripters who have been paying their minimum dues to the Radio Writers' Guild, ignoring their 1 per cent assessment for everything they earned over \$2,000 per year, won't get away with it any longer. Starting October 1 the \$10 minimum fee has been abolished and all dues are payable on a sliding scale from \$12 for the boys who only take \$2,000 out of the talking words to \$120 for those who really make with the radio typewriters to the tune of 50G. New form, which requires members to check the bracket in which they fell in 1943-'44, as an indication of what they'll pay this year, has been sent out but not too many of them have been returned.

Reason, of course, is that once members check their last year's income they tab themselves for what they didn't pay (if they didn't fork over, and very few did) to the organization. In order to ease the boys' consciences and get them to sign up for this year, but quick, RWG has announced a bargain plan. If the typewriter pounders plank down \$25 before December 1, the RWG will forget all the rest of the dough that might be coming to them. If the assessment is less than the \$25, the RWG says, send them the lesser amount. Of course, the boys who paid what they should have are sore as hell.

Also new to scripters is the \$5 initiation fee which goes into effect February 1, 1945. RWG is building up a real union-like treasury, just in case.

## Sinatra Shift Eases Guesting Aches on Wed.

NEW YORK, Sept. 30.—Sinatra program moves from Wednesday to Monday night at 8:30 on CBS. Idea is to get away from the keen competition of the Cantor show and grab the benefit of the Lux Radio Theater audience. Also, whereas in the past Cantor and Frankie battled for the same guest artists they can now be friends and share 'em.

Sinatra will run from 8:30-8:55, then five minutes of news. At 9 p.m. the Lux show starts. The soap show has high ratings from start to finish and should help Sinatra's ratings.

The Monday slot was formerly held by Model Tobacco. Sinatra spot will be filled by *Inner Sanctum*, which Colgate-Palmolive-Peet are moving from Saturday night at 8:30 on CBS.

### —And Another Quiz

HOLLYWOOD, Sept. 30. — Coldstream Products is sponsoring a new quizzer, *Money On the Line*, featuring Jack Bailey. Show goes on the air October 18, Wednesdays, 9:30-10 p.m. Neil Regan produces for McCann-Erickson.

## WMAL Being Primed For Post-War Slugfest

WASHINGTON, Oct. 2.—Anticipating a knock-down, drag-out post-war fight for the nation's highest per capita income market—Washington—WMAL, *Evening Star*-owned Blue outlet, is already mapping plans for expansion that will include a downtown building of its own.

An orphan when it was separated from NBC, WMAL, under smart Kenneth H. Berkeley, has already grabbed a good chunk of the Washington market—plans to get more when wartime restrictions are lifted and competition once more becomes "free." Not much is being said publicly about plans but top WMAL execs are blue printing post-war expansion, including FM and tele.

Reports that outlet would be moved into *Star* building on Pennsylvania Avenue are out. Reasons are twofold: Lack of space coupled with outlet management determination to keep paper and station well apart. Property for proposed new building has not been purchased yet, but reports say that there are plenty of sites available in good downtown locations.

### Another Cowles' Switch

NEW YORK, Sept. 30.—Dale Morgan, special events man for KRNT, moves here to set up a similar department for WHOM. Latter is local indie recently purchased by Cowles radio interests. KRNT, as most everyone knows, is also a Cowles operation.

## Police No Like Losing Channels

BOSTON, Sept. 30.—Police chiefs of Massachusetts have their dander up. They are sore at FCC for proposing to interfere in their highly organized radio systems by changing wave-length allotments. And they are prepared to resist any such moves on the part of FCC.

At a meeting in Poland Springs, Me., this week, police chiefs declared that changing the frequencies on which they now operate would destroy the efficiency and secrecy with which they operate and that such changes would cost millions of dollars in New England alone. The city of Newton, a large suburb of Boston, would have to shell out more than \$10,000 to cover costs of the change-over.

At current FCC hearings in Washington the national police chiefs have as their spokesmen the radio technical planning board, set up at a police meeting in Toledo last fortnight. They will argue against relinquishing the 30-40 megacycle band which they now use. At the same time they want to set aside the 120-240 megacycle bands for future use.

# Non-Commercial Allocation War

## Factions Join On New Threat

Tele, FM, AM, DX forces fight groups edging into wavelength battle

WASHINGTON, Oct. 2.—Anticipating an onslaught from non-commercial groups—particularly aviation—radio industry ranks were closing rapidly today on big question of AM, FM and Tele as FCC post-war allocations hearings entered second week here.

Even tele fight, seen only week ago as big bone of contention, seemed nearer solution today as a result of RTPB recommendation at hearing opener (Thursday 28), that some space in 300-

3,000 mc. band be set aside for "needs of the commercial television broadcasting stations." While David B. Smith, RTPB tele panel chairman, did not back away from demand for medium tele band needs, fact that he included higher band needs was seen as gesture to CBS and may hint at behind-the-scenes compromise and effort to close ranks for expected battle from non-commercial for allocations vitally needed by industry.

### Fly Lovefest

Over-shadowing early allocation maneuvers was new respect among Coast-to-Coast biggies toward FCC Chairman James L. Fly. Execs, gathering in small hall groups and at hotels, gave secondary attention to allocations, with first topic of talks being future of FCC without Fly. New attitude was marked reversal from only year ago when most thought best thing for biz would be to have Fly out.

Concern over anticipated Fly resignation, predicted after elections, was so marked that one group, including top network exec and owners of independent

stations, seriously talked ways and means of upping salary to \$50,000 to keep Fly on job.

One big-wig suggested self-imposed industry tax to make up difference in present \$10,000, FCC chairman salary, and \$50,000 figure if Fly would promise to remain. Another declared he personally would plunk down \$5,000 annually to retain the chairman.

### Stake Too High

New attitude was summed up by one exec who declared:

"Industry has too much at stake in post-war period to have a switch now. Fly knows business from A to Z and with all his temperament he is doing the job that needs to be done."

Others glumly pointed out that congressional action would be needed to up salary, and if it were done for one it would have to be done for all, hence there was little chance that Fly would remain.

Sentiment was by no means unanimous, but was sufficiently strong to in- (See INDUSTRY NIXES on page 12)



# Video Small Nets Real Ache

## Arrowhead Seeks Answer

Major net programs, plus film and economical local segs are hoped-for answers

CHICAGO, Sept. 30.—It's going to be a long, hard road the small stations of this country will have to travel before they make any money in television. There are problems of finance, operation, programming, location and what not facing any present owner of a small station in a rural area who hopes to have a television station someday after the war. And these station owners can't try to escape these problems relative to his own operation with the attitude, "Oh, let someone else worry about that. Everything will turn out all right. I won't bother my head about it. For one thing, the day of wide use of television is far in the future." These problems have to be faced now, the more intelligent among the smaller station owners realize. These are planning now.

Execs of this more wise type can be found at the Arrowhead Network in Minnesota and Wisconsin. What they think about television and FM and how they intend to fit these two media into their future operations is presented by *The Billboard*, in this its second and final story about the net, in an attempt to show how other stations (even tho they may not be in an area equal in economic possibilities to the rich region in which the Arrowhead operates) can approach the problems which will occur in FM and in video.

The Arrowhead Net comprises Station WEBC in Duluth, Minn.; WHLB, Virginia, Minn.; WMFG, Hibbing, Minn.; WJMC, Rice Lake, Wis., and WEAU, Eau Claire, Wis. (See *The Billboard*, Sept. 27.)

Eventually the network officials expect to have FM stations in all these areas. Already they have in operation an FM station, WDUL, in Duluth. They expect, as do many other leaders in the trade, that eventually their present AM stations will be supplanted by FM operations. They vision the transition from AM to FM as being gradual, with just about the same type of program now heard on AM being carried over to the FM-type of operation. They therefore do not see too many problems facing them in FM. They're going to be prepared, however, by getting in FM now and staying in it later.

### Television No. 1 Ache

Altho the Arrowhead execs intend to have television stations someday, it is in that field that they expect the most difficulty. They have already purchased ground for a television transmitter on one of the hills which tower above the city of Duluth and its important harbor on Lake Superior. So they're definitely going to be in television, but they expect no bed of roses.

For one thing, they don't like the cost of building a television station or operating its more expensive type of program. They wonder, too, how these expenses are going to be met. Of the opinion that there is just so much advertising money



INDICATING THE INDUSTRIAL AND AGRICULTURAL AREAS in the region serviced by the Arrowhead Network, the above map gives a clue to the potential growth as well as present wealth of the region discussed in the accompanying article on one of the nation's more significant regional nets. The darkened portion of the map indicates the approximate area covered by the Arrowhead chain of five stations.

to be passed around, they wonder how the public is going to be able to support AM, FM (or later just FM) and television too—especially when live television shows are going to cost so much dough. About the only solution they see now to the problems of meeting television costs is the use of many programs originated by the major networks, by the use of news and special events for a large portion of locally or regionally originated programs and by the use of much film. With this type of operation they think they can make television pay in areas of small population.

### Geographically Okay

The Arrowhead officials are perturbed about their future in television even tho the net is in a good geographic position relative to future cross-country video network programming. Officials of NBC, the net with which four of the Arrow-

head stations are affiliated, have said that one of the main trunks of their future nationwide tele net will run from Chicago to Duluth by way of Milwaukee, La Crosse, Eau Claire and the Twin Cities of St. Paul and Minneapolis. Thus, a look at the accompanying map will show all of the cities in which the Arrowhead presently has stations could be serviced with television either directly from the NBC trunk, or by other relays the regional net could run from the cities thru which the proposed NBC chain will pass. Thus, Virginia and Hibbing could be serviced from Duluth, and Rice Lake could be serviced from Eau Claire.

Many another small city station operator is not in such a favorable position relative to his future in television. These especially, the Arrowhead officials say, are going to be in a tough spot in the (See AIR PIX ADD on page 12)

## Post-Dispatch "First" Paper To Sponsor Web Sports Show; Trade Sees Reason, Facsimile

It's All a Flack B. U. for Future

ST. LOUIS, Sept. 30.—The *St. Louis Post-Dispatch*, one of the leading papers in this area, October 4 becomes the first newspaper in history to sponsor a web program when *World Series*, commentaries on the baseball classic, comes under its aegis. Program will be post-game talks by sports writer Grantland Rice and Manager Billy Southworth, of the Cards, over KSD-NBC (5:15 p.m., CWT, after each game except on Sunday).

Trade says that there is an important reason behind the *Post-Dispatch's* sponsorship of the gabfests. They claim that the paper, restricted by newsprint shortages, wants to keep its name before ex-readers in outlying areas so that its great influence won't be dissipated thru lack of circulation. Further, this method of introing the sheet via radio is said

to be an opening wedge into facsimile reproduction of the *P.-D.* Insiders feel that the paper's top execs want to go into facsimile after the war on a grand scale, thus being able to present the late news as it comes in and reaching in a hurry areas so far removed from the city that distribution is a big problem.

Publisher Pulitzer and top editors feel that they will be able to extend the *P.-D.'s* influence far into the Midwest region thru facsimile if they're in on the ground floor.

The trade dope, coupled with the fact that KSD, which is owned by *The Post-Dispatch*, has been a pioneer in facsimile work before the war, seems to make sense, according to the denizens of St. Louis's radio row.

## Less Hoopla & More Factual Spiels Needed

GI's Nix U. S. Air Reporting

CHICAGO, Sept. 30.—Radio news commentators of this country will have to be less sensational and more like the calm, unimpassioned news men of the BBC if they are to hold the attention of the service man and woman returned from battle in the near future and in the post-war period, Joe Fromm, former Chicago Radio writer who has returned to this city after 18 months of battle in North Africa and Italy, told *The Billboard* this week.

According to Fromm, who was with the American Fifth Army at Cassino, with the Americans at Anzio and before that with the British Eighth Army in Africa (as a volunteer member of the American Field Service) the servicemen who heard American news broadcasts overseas are plenty fed up with them. Often, said Fromm, when things were plenty tough in the battle fields and the Americans were going thru hell, our commentators would come thru with a glowing account of American advances in the areas in which we were taking it the worse. The British, on the other hand, were always, factual, cool and never exaggerated. This made our soldiers doubt most of the stuff the American shows aired. This doubt, said Fromm, will not be dispelled easily. The only way will be for our commentators to become less dramatic and more factual.

Fromm's stand on commentators was also had another effect on radio row here. It made trade execs talk about the possibility of men with experience comparable to his becoming a new type of commentator for local and net shows.

Fromm's address before the RMC was indicative of what men with his experience, both as a dyed-in-the-wool radio newscaster (he used to be assistant editor of the radio edition of *The Chicago Sun* on WJWC) and a man who had seen battle, could offer to the public. He told of fighter's reaction to battle. He told of the soldier's reaction to conditions at home. He interpreted thru the eyes of the men in battle events of national and international importance. He explained what communiques from headquarters mean in terms of the men who were winning or losing the battles.

With this approach, the radio execs agree, any commentator who had been able to gather firsthand experiences actually battling with the men would have a large audience of those who wanted to know how their family members and friends in battle would interpret present and post-war trends of economic, military and political significance.

## P&G Baffles Trade With New CBS Time Buy

NEW YORK, Sept. 30.—Trade is baffled by action of Procter & Gamble in buying the 8:30-8:55 p.m. spot on CBS being vacated by *Inner Sanctum*. Agency is Blow; show not set.

Puzzle hinges on fact that P&G has highly successful *Truth Or Consequences* on NBC at the same time. Thus, sponsor is competing with himself.

### Jones New WOL Manager

WASHINGTON, Sept. 23.—Merle Jones, manager of KMOX-St. Louis, resigned Tuesday (19) in order to take up a new post as general manager of WOL-Washington. He will take up his new duties within the next 10 days. KMOX is CBS o and o—WOL was recently purchased by Cowles.

### Have a Ride

NEW YORK, Sept. 30.—Fem continuity writer for a big nighttime ciddle show found herself caught short for comedy last week. She took herself to the nearest book store and picked up a copy of a tome called *Anecdotes Americanas* to crib material.

When she got back to the ad agency she works for she got a slight shock. It seems that the sub title to the book is: *For Smoking-Car Use Only.*



## One-Man Show Hits 11 Years On West Coast

SAN FRANCISCO, Sept. 30.—Hal Burdick starts his 11th year on the air as *Night Editor* this week when he returns to his NBC show after his first vacation in several years.

Burdick has one of the best one-man shows on the air, having broadcast nearly 500 stories during his 10-year stint. He also writes *Dr. Kate*, which features his wife, Cornelia Burdick.

## Hubbell Robinson Set To Head Blue Net Program & Production

NEW YORK, Sept. 30.—Latest in the recent series of Blue exec shifts and additions is the news that Hubbell Robinson, Young & Rubicam v.p., has been appointed web v.p. in charge of programs and production. Robinson takes over November 15.

At the announcement time, Friday (29), it was learned that Fred Smith, former BBD&O man now with the Treasury Department, will head up the net's advertising and promotion set-up as director. Ivor Kenway, ex-assistant to

Edgar Kobak, will be advertising manager.

When Robinson takes over, trade says, it will mean no step-down for Phillips Carlin, present program head, or for Adrian Samish, national production manager. Robinson will be in charge of both programs and production, with Carlin and Samish holding down their old posts but working under him.

Addition of Robinson to the Blue front office, following hard on the heels of the appointment of Chet Laroche as

## SAG Joins Coast ATC

HOLLYWOOD, Sept. 30.—Newest guild to sign up with affiliated television committee is SAG, which has set Walter Abel, John Garfield, James Cagney and George Murphy, ex-officio member, as representatives. Dick Powell was named as alternate.

vice-chairman of the web, will put the net into a definite advertising psychology, radio men say. They feel that the Blue has never quite achieved a specific character as have the other webs. Laroche and Robinson, they say, will use their advertising outlook to make the Blue the fundamental network and get set to use their corporate title of the air—the ABC Network.



## You can be a Delegate at the Peace Table

You can be a delegate at the Peace Table... if you start asking yourself, right now, "What kind of peace do I want?"

If you ask and understand and make up your mind—if the rest of us do—we will give our representatives at the Peace Table the authority which comes from knowing the heart and mind of the nation.

That is why you will be at the Peace Table. And you and the rest of us *must* be there: that is the only way for Democracy to work.

You, as a citizen of this democracy, have an obligation to be one of the deciders in this hour of decision. But first, you must have the truth—and an understanding of events which are shaping tomorrow's world.

You as an owner of a radio set, can gain this understanding—through an aspect of democracy which the peace-makers of the last war knew little about—through radio.

Radio brings you *not only* the story of events as they unfold—but radio has given freedom of speech a new dimension—national impact of free speech that is informed and intelligent.

Perhaps more than any other network, the Blue Network sees in the power of radio the deep obli-

gation to serve its millions of listeners—an obligation embodied in the Blue policy—"In the Service of The People."

In living up to its policy, the Blue presents to its listeners a three-part service of programs—(1) the running story of events, (2) courageous as well as sense-making analysis and commentary and (3) the greatest of all—*free and many-sided* discussion. Typical of this three-part service are three programs devoted to the cause of better understanding of the world and the problems of peace:

### AMERICA'S TOWN MEETING OF THE AIR

(Thursdays—8:30-9:30 PM EWT)

a program which presents both sides of all the fundamental issues facing our people—a program which extends the democratic influence of the old town meeting into millions of homes—which expands its topics from the old local to the new national and international scope of interest and importance. A program which sheds light—revitalizes freedom of speech—promotes understanding.

### TIME VIEWS THE NEWS

(Monday-Friday—4:30-4:45 PM EWT)

a program which gives the story of the news

in terms of first-hand, on-the-spot dispatches from the 200 reporters and foreign correspondents forming one of the world's most dynamic news-gathering groups—the world-wide organization established by TIME and LIFE magazines—a program which brings the global picture into sharper focus in millions of homes.

### WAR CORRESPONDENTS ABROAD

(Monday-Friday—Daily at Varied Times)

a program presenting the Blue's own corps of 18 experienced men—such as George Hicks, Ted Malone, Cleve Roberts, William Ewing, Gordon Fraser—located in such vantage points as London, Paris, Rome, Cairo, Chungking, Australia, and Pearl Harbor.

In addition to these and to the news—the Blue brings you the analyses of such celebrated commentators and reporters as Raymond Gram Swing, Leland Stowe, Drew Pearson, Walter Winchell, Dorothy Thompson and Earl Godwin.

Through these programs and services, the Blue helps you to understand the world—to make up your mind—to become a delegate at the Peace Table where—with your help—your representatives will shape the Peace you want.

*The Blue Network*  
American Broadcasting System, Inc.

"IN THE SERVICE OF THE PEOPLE"





# The Billboard TALENT COST INDEX

Based on "FIRST FIFTEEN" HOOPERINGS for weekday daytime and the "FIRST TWO" Saturday a.m.'ers

VOL. 1. No. 11D

(REPORT SEPTEMBER 1944)

WEEKDAY DAYTIME PROGRAM	HOOPERATING	WEEKS TO DATE	NET & NO. STA.	OPPOSITION	AGENCY	SPONSOR & PRODUCT	TALENT COST	COST PER POINT
RIGHT TO HAPPINESS	7.6	351	NBC 130	The High Places—CBS Locals—MBS Appointment With Life—Blue	Compton	P. & G. (Ivory Soap)	\$2,250	\$296.05
MA PERKINS	7.2	123	CBS 67	Women's Exchange—Blue Jack Berch—MBS Sketches in Melody—NBC	Dancer-Fitzgerald-Sample	P. & G. (Oxydol)	\$1,800	\$180.56
OUR GAL SUNDAY	7.2	368	CBS 131	Service Bands—NBC Farm & Home—Blue Service Bands—MBS	D-F-S	Anacin	\$1,750	\$243.06
WHEN A GIRL MARRIES	7.1	171	NBC 74	Fun With Dunn—CBS Terry & Pirates—Blue Romancers—MBS Nashville Varieties—MBS	Benton&Bowles	General Foods (Baker Choc. & Diamond Salt)	\$2,800	\$323.94
BACKSTAGE WIFE	7.0	411	NBC 138	Walter Compton—MBS Ethel & Albert—Blue Service Time—CBS	Dancer-Fitzgerald-Sample	R. L. Watkins (Haley's MO & Dr. Lyon's Toothpaste)	\$1,750	\$250.00
STELLA DALLAS	6.9	325	NBC 138	Don Norman—Blue Johnson Family—MBS Service Time—CBS	D-F-S	C. H. Phillips (Toothpaste, etc.)	\$1,750	\$253.62
BREAKFAST AT SARDI'S (Kellogg's)	6.9	148	Blue 191	Vic & Sade—NBC 2d Husband—CBS Do You Need Advice—MBS	Kenyon & Eckhardt	Kellogg (Pep)	\$1,500	\$217.39
KATE SMITH SPEAKS	6.6	290	CBS 116	Boake Carter—MBS Words & Music—NBC Glamour Manor—Blue	Young & Rubicam	General Foods (Grape Nuts, etc.)	\$5,000	\$757.57
BIG SISTER	6.4	288	CBS 139	Various—NBC Glamour Manor—Blue Hank Lawson—MBS	Ruthrauff & Ryan	Lever Bros. (Rinso)	\$2,500	\$390.62
YOUNG WIDDER BROWN	6.3	309	NBC 138	Raymond Scott—CBS Overseas Reports—Blue Handy Man—MBS	D-F-S	C. H. Phillips (Phillips' Milk of Magnesia)	\$1,600	\$253.97
HELEN TRENT	6.0	566	CBS 132	Farm & Home—Blue Service Bands—NBC Service Bands—MBS	D-F-S	American Home Products (Bisodol)	\$1,800	\$300.00
PEPPER YOUNG'S FAMILY	6.0	418	NBC 70	Appointment With Life—Blue Bright Horizons—CBS Bob Trout—CBS The Smoothies—MBS	D-F-S	P. & G. (Camay, Ivory Flakes)	\$2,650	\$441.66
TODAY'S CHILDREN	6.0	320	NBC 127	Joyce Jordan—CBS Mystery Chef—Blue Jane Cowl—MBS	D-F-S	General Mills (Bisquick)	\$1,800	\$300.00
MA PERKINS	5.8	560	NBC 131	Snowdrift Neighbors—CBS Tina & Tim—CBS Star Time—Blue Palmer House Ork—MBS	D-F-S	P. & G. (Oxydol)	\$1,300	\$224.14
BREAKFAST AT SARDI'S (P&G)	5.8	148	Blue 102	Road of Life—NBC Amanda—CBS Arthur Gaeth—MBS	Compton	P. & G.	\$1,750	\$300.17
WE LOVE AND LEARN	5.8	129	NBC 87	Fun With Dunn—CBS Dick Tracy—Blue Chick Carter—MBS	Young & Rubicam	General Foods (Post's 40% Bran Flakes)	\$1,900	\$327.59
<b>Saturday Daytime Programs</b>								
THEATER OF TODAY	6.8	155	CBS 134	Consumer Time—NBC Hello, Mom—MBS Swing Shift Frolics—Blue	B., B., D. & O.	Armstrong (Cork)	\$2,500	\$367.65
LET'S PRETEND	5.6	609	CBS 122	Piano Quartet—NBC Women's Service—Blue Trans-Atlantic Quiz—Blue	B., B., D. & O.	Cream of Wheat	\$2,200	\$394.64

The Average Daytime Program Rating is 4.3, as against 4.0 from last report, 4.9 a year ago. Average available audience of 70.6 as against 68.9 last report, 70.5 a year ago. Sponsored network

hours reported on number 70½ as against 77 last report and 65 a year ago.

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

## FDR Still Tops Hooperatings in Political Battle

NEW YORK, Sept. 30. — FDR is still champ in the radio speaker department, according to the results of C. E. Hooper survey released by the Democratic National Committee Friday (29). Survey shows that Roosevelt hit a program rating of 35.3 on his speech Saturday, September 23. Opposing candidate, Thomas Dewey, in the talk labeled a reply to the President, scored 25.3 Monday, September 25, giving FDR a clear 9.9 advantage.

Roosevelt's share of the available audience was 82.6 as compared to Dewey's best figure for any speech—56.3. It was noted, tho, that the survey may not be a complete indication of the candidates' relative drawing power, as Roosevelt spoke over the two top webs, NBC and CBS, whereas Dewey had an NBC and Blue hook-up.

One pertinent fact that the trade has been commenting upon is Roosevelt's gain of audience over the half-hour period as compared to Dewey's loss. The President went up three percentage points in the share of audience listing, from 79.6 to 82.6. During his talk, Dewey dropped 7 per cent of his audience, falling from about 56 to 49.

Further light is shed on the political battle of the Hoopers when it is noted that Roosevelt's gain was made in the face of a comparatively stable number of sets in use. The total number of radio sets tuned in to all nets and stations at the beginning of his talk was 42.3. This figure had increased to only 42.8 at the end of the half hour. During Dewey's speech, however, the number of sets in use jumped from 42.9 to 44.9. According to the trade, this means that Roosevelt is able to gain listeners from the other programs without a substantial number of sets being turned on. Dewey, on the other hand, seems able to get the sets turned on after he begins, and loses part of his audience to other shows.

## Donald Flamm Still Fighting for WMCA, Without Any Breaks

NEW YORK, Sept. 30.—Donald Flamm, former owner of WMCA, indie here, received another setback in his suit against Edward Noble when, on Wednesday (27), the New York Supreme Court denied his motion to examine Noble. Flamm had taken setbacks in the lower courts previous to this motion. The plaintiff has charged that he was forced to sell the station under duress and seeks compensation.

Judge Benedict D. Dineen held that the examination of Noble is not intended to establish Flamm's charges but that the brief of examination seeks to find out whether there is actually any grounds whatsoever to charge fraudulent conduct.

**KFBI**  
Wichita, Kansas

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

Samples free.

1619 Broadway  
New York 19

# TUNE-DEX

## RECORDING MACHINE REPAIR SERVICE

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# MBS-BLUE BATTLE STEAMING

## Net Shifts Being Tabbed

Trade watching Le Roche —MBS ponders shift to one-man control

NEW YORK, Sept. 30. — Competitive standing of the Blue and Mutual webs in the national network ratings may be inverted if two unrelated chains of events, now on the fire, come to a boil. In one pot there is a stew of internal cross ruffs among Blue top-hats; in the other are the simmering plans of several of the more important Mutual stockholders.

As trade dopsters see the set-up, Mutual, for the first time in a long while, is in the driver's seat. If the aforementioned MBS stockholders convince their confreres that their operation should be revamped so as to give full decisive power to one key exec and then back this exec's plan to the limit, then Mutual can conceivably grow and expand and pass its old rival.

### Blue Stew

What makes this cogent at the moment is the Blue stew. Ingredients of which are exec re-shufflings, differences of opinions among brass-hats and, as the trade sees it, a trend toward duplication of exec chores which can only make for friction.

Seasoning the pot is a report that Henry Luce is on the verge of buying Ed Noble's interest in the Blue. Confirmation of this, to the cognoscenti, is the growing influence of Chet La Roche and Time, Inc., factions in the organization as evidenced by the many recent additions to the exec staff.

Noble's operations, in the past, have always avoided exec duplication. Since the appearance of this non-Noble modus operandi the trade feels that the Luce purchase of the Blue is more than just talk.

Additionally, the *March of Time* program was shifted to the Blue primarily to bolster the web and at no advantage to the sponsor or product sold. This, to the trade, is not smart business operation for either the Blue or *Time* mag and again only implements the reports of the Luce takeover.

One immediate result of this merry-go-round has been a slump in Blue's

## Freedom To Burn

NEW YORK, Sept. 30.—Two weeks ago, when the Old Gold account shifted from J. Walter Thompson to Lennen & Mitchell, a reporter asked an exec at another large agency why his outfit did not handle any ciggie concerns.

After long and profound thought, he replied: "Because we want to give our employees freedom of choice in their smoking habits."

The answer is regarded as splendid adherence to the principles of the Atlantic Charter and the Four Freedoms.

## MBS Gets New Nolan-Trevor Mystery Seg

HOLLYWOOD, Sept. 30.—New sustainer for Mutual was set this week when it was announced that *Results, Inc.*, starring Claire Trevor and Lloyd Nolan would start airing October 7 from here.

Mystery serial, written by Sgt. Larry Taylor, will be broadcast from 7-7:30 p.m. Combo has appeal and with the usual West Coast build-up should be a top program.

## Point Sublime Loses Sponsor

HOLLYWOOD, Sept. 30.—After four years on the air, *Point Sublime* will lose its bank-roller, Union Oil Company, when the next option time comes up the middle of October. Robert Redd, who produces and writes the show, says that he has been wanting to get a release from his contract with the oil company for some time. The Monday night slot on Don Lee is being held open while Union casts around for a replacement, the bank-roller owning the slot not the show.

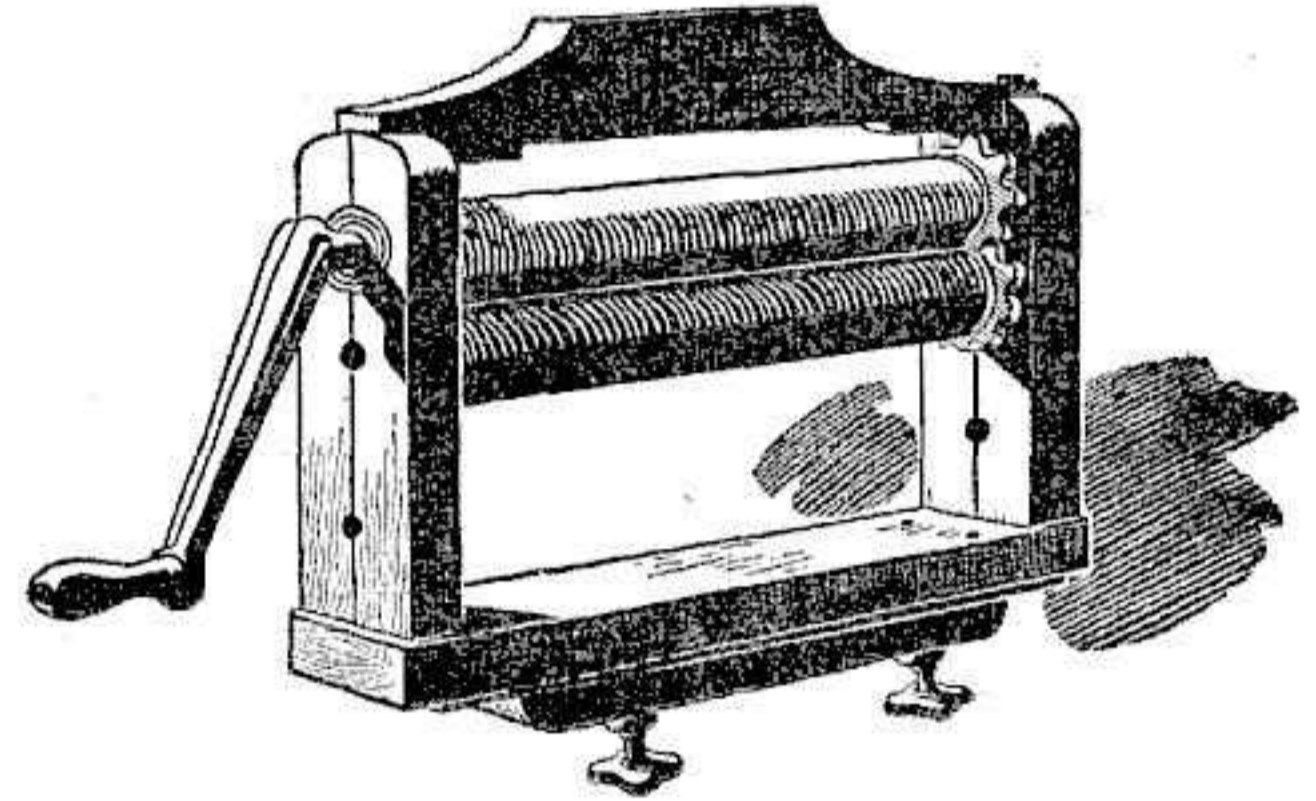
service to clients. Which, to the sidelines, is the cue that the time is ripe for Mutual to make its play. Admittedly the Blue will eventually come thru this transitional period. But meantime... well as one trade source phrased it, "Things are hot and if they pop at all they'll pop within the next four weeks."

## New Coast Ad Agency

HOLLYWOOD, Sept. 30. — New ad agency, Smalley, Levitt & Smith, has been formed here, headed by Jack Smalley, Charles Levitt, former program head for OWI, will be vice-prexy and general manager. Smalley has been head of local office of Batton, Barton, Durstine & Osborn the past seven years. Ray W. Smith, manager of the Downtown Business Men's Association, will serve as secretary-treasurer.

## Don Lee Buys Another Mt.

HOLLYWOOD, Sept. 30.—Purchase of a 160-acre tract atop Mount Wilson for a television site was announced by Lewis Allen Weiss, head of Don Lee Mutual, here this week. Actual construction will begin after the war, Weiss said. Paramount studios also owns a location near the Don Lee purchase. At the present time, Don Lee is telecasting from its studios atop Mount Lee in the Hollywood hills.



# 12 Minutes in the Life of an Old-Fashioned Wringer...

A few days ago the Jefferson Hospital asked us to broadcast an appeal for wringers, to be used in connection with the miraculous Kenny treatment of infantile paralysis. We started broadcasting the worthy appeal at 4:16 p. m. . . . at 4:28 Jefferson called and asked that we stop, as they had far more wringers promised than they could use.

RESULTS: We think it speaks volumes for the selling power of Philadelphia's Pioneer Voice. What we can do for a civic, humanitarian cause, we can assuredly do for advertisers.

AVAILABILITIES? Yes, a few!

Represented Nationally by GEORGE P. HOLLINGBERRY CO.



MEMBER OF THE MUTUAL BROADCASTING SYSTEM

## "Best Buys"

### September, 1944

Program	TCI	Hooperating
Ma Perkins (CBS)	\$180.56	7.2
Breakfast at Sardi's (Kellogg)	217.39	6.9
Ma Perkins (NBC)	224.14	5.8
Our Gal Sunday	243.06	7.2
Backstage Wife	250.00	7.0
Stella Dallas	253.62	6.9
Young Widder Brown	253.97	6.3
Right To Happiness	296.05	7.6
Helen Trent	300.00	6.0
Today's Children	300.00	6.0
Breakfast at Sardi's (P. & G.)	300.17	5.8
When a Girl Marries	323.94	7.1
We Love and Learn	327.59	5.8
Theater of Today	367.65	6.8
Big Sister	390.62	6.4
Let's Pretend	394.64	5.6
Pepper Young's Family	441.66	6.0
Kate Smith Speaks	757.57	6.6

### August, 1944

Program	TCI	Hooperating
Ma Perkins (CBS)	\$180.56	7.2
Ma Perkins (NBC)	232.14	5.6
Our Gal Sunday	243.06	7.2
Breakfast at Sardi's (Kellogg)	254.24	5.9
Young Widder Brown	262.30	6.1
Helen Trent	272.73	6.6
Stella Dallas	277.78	6.3
When a Girl Marries	294.87	7.8
Backstage Wife	336.54	5.2
Just Plain Bill	336.54	5.2
We Love and Learn	351.85	5.4
Big Sister	362.32	6.9
Life Can Be Beautiful	378.79	6.6
Right to Happiness	401.79	5.6
Theater of Today	446.43	5.6
Pepper Young's Family	476.21	5.6
Grand Central Station	535.71	5.6
Goldbergs	673.06	5.2
Kate Smith Speaks	819.67	6.1



## THE BOYS FROM BOISE

(Televised over WABD (DuMont), September 28, 1944)

A musical comedy by Ray Nelson, Sam Medoff and Constance Smith. Music and lyrics by Sam Medoff. Sets suggested by Frederick Widlicka, constructed by Bud and Ed Gamble. Directed by Ray Nelson. Costumes by Brooks. Orchestra conducted by Sam Medoff. Produced by Charles M. Storm Company.

SONGS: "Girls of the 8-to-the-Bar-X-Ranch," "I'll Take the Trail to You," "Sunset Trail," "That Certain Light in Your Eyes," "Chili Chiquita," "Thousand Mile Shirt," "It's a Mystery to Me," "Broken Hearted Blues," "Come Up and See Me Sometime," "You Put Your Brand On My Heart," "Rodeo," "Western Omelet," "I'm Just a Homebody," "Star-Spangled Serenade."

Audrey Spurling  
Judy Turner  
Cecile Turner  
Jules Racine Jr.  
Jack O'Brien  
Elizabeth Dewing  
Joan Charlton  
Bette Bugbee  
Jede Charles  
Frosty Webb  
Joan Pederson  
Don Saxon  
Gwen Davies  
Adrian Storms  
Allan Keith  
Dolores Wilson  
Nina Orla  
Jaqueline Soans  
Betty Carroll  
Sylvia Opert

DANCERS: Joan Pederson, Dorsey Brent, Barbara Pederson, Joy Douglas.  
SHOW GIRLS: Jackie Flynn, Ella Carlyle, Mary Sinclair, Vicki Raff, Shanna Dean, Mickie Ames.

THE CONOVER MODELS: Joan Charlton, Jacqueline Soans, Shanna Dean, Bette Bugbee, Dorsey Brent, Eleanor Niles, Jede Charles, Joy Douglas, Mary Sinclair, Frosty Webb, Tiffa, Mickie Ames, Joan Pederson, Joyce Gates.

Mark well this evening of September 28, 1944. This is the night television came of age. For the first time someone had guts enough and confidence enough to dig deep into the grouchbag for a lot of lucre and put on a full-fledged show for the television cameras and audience.

As a show, as entertainment, as everything that is anything in showbiz it wasn't too much. But *The Boys From Boise* is not to be judged by top-notch Broadway standards. Rather it should be judged as a noteworthy experiment in an experimental medium, and as that it is something.

*Boise* is to video what the late Thomas Edison's *Train Robbery* film was to movies, and a decade from now the trade will regard it as such. Likewise *Boise* proved, as only showbiz can prove, that when the chips are down showbiz comes thru.

It's the answer to all those who have been sitting back and asking, "Where is the talent for television coming from?" It's coming from television and show business, from getting out and doing, not sitting and asking and ridiculing.

Likewise *Boise* yanked the curtain on the infant art's first impresario; a brash, brusque, bulky guy, one Ray Nelson, with a line of gab, a flock of ideas and the mental and physical and financial guts to put them to work. What Morris Gest was to legit, what DeMille is to films, what Bill Bacher was to radio is what Raymond E. Nelson is to television today.

He does—thanks to Charles M. Storm—things with a lavish hand. And while he's nowhere near being a Ziegfeld or even a Billy Rose, not yet anyway, at least he's in there laying it on the line and learning while most everyone else is hedging.

The story of video's first musical comedy is nothing much, but then neither are most musical librettos. There's a show gal troupe that's stranded in Boise. They take a job as cowgirls on a ranch to raise fare home. The ranch is afflicted with rustlers, a mortgage and for a switch it's a gal who holds the mortgage and masterminds the rustlers.

Just to complicate matters the hero, who runs the ranch, is fronting for the FBI, who are after the villainess, and so he can't put a six-gun period to the rustling. Then his gal comes home from the cultured Eastern singing school to take over when he gets drafted.

It's complicated, albeit typical musical, setting for the boy-girl theme. Yet it serves its purpose. Namely to present a good, even if not great, score and some ditto talent.

Best bets are Don Saxon as the singing lead, Gwen Davies as the ingenue, Jules Racine Jr and Nina Orla as the singing and dancing comicos from Mexico. Dolores Wilson, the leading female, didn't match Don Saxon in voice or ability. And Adrian Storms was swell as the villain until she loused up *It's a Mystery to Me*.

The Turner Twins and Audrey Spurling were standouts, thanks to a tune that's (See *The Boys From Boise* on page 12)

## REVIEWS

## DuMont

Reviewed Wednesday (27), 8:15-9:45 p.m. Style—Variety and film. Sustaining on WABD, New York.

Pat Murray's sing-song, *Wednesdays At 9 Is Lever Bros. Time*, which opens the firm's weekly show, and Sam Cuff's *Face of the War*, map talk, are about all that remain of this seg's original format. Various musical entertainers who previously appeared are gone and in their place is a series of enacted etiquette "do's" and "don't's."

Tips on proper conduct are acted out by June Meier, Sterling Mace and David Jordan, with Miss Murray annotating from the sidelines. Trio and emcee never appear in the frame at one time, but there are some shots of a silent Murray wisely listening to the group's voices when they are momentarily off screen.

Direction of the short skits is handled by Tom Viator, of Ruthrauff & Ryan, with credit given to Eleanor Ames, of *The Daily News*, from whose column, *The Correct Thing*, material is gleaned. Viator paces the skits well, and Murray's comments keep them moving nicely.

Make-up was too heavy on most participants. In the dim, old Studio A, where the maximum light is 18 kw., their facial aids would have been fine, but in the new Studio B, where they worked tonight, lights go to 90 kw., revealing much more detail. Acoustics in the new studio are noticeably better.

Spry plugs were smoothly inserted when Ann Gottschaldt demonstrated how to pack overseas gift boxes, and she and Murray told how easy it is to bake with the shortening and send them to the boys.

Cuff had a large new wall map. He was in the pic most of the time, using a pointer with horizontal stripes that helped much in illustrating his discussion. Technique that has been used before was discarded when Cuff stayed in the frame. Instead of a brief appearance at beginning and end, he was seen and talked to his audience, turning slightly to point. The change is an improvement, lending dignity and authority to the news analyst.

Wade Agency, Chicago, debbed with *The Master Salesman*, written by William H. Upson for Miles Laboratories and directed by Larry Davidson. Company's one-a-day vitamins came in for obvious and unentertaining plugs when two girls met outside a tractor firm. In a heavy-handed script one told about the wonders of the product and the other listened wide-eyed, vowing to try it at once.

As the younger of the two entered her office she ran into the tractor firm's salesman who was writing a piece called *The Master Salesman*. When he stepped into another office to sell a tractor to a farmer client, the steno turned to the audience and explained that her big evening last night had left her with an upset stomach, etc. She dropped an Alka-Seltzer into a glass of water. A loud fizzing was heard, accomplished by dropping another A-S tablet very near another mike—a good stunt.

For 15 minutes the salesman blasted the farmer with his sales barrage that wasn't funny after the first 90 seconds. Action was finally introduced when the farmer rammed a shotgun into the salesman's stomach and forced him to write out an order for the tractor that he was sold on before he came in. He didn't shoot—to the audience's great disappointment.

Seg was a clear-cut example of what not to do in tele. Conversation pieces, especially long, dull ones, won't go. Action, movement and a minimum of words must replace the lengthy tirades. The too, too direct plugs won't sell a product. They annoy rather than do a job.

*Celebrities Are People*, new Ben Pulitzer creations show, had Ethelyne Holt for emcee, Magician Ruth Dore, Actress Julie Haydon and two young men in a variety program interwoven with cravat plugs.

Miss Dore's standard tricks were expanded to include a tie-cutting sleight-of-hand that wasn't too effective tho it did focus further attention on the product. Evaline Mechanic wrote the script and directed. She left her performers in awkward positions several times. Miss Holt's interview with Miss Haydon was on the chirpy side, and the actresses responses were definitely in the uninspired question-and-answer manner. Apparently

## Balaban &amp; Katz

Drama, singing, special events, interview. Sustaining on WBKB, Chicago.

In 20 minutes tonight WBKB set television programming back 10 years. Even to be polite we can't say the dramatic portion of the program, *Wildcat Willie Brays a Bond*, had a rather foul odor. Only the blunt statement, "It stank," can be used to evaluate anything as poorly written and acted as this piece of "entertainment." In subject matter, continuity and acting it was not good enough to be put on the boards of a grammar school graduation exercise. Evidently the station, programmers, in a fit of pseudo patriotism, were carried away with the War Bond pitch and scheduled it not worrying whether or not it would make good video. The writing was so inane, however, it couldn't have sold a dime stamp.

Lighting and direction on the *Wildcat Willie* opus was not bad. The station's greatest sin was scheduling for a major entertainment medium anything so simple and childish. And, after all, proper scheduling of the right kind of shows is just about the most important job television station management can have. Production people did the best they could with very poor material. Why they ever got themselves in the position of being compelled to use it is hard to understand.

*Wildcat Willie* was an effort by the Armstrong-Reed juvenile players, using dialog included in a book of one-act plays by Anne Coulter Martens. It was centered around a silly plot concerned with the visit to a friend's house of a fem movie star who formerly was a top kid actress. She made the visit while in town on a bond drive. At the home she visited was little Willie who wanted to use \$18.75 to buy a radio but was eventually worn down by the beauty of the gal and thus became a little hero who plunked his dough into a War Bond.

But before he came thru as a good little boy the play went on for 20 minutes exposing qualms of childish love that were so unreal they were sickening. The cast of boys and girls who were compelled to go thru with this inane plot and dialog would undoubtedly go thru life with a stigma, if their names were associated with this effort. So we'll just leave them in comfortable anonymity.

Luckily before the *Wildcat Willie* opus WBKB telecasted two other stanzas that were not bad. We say luckily because if *Willie* had gone thru his paces before the other two offerings on tonight's program they would not have had an audience. All sets would have been turned off.

First of the two was Ann Hunter interviewing Mary Doyle, of the Joint Anti-Fascist Committee. Miss Doyle explained the work of her committee in its efforts to help refugees from Europe's oppressed countries. This was interesting and the station production staff came thru with good camera work and lighting.

Other offering was the singing of Marisha Data, who did her usual good job using a repertoire ranging from the operatic to the popular modern ballad.

Most significant portion of tonight's show at B. & K.—significant in that it offered a portent of future tele airings—was the use of kaleidoscopic film while sets were being changed between divisions of the program. Kaleidoscopic film for television, which is run while music is being played, is an invention of Commander Bill Eddy, who before the war was chief of WBKB. It uses rolls of film on which designs have been inked. When the film is run thru a projector the designs blend together into geometric fantasies that create moods matching the music being played. A program of music with nothing but kaleidoscope accompaniment would make good video for short periods of time when the audience is small (in the daytime, for example) in the future. *Cy Wagner*.

neither had been coached in moving from one part of the set to another. Entire show lacked the professional touch that comes with adequate rehearsal and an acquaintance with the tele medium.

Val Evans, using Charles of the Ritz products, was credited with make-up. Work was uneven. The emcee's lips, with dark purple lipstick, registered heavy and (See *DuMONT* on page 12)

## NBC

Reviewed Friday (29) 8:30-10:30 p.m. Style—Sports. Sustaining over WNBT, New York.

NBC gave tele audiences a look-see into the sports future Friday with scanning of boxing matches from Madison Square Garden, New York.

Show hardly reached the highest aesthetic standards, but it was good sports stuff. The boxing bugs should go for it in a big way.

Championship match between Willie Pep and Chaiky Wright was the feature of the evening. The match itself was a good one, but the scanning could have been better. It could have been better, that is, if post-war equipment were on hand today. Considering the materials that NBC has to work with, it was a pretty good piece of video. Camera scanned from one spot, above and to the left of the ring. Effect is that of a good middle-priced seat.

The camera—there seemed to be only one—was limited, of course, by the fact that it could not move around, pan or dolly. What it could do was to follow the fighters around the ring, and it did its job competently. The boys were well centered most of the time and focus was excellent. If it were possible to have several cameras, not confined and able to give close-ups, it wouldn't be too necessary to go to the Garden at all.

Steve Ellis did a more-than-adequate job in running commentary department. Realizing that the "left to the body, right to the jaw" school of fight reporting is out in video, Ellis restricted himself pretty much to explanations of the style the fighters were using, their tactics and short blow by blow of fast sequences. All told, Ellis's method bodes well for video and the listener who has grown groggy from sportscaster faking.

Commercials for the Gillette Safety Razor Company were handled via the oral-visual combination method. Pix of Gillette products were on the screen at the same time that the announcer spouted his plugs. In time to come more effective methods will be devised—perhaps a man shaving with Gillette equipment and liking it—which will take greater advantage of the medium's visual impact. Until NBC or any other company can get a sufficient number of cameras so that both the studio and the scene of the event are in use, tele will have to content itself with half measures. *Marty Schrader*.

## NBC

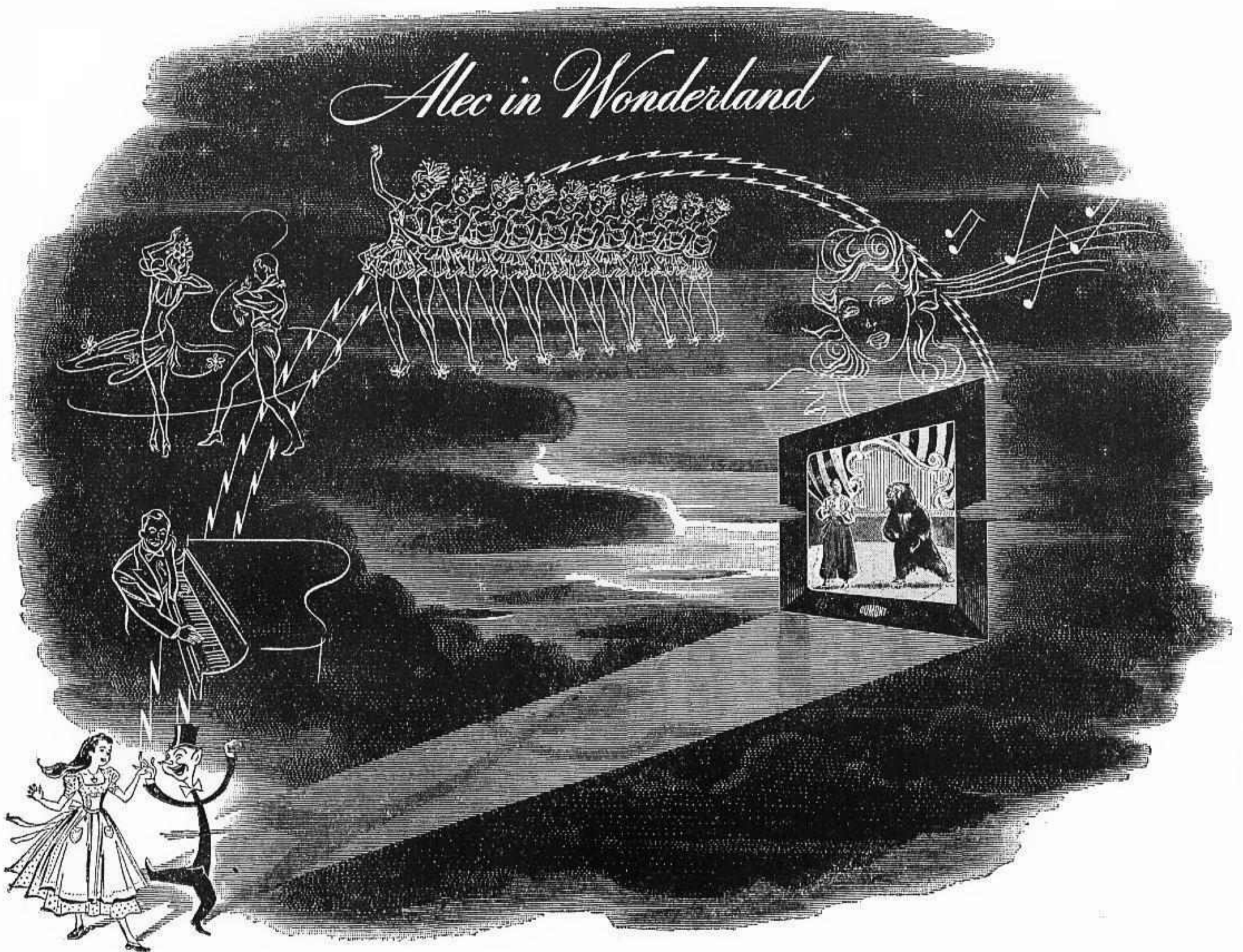
Reviewed Saturday (30), 8-10 p.m. Style—Operatic excerpts, variety, film. Sustaining on WNBT, New York.

Socko is a showbiz phrase rarely applied to opera, but NBC's capsule version of Bizet's *Carmen*, from a purely programwise point of view, certainly rates it and more. The job was done in excellent taste, produced with a flair for showmanship and yet it retained the charm of the original opera. All of which, of course, is said with an eye to the present-day limitations on video.

Unfortunately, the effect of heavy rehearsal sked was somewhat spoiled by rather unimaginative camera handling. Instead of giving *Carmen* the treatment it deserved, the director had his likes moving in and out in a repetitious parade of long shots and close-ups. Angles, either horizontal or vertical were avoided, and strict convention adhered to in the succession of routine shots. Panning was particularly smooth and unnecessary dissolves didn't distract the viewer. At one point, however, during one of the narrative interludes (Don Jose, in prison, tells a priest the story to fill in gaps), fade-out started too early, probably because of bad cueing, and the camera had to fade Don Jose back in.

One shot was extremely bad, and only one. In the scene in the smuggler's den, Carmen and Don Jose had a torrid love scene on a low bed. With the two performers reclining, the camera was unable to get a decent view of their faces and the two bodies stretched out to infinity from four huge feet. The effect was that of a trick photo and not in keeping, to say the least, with the mood of an opera. In one or two spots, particularly in the last scene (under the bull ring), the camera didn't follow the characters' movements fast enough and left the set a blank. A common fault, inability to focus on several characters, some of them (See *NBC* on page 12)





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practical. It is your window to everything that is going on, everywhere...the biggest window in the world.

And it is ready now...awaiting only peace. The men at the front could tell you more. They know how DuMont electronic achievements are helping to bring victory closer...and, at the same time, making your future DuMont Television Receiver infinitely more precise and more versatile. Business executives know, too... they are already telecasting experimental programs over DuMont's pioneering Station WABD. Alec and his Wonderland are waiting...for you!

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**DUMONT**



*Precision Electronics and Television*

ALLEN B. DUMONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 2 MAIN AVENUE, PASSAIC, N. J. TELEVISION STUDIOS AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, NEW YORK



## Industry Nixes Own Battles To Gain Slots

(Continued from page 5)

dictate a marked shift in industry thinking toward FCC chairman.

Meanwhile as hearings resumed and with restrictions on IRCA recommendations lifted, it was possible to draw broad picture of AM, Tele, FM future on basis of IRCA-RTPB proposals.

AM, now 550 to 1600 kc., would be 535 to 1605 under IRCA proposal; 520 to 1600 kc. under RTPB plan, no change in width.

FM, now 42 to 50 mc., would be 42 to 54 mc. under IRCA, with width sliced from present 200 kc. to 100 kc. and 41 to 56 mc. under RTPB, with width remaining at present 200 kc.

### Tele in Three Spots

Tele, now consisting of 18 channels scattered from 50 to 300 mc., would be in three spots under IRCA plan, one grouping would be in 54-108 mc. band, another would be in 460-508 mc. band, and still another would be bunched in 524-956 mc. band.

RTPB panel, including tele specialists, came up with recommendation that every effort be made to provide 30 continuous channels in present band and specifically proposed a plan for immediate allocation of 26 channels, suggested they set aside also altho not specifying channels, and at the same time turning thumbs down on color allocations now except for experimental.

RTPB spokesmen submitted proposals after IRCA plan, heretofore before FCC and industry leaders in "restricted" form, was formally made part of record.

Cross-examination was expected to start later this week, possibly Friday (6) and then non-commercials will get chance to go after industry demands as expressed by RTPB. Industry will also get opportunity to go after IRCA and others that bar way to post-war commercial needs.

### DX Future

Two big problems looming today were future of international broadcasting and FCC policy on FM nets and station power.

IRCA virtually nixed international broadcasting. In report, would use point to point, objection is that hostile nations would only air what they saw fit, hence, set up censorship. Many Americans, some in congressional halls as well as in industry ranks, feel U. S. wartime short wave set-up was achieved only thru "sweat and tears," should not be relinquished lightly.

FM debate is on question of "Democracy." Should FCC permit big spenders to come in, set up super-power stations or hold FM future to same size, same type outlets. Answer may be forthcoming before hearing wind-up, probably around October 30.

## THE BOYS FROM BOISE

(Continued from page 10)

a natural for the Andrews Sisters, *Western Omelet*. Other goodies were some of Medoff's tunes, namely, *I'll Take the Trail To You* and *Star-Spangled Serenade*. Both are in the Bing Crosby vein. Then there's a good comedy tune, *Come Up and See Me Sometime*, which Nina

Orla and Jules Racine Jr. handled most expertly. And finally there's a neat torcher, *Broken Hearted Blues*, which was duck soup for Gwen Davies.

From all of which it is not to be deduced that *Boise* had no faults. It had plenty. Some of them, and they were no secret to those responsible for the show, were fairly commonplace in musical comedy. Namely, too much show, too much talent, too much script.

It adds up to this, just about—video can't use lyric sopranos, at least not yet. Video shouldn't run more than 60 minutes. Video musicals should be intimate; at least until the mechanical and technical improvements are such as to permit utilizing a full-sized cast.

It was good to see someone try to utilize two fistfulls of frails. But even with a line of four dancers surrounded by show gals and other fems it was all too noticeable that even simple dance routines were handicapped by a lack of sufficient fanny-space on the turns.

It adds up to something else too. *Boise* was a prime buy for *Esquire* mag even tho Danton Walker was no great shakes as the commercial. His pitches—there were two, one at each intermission were: (1) How an *Esquire* fashion page is assembled; (1a) How an *Esquire* cover is ditto; (2) What's in the next issue of *Esquire*.

Where the mag got off the nut—and it wasn't much of a tab since the Storm agency anted most of the \$10,000 or so for the show—was in the publicity harvest which grabbed plenty of space as sponsors of this super-duper.

The direction was smooth all the way. Only one fluff and that a minor one in the two-hour show. The answer was in the preparation. Nelson worked on the show for several months, had a full week of studio rehearsals and two full dress rehearsals before the audience got a look see.

There's nothing here for legit or films; at least they haven't already had several times over. That is except for Don Saxon. But for television it was an important and expensive first. And as such, especially since everyone connected gave everything all the time, *The Boys From Boise* was something to write home about and remember. *Lou Frankel*.

## NBC

(Continued from page 10)

far up stage to the others, plagued the director.

Sets were as good, if not better, than standard Met fare. Mona Paulee, who played Carmen, is an acceptable enough young singer, but her acting is very bad; as bad, we'd say as that of most Met divas. And her dancing is as inept as operagoers have come to expect. Felix Knight (Don Jose) is a very excellent tenor who is probably good enough to step out on the Met boards right now. His voice may still need a little training, but his acting is fine and his diction well-nigh perfect. Mr. Knight is definitely a comer in operatic ranks.

NBC's evening opened with *That Was a Singing War*. The nostalgic bit of fluff featuring songs of World War I. Format had several soldiers and several gals partying in a French tavern. It was generally well done and held the viewer's interest thruout. Some of the close-ups were off center, and several group shots using standing and sitting performers didn't register well because the sitters were cut off at the neck. To look natural such scannings have to include shoulders as well.

The Bernard Brothers, who sing along

## U. S. Must Pay SW Peace Bill

(Continued from page 5)

ments in FM and video and facsimile will have passed their peak, thus providing financing for DX.

To carry the ball within these three to five years, Shouse sees a quasi-official governmental agency, possibly a short-wave radio authority operating along non-political lines, like TVA or CAA (Civil Aeronautics Authority). This device would permit Congressional "grants in aid" to finance its operation and keep it out of the subsidy field. With the proper safeguards, to keep SRA out of reach of the administration in power and Congressional nepotism and with a strong administrator in charge, the agency figures to be able to function successfully.

And for the administrator the feeling generally is that someone like Elmer Davis, present prexy of the OWI, would fill the bill. (For some inkling of what others plan for Elmer Davis, see adjoining story.)

The SRA would talk for governmental departments—State, labor, commerce, agriculture, etc., for business and for labor, when the world news so requires. Additionally, it would air U. S. news designed to keep the world posted on what is happening here and not what someone overseas wants foreign peoples to think is happening here.

### Give 'Em the Best

It would literally be the voice of America and as such would have entre to the best radio entertainment. Here the idea would be to use the cracker-jack commercial shows, sans plugs, to build and cement overseas listeners for the day when the SRA transmitters are turned back to private operation.

When that day comes, and it will undoubtedly be a gradual transition, SRA's program policies should have built an international audience and acceptance that will be amenable to commercial broadcasting. And, collaterally, by the time SRA reverts to private operation the world-wide distribution of Yank products should have progressed to where international advertising will facilitate sales.

To operate the SRA, according to trade leaders, would require a yearly appropriation of between \$15,000,000 and \$20,000,000, which is peanuts compared to what this war is costing the nation and there's no doubt that the U. S.'s lack of an international radio voice certainly has contributed to the war.

All of which means that the trade, at least the short-wave sector of the trade, is thinking in terms of international radio that will benefit the nation, the world and only last—and then there's nothing definite—themselves. As one man put it, "Uncle Sam must step in or lose its voice on the international air waves to other countries with international radio operations that are government financed and controlled."

with records—and do it very well, too—rounded out the live portion of the show.

Saturday must have been Moscow art pic night at NBC. Two of the three films were from the Soviet Union, both high-brow music. One was a charming short built around Beethoven's *Scottish Drinking Song* and the other starred composer pianist Dimitri Shostakovich. Third film was a repeat of a very successful previous airing of Arturo Toscanini conducting the NBC Symphony in *The Music of Verdi*.

All told, NBC put on one of the most pleasant evenings this reviewer has ever spent before a receiver.

Marty Schrader.

## DuMONT

(Continued from page 10)

drained expression from her mouth. Rest of the cast appeared more natural, with varying degrees of red lipstick, dark base and variety of shades of eyeshadow. Why the scriptwriter was introduced isn't quite clear. Her Brief, unstudied appearance didn't serve a purpose.

Lighting in the new studios permitted the tie designs to be clearly seen, a vast improvement over earlier indistinguishable blurs.

A Buster Keaton pic came on before the live shows. Running the shows together makes for better programming than when each seg is divided by a dull pic while the studio was readied.

Wanda Marvin.

## Air Pix Add to Small Web Woe

(Continued from page 6)

first days of post-war television, and until the major nets have video chains servicing even the smallest communities thruout the country. It is the present station operator in this type of locality, the Arrowhead men and other far-thinking execs in the trade say, who will be faced with the greatest problems in attempting to make television pay. This type of operator, especially, should be wracking his brains now to figure out ways he can program in television with enough quality to attract advertisers yet with enough economy to make money. The ideas of the Arrowhead execs might be helpful to such a station owner.

The locale of the Arrowhead Network (see accompanying map) is significant too. It is significant because the present condition and future possibilities of its economic structure have been taken into consideration by the Arrowhead officials in their plans for the future.

### Have Dough

The region of the Arrowhead is one of the most wealthy in the country. Duluth, second largest port in the country in terms of yearly tonnage handled, is the funnel thru which all the ores from the Mesabi and Vermillion and other regional ranges as well as much of the grain of the Midwest passes on its way East and South. From the Arrowhead region comes about 65 per cent of all the iron ore produced in the United States. If and when the St. Lawrence Waterway is built, Duluth will be one of the ports thru which cargo from all over the world will reach Western, Northwestern and Midwestern United States. Fishing, lumbering, and heavy and light industry as well as dairy farming are engaged in heavily in the Arrowhead region, too.

All of this economic background gives the Arrowhead Network chances of continued prosperity and expansion. Because its listeners (or someday in the period of more widely accepted use of television—its "lookers") will always be making enough money to be of value to a sponsor. But in spite of the economic wealth of the area, and herein lies the greatest significance of this wealth to the rest of the trade, Arrowhead officials are not content to allow the region's prosperity solve all their problems. No matter how wealthy the area for radio expansion, they say, wealth alone is not enough for survival or expansion. They believe in using the old grey matter; they believe in attempting to solve their own problems—taking into consideration the economics of the area in which they operate, but not allowing the wealth of the region to make them complacent. That is why they are now doing some serious planning about FM and television. It is their attitude of always thinking ahead that has made them successful—and makes their operation worthy of study by small stations thruout the country and say it's an attitude essential for all local nets and percolaters.

## A TALK ABOUT NAMES AND ADDRESSES

Names and addresses of every musical organization, service, association and company worth knowing will be listed in the 6th Annual Edition of *The Billboard Music Year Book* (to be published as a separate volume for the first time in 1944). And how the music world will talk about some of those lists which have been compiled exclusively for the '44 MYB.

## LLOYD LaBRIE

CBS

and Orchestra

Mutual Network

Touring for  
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# Civilian Overseas Hit Parade

## Fact-Finding Hearings Will Set AFM Formula for Band Manager, Location Payments

Petrillo Seeks Way To Control Hotels and B. R.'s

NEW YORK, Sept. 30.—Days of ork leaders piling up large slices of dough for managers, backers an hotel owners, while only modest stacks of lettuce stick to the maestros' mitts, seem doomed by present plans formulated by AFM Prexy James C. Petrillo. Rex Ricardi, assistant to Petrillo, is currently interviewing ork leaders in New York, and his "fact finding" expedition is uncovering info that is expected to confirm opinions already formed by the AFM chief.

Stem hears rumors of backers bringing suit against band wavers who refuse to go thru with deals calling for percentage of net earnings of orks to be paid to those who have advanced dough to carry bands thru formative times or over lean-take periods, but belief is that any suit against baton wielder will include AFM, and that will mean an expensive suit for the financier who may fancy that a cut after expenses is better than the 5 per cent off the top that the Federation feels is okay.

Petrillo currently is believed to plan no change in the present approved method of compensating personal managers (payment of 5 per cent of the gross). It is also understood that nothing will be put in the way of leader repaying bona fide loans. Enforcement of the old rule against splitting up ork ownership into thin slices is to be strictly enforced, as reported in *The Billboard* September 23.

### Pressure Expected On Location

International union prexy is also believed to have plans prepared to bring pressure on hotel owners where leaders are booked at rates considerably under the ork's operating nut. Matter came to light with proposal submitted to Petrillo by officials of New York Local 802 (*The Billboard*, September 2). Matter, however, was discussed behind closed doors at Chicago convention in June, when first steps were made to curb band-rollers slicing the pie too thin. Current fact-finding expedition is believed to be a follow-up of movement launched then.

Ork leaders are being asked to give full details of all expenses incident to operation of bands while on location. This would include wages paid sidemen (currently the highest in history), as well as salaries for band boys, managers, press agents, compensation to bookers and payments to others living off the leaders' pay check. Where these expenses are in excess of dough collected for location job, the union will take steps to compel hotels to hike the ante so that leaders will no longer lose heavy sugar for the prestige of playing a New York showcase. In some cases this would jump payments to three or four times present scale set by contracts with hotels.

Just what effect such an effort would have on ork booking for New York spots is problematic. Hotel association reportedly won the last round in Regional War Labor Board fight of Local 802 for upping the scale for hotels (*The Billboard*, September 16). Undoubtedly, the move will be battled by hotels in every possible fashion.

### Plenty Cushy Fight

More than peanuts are involved in the matter. Numerous trade journal articles have pointed out heavy losses leaders stand in order to get show-cased in hotel location dates, where lure of sustaining radio broadcasts and publicity opportunities seemingly compensate leaders for digging to carry the load. Harry James, as reported in *The Billboard*, July 15, lost 15 grand on his Hotel Astor date here this summer. Sammy Kaye, who closed Astor Roof last week, admitted that the take at the hotel was two grand a week less than cost of operation (Kaye has three commercial radio shows that kept him in

black ink for the period). Woody Herman at the Pennsylvania, Basie at the Lincoln earlier in the season, and other name and even semi-name bands have put plenty of red ink on the ledger pages because of playing New York hotel dates, with the broadcasts and publicity the only plus in the deal.

Hotel men are not inclined to discuss the matter and ork leaders are keeping mum about union plans. Little government backing, if any, would be given efforts on part of union to up hotel payment to several times present scales in case of some orks. Move to save leaders from losses, however, would certainly have more public support than record ban, which was received with little interest by citizens at large.

"Great work if you can get it," seems to be ork men's opinion of Petrillo plans, which will possibly be put into motion at conclusion of current fact-finding survey.

## Indie Disk Cos.' Jockey Payola

NEW YORK, Sept. 30.—Disk jockeys, who once worried about getting releases to play on their platter twisters, are now riding so high and handsome that some of them have their stomachs out for a little gravy. The gravy doesn't fall from the big boys who don't have to worry particularly if their disks are spun, but it drips plenty from the indies who have proven to their own satisfaction that jockeys sell records.

There's nothing crude about the hand-out, but it's in actual cash, not presents or clothes or traveling bags or some new furniture, altho some of the smooth nikers have gathered themselves home furnishings as well as the cash.

It's the payola, of course, but since the \$\$ pass for disk spinning and not for song plugs, the trade doesn't know what can be done about it.

## Arrangers Meeting Socially To Formulate Plans That May Solve "Extra Dough" Desires

### Union Within Union Nixed; Boys Seek Other Way Out

NEW YORK, Sept. 30.—Meeting of top 50 arrangers in New York last week, working in all fields of music, tips hand that New York branch of National Society of Arrangers and Composers is finally being formed. At present only other branch of society is in Hollywood where it was organized some 12 years ago. Headed here by Russell Bennett, at whose behest the meeting was called, half a hundred arrangers met with purpose of improving arrangers' situation in New York; foster social activity among arrangers; probably try and set up a special or separate department for arrangers at Local 802 and at the same time carry thru a program of general education as to the function of arrangers.

Such top men as Bennett, Nate Van

**Dated?**

NEW YORK, Sept. 30.—Funny situation took place at one of the rehearsal halls around town last week when a band, pop in the mid-30s and now getting ready to go into Broadway spot, got together for the first time. Seems that the maestro, in an attempt to save do-re-mi, brought out standards for the band to work on, only they were obviously from the year 1935—and un-hep, as the boys would say.

You should have seen the boys play the stuff and then look at other with a quizzical eye.

## Red Norvo Nixes Own Combo To Join Goodman

NEW YORK, Sept. 30.—Red Norvo is setting up his own combo to go with the Benny Goodman quartet, thus making it a quintet, and reminiscent of the old B.G. group when Lionel Hampton played vibes. Norvo sat in with B.G. and a small gang in a V-Disk-cutting session last week, and is also slated to go to New Orleans for October 4-5 for National Jazz Foundation. He'll also probably go into Billy Rose's *Seven Lively Arts* with Goodman.

Norvo is currently playing Mildred Bailey show on CBS and occasional jobs around. He played with combo at the Hickory House, New York, a couple months back, more recently going into Downbeat Club.

## Fall Skeds Cut Remotes on CBS

NEW YORK, Sept. 30.—Resuming of normal fall net schedule has resulted in cutting down from 19 to 11 half-hour remote shows via CBS, to 11 Mutual still has same number, around 19, that ran during summer. CBS at present is carrying some seven bands, mostly from New York, while Mutual handles everything around New York with the exception of Pennsylvania Hotel and a couple of other spots. CBS also has two quarter-hour remotes.

## World Waits Only War End

Acceptance of jazz differs but Europe and Far East developing swing ear

NEW YORK, Sept. 30.—The entire world is American-music conscious and therefore Hit-Parade conscious. The savage blows landing on "Festung Europa" these days have a musical ring. Music-

starved ears of newly liberated peoples as well as those still under de "Futile Fuehrer's" heavy hand are fed a constant diet of the latest and best American swing. Hard hit retreating "supermen" are followed by the Hit Parade. Batons as well as bayonets have become weapons in the speedy allied advance.

British Broadcasting Corporation deserves credit for laying the groundwork for beaming American music to a large part of the world. U. S. Office of War Information has followed thru with a comprehensive consistent short waving of special programs, regular radio musical shows from which commercials have been deleted and special recorded programs which are shipped overseas for beaming from 25-odd outposts under OWI sponsorship.

These programs of music are heard by both civilians and G. I.'s. As there are servicemen all over the globe, any programs aimed especially for them are bound to be heard by the natives of the countries reached by the broadcasts.

### Special Programs Only 5 Per Cent

The specially built propaganda beamed by our governmental propoganda agencies are many, but actually they constitute only 5 per cent of the total musical programs heard overseas. While we may hear a musical program only once, the overseas schedule may carry the programs two, three or four times, two being the normal airing, four the maximum.

Frequently we have as many as 10 short wave stations beaming the same program simultaneously to as many areas. Short-waved programs are now around 60 per cent music—the rest news and special features and out-and-out propoganda.

Europe and other parts of the world are consequently hearing our popular music. The overseas Hit Parade is naturally the same as ours, with slight variations, depending upon the extent to which our music has reached and influenced the various countries.

It is interesting to know that the favorite singers and musicians in all the countries polled recently by the OWI are those who have either appeared in films that have been sent abroad, or had made personal appearances in the section prior to the war or are heard in live broadcasts beamed via short wave.

### Demand for U. S. Music Varied

The demand for strictly American music and different types of our music is as diverse as the nationalities reached by our radio beams. For instance, our ho jazz is a reigning fave in both France and Turkey. France's love for this kind of music is understandable, but Turkey's interest is new and portends a lush post war market for our pop music. The so of the Turkish Ambassador in Washington is reported to be a hep cat with or of the most comprehensive record libraries of swing and hot jazz in the country.

The young, newly Democracized, Turkish citizens go for hot jazz, boogie-woogie and are articulate in their demands for the best and the latest. They know of musical personalities, composers and performers.

There are numerous jazz clubs that insist on being kept up on our late (*See Overseas Hit Parade on page 6*)





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**BETWEEN 18th and 19th ON CHESTNUT STREET**

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**BEAT ME DADDY, EIGHT TO THE BAR**

WOODY HERMAN • WILL BRADLEY • ANDREWS SISTERS • GLENN MILLER  
DECCA 3454 COLUMBIA 35530 DECCA 3375 BLUEBIRD 10876

**BOOGIE WOOGIE BUGLE BOY**

WOODY HERMAN • ANDREWS SISTERS • GENE KRUPA • MITCHELL AYRES  
DECCA 3617 DECCA 3598 OKEH 6034 BLUEBIRD 11046

**BOOGIE WOOGIE CONGA**

WILL BRADLEY-COLUMBIA 35994

**(That Place) DOWN THE ROAD A PIECE**

WILL BRADLEY-COLUMBIA 35707

**PIG FOOT PETE**

FREDDIE SLACK • MARTHA RAYE • DOLLY DAWN  
DECCA 4130 DECCA 18298 BLUEBIRD 11402

**RHUMBOOGIE**

WOODY HERMAN • ANDREWS SISTERS • BOB CHESTER  
DECCA 3396 DECCA 3097 BLUEBIRD 10800  
GENE KRUPA • BOB ZURKE  
OKEH 5788 VICTOR 26646

**ROCKABYE THE BOOGIE**

WILL BRADLEY-COLUMBIA 35732

**SCRUB ME MAMA (With a Boogie Beat)**

WILL BRADLEY • ANDREWS SISTERS • CHARLIE BARNET  
COLUMBIA 35743 DECCA 3553 BLUEBIRD 10975

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**"Dolo" Contributes to Nixing  
Many Philly Race Promotions**

PHILADELPHIA, Sept. 30.—Antics of the jitterbug element and their attending rowdiness is causing the town's ballroom and hall owners to nix rentals for the race proms. Septa bands enjoy fat one-night stands in this city. In fact, Negro bands have been the only ones brought here for dance promotions. But if the jodiebugs, as the unruly moppets are now known, don't behave, there won't be a stand in town that will allow a Negro band to come in.

As a matter of fact, last remaining room open for the race proms here is the

**Strong Set for Cap.  
"Blind Date" Show**

NEW YORK, Sept. 30.—One of the best bookings for comparatively new band is four-week stint set-up for Bob Strong's band into New York Capitol following Horace Heidt engagement, which started Thursday (28). Strong, who has been at Glen Island Casino all summer, after starting out in Midwest area, did okay biz at the Casino on week-ends, plus getting goodly amount of air time from the spot. Capitol engagement will net leader first real coin he's made and somewhat offset the dough he's lost at the Casino. He's in for four weeks at the Capitol.

Show which Strong will play for at the Capitol will include *Blind Date*, Blue Net show; Ella Mae Morse, and Johnny Johnstone, warbler now at the Copacabana here. Before going into Capitol, Strong goes into Maria Kramer's Hotel Roosevelt, Washington, October 10 for four weeks. Actual starting date of Capitol stint isn't known because Heidt is in for four weeks with options.

Another new band, George Paxton, now at Roseland, has been talked about as slated for Paramount Theater engagement, but it's not been verified.

giant Convention Hall, where Billy Eckstine will make his local bow as a maestro October 6 at a Reese DuPree promotion. Town Hall, in the center of the city, which had a dozen or more Negro proms during the year, is closed to the race proms. City police nixing dance permits for Town Hall because of the antics of the jodiebugs at a prom there last month.

Last week, a race dance at Dave Savadove's Ambassador Ballroom, with Jimmy Adam's band, territorial fave, on the stand, was halted at 1 a.m. because the jodiebugs fomented fracas antics. Even the presence of extra police doesn't retard these over-energetic kids, many years on the underside of 21.

Local Negro leaders and the Negro press have been waging a good-conduct campaign among the kids, but it falls on deaf ears, in spite of the warning that their antics are causing theaters as well to go light on booking in the Negro bands. Trouble is never of a race character, as palefaces are not welcome at the race proms. Root of the evil is traced to a new jitterbug dance step called the Dolo, which has now reached a stage of being extremely reprehensible.

At first, it was novel and embraced a catchy pause step on a beat of music, where partners faced each other in momentary suspended animation. Now, the Dolo has become something that closely resembles two wrestlers in a squared circle parrying for advantageous holds.

**Jeffreys Setting 8-Piecer**

NEW YORK, Sept. 30.—Alan Jeffreys, trumpeter and vocalist, is rehearsing an eight-piece combo. The former Herbie Fields trumpeter is being handled by the William Morris Office. Bill Burnham is representing the band and working on dates. Jeffreys has acquired the Justin Stone library for his new ork which is composed of four brass and four rhythm,



**PART 1—The Billboard**

**SONGS WITH MOST RADIO PLUGS**

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

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

TITLE	PUBLISHER
A Fellow on a Furlough (F)	Block
A Kiss to Remember	Lincoln
Amor (F)	Melody Lane
An Hour Never Passes	Shapiro-Bernstein
Come Out, Wherever You Are (F)	T. B. Harms
Dance With a Dolly	Shapiro-Bernstein
Day After Forever (F)	Burke-Van Heusen
How Many Hearts Have You Broken?	Advanced
I Don't Want To Love You	Chelsea
I Dream of You	Embassy
I'll Be Seeing You	Williamson
I'll Remember April (F)	Leeds
I'll Walk Alone (F)	Morris
I'm Making Believe	Bregman-Vocco-Conn
Is You Is or Is You Ain't? (F)	Leeds
It Could Happen To You (F)	Famous
It Had To Be You (F)	Remick
It's a Crying Shame	Morris
Kentucky	BMI
Let Me Love You Tonight	Robbins
Let's Sing a Song About Susie	Harms, Inc.
Magic Is the Moonlight (F)	Southern
On My Way Out	World
Pretty Kitty Blues Eyes	Santly-Joy
Saltwater Cowboy	Jefferson
Straighten Up and Fly Right	Am. Academy
Sweet and Lovely (F)	Feist
The Very Thought of You	Witmark
There'll Be a Hot Time in the Town of Berlin	Barton
Tico Tico	Harris
Time Waits for No One (F)	Remick
Together	Crawford
Trolley Song	Feist
What a Difference a Day Made	Marks
Whispering	Miller

**Lucky Strike HIT PARADE**

CBS, Saturday, September 30, 9-9:45 p.m. EDT.

TITLE	PUBLISHER
1. I'll Walk Alone (F)	Morris
2. Is You Is or Is You Ain't? (F)	Leeds
3. It Had To Be You (F)	Remick
4. Time Waits for No One (F)	Remick
5. Swing On a Star (F)	Burke-Van Heusen
6. It Could Happen to You (F)	Famous
7. How Many Hearts Have You Broken?	Advanced
8. I'll Be Seeing You	Williamson
9. Together	Crawford

And the Following Extras: Get Happy, Baby Face; Oh, You Beautiful Doll, and Swamp Fire.

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

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

**Thrush Switch**

CHICAGO, Sept. 30.—Two hotel band leaders switched thrushes on quick notice here this week. Adrienne, featured vocalist with Emil Vandas at the Edgewater Beach Hotel, joined Benny Strong's outfit at the Bismarck Hotel, with Strong's thrush, Trudy Marsh, moving over to the Vandas camp.

**Jess Stacy Looks for Ork**

NEW YORK, Sept. 30.—Jess Stacy is having difficulty lining up the kind of a band he wants to front. Since leaving Horace Heidt he's switched to the Eddie Condon jazz group and plays piano for the outfit at the Town Hall Blue Net series on Saturdays. When he has a satisfactory aggregation of men assembled, General Amusement Corporation will book.

**Johnny Richards  
For NY Lincoln**

NEW YORK, Sept. 30.—Johnny Richards, MCA band which hit town from the Coast a short time ago, goes into Hotel Lincoln here for two-week booking Wednesday, October 4, while Dean Hudson, present band, goes to Washington to fill in at Maria Kramer's Roosevelt Hotel for week. Richards thus gets first New York break, having only done a week-end at Palisades (N. J.) Park before spot was razed by fire.

Hudson returns to spot October 17 and remains until December, when Count Basie comes in on return engagement. Room will shutter for couple weeks in November, with overhauling job taking place. Cocktail lounge will go in and entire room will get face lifting in job that will cost Maria Kramer a reported \$35,000, with more recent estimates upping that figure plenty.



# Music Popularity Chart

Week Ending  
Sept. 28, 1944

## BEST SELLING SHEET MUSIC

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

POSITION	NATIONAL	East	Mid-west	South	West Coast
1	1. I'LL WALK ALONE (F) ..... Morris	1	1	1	1
2	2. SWINGING ON A STAR (F) ..... Burke-Van Heusen	2	2	3	2
3	3. TIME WAITS FOR NO ONE (F) ..... Remick	6	4	2	3
5	4. I'LL BE SEEING YOU ..... Williamson	5	3	4	4
4	5. IS YOU IS OR IS YOU AIN'T? (F) ..... Leeds	3	5	5	5
6	6. IT HAD TO BE YOU (F) ..... Remick	7	7	6	—
—	7. HOW MANY HEARTS HAVE YOU BROKEN? ..... Advanced	10	6	—	7
7	8. IT COULD HAPPEN TO YOU (F) ..... Famous	—	9	7	10
—	9. PRETTY KITTY BLUE EYES ..... Santly-Joy	4	—	—	—
9	10. DANCE WITH A DOLLY ..... Shapiro-Bernstein	—	10	—	6

Other Sheet Music Reported in Best Selling Lists by Sections  
EAST: An Hour Never Passes—Shapiro-Bernstein; Together (F)—Crawford.  
MIDWEST: A Fellow on Furlough (F)—Block.  
SOUTH: Amor (F)—Melody Lane; An Hour Never Passes—Shapiro-Bernstein; Sweet and Lovely (F)—Feist.  
WEST COAST: Sweet and Lovely (F)—Feist.

## "HARLEM" HIT PARADE

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

POSITION	Record	Artist	Label
2	1. Hamp's Boogie-Woogie	Lionel Hampton	Decca 18613
7	2. Cherry Red Blues	Cootie Williams	Hit 7084
1	3. I'm Lost	Benny Carter	Capitol 165
4	4. Till Then	Mills Brothers	Decca 18599
—	5. Straighten Up and Fly Right	King Cole Trio	Capitol 154
6	6. Gee, Baby, Ain't I Good to You?	King Cole Trio	Capitol 169
5	7. My Little Brown Book	Duke Ellington	Victor 20-1584
9	8. G. I. Jive	Louis Jordan	Decca 8659
3	9. I Stay in the Mood for You	Billy Eckstine	De Luxe 2000
—	10. Going Out the Back Way	Johnny Hodges	Bluebird 30-0817

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

# Musicians Go Political With Committee for FDR and Bing Crosby's Camp for Dewey, Etc.

## It's Sinatra and Marian Anderson Vs. the Groaner

NEW YORK, Sept. 30.—Top name musicians both in longhair and pop field, along with name Tin Pan Alley writers are definitely showing their hand re the coming election. At Madison Square Garden, early in November, Independent Voters' Committee of the Arts and Sciences for Roosevelt, is tossing a huge "Music Salutes the President," utilizing big names in all fields of music, along with Roosevelt songs written by pop writers.

It'll probably be the first time that such artists as Marian Anderson and Frank Sinatra will appear on the same program, latter now being approached as he has come out for the President. On the sponsors committee of the committee are such luminaries as Olin Downes, Oscar Hammerstein II, James Melton, Dorothy Maynor, Grace Moore, Yehudi Menuhin, Lawrence Tibbett, to mention a few. Garden event will probably see, besides some of the above, bands of Duke Ellington and Guy Lombardo, top femme singer, Bob Shaw Chorus, with entire event emceed by Paul Whiteman, Deems Taylor and others.

On the other side of the musical-

political fence, Bing Crosby is probably the biggest name to come out for Dewey. However, there is no concerted musical action being contemplated.

Top pop writers such as Burton Lane, Pfc. Frank Loesser, Lewis Allen, Harold Rome, Jerry Livingstone, Milton Drake, Al Hoffman, Irving Caesar, Yip Harburg, Earl Robinson and Bob Russell, have all come up with tunes for the committee.

# Negro Bands Getting Paid In Cash Now

## Night Spots Break Out B. R.

NEW YORK, Sept. 30. — Two night spots, one in New York, other in Washington, currently using colored bands, indicate that they're going to open up the budget and bring in top names in that field paying big dough. New Zanzibar in New York, located on site of old Hurricane, where Duke Ellington played last summer, now has Cab Calloway, signing Claude Hopkins and Louis Armstrong to follow. Operators of club are quietly penciling in Ellington, Count Basie, Lionel Hampton for next year, along with Rochester and Lena Horne. Loot bands have been taking out is plenty high for location spot, much better than a hotel room, where bands usually lose dough or just about break even. Case in point is Basie, who played Hotel Lincoln earlier this year and lost close to a grand a week. He's going back again in December, and will probably lose plenty more. (Unless Pettillo has his way, see article on another page of this issue.)

Club Louisiana, Washington, which opened half a dozen weeks ago, has already had in Earl Hines, John Kirby with Andy Kirk going in October 12. Club is paying plenty of gelt for bands, with Kirk getting circa \$3,000 per, which is terrific for nitery location spot. According to agents in New York, club is also approaching top name colored bands with lucrative offers. On the other hand, Shangri-La Club, Philadelphia, tried to get Ellington for future booking but wouldn't come anywhere near D.E.'s price.

# Lee Castle May Get New Yorker

NEW YORK, Sept. 30.—Lee Castle, current at Frank Dailey's Terrace Room, Newark, N. J., reportedly follows Johnny Long into Hotel New Yorker November 4. It's a big break for Castle band, which did a long stretch at Herman Shubert's Pelham Heath Inn, and then recently a switch to Dailey's.

Castle, who changed name from Castaldo, which he used when playing trumpet with top-name bands, supposedly goes in for seven weeks. Spot following Long, who was given extended stay, has been one of conjecture for some time, with GAC reportedly not having a band available.

However, it's understood that Frank Andrews, managing director of Hotel New Yorker, was out listening to Castle band with GAC officials, and deal was reportedly in works at press time (30). Castle's choice most likely was helped by fact that he's currently playing ice show at Dailey's and the same entertainment bill of fare is seen at New Yorker, staged by same producer, Jimmy Palmer, who preceded Castle at Dailey's for couple of weeks, goes into the Terrace Room October 4.

# Barnet Slashes Twelve-Year Strand Record

NEW YORK, Sept. 30.—Breaking a 12-year precedent, the New York Strand has decided to hold over Charlie Barnet ork, West and Lexing, Edwards Sisters and pic, Arsenic and Old Lace, for seven weeks.

Ever since house reinstated stage policy in 1932, no show ever carried over for more than four weeks with the exception of Charlie Barnet ork heading the stage bill with pic Destination Tokio, December, 1943. Show ran for six weeks.

Current bill has broken all gross records, including New Year's weeks and their increased prices. Oddly enough the previous record, December, 1943, set by Charlie Barnet now being broken was set by the same maestro.

# Jack Robbins To Sign Billy Rogers

NEW YORK, Sept. 30.—Newest band skedded for Robbins Artists Bureau, agency bank-rolled by music pub Jack Robbins, is Billie Rogers, gal trumpet player. Altho still in talk stage band will probably sign within a short time, giving Robbins four bands. George Auld, George Paxton and Eddie Heywood are the others. Robbins was also slated to sign up Johnny "Paraddiddle Joe" Morris, band now rehearsing in New York. Instead, Morris signed with Joe Shribman.

Robbins is also talking to Bobby Burn, now in service, and Del Casino, recently given honorable discharge. Latter is now in New York making arrangements for a new band.

According to Robbins, Miss Rogers will be last band he'll sign until first of year.

Another new band, fronted by Shorty Sherock, now trumpeting with Horace Heidt at Capitol, will step out in six weeks. Sherock is being given build-up by Heidt at New York theater, with Heidt introing Sherock's solo with info that he's going out on his own.

## Ft. Worth 1,000 for James

FORT WORTH, Sept. 30.—More than 1,000 dancers are expected to be on the floor when Harry James comes to Casino Park at Lake Worth for a one-night stand October 18. Manager George Smith expects a sellout. Dallas will get the only other James Texas engagement.

# Krupa Set Now Till Spring '45

NEW YORK, Sept. 30.—Gene Krupa's ork is now completely booked until early 1945, with theater dates in Chicago, Cleveland and Detroit filling in time between six-week stint at Hotel Sherman, ending November 30, and six-week engagement at Palladium, starting December 26. Prior to Sherman, Krupa is doing one-nighters in the East.

He goes into the Oriental Theater, Chicago, December 1; Palace Theater, Cleveland, December 8, and Downtown Theater, Detroit, December 15. After doing his six weeks at Palladium, at which time he'll also make a pic for RKO, Krupa will do theaters on the way back east. He's already pencilled in for a repeat booking at the Capitol in the spring. He just completed record breaking 10-week stay, doing circa \$800,000 at the theater in conjunction with UA pic *Since You Went Away*.

## Whose Smile?

PHILADELPHIA, Sept. 30. — Frank Buggy, who led the Ted Weems band at the old L'Algon Cafe back in the days when that music crew was one of the foremost makers of phonograph records, went to Harvey Cedars, N. J., to appraise the hurricane damage to his cottage. About all that remained undamaged were some of the disks which he had made. The first one which he picked up from the rubble was entitled *A Smile Will Go a Long, Long Way*.

## Randall Joins Dunham

HOLLYWOOD, Sept. 30.—Tommy Randall has pulled out of the Lenny Coon ork, currently heard Monday nights at the Hollywood Palladium, to join Sonny Dunham in St. Louis.



**THE NICKELS GO FOR VAUGHN MONROE**



ORDER VICTOR 20-1596

**THE LAST TIME I SAW PARIS AFTER IT'S OVER**

**AND LOOK!**  
The King Sisters sing a new one  
A swing tune and a sweet one

ORDER BLUEBIRD 30-0829

**THE TROLLEY SONG**

(All of a Sudden)

**MY HEART SINGS**



*A swell new blues number for your customers*

BLUEBIRD { **MY MAMA DON'T ALLOW ME STANDING AT MY WINDOW**  
34-0717

—Arthur "Big Boy" Crudup

Listen to "The Music America Loves Best" Sundays, 4:30 p.m., EWT, NBC Network.

BUY MORE WAR BONDS!

THE TUNES THAT NAB THE NICKELS ARE ON

**VICTOR**  
AND BLUEBIRD RECORDS

RCA Victor Division

Radio Corporation of America, Camden, N. J.



**PART 2—The Billboard**

**BEST SELLING RETAIL RECORDS**

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

POSITION	NATIONAL	East	Mid-west	South	West Coast
2	1. YOU ALWAYS HURT THE ONE YOU LOVE Mills Brothers—Decca 18599 <i>Till Then</i>	3	2	2	4
1	2. SWINGING ON A STAR (F) Bing Crosby—Decca 18597 <i>Going My Way</i> (F)	2	1	5	5
2	3. I'LL WALK ALONE (F) Dinah Shore—Victor 20-1586 <i>It Could Happen to You</i> (F)	1	3	1	—
7	4. IS YOU IS OR IS YOU AIN'T? (F) Bing Crosby-Andrews Sisters—Decca 23350 <i>Hot Time in the Town of Berlin</i>	7	8	3	3
4	5. IT HAD TO BE YOU (F) Dick Haymes-Helen Forrest—Decca 23349 <i>Together</i> (F)	6	5	8	—
—	6. I'LL WALK ALONE (F) Mary Martin—Decca 23340 <i>Goodnight, Wherever You Are</i>	9	4	7	—
—	7. TIME WAITS FOR NO ONE (F) Helen Forrest—Decca 18600 <i>In a Moment of Madness</i>	5	10	6	—
6	8. I'LL WALK ALONE (F) Martha Tilton—Capitol 157 <i>Texas Polka</i>	8	—	—	2
—	9. HER TEARS FLOWED LIKE WINE Stan Kenton—Capitol 166 <i>How Many Hearts Have You Broken?</i>	—	—	—	1
—	10. I'LL BE SEEING YOU Bing Crosby—Decca 18595 <i>I Love You</i> (M)	4	9	—	—

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

EAST: *Is You Is or Is You Ain't?* (F)—Louis Jordan, Decca 8659.  
MIDWEST: *G. I. Jive*—Louis Jordan, Decca 8659; *Day After Forever*—Bing Crosby, Decca 18580.  
SOUTH: *Till Then*—Mills Brothers, Decca 18599; *His Rocking Horse Ran Away* (F)—Betty Hutton, Capitol 155; *Pretty Kitty Blue Eyes*—Merry Macs, Decca 18610.  
WEST COAST: *His Rocking Horse Ran Away* (F)—Betty Hutton, Capitol 155; *It Had To Be You* (F)—Betty Hutton, Capitol 155; *Dance With a Dolly*—Evelyn Knight, Decca 18614; *Patty Cake Man*—Ella Mae Morse, Capitol 163.

**MOST PLAYED JUKE BOX FOLK RECORDS**

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

POSITION	Last/This Wk./Wk.	Record	Label
1	1	1. Smoke on the Water.. Red Foley	Decca 6102
6	2	2. We Might as Well Forget It	Bob Wills Okeh 6722
—	3	3. Too Late To Worry, Too Blue To Cry	Texas Jim Lewis Decca 6099
—	3	3. You're From Texas.. Bob Wills	Okeh 6722
4	3	3. Born To Lose	Ted Daffan Okeh 6706
2	3	3. Soldier's Last Letter.. Ernest Tubb	Decca 6098

**ADVANCE BOOKINGS**

CHARLIE BARNET: Apollo Theater, New York, Oct. 20-26.  
HENRY BUSSE: San Jose, Calif., Oct. 16; Stockton, Calif., 17; Vallejo, Calif., 18; Palace Hotel, San Francisco, 19 (indef.).  
BOB CHESTER: Sherman Hotel, Chicago, Oct. 6-19.  
DUKE ELLINGTON: Orpheum Theater, Minneapolis, Oct. 13-19; Riverside Theater, Milwaukee, 20-26; Greystone Ballroom, Detroit, 27; Castle Farm, Cincinnati 28; Roller Rink, Evansville, Ind., 29; Armory, Louisville, 30.  
SHEP FIELDS: Loew's Theater, Rochester, N. Y., Oct. 3-5; Downtown Theater, Detroit, 6-12.  
JAN GARBNER: Southland, New Orleans, Oct. 5-25.  
GENE KRUPA: Sherman Hotel, Chicago, Oct. 20.  
HAL McINTYRE: Servicemen's Center, South Bend, Ind., Oct. 6; Topper Ballroom, Cincinnati, 7-8; Secawin Park, Bucyrus, O., 10; Auditorium, Kitchener, Ont., 12-13.  
GEORGE PAXTON: Roseland, New York, Oct. 17-Dec. 25.  
LOUIS PRIMA: Tune Town Ballroom, St. Louis, Oct. 3 (2 weeks).  
FREDDIE SCHAFFER: Hotel Syracuse, Syracuse, Oct. 4.

BOBBY SHERWOOD: Shangri-La, Philadelphia, Oct. 2-7; Adams Theater, Newark, N. J., 12-18.  
EDDIE STONE: Muehlebach Hotel, Kansas City, Mo., Oct. 11-Nov. 2.  
TOMMY TUCKER: Earle Theater, Philadelphia, Oct. 6-12.  
SAMMY KAYE: Capitol Theater, Washington, Oct. 5-11; Stanley Theater, Pittsburgh, 13-18.

**Savoy Disks a Special and A Stuff Smith Session, Too**  
NEW YORK, Sep. 30.—Billy Daniels, ex-Bluebird diskster, plattered a special for Savoy, *Always*, because, says Herman Lubinsky, there's a heavy yell for this number coming up.  
The special was run in on a Stuff Smith date on which Stuff plattered four originals—*Save All Your Honey For Me*; *Don't You Pay Him No Mind*, with Rosalle Young on the vocals; *Is?* and *Two-Faced Woman*. Stuff Smith vocaled on two last named.



# Music Popularity Chart Week Ending Sept. 28, 1944

## MOST PLAYED JUKE BOX RECORDS

### Going Strong

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

- 1. SWINGING ON A STAR (20)**—Bing Crosby (John Scott Trotter Ork) ..... Decca 18597  
(Gray Rains, Hit 7086; Freddie Slack, Capitol 160)
- 2. HOT TIME IN THE TOWN OF BERLIN (3)**—Bing Crosby-Andrews Sisters (Vic Schoen Ork) ..... Decca 23350
- 3. IS YOU IS OR IS YOU AIN'T? (11)**—Louis Jordan ..... Decca 8659  
(Bing Crosby-Andrews Sisters, Decca 23350; Cootie Williams, Hit 7108; The Adrian Rollini Trio, Feature 1006)
- 4. I'LL WALK ALONE (11)**—Martha Tilton ..... Capitol 157  
(Dinah Shore, Victor 20-1586; Mary Martin, Decca 23340; Louis Prima, Hit 7083)
- 5. YOU ALWAYS HURT THE ONE YOU LOVE (19)**—Mills Brothers ..... Decca 18599  
(The Three Suns, Hit 7105)
- 6. I'LL WALK ALONE (9)**—Dinah Shore ..... Victor 20-1586  
(See No. 4)
- 7. G. I. JIVE (23)**—Louis Jordan ..... Decca 8659  
(Johnny Mercer, Capitol 141)
- 8. IS YOU IS OR IS YOU AIN'T? (5)**—Bing Crosby-Andrews Sisters (Vic Schoen Ork) ..... Decca 23350  
(See No. 3)
- 9. PRETTY KITTY BLUE EYES (8)**—The Merry Macs ..... Decca 18610  
(Vincent Lopez, National 7004; Art Kassel, Hit 7091.)
- 10. IT HAD TO BE YOU (2)**—Dick Haymes-Helen Forrest ..... Decca 23349  
(Betty Hutton, Capitol 155; Earl Hines, Bluebird 30-0825; Artie Shaw, Victor 20-1593)
- 11. AMOR (14)**—Bing Crosby (John Scott Trotter Ork) ..... Decca 18608  
(Andy Russell (Al Sack Ork), Capitol 156; Xavier Cugat, Columbia 36718; Enric Madriguera, Hit 8033; Percy Faith, Decca 23344; Wayne King, Victor 20-1587; Lawrence Welk, Decca 4444; Vincent Lopez, National 7003).
- 12. HER TEARS FLOWED LIKE WINE (2)**—Stan Kenton (Anita O'Day) ..... Capitol 166  
**ESTRELLITA (2)**—Harry James ..... Columbia 36729  
(Horace Heidt (Fred Lowery), Columbia 36727)
- 13. IT HAD TO BE YOU (7)**—Betty Hutton (Paul Weston Ork) .. Capitol 155  
(See No. 10)
- 14. I'LL BE SEEING YOU (23)**—Bing Crosby (John Scott Trotter Ork) ..... Decca 18595  
(Tommy Dorsey-Frank Sinatra, Victor 200-0574; Louis Prima, Hit 7082; Hildegarde, Decca 23291; Billie Holiday, Commodore C-553)  
**I'LL GET BY (25)**—Harry James (Dick Haymes) ..... Columbia 36698  
(Ink Spots, Decca 18579; The Four King Sisters, Bluebird 30-0821; Jan Garber, Hit 7079; Kitty Carlisle, Decca 23320; Billie Holiday, Commodore C-553)
- 15. TIME WAITS FOR NO ONE (7)**—Helen Forrest (Camarata Ork) ..... Decca 18600  
(Sula Musette, Continental C-1149; Johnny Long (Patti Dugan) Decca 4439)
- 16. THE PATTY CAKE MAN (2)**—Ella Mae Morse ..... Capitol 163  
**DANCE WITH A DOLLY (With a Hole in Her Stocking) (4)**—Evelyn Knight (Camarata Ork) ..... Decca 18614  
(Louis Prima, Hit 7107; Tony Pastor, Bluebird 30-0827)
- 17. HOW MANY HEARTS HAVE YOU BROKEN? (7)**—The Three Suns ..... Hit 7092  
(Stan Kenton, Capitol 166; Tiny Hill, Decca 4447)

### Coming Up

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

- 1. TOGETHER**—Guy Lombardo ..... Decca 18617
- 2. TOGETHER**—Dick Haymes-Helen Forrest ..... Decca 23349
- 3. IT HAD TO BE YOU**—Artie Shaw ..... Victor 20-1593

### Territorial Favorites With Juke Box Operators

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

- CHARMAINE**—Frankie Carle ..... Columbia 36190  
(Bridgeport)  
**DON'T TAKE YOUR LOVE FROM ME**—Glen Gray ..... Decca 18615  
(St. Louis)

## Boyd Raeburn To Recast Not Start Anew

NEW YORK, Sept. 30.—Boyd Raeburn, who last week was reported breaking up his band to organize in New York, has changed his mind. Instead of stopping to disband he'll do a complete house-cleaning on personnel while playing dates. Raeburn last week notified William Morris Office that he wanted them to cancel all bookings for him because he was way over his nut on all dates. Seems that he was paying his 16 men salary totaling \$2,300, which put a big dent in Raeburn's pocket.

However, according to those close to Raeburn, he's since notified the agency that he'll continue. It's another case of where high salaries mean the men are leading Raeburn and not vice-versa.

## Frankie Carle Looks Set for Chesterfield

NEW YORK, Sept. 30.—Frankie Carle is reported taking over the Johnny Mercer show for Chesterfield, heard three times weekly on NBC. This is the same show that Major Glenn Miller had, then turned over to Harry James when he went into service. After James, Mercer took show over for the summer, with Carle slated to take over this year.

Carle, who had commercial for Old Gold last year, only to lose show when account was shifted from J. W. Thompson Agency to Lennen & Mitchell, had a 10-week deal with Thompson. However, he had agreed to do only two shows, October 11 and 18 and forego the rest. It's probable now, that he will not do two above shows if Chesterfield show goes thru. Understood he auditioned for it recently, and signing was only a matter of formality.



MORAL: Everyone's dearest desires are on Columbia Records!

Watch the customers come a runnin' with their nickels when you put these two new Columbia desires in your best locations!

## XAVIER CUGAT

and his Waldorf-Astoria Orchestra

PRISIONERO DEL MAR

ECO (Rhumba)

col. 36752

## GENE AUTRY

PURPLE SAGE IN THE TWILIGHT

IF YOU ONLY BELIEVED IN ME

OKeh 6725





MUSICRAFT • MUSICRAFT • MUSICRAFT

HITS THE "JACK POT"

MUSICRAFT Records are "Sure-Fire"—Records that will keep your machines going all the time.

15019—SOMEDAY SOMEWHERE  
WHAT A DIFFERENCE A DAY MADE

15020—IF YOU WERE THE ONLY BOY IN THE WORLD  
SEVEN DAYS A WEEK

By JOAN BROOKS, Popular CBS Songstress with her Network Orchestra directed by Jerry Bitlick

15018—I DON'T WANT TO LOVE YOU  
YOU BELONG TO MY HEART

By PHIL BRITO, Radio's Singing Star with PAUL LAVALLE and his String Orchestra

A MUST On All Coin Machines  
Authentic HILLBILLY BALLADS

285—THE CONVICT AND THE ROSE  
LITTLE RED CABOOSE BEHIND THE TRAIN

286—I WISH I HAD MY FIRST WIFE BACK  
THE DEATH OF FLOYD COLLINS

287—SHE'LL BE COMIN' ROUND THE MOUNTAIN  
TWENTY-ONE YEARS

288—SEVEN YEARS WITH THE WRONG WOMAN  
ALTOONA FREIGHT WRECK

289—DON'T MAKE ME GO TO BED AND I'LL BE GOOD  
ON TOP OF OLD SMOKEY

By RED RIVER DAVE—ESMERELDY—DICK THOMAS  
with FRANK NOVAK and the Sourwood Mountain Boys

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

MUSICRAFT • MUSICRAFT • MUSICRAFT

ON THE STAND

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

Vaughn Monroe

(Reviewed at Century Room, Hotel Commodore, New York)

Early fall booking at Commodore for Vaughn Monroe, who just finished stint at Paramount Theater, is habitual by this time, he having played the Century Room for the past couple of years. It's an agreeable arrangement all around, for Monroe is pop with the youngsters that crowd the well-appointed room, consequently management likes band; and Monroe is getting a nice hunk of coin for job, which assures him of not losing on the engagement as so many bands do when they play hotel spots around town.

Compared to some of the loud, blarey swing outfits around, manning a crew sufficiently large in numbers to handle a submarine, Monroe's six brass, five sax and four rhythm is a retrogression in the right direction. Which means, that for a hotel room, the instrumentation of bands a couple of years ago is more preferred from a commercial angle than the oversized and overstuffed bands around today. And Monroe, with his conventional six brass, has just the right amount of horns. Happily enough that goes for ballads as well as rhythm and out-and-out jump.

Silhouetted against this background, Monroe's voice is given every break. Unlike most crooners around today, he has a distinct style that is at once legitimate and pleasing. He uses no vocal tricks, but sings a straight tone, always phrasing in such a way that lyrics make sense. At times he tends to get too loud, when crowding the mike, but that's easily corrected. Other vocalist, Marilyn Duke, tall, blond looker, is strictly in conventional band singer style and knows her way around a song.

Monroe's smartness in holding the band down to normal dance size is doubly emphasized in coming trend toward sweet music. He does plenty of the latter, altho with a swing lift, but it's

Denny Beckner

(Reviewed at Aragon Ballroom, Chicago)

Denny Beckner's debut here provides the dancers with an entirely different musical set-up than he dished out while appearing at the Park Central Hotel, New York, a few weeks ago. He has changed his style of hot swing to the sweet vein, with emphasis given to the shuffle tempo. Tho the boys stick mostly to the sweet side, they are also adept in dishing with plenty of jive, which gives the band enough mixture to make them suitable for any type of spot. The present set-up is made up of four brass, four reeds, bass, drums, piano, guitar and accordion. Music is strictly the danceable type, with tunes ranging from pops to old favorites. In several spots, during the dancing sessions, Beckner gives out with a lot of clowning and zany knock-about bits. Being an old vaude act, he knows how to perform his stunts, however much they seem out of place in a ballroom. It takes too much time from the dancers who gather around the platform. Tho he gets plenty of laughs and the comedy is good, he would be wiser to drop the gag stuff while appearing in ballrooms and save his energy for floorshow appearances and theater dates. Song selling is done by bass player Bill Wendell who handles the ballads, and Gil Euker, who dishes out the novelty numbers. Beckner also lends his voice to some of the laugh-getting songs. Sharon Luster, jump and jive song stylsh, will be added to the group when they leave on their road tour after the run at the Aragon.

Jack Baker.

not wild, over-arranged, too-hep stuff. Instead, if the transition should come suddenly when out-and-out swing were thru he'd be in a good spot, for little alteration would be necessary.

Paul Secon.



PART 3—The Billboard

RECORD POSSIBILITIES

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

LET'S SING A SONG ABOUT

SUSIE ..... The Merry Macs..Decca 18622-A

Plenty of rhythm and plenty of the Merry Macs make this a disk that's going to run right up the Most Played List on the jukes, but quick. It'll sell over the counter naturally and keep right on selling. It has the kind of a lift that means sales.

WHAT A DIFFERENCE A DAY MADE .....

Charlie Barnet (Vocals by Kay Starr) .....Decca 18620-B

This is more Kay Starr's disk than it is Charlie Barnet's but there's still plenty of C. B. to get his fans. Those who don't know a Barnet from a Stan Kenton will buy it because of the Starr thrashing. Several different platters of this song indicates that they're going to work on the number even if it's on the "B" side, so it's a platter wise pressing.

TOO-RA-LOO-RA-LOO-RAL, Bing Crosby (With John Scott Trotter's Ork) ... Decca 18621-A

They waited quite some time before dishing this Bing number from "Going My Way," but enough people have seen the pic and are seeing it to have built up a ready advance sale. When it is juke'd it's going to get plays from several different groups of nickel droppers, many of them not regular Crosby fans. Like every Bing pancake this is in the money.

POPULAR RECORD RELEASES

(From September 28 thru October 5)

- COME WITH ME MY HONEY ..... Art Kassel and "His Kassels-in-the-Air" Ork .....Hit 7111
- DO SOME WAR WORK, BABY ..... Cootie Williams .....Hit 8090
- FIRST CLASS PRIVATE MARY ..... The Adrian Rollini Trio (Roy Williams) BROWN ..... Feature 1005
- FLOOGIE BOO ..... Cootie Williams .....Hit 8089
- HERE'S A KISS FOR TEXAS ..... Art Kassel and "His Kassels-in-the-Air" Ork .....Hit 7111
- HESITATION BLUES ..... The Adrian Rollini Trio (Sylvia Barry) ..... Feature 1006
- HOLIDAY FOR STRINGS ..... The Philharmonic Ork of Los Angeles, under direction of Alfred Wallenstein ..... Decca 23355
- I DON'T KNOW ..... Cootie Williams .....Hit 8090
- IF YOU ONLY BELIEVED IN ME..... Gene Autry .....Okch 6725
- IS YOU IS OR IS YOU AIN'T (MA' BABY)? ..... The Adrian Rollini Trio (Sylvia Barry) ..... Feature 1006
- JANIE ..... Dick Haymes (Victor Young Ork) ..... Decca 18623
- FAVORITE HAWAIIAN SONGS ..... Decca Album No. A-371
- A Song of Old Hawaii ..... Dorothy Lamour (Dick McIntyre and His Harmony Hawaiians) .....Decca 23323
- Hawaiian Hospitality ..... Dorothy Lamour (Dick McIntyre and His Harmony Hawaiians) .....Decca 23321
- Little Brown Gal ..... Dorothy Lamour (Dick McIntyre and His Harmony Hawaiians) .....Decca 23322
- Lovely Hula Hands ..... Dorothy Lamour (Dick McIntyre and His Harmony Hawaiians) .....Decca 23321
- Malihini Mele ..... Dorothy Lamour (Dick McIntyre and His Harmony Hawaiians) .....Decca 23324
- My Little Grass Shack in Keala-kekua, Hawaii ..... Dorothy Lamour (Dick McIntyre and His Harmony Hawaiians) .....Decca 23322
- The Moon of Manakoa ..... Dorothy Lamour (Dick McIntyre and His Harmony Hawaiians) .....Decca 23324
- The One Rose (That's Left in My Heart) ..... Dorothy Lamour (Dick McIntyre and His Harmony Hawaiians) .....Decca 23323
- LILI MARLENE ..... The Adrian Rollini Trio (Roy Williams) ..... Feature 1005
- OUR WALTZ ..... Dick Haymes (Victor Young Ork) ..... Decca 18623
- OUR WALTZ ..... The Philharmonic Ork of Los Angeles, under direction of Alfred Wallenstein ..... Decca 23355
- PINS AND NEEDLES (In My Heart) .. Cindy Walker .....Decca 6103
- PURPLE SAGE IN THE TWILIGHT .. Gene Autry .....Okch 6725
- TALK A LITTLE TRASH ..... Cootie Williams .....Hit 8089
- WARSAW CONCERTO ..... The Philharmonic Ork of Los Angeles, under direction of Alfred Wallenstein (Harry Kaufman) .....Decca 29150
- WHEN MY BLUE MOON TURNS TO GOLD AGAIN ..... Cindy Walker .....Decca 6103

Philly Gets New One-Niter Spot

PHILADELPHIA, Sept. 30.—Tom Cavanaugh and Jim Martin, whose name band dance promotions at the suburban Brookline Country Club went cold when gasoline rationing first set in, returned to the prom field to again create a one and only major one-night stand for the big bands. Until now all dance promotions here were strictly in the race field. Cavanaugh and Martin this time set up shop at the mid-city Town Hall, bringing in Gene Krupa next Friday (6) for a starter. Plan to continue at Town Hall, Brookline Country Club since converted into a war factory. Boys originally started their ballroom career at the Swing Club, with a juke box providing the musical fare and then turned to live bands.

Writers--Writers

NEW YORK, Sept. 30.—Door-man at the exec entrance to ROXY Theater, one Joe Schuster, currently rates regular quarterly checks from ASCAP, having three published tunes to his credit. Sunset Music has his Anything Can Happen When You're Lonesome, Wedding in the Alphabet and The Wolves Are Out Tonight.

Kavalin One-Nighting It

NEW YORK, Sept. 30.—Al Kavalin and band are working their way to Henderson, Ky., where they open at the Trocadero October 6 for four weeks. They left Memphis this week and will play a number of one and two-nighters, including a September 30 and October 1 stint at Topper Ballroom, Cincinnati.



# Music Popularity Chart

Week Ending  
Sept. 28, 1944

## POPULAR RECORD REVIEWS

By M. H. Orodener

### BING CROSBY (Decca)

*Too-Ra-Loo-Ra-Loo-Ral*—FT; *V. I'll Remember April*—FT; V.

The plaintive Irish lullaby, "Too-Ra-Loo-Ra-Loo-Ral," which Bing Crosby sings so touchingly in his "Going My Way" cinema click, makes for an ideal record treasure. With John Scott Trotter's orchestra accenting the music box characters in the music, similar to the movie setting, Bing literally dreams the fetching lullaby, singing it with full expression out of tempo. Mated side provides still another outstanding vocal interpretation of "I'll Remember April," the lovely song ballad still short of striking a popular fancy in spite of a song story as appealing as "Smoke Gets in Your Eyes." An extremely attractive background, graced by shimmering fiddle fashions, is painted by the Trotter toolers, with Crosby chanting at a moderate tempo.

It remains for Bing Crosby to give "I'll Remember April" the lift the lullaby needs so badly. And if the Groaner turns the trick, the side will be beaucoup strong in the music boxes.

### JOAN BROOKS (Musicraft)

*Someday Somewhere*—FT; V. *What a Difference a Day Made*—FT; V. *If You Were the Only Boy in the World*—W; V. *Seven Days a Week*—FT; V.

Coming to the records by way of radio, Musicraft has snared a songbird par excellence for the platters in Joan Brooks. Gal has a big voice in the lower register and gives a velvet coating to her chants. And with a swell musical bank built up for her sympathetic lyrical projection by Jerry Blittick, her air maestro, Miss Brooks makes for fine listening, selling her songs right from scratch with little effort. Moreover, her selection of songs makes her disk debut one of more than casual interest, one that is bound to create a deep wave of enthusiasm for her song delivery. The orchestra effectively blending strings and woodwinds, Miss Brooks backs her first pairing with two tuneful ballads in "Someday Somewhere" and in the evergreen "What a Difference a Day Made." Even more striking is her singing for the waltz favorite of an earlier day. "If You Were the Only Boy in the World," and a new ballad of high merit in the lulling "Seven Days a Week."

As a radio favorite, Joan Brooks looms even bigger with her lyricizing for the records. Her vocal magic for the familiar melody of "If You Were the Only Boy in the World" is bound to attract the phono fans. And once interest is created, any of the other sides will serve the juke boxes equally well.

### CAB CALLOWAY (Columbia)

*The Moment I Laid Eyes on You*—FT; VC. *Lordy*—FT; VC.

Out of the reject pot, the label resurrects a Cab Calloway turned serious. It's no hi-de-ho or Harlem rhythms as the hipster espouses a Buck Ram arrangement for "The Moment I Laid Eyes on You," the ballad entry of a yesterday. Blending the beats with a slow beguine rhythm, the whole side is devoted to Cab's forced singing in a most unbecoming romantic vein. Neither Cab nor the band are at ease, with a devotion to exactness that has the maestro rolling his R's in faithful riveting fashion. Joined by the harmonizing of the Caballers, Calloway fares quite better with "Lordy," an earlier Jerome Kern-Oscar Hammerstein II opus. Taken at a brighter tempo, Cab and company bring little that commands attention to the song, which is an uneven cross between a Swanee lullaby and a sophisticated spiritual.

There is little to either side that might make for appreciable coin catching.

(See Popular Record Reviews on page 65)

## FOLK RECORD REVIEWS

(Hillbilly, Race, Cowboy Songs, Spirituals)

By M. H. Orodener

### THE WAYFARING STRANGER (Columbia)

Only entry this week in the folk field is an album of dubious worth. For the avid radio fans, The Wayfaring Stranger is immediately recognized as Burl Ives. To the strumming of his guitar, Ives sings it soft and smoothly for the backwoods madrigals, only he goes too far back. His selection of homey ballads for these eight sides are of historical rather than musical interest. For those, of course, who like Burl Ives's sympathetic style of ballad singing, his selection of early folk song is a full meal. But for the vast majority, it's a meaningless morsel, for the most part, to digest. It's from the song stories such as these that American folk music was finally weaned. And for those who are inclined to go all the way back, The Wayfaring Stranger comes up with "Wee Cooper O'Fife," "Riddle Song," "Cowboy's Lament," "Tam Pierce," "I Know Where I'm Going," "I Know My Love," "Peter Gray," "Sweet Betsy From Pike," "On Top of Old Smoky," "Darlin' Cory," "Leather-Winged Bat" and "Cotton-Eyed Joe." For each platter, Ives links two of the pastorals on one of the sides. Juke-box appeal for any of the sides is highly problematical.

## Two-Band Policy At Hunt's Spot in Wildwood Next Year

WILDWOOD, N. J., Sept. 30.—Hunt's new Starlight Ballroom, spot that played name and semi-name bands past summer, its first, will use two-band policy next year. Adjoining building is being added to increase space, consequently, name bands will be brought in for week-ends along with bands set for a two or three-week booking.

Latter is deviation from policy past summer, when bands came in for only one week. Ballroom's capacity is 3,000, with another 1,000 to be accommodated with enlargement contemplated. Starlight replaced Hunt's Ocean Pier, destroyed by fire last Christmas. Such bands as Enoch Light, Boyd Raeburn, Joy Caylor and Herbie Fields played spot past summer.

## D'Artega, Armida Set for USO Trip

NEW YORK, Sept. 30.—With two bands definitely set to go overseas for USO Camp Shows, USO is really in the market for name bands to make the trip, either now or sometime next year. D'Artega's all-girl ork and Armida and her swing combo leave in near future, D'Artega for four months, Armida for six. Understood also that Woody Herman has expressed a desire to do a 10-week tour sometime next spring, and arrangements are now under way for Herman to make the trip.

USO is also in market for small entertaining combos, using six to seven men for six-month tours. In its efforts to get name bands USO might make arrangements for shorter trips than the usual six-month jaunt, altho they would like to keep outfits out as long as possible.

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# MUSIC GRAPEVINE

Capitol Theater, New York, has beat the drum for Gene Krupa. House presented him with plaque in recognition of completing record 10 weeks on its stage and drawing 1,113,000 payees. . . . *I Got Rhythm*, short symphonic work by Morton Gould based on the Gershwin tune, will be featured in the Philharmonic Symphony's October 8 program. . . . The eight-week-old Georgie Lopez band broke up after its Arcadia Ballroom stint.

### The Good Auld Tradition

Georgie Auld's ork and Lena Horne will usher in the return of vaude to Philly's Earle Theater. . . . General Amusement Corporation will book the Jess Stacy band when and if it materializes. Since leaving Horace Heidt, Stacy has been playing piano with Eddie Condon hot jazz group. . . . Elton Britt, hillbilly singer, leaves WMCA, New York, October 15 for two half-hour shows a day on WAAT, Jersey City, N. J.

Music budget for *High Among the Stars*, Universal pic, is over \$250,000. . . . "Reds" Ritz and ork take over the music stand at Cables Inn, near Atlantic City. . . . Terry Allen, former Will Bradley and Larry Clinton vocalist, on regular weekly Stage Door Canteen schedule since his navy discharge. . . . Al Kavelin and band playing one-nighters on way to Henderson, Ky., where they open at the Trocadero October 6.

### Barnet Birthday

Charlie Barnet celebrates his 10th year at batoning October 5 when he'll have a party at the Strand Theater, New York, where he has just been hold over for a fifth week. Disk Jockey Jerry Lawrence to emcee the shindig. . . . McNamara's Band set for a couple of soundies this month. . . . Jack Brooks has done two numbers for *Frisco Sal* at Universal, *Good Little, Bad Little Lady*, and *I Just Got In*.

Paul Whiteman doing Peter de Rose's *Autumn Nocturne* on his composer's program on Blue. Half hour before mid-

night, October 10. . . . Joe Glaser to Coast to see Jan Savitt and Russ Morgan, Gone for two weeks.

. . . Sonora Radio & Television Corporation has two new albums on the market, *Irish Ballads*, with Frank Connors, and *Broadway Hits of Today*, featuring Russell Bennett and ork.

### Philly Grape Pressings

Chuck Gordon skedded for the Oakes Ballroom. . . . Maurice Evans, trombonist, back with Clarence Fuhrman's band at Wagner's Ballroom. . . . Byron Carrison and His Blue Melodians, West Coast ork, will locate here as a hub for their barnstorming. . . . Jimmie Preston and His Pennsylvanians and Charlie Gaines Jr. and his ork share the bandstand at Martin Jones's Maple Grove Inn, Devon, Pa. . . . Romeo Cello, Local 77, AFM, v.-p., named investigator for the org.

Nita Bradley, former Artie Shaw thrush, will warble with the new Cliff Leeman band. . . . Curley Clements, hillbilly guitarist-singer, has a medical discharge after eight months in the army. . . . Joseph Franzosa last week began his 12th consecutive year as musical director of WPEN, Philly. . . . Benay Venuta named chairman of entertainment division of Servicemen's Wives for Roosevelt Committee.

Dick Thomas has cut four cowboy tunes for National Records, *Send This Purple Heart to My Sweetheart*, *They'll Never Take the Texas Out of Me*, *As Long As I Live and I Don't Want a Million Sweethearts*. Tunes backed by Cy Baker band. . . . R. D. S. Publications, Hollywood, have dubbed the Erik G. Brattstrom tune, *Donna From Barcelona*. . . . Rachel Dennes and ork into Atlantic City's Jockey Club.

### Coast Chatter

Skinny Ennis is dropping his baton for a role in *Let's Go Steady* at Columbia. . . . Four numbers are going into *New Faces of 1945* at Republic, *Big, Wide, Wonderful World*, by John Rox; *You'd*

*Better Go Now*, by Irwin Graham and Bickley Relchner; *Love, Are You Raising Your Head Again*, by June Sillman Carroll and Lee Walner, and *The Biggest Gyp in the World*, by Laurence Harris.

Carolyn Grey has been signed as vocalist with Sonny Dunham. Thrush joins the crew at Tune Town Ballroom, St. Louis, next week. . . . Franz Wazman is scoring *Objective, Burma* at Warners this week. . . . Edgar Fairchild has done a swing arrangement of the oldie *Little Brown Jug* for Universal's *The Fairy Tale Murder*. . . . Kim Gannon and Walter Kent have completed a new tune called *Endlessly for Earl Carroll's Vanities at Republic*. . . . Paris branch of Ralph S. Peer's Southern Music Company opens first week in October. Entire catalog will be translated into French.

Jimmy Wakely has signed a new recording contract with Decca, with deal calling for minimum records per year upped from 10 to 12. . . . Eddie Macharg, West Coast rep for Irving Berlin pub firm, has gone over to Robbins as head man here. . . . Three Cole Porter tunes have been set for *Night and Day* at Warners. Numbers are *Night and Day*, *Begin the Beguine* and *Easy To Love*.

## Unity Slate Not Set; Platform's Also in Balance

NEW YORK, Oct. 2.—Members of the Unity group within the ranks of Local 802, AFM, met yesterday (1) in an attempt to formulate a platform and nominate a slate for the coming unit elections, but were unable to reach a decision, either on the policy matters or the men who will run for office on the Unity ticket this year.

It's pretty certain that the 10 years which the Blues (the administration) has been in office will be a major point of attack by the outs. Unity, however, will have a solid platform which will reflect all that the non-administration members have beefed about these many years. While no one would permit his name to be used in connection with the outs' slate, the following have more than an even chance of landing on the ticket:

For Prexy: Carman Fleisig vs. Jack Rosenberg.

For V.-P.: Ross Gorman vs. Bill Felnerberg.

For Secretary: Al Raderman (Unity member of present board).

For Treasurer: Vic Vitale vs. Harry Suber.

Naturally Unity feels it has a chance (or it wouldn't be kicking up its toes so early) and there is, as reported in *The Billboard* recently, plenty of dough backing available. On the other hand, the administration has plenty reason also to feel on top of the heap. This is because the group of independents which during the last elections two years ago polled 2,500 votes have thrown their weight to the Blue ticket. Their importance is said to have increased during the past two years and their in-dorsement is said to be paramount to delivering a great many more than their last election votes.

Next Unity meet is scheduled for Tuesday 3 p.m., at which time it is hoped that the different factions (and outs will always have factions, naturally), are expected to reconcile their differences and announce their slate. It's vital to do just that because the longer they wait the more difficult their election-eering job.

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## Heidt Build-Up For Mel Henke

NEW YORK, Sept. 30.—Horace Heidt will do another "Frankie Carle" with pianist Mel Henke, latter taking over Jess Stacy's place in Heidt ork. Stacy is at present forming his own band, but so far hasn't lined up the personnel. Heidt's deal with Henke calls for the maestro to set up outside radio guest shots for Henke, providing it doesn't interfere with Heidt commitments. Henke did the Philco show two weeks ago.

If and when Henke goes for himself after the Heidt build-up, Heidt is to have a piece of the pianist. Heidt helped establish Carle by giving him sustained top billing along with Heidt, after which Carle struck it rich for himself with a band of his own.

Heidt brings his ork into New York Capitol at the end of this month, having played spots set up by Loew's, Inc., in near-by towns to make up for not fulfilling agreement with Heidt, whereby he was to go into the Capitol around the end of August. Reason, as is well known, was to give Krupa a chance to stay 10 weeks with *Since You Went Away*. Last week, sixth, stagershow and pic did \$82,000, which is plenty hot for house.



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# E. T. Biz for Lounge Units? Maybe--Agents Contradicting

NEW YORK, Sept. 30.—A lot of the boys in the drinkery field are still looking around for transcription jobs because it's nice, clean work and it doesn't take a guy off his regular job, plus the fond belief that transcriptions give a nice left to a man's bank roll.

Yet, while there is plenty of transcription work to be had, the fact is that most of it goes to the groups which had it last year. So far as the unknown or little known units are concerned they are on the outside looking in. Here and there a couple of sidemen manage to cut a couple of sides, but in most cases these are for

commercial which don't pay off in billing.

What dough there is around for disk cutting goes to the Tatum, the Herths, Three Suns and other names in the same category. A radio station anxious to add to its transcription library isn't putting any dough on the line for unknowns. It wants names. That at any rate seems to be the majority opinion of the lounge agents.

### Minority Says Yes

But there is a minority opinion that disagrees sharply. It points to its own books and says that transcriptions have not only paid off in the past but are paying now and, from indications, will continue to pay still more in the future.

CRA's Bill Peterson and Charlie Busch say that while there is a big market for names when they are not available, disk cutters will use instrumental trios with special material and will pay more than the \$36 to \$72 scale. CRA's transcription biz, say the pair, has tripled.

Stan Zucker, of the Stanford Zucker Agency, also insists that transcriptions pay off. Business, he points out, has jumped more than 100 per cent since last fall. Korn Kobblers, for example, have just signed for a year at a \$1,000 a week. The Barbary Coast Boys have finished a test transcription that promises them a 13-week-plus-options deal. Zucker believes that as soon as materials are available the transcription biz will jump. Its post-war outlook, he says, is tremendous.

The larger agencies are, however, far from optimistic. General Amusement Corporation, for example, with Edna Fogarty heading the transcription department, says that demand for small units is practically non-existent. It can sell a name outfit but can't do anything with unknowns.

Frederick Bros. also say there is no money in electrical transcriptions for combos unless they have name value.

### Need Air Time

William Morris Office says that if a combo doesn't have an air time rep it can't get anywhere. With a shortage of recording equipment, no transcription outfit wants to give any time or material to anybody but names. Occasionally a new unit does pop up and gets a couple of dates. One such is Enoch Light's small unit, billed as the Light Brigade, which is doing okay.

By and large it seems that while the larger fee-splitting offices don't see much in the transcription dough for anybody but name units, the smaller agencies see in it a ripe pickings which need only a little hustling to cash in on.

# Conventions Plus Theaters Push Up Chi Lounge Take

CHICAGO, Sept. 30.—Loop theaters, during the past few weeks, have been instrumental in boosting biz in the cocktail lounges along the Stem here. Heavy billing of name attractions at the vaudeville houses, plus strong pix at movie palaces, have been bringing in a steady flow of neighborhood crowds to the main artery. This, added to the extra influx of conventioners and visitors, gave the Loop a veritable New Year Eve's atmosphere, with the majority of the spots catering to over-flow capacity.

The result of the heavy business the spots have been enjoying during this flush season has caused few changes in the bookings of combos and single attractions. With the exception of one drinkery, the Penguin, where Annette Arue, pianist is currently playing, all other spots in the bright-light area are featuring either double group instrumentalists or a musical outfit with a pianist playing the interval. Many of them have been holding on to their units, which have been spotted in the places for the past several weeks.

The bookings of instrumental combos now gives the section the largest number of musical groups the gay area has seen in many months. Over 16 units are now playing in 11 spots, with only three piano players alternating.

On the far south end of the Loop the story is different. Biz at two of the gayest spots, with exception of the honky-tonk bistros, have fallen short. The honky-tonks, catering to the thrill seekers are holding up their own. Slow-down of biggies may be indirectly traced to the Downtown Theater, which recently changed over from burlesque to straight vaude.

# Reviews

## Angie Bond Trio

(Reviewed at Satire Room, Sheraton Hotel, New York)

This standard fem act has suffered a war casualty, Sister Marya having left the group to be with her soldier husband, but replacement, Mariana Sarica, seems fully competent and held audience with Gershwin's *Rhapsody* and other piano solos.

Angie, leader, handles vocals in several languages with effortless ease, in addition to maracas shaking, and rather expertly slapping the bass. Tula Bond, accordion virtuoso, proves her ability as musician but devotes considerable time to enthusiastic acrobatics which seemed to strike the audience as better than good. Trio does showmanship job and has as much fun on the stand as the audience has out front. Music is effectively showy, but also okay on the toes. Quite a bit of rumba tempo given on evening observed, but also came up with several current pops and one jump number that rocked the house. L. N.

## Three Aces and a Queen

(Reviewed at the Silhouette Club, Chicago)

This septia, instrumental-singing quartet (three men and a gal) offer plenty of musical entertainment with their harmonious voices and fine blending of the bass, piano and guitar. Combo is strictly class.

Unit's versatility and performance plus their musical accomplishments make them a good attraction for not only the smarter cocktail lounges but for theaters and night clubs as well, for their presentation is built along a stagershow attraction. They have a well-stocked library of original arrangements as well as a good repertoire of pops, swing, sweet jump and jive and novelty numbers. The group displays fine musical ability coupled with fine voices.

The gal, Louise Hamilton, however, holds the spotlight with her vocalizing and dynamic personality. Her looks, clever showmanship and art in wearing clothes adds distinction to the outfit. The combo is one of the best singing instrumental groups to hit this town for some time, and should carve a niche for itself. They have plenty on the ball. Jack Baker.

## McConkey Now Has 90 Units

KANSAS CITY, Mo., Sept. 30.—McConkey Orchestra Company here has added two more cocktail combos to its list, with the signing of Bob McClure Trio to a five-year management contract and Don Manuel (quartet) to a two-year deal. This new deal now gives the org over 90 units now under personal contract.

# OFF THE CUFF

### East:

JERRY DELMAR, swing organist and songstress, added at Philadelphia's Copacabana. . . THE SILVERTONES and The 3 Kats new at Chateau Renault, Atlantic City. . . THE SOCIALAIRES (Lou Morrison, Tibby Tiberini and Joe Singer) at the Embassy, Philadelphia. . . GEORGE POOLE at the console at Lucien's Old Tavern, Berlin, N. J. . . THREE RIFFS open at Lou's German-town Bar, Philadelphia. . . BOBBY HARRIS at the piano, added at Du-Mond's. . . VIOLA KLAISS, the fem band leader, is doing solo piano work at the Chez Cherie, Philadelphia.

DARDANELLE and Her Keymen open at The Cove in Philadelphia. . . FRANCINE DAY is with Ted Olivier's Trio at the Circle Bar, Vineland, N. J. . . ART HINETT TRIO take over at Lou's German-town Bar, Philadelphia, with Bill Austin's pianology for the lulls. . . PATTI TRAVERS quits the Silvertones to work up a unit of her own. . . LENNY PEYTON DUO at Margie's Victory Bar, Philadelphia. . . JIMMY ROBINSON and His Boys, with Lil Carter at Kitty's Ship Ahoy Bar, in the Hotel Bethlehem, Bethlehem, Pa.

### Chicago:

EVELYN AND LARRY current at the Primrose Path. . . ED PETTY booked into the Elbow Room. . . AL DE VAL-

ERIO can be heard at the Ship. . . TOMMY MANUEL is playing the piano at the 5 o'Clock Club. . . CARMEN GROSS now at the Show Tap. . . NEIL AND SHEER drew hold-overs at the same spot. . . MILDRED ANDERSON booked into Murph's.

KEN KING goes into the 821 Lounge. . . EDDIE PENS, Dizzy Dude, Dorothy Erickson, Sammy Haas, Harry Hozer, Jo Jo Lee, Harry Harris and George De Costa are the entertainers at Rothchild's Famous Casino. . . ALICE OLSON is playing the piano at Helsing's Vodvil Lounge. . . MYRTLE SHERMAN (4) current at Russell's Silver Bar. . . BERT McDOWELL and Lorraine Leuher are alternating at the Clover Bar.

### Here and There:

LUCRETIA booked into the Gourmet, Racine, Wis. . . JOHNNY HARDIMON is appearing at the 115 Club, Grand Forks, N. D. . . GENERAL MORGAN goes into the Hotel Custer, Galesburg, Ill. . . VERNE AND DORIS, accordion-guitar and Katherine Staples are at the Theater Bar, Terre Haute, Ind. . . BOB BENNER can be heard at the Arcadia, Sioux Falls, Ia. . . JOSHUA "EVERETT" JOHNSON is at the Interlude, Kansas City. . . SAUL GRAUMAN is touring with a USO Camp Show. . . ANN TYLER, piano-singing, inked in at the Esquire Club, Sioux City, Ia.

# Drop 4-Year Policy; Acts Out, Unit In

NEW YORK, Sept. 30.—Fess Williams and his new combo (6) which opened at the Woodland, New London, October 2 begins a new policy for the spot. For the past four years room has played acts plus a band. With Williams working here all acts will be dispensed with; the sidemen do the show.

Following Woodland date Williams goes to Washington on a different kind of deal. Gimmick calls for scale plus a percentage.

## Roy Johnson Wins

### Three Army Awards

NEW YORK, Sept. 30.—Roy P. Johnson, formerly of Frederick Bros.' band department, has received two Presidential citations and the Legion of Merit award, according to information which reached the home office recently. Johnson is a first sergeant in the air carrier transport service of the army.

## Johnny Hamp to GAC

NEW YORK, Sept. 30.—Johnny Hamp, former band leader, has joined Mort Davis in the General Amusement Corporation cocktail department. Hamp will work mostly outside the office, doing contacting on the road.

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# Gold in Sponsored Roadshows

## CRA Splurges With 5 Units

Gimmick packages in halls net more dough than bands, says the agency

By Paul Ross

NEW YORK, Sept. 30.—On the assumption that there's plenty gold in them thar hills, Consolidated Radio Artists, Ltd., one of the larger talent agencies, is coming out strong this season with no less than six packages to be played mainly in auditoriums, halls and arenas throughout the country. Between big-house dates, the CRA units will work theaters as an extra dividend-earning proposition.

Five of the hunks of merchandise are already on the road or about to take off. The sixth, a revision of a former Broadway and roadshow revue, will probably be set within a month. With five packages offered, CRA becomes the biggest current entrepreneur of piece shows in the auditorium field. CRA spokesmen claim that with this kind of gimmick they can earn more dough than they could with bands, and they also say it is the answer to the shortage of musical aggregations.

### Legion Buys

The CRA shows are being set to play one, two or three-night dates in various cities on a sponsorship basis mainly. Local organizations, such as the Elks and American Legion, or commercial outfits such as war plants, take the units on a guarantee basis, usually \$1,000 to \$1,500 per night and a 50-50 split. In numerous cases, however, individual promoters tie on for the same kind of guarantee against a 65-35 split.

Theater dates are being offered at anywhere from \$6,500 to \$7,500 weekly. Where the shows play auditoriums they sometimes do an extra show, a matinee or a second evening performance, at no additional charge.

CRA's splurge into the unit and auditorium field is nothing new, of course. In some ways it is nothing more than elaborated switch on the concert and one-nighter band booking business. In other respects it represents a fresh start in the guaranteed unit-show business which was carried on successfully in the past by Harry Squires, for example, with the Sigmund Romberg unit; Lou Goldberg, with the Major Bowes units; Fortune Gallo, with his San Carlo Opera Company offerings; Sol Hurok, with the various Russian ballet companies, and Dave Stern, with an occasional auditorium date for his *Gay '90s Revue*.

### Others Doing It

Nor is CRA alone, at present, in offering units for auditorium dates. Squires is currently selling the Phil Spitalny unit of 38 people in Canadian auditoriums and Midwest theaters, and will soon send out an Andrews Sisters unit to play Midwest symphony halls. The Arena Managers' Association is lining up dates for two-blade shows, *Ice Follies* and *Ice-Capades*, in its 18 rinks and arenas. Harold Steinman is selling his *Skating Vanities*, roller show, thru the AMA and to individual promoters. Gallo is selling his opera company and will shortly form another. Music Corporation of America is reported to be forming a *Basin Street* unit, comprising Milton Cross and a band, which will play theaters primarily but may also do hall dates. Frederick Bros. is mulling a package built around a cowboy star to go out when and if the agency can employ the agent man power necessary to handle such a proposition.

What makes CRA's effort newsworthy is the fact that it is going in heavily for this type of show business and is (*Gimmicks and Sponsorship, page 27*)

## Those Lawyers

NEW YORK, Sept. 30.—With Nat Lefkowitz, one of the numerous lawyers with a finger in the Artists Representatives' Association pie, preparing to go to the Coast, Milt Krasny, another ARA lawyer-member, stated that his organization biggies held a meeting Thursday (28) on a highly secret matter.

What the matter was is, of course, secret, but Chicago is on the way to the Coast and the Chicago agents want ARA to consent to a commission divvy other than 10-5, as reported in *The Billboard*.

However, Bob Broder, ARA's official lawyer, said that no such meeting was held and that it was all a rumor he deliberately planted to smell out *The Billboard's* sources of news on ARA matters.

## Loew Buys Out Walters' Half Of Miami L.Q.

NEW YORK, Sept. 30.—Lou Walters, operator of the string of niteries bearing the Latin Quarter tag, reported this week that he has sold his half interest and the property of the Miami Beach (Palm Island) Latin Quarter to his partner, E. M. Loew, for \$200,000. Loew remains a partner in the New York L. Q.

Sale was made necessary, said Walters, by reason of the fact that he also owns the Colonial Inn in near-by Hollywood, Fla., together with Sam Gaines. Having pieces in both clubs put him in the position of having to drum up shows for competing spots in which he was interested, and put him in the middle with two different partners.

## OPA Comes Down On Frankie Rapp

DETROIT, Sept. 30.—First action to be taken by the OPA against a local night club for alleged violation of price regulations was filed this week, naming Frankie Rapp, operating the new Top Hat in the suburb of River Rouge. OPA sued in Federal District Court for an injunction.

Allegations are that an unauthorized cover charge was made, and that drinks were sold in excess of ceiling prices.

What makes the case especially significant is that the Top Hat is a brand new spot which opened about three months ago, without a history of prices of two years ago, as required for ceilings for most establishments.

## Tatum Goes Vaude After Buffalo Date

NEW YORK, Sept. 30.—Art Tatum, who left for the Coast to get his eyes looked after, goes into McVann's, Buffalo, November 6 with his peepers still untouched. Instead the keyboarder decided to have his teeth given a once over. The Tatum deal for McVann's, which includes the trio, is reported to be for \$1,500. Act will work three shows.

Following this date Tatum will be offered for vaude dates for approximately \$2,000. The key pounder also has an unfilled date at the Three Deuces as part of an old deal. Last spring Tatum appeared at the Howard, Washington, for a reported \$1,500.

## Protection?

NEW YORK, Sept. 30.—Joe Jacobson, op of the Windy City's Chez Paree, has the bookers in a dither. Seems that the understanding between bookers and ops that the same talent won't be booked in a competitive spot until a certain period has elapsed isn't enough for Jacobson.

He now wants the agents not to book any acts in Chicago that he has turned down.

## CSI Loosening Up on Act Pay

NEW YORK, Sept. 30.—Camp Shows, Inc., is getting ready to raise the ante on act-dough in order to fill its requirements for more performers.

This was revealed Thursday (28) by Larry Phillips, CSI topper, at a meeting of bookers and agents called in CSI headquarters to hear Major Sidney Piermont, former booker for Loew's here, report on show business conditions in the war zones.

Piermont, newly returned from Casablanca where he operated as a Special Service officer with the army, told a group of about 20 fee-splitters that servicemen now require more and more shows and urged the agents and bookers to come thru with more acts.

According to Phillips the bookers and agents promised to give him more assistance. At the same time he told them that CSI is now willing to buy \$600 and \$800-type acts, for which he will pay about \$350 and \$400, respectively. This represents a rise of \$50 to \$150 in top-act money as paid by CSI up to now.

Present at the gabfest for Piermont were Harry Mayers, Harry Levine, Jesse Kaye, Herman Fialkoff, Roger Murrell, Irving Greenberg, Benny Kuchuk, Miles Ingalls, Abby Greshler, Sol Tepper, Eddie Smith, Charlie Yates, Matty Rosen, Jack Davies, Nat Kalcheim, Leon Newman and Hattie Althoff.

## Nitery Op Goes On Despite Lease Loss

BOSTON, Sept. 30.—Benny Ford's loss of Tic Toc lease, thru a fast side-step routine by landlord, will not prevent Ford from continuing to present name bands in this vicinity.

He has signed on the dotted line for Louis Jordan for next January, and Nat Towles for an earlier date. Commitments have also been made to Earl Hines.

Ford is putting the finishing touches to two deals which may leave him in a better position than he was formerly. He now has the Rio Casino, to which he can bring name talent. And he plans to take his Tic Toc liquor license to a near-by location where he will operate a cocktail lounge. In the meantime he is tying up the long vacant Apollo Theater, where he will book his bands in the near future.

## Miami Service Shows Need AGVA Clearance

MIAMI, Sept. 30.—No more cuffs shows for Army or Navy officers unless they are in hospitals, was the edict handed down by Arthur Kay, local AGVA rep here.

Decision was made recently when a pool was set up to apportion talent for the various enlisted men's shows which had received clearance.

Letters will be sent to all local niteries and signs will be posted in dressing rooms informing acts which shows have been cleared and the names of the Army and Navy reps in charge.

Special Service heads of the Army and Navy Welfare divisions, as well as agents, were present at the meeting.

## Chi House Drops Vaude for Burly

CHICAGO, Sept. 30.—Empress Theater, formerly a picture house on the far Southside here, after a three weeks' try as a vaude-pic spot, abandoned its present policy September 29 in favor of road show burlesque. The new change will give the Windy City its first neighborhood theater presenting this type of entertainment.

House, which now features the A. B. Marcus Revues, was recently taken over, under a five-year lease, by N. S. Barger, operator of the Downtown Theater, formerly the Rialto, who sold out his interests in the Empress to Izzy Hirst.

Other interests seeking an outlet for burly are Arthur Clamage and Warren Irons, who are eying the old Star and Garter, now a pic house. Conferences were held last week with William Hyde, of Hyde and Beamon, owners of the property.

## Cap Buying Dorsey For Turkey Day

NEW YORK, Sept. 30.—The Capitol is bringing in a double-barrel bill for the Thanksgiving season. Attraction is Tommy Dorsey on stage, and *30 Seconds Over Tokyo*, the picture made from Jimmy Doolittle's book. Dorsey's Capitol appearance will be the first he has made on the Stem in over a year, having played the Paramount last.

## Nix Renewal of Night Club Licenses of All N. Y. Spots Pending Ownership Checkup

### Copa Gets "Temporary" Renewal

NEW YORK, Oct. 2.—Six hundred and fifty applications for cabarets here, which expired September 30, will not be renewed until the police department has made a thoro check-up on the owners and managers of these places, according to information which developed last night (1).

The hold-up on cabaret license renewals is believed to be the outgrowth of Mayor La Guardia's drive to link Frank Costello, notorious gambler, with the ownership of the Copacabana. Coincidentally with the break on cabaret licenses the Copa management, on Saturday (30) conceded to city officials that it owed over \$37,000 in back taxes and penalties and promised to pay this

amount, in addition it also promised to discharge seven members of its staff. The club in return received a six-month "probationary" permit to operate.

The new order holding up cabaret licenses is said to be the result of an action by Police Commissioner Louis J. Valentine. Officially the order was issued by Chief Inspector John J. O'Connell. It is understood that both plainclothes men and uniform personnel will commence a thoro-going search into the background of the 650 clubs. The order will not necessarily result in closing many niteries. It is believed, however, that about half will probably be put into the "probationary" category like the Copacabana.



IN SHORT

New York:

RAY BOLGER set for the Roxy beginning of November on a two-week and option deal. . . . JOHNNY JOHNSTON Capitol Theater deal reported set for \$3,000 to \$4,000 for a lot less than either figure. . . . DE MARLOS go into Loew's State October 15 and follow with the Washington Capitol November 2. . . . HARTMANS open at Boston's Copley-Plaza for about a month starting October 26. . . . ROSE MARIE goes back into La Martinique in mid-November.

DOROTHY SHAY opens the St. Regis Maisonette October 12. . . . PAUL DUKE starts at Boston Latin Quarter October 15. . . . MITZI GREEN begins a three-week date at Del Rio, Washington, September 27. . . . SUE RYAN goes into the Strand October 20. . . . DICK BROWN, WOR warbler, set for Roxy either end of October or beginning of November.

VICTOR BORGE and the Boyd Triplets open Wedgwood Room October 5. . . . Besides working at the Latin Quarter, BEN YOST is also vocal director for NBC and directs 22 singing groups that travel all over the country.

KITTY DAVIS in town to buy acts for her Florida nitery. . . . PAL BRANDEAUX girls leaving La Conga to open at the Airliner October 5. . . . LOU MEYERS on USO. . . . Ditto TYLER, THORNE AND ROBERTS. . . . SYLVIA FROOS goes into the State November 23. . . . JACKIE KELK opens at the Adams, Newark, October 26. . . . DUPREE AND CHARLO play the Carman, Philadelphia, October 6 and the Stanley, Pittsburgh, October 13.

DAY, DAWN AND DUSK current at Ruban Bleu. . . . TOPS AND WILDA open at the Zanzibar October 3. . . . MARIE CARROLL and Mary Hill current at Ernie's in the Village. . . . MARY LOU WILSON now working with Johnny Long at the New Yorker.

Chicago:

JEAN PARKER currently at the Oriental. . . . MURTAH SISTERS, Harold and Lola and the Ross Sisters are skedded for the Latin Quarter, starting October 27. . . . DOLORES GRAY is singing at the Camilla House. . . . LILLIAN LEE is appearing at the Brown Derby. . . . SYLVIA FROOS has replaced Ella Mae Morse at the Latin Quarter. . . . JOE WALLACE is the attraction at the Pan-American Room.

BOBBIE ALLEN can be seen at the Club Minuet. . . . OLGA ANTON has been added to the show at the Vine Gardens. . . . KATHERINE LARDIER is appearing at the Club Morocco. . . . MARITZA can be heard at the Blue Danube. . . . CALAGARY BROTHERS, Ely Ardeity, Guy Kinsman, Gloria Gilbert, Even-Stevens's line of girls and the Six Sophisticates are in the new show at the Boulevard Room.

NINA MARIE and Mark Fitzpatrick are currently at Helsing's Vodvil Lounge. . . . HERBIE LYNN drew his third hold-over at Frankie's Casino. . . . RUDY is at Old Heidelberg. . . . VIOLA KEMP, Mary Sue, Flink Moore, Lurene Hunter and Bing Williams are at the Club De Lisa. . . . JOE GERKEN, Bill Filstead and Eddie Dander are in the new show at the Gayety Village.

SAMMY SWEET and Eleanor Daniels now at the Silver Cloud. . . . GAYNOR AND ROSS and Jack Herbert are skedded for the new show at the Edgewater Beach Hotel, starting October 6. . . . THREE BOBBY SOXS have been signed by Dave P. O'Malley.

Hollywood:

TITO GUIZAR is back in town from Mexico City, where he made a picture, and leaves for a concert tour immediately. . . . LEE "LASSES" WHITE has been signed at Monogram for *Cowtown*, U. S. A. . . . HARRIETTE ANNE GRAY, formerly with Humphrey-Weidman dance group, goes into Columbia's *Eadie Was a Lady*. . . . TEDDY LYNCH is back in

with floorshows. Lou Berg's Clover Bar will become the Clover Club in relighting with a floorshow policy.

Other fall reopenings have Dell O'Dell, Charles Carrier and Jack Spangler heading the bill at Scitola's Restaurant. Three Peppers and Eddie Schaffer share the spotlight at Joe Toll's Swan Club. Harry Holly stages a *Revue Americana* at Hopkin's Rathskeller, and Joe Hough heads the fall show at the Everglades.

town from a 12-week tour of Texas and Oklahoma. . . . JIMMY LLOYD, former night club emcee, was signed by Columbia for lead in *Let's Go Steady*. . . . DOODLES WEAVER now appearing at the Pirate's Den, goes into Warner Brothers' *San Antonio*. . . . EDDIE RIO and Wiere Brothers bow out of Earl Carroll's this week to go on tour with *Vanities*; replaced by Billy Rayes and Shea and Raymond. . . . SOPHIE TUCKER has not appeared at the Florentine Gardens the past week due to illness.

LES LAMARR AND POPPY in the East and winding up a year with USO Unit 231. . . . DANNY DESMOND held over at the Pirate's Den, Hollywood. . . . JACK MARSHALL into the Clover Club following a Coast theater tour. . . . GRAY AND DIANE and Miller and Jean closed at the Trianon Ballroom, South Gate, Calif. . . . BEATRICE AND GOMEZ at the Clover Club, Hollywood.

St. Louis:

JOHNNY LYONS orchestra opened Village Barn night club on September 16, along with COLE MASON hillbillies. . . . CLIFF WINEHILL, emcee at Club Royal, now doing a stint on KWK, Mutual. . . . MILLS BROTHERS winding up an engagement at Club Plantation, with KING COLE TRIO and BENNY CARTER set to follow. . . . CHUCK FOSTER opened Casa Loma Ballroom for the season.

LEE CARMAN now vocalizing at 400 Club. . . . Steamer ADMIRAL closed a very successful season on September 20. . . . SKEETS YANEY is going into his 14th year with Station KMOX and has reteamed with Frankie Taylor as Skeets and Frankle. Taylor was recently discharged from the Army Air Corps. . . . DEL COURTNEY now at Chase Club with the McGowan and Mack Ice Revue. . . . ETHEL SHUTTA headlining at Crystal Terrace. . . . PHIL D'REY and his dummy SKINNY DUGAN are at the Club Continental.

PETE JOHNSON and ALBERT AMMONS knocking out boogie-woogie at the Circus Snack Bar. . . . MAXINE and her violin still at the Jug of the Coronado, with Marie Bono featured as new vocalist. . . . KAY NOLAND, recently at Senate Cafe here, now at Treasure Isle of the Mark Twain Hotel.

Here and There:

DEMAV AND MOORE current at the Primrose Club, Newport, Ky., and open at the Swan Club, Philadelphia, on October 30. . . . WINICK AND MAE at the Shangri-La in Portland, Ore. . . . CUBAN DIAMONDS open at the Orpheum, Los Angeles, October 5. . . . DAVEY KARR working at the Valley Stream Inn, L. I. . . . BELITA set for the Downtown Theater, Detroit, for October 6.

LOIS ANDREWS opens at the Rio Casino, Boston, October 15. . . . MARGIE HART precedes her into this nitery by one week. . . . GUY KIBBEE booked for the Olympia, Miami, November 8. . . . LATHROP AND LEE appear at the RKO-Palace, Cleveland, October 6 and the Golden Gate, San Francisco, November 22.

HUGO MARTINELLI opens at the Latin Quarter, Detroit, November 15 and then goes to the New York L. Q. December 10. . . . RUTH DORE current at the Fox and Hounds, Boston. . . . FOUR GINGER SNAPS set for the Three Sixes, Detroit, beginning December 4. . . . EARL AND JOSEPHINE appearing at Fay's, Providence. . . . GEORGE BRODERICK current at Beverly Hills Country Club, Newport, Ky. . . . DOROTHY CLAIRE current at Sax's, Detroit.

Det. Club Tries Cocktail Shows To Ease Crush

DETROIT, Sept. 30.—Early-hour dinner show policy went into effect this week at the Club Three Sixes, leading local black and tan spot. Program is featured as a cocktail hour show, with special cocktail promotion, from 5 to 8 p.m. The earlier performance of the regular show is the principal feature.

New policy meets the situation faced by numerous leading local spots, which are doing about capacity business later on in the evening and are trying to find ways of spreading the peak load to earlier hours.

New Owner Buys Site of Closed Famous Door

NEW YORK, Sept. 30.—A new West Side swing spot, combining a policy of name jazz combos with white or Negro acts, will open about October 30 on the site of the old Famous Door. Location was last tenanted by the short-lived Cotton Club, which opened and closed quick around the Christmas holidays, 1943.

Arthur Jawitz, former operator of the Famous Door and Cotton Club as well as the late Riobamba, will have nothing to do with the new set-up, according to Chauncey S. Olman, attorney for the present owner of the site. New sponsor is Milton C. Herman, who is not connected with show business and comes from the fur trade. Herman will operate as Her-Bil, Inc.

The location will be given a new handle but no redecoration. Herman took over a \$16,000 mortgage on the site to get possession. Mortgagee was Interstate Factors, a corporation said to represent Goldie Artson, who holds mortgages on several other 52d Street spots.

Anthony To Tell All on I-Nighters

NEW YORK, Sept. 30.—John Anthony, radio's heartache-solver, will hit the road about October 20, making personal appearances in theaters and auditoriums between here and the Coast. Groan-reliever will work alone, doing a two-hour show in the arenas and a shorter one in vaude.

Jules Alberti, who is arranging the tour in association with Herman Fialkoff, says that Anthony is being sold for from \$2,000 to \$3,750 per night against various splits ranging from 60-40 to 70-30. Dates are being booked by Fialkoff and Harry Squires. Alberti, meantime, has become a member of the Artists Representatives' Association and will get an AGVA franchise.

Fee Splitters Now Flicker Tycoons

NEW YORK, Sept. 30.—A. L. (Abe) Lyons and Jack Fluck, local indie night club and vaude agents, are turning movie theater operators on the side. Pair bought the Costello, an uptown cinema palace, and began running it last week. House will go on a straight film policy.

Mex Holiday Brings Out Top Business in Clubs

MEXICO CITY, Sept. 30.—Top biz reported in all major night spots in Mexico City on September 16, the biggest holiday in Mexico. Most spots sold out days in advance. Biggest minimum was at El Patio (\$12 American) which had a six-act floorshow and two bands. Ciro's, class spot, had a minimum of \$10 per person.

Theaters reported good biz, too, with only a slight jump in prices. Follies, Lirico and the new Fabregas, vaude revue houses, jammed. Movie houses, to get spurt in biz, offered vaudeville in conjunction with pix. Olympia, Palacio Chino, Alameda, Bucarell used flesh to good results.

Graysons Forced To Quit Music Hall by Injury

NEW YORK, Sept. 30.—The Graysons (Carol and George), acro team current at the Radio City Music Hall, were forced out Thursday (28) after act finished its last show.

In the last bit Grayson pulled his partner toward him and gal's left arm was hurt. After taking a few bows Miss Grayson collapsed. A doctor diagnosed the condition as torn ligaments. Act will be out for four or five weeks while gal goes home to Providence to recuperate.

Harry Reso, English music-hall performer, replaced.

D. C. Gets Name Bands and Plush For Peace Boom

WASHINGTON, Sept. 30.—Convinced that victory, and with it a bigger and better boom, is just around the corner, Washington glitter spots, already awash with gold braid and mink, are preparing for a rain of golden shekles that ops are confident will make past grosses look like chicken feed.

Virtually every spot in town has been recoted over the summer months and p. a.'s are papering the town with loud talk of new top talent policies. Best tip-off to this is that the fact that for the first time in a long, long while real name bands are beginning to drift into town. All of this is not to mean that times have been tough here. Far from it. The percentage of shut-downs in the past few years is probably lower than any comparable spot in the nation. As a matter of fact pleasure-seekers have been so avid for nite life here that any two-by-four with chairs and a neon sign could count on doing better than passable.

Hotels have garnered a fair share of this spurt in upped grosses. The Mayflower, Willard, Statler and Shoreham, among others, handle capacity crowds from the cocktail hour on thru dinner into the small hours. The Statler, with Hildegard, was turning them away for weeks and is still doing capacity with Leo Reisman in the featured band spot nightly and Cal Gilford handling tea-time music.

Among the niteries, the Troika and Herb Sachs' Del Rio are typical of the better-times-are-here-again theme. Both spots pack them in at dinner, clear them out and draw late supper capacities. Troika is currently featuring Duncan Sisters and Sachs' has Mitzi Green in currently with Cross and Dunn to follow. Georgette Price is skedded to move into latter spot after Cross and Dunn.

Copacabana, with Don Alfonso's rumba band in featured spot, reports good biz, altho only reopened two weeks. Mayfair, with Al Yurdin in, also is keeping wolf far from door. Scores of others from late hour, Spotlight to China Clipper, could be mentioned as typical.

Ops insist that current boom is nothing to what is ahead, however, when decorum is shed and "A"-Day flags are flung out.

Philly Night Life Starts; Plenty Spots With Live Shows

PHILADELPHIA, Sept. 30.—New season got under way along the after-dark circuit to a good start with the return of floorshows to many spots scared into a musical bar policy last spring by the federal tax.

Major opening centered on the Terrace Room of the Benjamin Franklin Hotel, relighting refurbished room with a new ice show, tagged *Ice Fantasia*. New revue is produced by Dorothy Franey and stars Ariane. At Jack Lynch's Walton Roof new fall revue is topped by Marty Drake debuting as a single.

Frank Palumbo's Theater-Restaurant, dark all summer, returns to the fold with Al Schenk on tap, Bill Henrique staging the production numbers, and bill including Natalie Ray and Marcella Marchand. Kaliner Brothers, keeping their Club Ball shuttered, usher in the fall season at their Little Rathskeller on October 2 with the local bow of Ray Thomas, Danny Thomas's brother. Latin Casino got the new season under way this week with Billy Vine heading the show with Alan Gale skedded to take over October 16.

Club Teheran returns floor divertissement with Mattie Sondi, Paul Humphrey and Lalane Revera. Also the Embassy Club, with George Clifford coming back to stage the intimate shows.

Returning floorshows after a musical bar policy is the Yacht Club, under new operation by Johnny De Simone, with the show bringing on Iggy Rau, Grayce Edwards, Kathryn King, John Dove and Sterling and Silver. Ed Sommers also has floorshows in his Sommers Casino, running including Joe Shilta, Mimi Stewart, Jack Hoffman and Mickey Lee. Len A. Ross as emcee returns floorshows to the 820 Bar of the Hotel Alan, now becoming the 820 Club. Eddie Swartz tops a bill relighting the Roman Grille



**Hotel Biltmore, Bowman Room, New York**

Talent policy: Dance band and floorshows at 7:45 and 12. Owner-operator, Hotel Biltmore. Headwaiter, Paul Bonnin. Publicity, Albert S. Crockett. Prices: \$1-\$1.50 covert after 10:30 p.m.

Class room is back in the running, after a summer layoff helped along by the club tax, with a skillfully produced and expertly done skating revue called *Ice Capers*. Offering runs about 25 minutes and is performed by a cast of seven, starring Joan Hyldoft, who was the topper in Bowman Room shows last year, too.

Show comprises three production numbers involving Miss Hyldoft plus George Eden and Michael Ward, two spectacular male ballet-skaters, and the Four De-Icers (Genevieve Norris, Jane Petrie, Marguerite James and Barbara Fraser), who dance and work together in a fashion which ought to serve some of the other lines in town as a model. First number is a kind of jitterbug Scotch routine, second a semi-classical waltz ballet, and the third a Spanish peasant and flamenco terpsichore.

Miss Hyldoft appears thruout for special solo turns as do the two men, Eden and Ward, and between them they spin, whirl and toss off many beautiful and exciting bits of blade hoofery. Individual members of the line also come in for some dual bits with the men, including numerous lifts and ballroom stunts. Audience responds heartily. Costumes all the way thru are lovely and tasteful. Production is by Marjery Fielding.

Enoch Light (12) assists on the show and does a good job. Also plays for the patron-dancing. Of his three vocalists, George Hines shines the brightest.

Paul Ross.

**NIGHT CLUB REVIEWS**

**Kelly's Stables, New York**

Talent policy: Dance band and floorshows at 11, 1 and 3. Owner-operator, George Lynch. Publicity, Milton Rubin. Prices: \$1.50 minimum.

Once a swing resort and last season a tourist hideout, spot for the new season is once again assaying the jitterbuggery approach. Results, as shown by the opening bill, are not auspicious.

In line with the hot-stuff policy, owner Lynch has brought in both Charlie Shavers and Pete Brown, two of the big names of the jazz world. Shavers plays thruout the evening with the Nat Jaffe ork (5), and his work is pretty uneven. Sometimes he breaks out hunks of the trumpet wizardry which has earned him his reputation; at other times he hits clinkers worthy of a tyro. In the show he takes a solo spot, playing *Summertime*, and this he does brilliantly, netting a good hand.

Small band opens show with *I've Got Rhythm*. Various members doing solo riffs, but whole is noisy and confused. Response is fair.

Pete Brown is on second with his alto-saxing. Begins by singing *Must Be Love*, in middle of which he takes a rough chorus on the instrument. Second number, straight sax, is *Tea for Two*. In this he does better, but output is still in need of sandpapering. Customers do nicely by him.

Jaffe winds up the doings with a solo job of *Chinatown*, later joined by the others. Key-pounding is passable and fast, and draws good mitting. Biz fair when caught.

Paul Ross.

**Palmer House, Empire Room, Chicago**

Talent policy: Production shows at 8 and 11:30; little show at 10; dance band. Management, E. T. Lawless, managing director; Victor Hagner, room manager; Al Fuller, advertising director; Merriel Abbott, producer. Prices: \$3 to \$3.50 minimum.

New autumn revue of this smart room can offset any competition of the better hotel spots. Headed by John Hoysratt, deft satirist, and featuring the music of Carmen Cavallaro, the show is solidly entertaining.

The Juvelys, balancing duet, present a series of flashy head-and-hand-balancing feats, the woman doing a headstands on three large rubber balls on the man's head for a sock finish. Johnny Mack, tapster, has some new and fast routines, including a magic specialty in which he works with a floating cane. His clever stepping puts him across nicely.

Carmen Cavallaro, ork leader, takes over for a piano playing session, doing a modern arrangement of *Jealousy*, a tango and a couple of lively tunces from the pic he made with Betty Grable. He's a wiz at the ivories and won a big round of palm-beating.

Tommy Dix, young singing star just out of the armed forces, has a fine baritone voice and an ingratiating personality. Sang *Buckle Down, Winsockt; Great Day, Lindy Lou* and *Old Man River* and was given a tremendous hand.

Outstanding hit of the show is John Hoysratt, whose satires send the audience into hysterics. Starting with the news broadcast of Gabriel Heatter, Raymond Gram Swing and Kaitenborn, he proceeded thru a routine that included an impression of the description of a prize fight coming over the air, English double-talk, a drunk in a night club, and a take-off of opera, all superbly done. Finally had to beg off after taking numerous bows.

The Merriel Abbott Dancers offer two excellent production numbers. The *Chicago Number* features some lively dancing routines, including several exceptionally good acrobatic numbers. In their second number, *A Pretty Girl is Like a Melody*, each girl does a short solo dance that ties in with a song.

Carmen Cavallaro's music for both show and dancing is very good. The young maestro's piano playing is featured, and there are some exceptionally fine special arrangements of popular tunes.

Nat Green.

**Havana-Madrid, New York**

Talent policy: Dance bands and floorshows at 8, 12 and 2:30. Owner-operator: Angel Lopez; publicity, Ed Weiner. Prices: \$3-\$4 minimums.

The Havana-Madrid has at last gotten under way for the new season with a swell show, which preemed Thursday night (28). Bill moves on a head of steam churned up by the fast-stepping legs of Rosario and Antonio, and if opening night was any indication there will be plenty bucks in the till at the end of line.

Inclusion of this act in the doings invigorates all the others and result is a program which draws everything from good mitts to bravos from the table denizens.

Opener has the Jean De Meaux line of Havana-Madrid Senoritas (8) and Bertica Serrano, held over, in a cute novelty number called *Wouldn't You Like To Play With My Monkey*. Ensemble is dressed in spiffy, tall-hat costumes, and works well. Miss Serrano, performing better than in last show, leads the gale in business with prop monkeys, good for snickers, and whole number nets nice reaction.

Rala Lee, an added starter, is on second and proves to be an attractive little trick in a fast taps act. Gal's hoofery is fair but her selling is better and she pulls a set of good hands for her work.

Miss Serrano then returns for a couple of jabbery Latin numbers which earn her an encore. Gal has improved since last caught a few weeks ago and she gets across to the customers with her combination singing and rumba hotcha stuff.

Gloria Blake, a tall and nice-looking (See *Havana-Madrid, N. Y., on page 27*)

**Rio Cabana, Chicago**

Talent policy: Dancing and floorshows at 9, 12 and 2. Management: Bert and Chuck Jacobson. Production: Dorothy Dorben. Publicity: Madeline Woods. Prices: \$2.50 and \$3.50 minimums.

New fall show here hits a new high for entertainment, boasting two co-stars, Jerry Lester and Georgie Tapps. Current layout also includes the Chadwicks, Rita Oehman, the Dorothy Dorben dancing lovelies and Paul Blake. On opening night each act performed in splendid fashion, giving the show a real touch of professionalism.

Tapps, making his first return engagement at the spot, scored immediately. His interpretations are skillfully executed in a score of routines. Dances range from *Stardust in My Eyes*, a tribute to George Gershwin in waltz tempo, to the rumba tap rhythm of *Speak Low*. Demands from the audience for more dancing brought him back for his old favorites, *Tea for Two* and *St. Louis Blues*. Breaking away from the serious vein he follows with a satirical version of how tap dancing was rendered 15 years ago.

Jerry Lester, held over from the previous show, shares top billing with the dancer. This hilarious funster hits the laugh mark with his comical impressions of Harry Richman and a Scotchman, and his original song patter, *Africa* and *Old Man River*. The fun-making of this comic keeps the table-sitters supplied with plenty of good gags, heckling and caustic comedy and he has a hard time bowing off after the tremendous applause.

Another act that scores heavily is the Chadwicks, who are also making a return engagement. These brilliant dancers give the show plenty of fast pacing with their breath-taking whirls lifts and intricate holds. There is no let-up and they keep the crowd in a state of excitement from start to finish.

Rita Oehman had a bad start due to laryngitis. However, her "baby-voice" styling of *I'll Be Seeing You* and *Will You Be My Baby Bumble Bee?* clicked. Paul Blake acts as emcee.

Dorothy Dorben, who is making her bow as the new producer at the Rio, presents the dancing lovelies in three elegantly stage production numbers, *Porgy and Bess*, *Rhumba Cocktail* and *Lady in the Dark*. Numbers were smart, with the gals costumed in modern dress.

Music is taken care of by Coo Davidson, who handles the floorshow, with Jose Manzanares and his rumba band providing the dance music.

Jack Baker.

**Glass Hat, New York**

Talent policy: Floorshows at 8:30 and 12:30. Continuous dancing. Operators: Hotel Belmont Plaza. Prices: \$2 minimum.

To judge from the noise which could be heard even behind the beautiful mirrored pillar where this reviewer was seated, the new show which opened Thursday (28) must be a tremendous success.

Of course, the waiters helped build the applause but that was undoubtedly due to the excellent work done by the performers.

From time to time one could see the heads of the actors and as heads they looked adequate. For example the Duanos opened with their dancing. Rita Duanos had lots of pretty ribbons in her pretty black hair. Ted, whose hair is shorter, didn't have any. Their footwork was undoubtedly also pretty. But about that we don't know. Twenty or 30 customers assisted by a bevy of waiters got in our way just when we almost got a glimpse. So all we saw was some nice double-breasted coats, some pretty dresses and a lot of loaded trays.

Linda Keane, who followed, tried hard (See *GLASS HAT, N. Y., on page 27*).

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# VAUDEVILLE REVIEWS

## Loew's State, New York

(Reviewed Thursday Evening, Sept. 28)

The Jimmie Lunceford crew is wacking away to solid hands when it gives out to jumpers like *Straighten Up* and *River Boom Bam*, but doesn't get across with such tunes like *Holiday for Strings*, despite the special arrangements and the gingerbread boys go thru. On latter tune Lunceford fronts with a flute but the audience response is nil. The ork (18) does a job—with stand-outs being the drum beater, first sax and first trumpet (all unbilled). From time to time one or the other tooter steps down front to send the house. Orchestration consists of four rhythm, eight brass and six sax.

On the vocal side show is weak. Clifton Trevler, a short, skinny kid, did *Invitation to the Blues*. Lad was obviously nervous and he couldn't seem to get over it as he went along. He shambled out and delivered in a flat voice, swallowing most of his words. Tina Dixon, a short, heavy canary, did better with her *Big Bad Man* and *I Like to Riff*. Opener, *Rocking Horse Ran Away*, was only fair. Last named number, a cute kiddie piece, looked incongruous when gal tried selling with a slow grind.

Show stoppers were the *Four Step Brothers*. The quartet dressed in tails, top hats and canes go thru a hoofing routine, in unison and then as singles, that pull seek applause time and again. For encore each boy has an amusing line of chatter followed by some more classy heel and toe work.

Leon Collins, who works as a single early in the bill, also turns in a terrific bit of hoofery. Guy works fast, starting from a simple buck and wing and segueing into double and triple break stuff and ending it with a fast split and turnover to a wow reception. Boy suffers, however by spotting, particularly with the *Four Step Brothers* fine work closing the show.

Joyner and Foster, extra added attraction, have a new routine since last caught. Boys open with a private-officer (they're both in uniform) chatter which leans heavily on the corn. Team works slow and does little to add to tempo already slowed down by Trevler's piping. Stuff, however, raised some nice chuckles. Pair's walk-off was their old razor welding bit worked in a flickering spot in which the private is supposed to be chasing the shavetail.

House set for show helped a lot to sell bill. Entire bill works in front of the Lunceford ork which in turn is backed by a ruffled drop lit up by blue, purple and green staggered lights.

Pic, *Maisie Goes to Reno*. Biz good when caught. *Bill Smith.*

## Chicago, Chicago

(Reviewed Friday Afternoon, Sept. 29)

After several weeks of single star attractions and name bands the Chicago Theater comes back with one of its smartly produced presentation shows that has plenty of color and good entertainment.

Headlining the bill is Perry Como, who hasn't been in this town since he was with Ted Weems's ork. The Three Imaginators, Carr Brothers and the Chicago Theater Ballet make up the balance of the bill, with Lou Breeze taking over the bandstand. Show opens with a fine musical number, a tribute to Gershwin. Number which includes the composer's more popular melodies is backed with a trombone solo by Bill Cordy, followed by some fancy fingering on the ivories by Rudy Wagner and trumpet solo by Breeze. During the number the theater lovelies appear in a rhythmic production bit that is well executed. Ballet corps in its closing number, appears in a phosphorescent Chinese fantasy.

Perry Como grabs the honors with his sweet style of crooning. Lad's fine voice clicks immediately. His renditions of *I'll Walk Alone*, *It Could Happen to You* and *Temptation* are sold in a manner that appeals to every type of audience. Had to bow off after a thank-you.

The Three Imaginators, who only a few months ago appeared on a week-end date at nabe house here, show-stop with their clever record panto skits. Expressions are well timed. Imitations include the Merry Macs, Andrews Sisters and Marlon Hutton and the Modernaires.

The Carr Brothers do a rapid-fire hand-balancing and knockabout act that is better than the average. Stunts and falls get a good hand and their comedy routines please. Pic is *The Seventh Cross*. *Jack Baker.*

## Oriental, Chicago

(Reviewed Friday Afternoon, Sept. 29)

Peter Lorre and his assistant, Marcella Hendricks, who are making their first theater appearance here, offer a refreshing act that is different than the average skit presented by most movie stars. Lorre delights in kidding his partner about his own characterization of a fiendish villain. The bit is well presented, and instead of being gruesome develops into an amusing farce. Going from the comedy side, he orates a highly dramatic bit of an insane man condemned to the electric chair. Monologue gives the actor every opportunity to display his skill. Heavy applause brought him back for a thank you.

Louis Jordan's brand of syncopation keeps the jivesters (and the older folk) swinging and stamping to his rhythmic tunes. Does *Duration Blues*, *G. I. Jive* and *Is You Is*. The band, tho only five pieces, gives out with plenty of good music, with each man doing a great selling job. Jordan's showmanship and ability as a performer is exemplified in his novelty number, *Deacon Jones*, in which he dishes out with a good vocal. Band has developed into a topnotch attraction and shows a tremendous improvement since appearing in this town several months ago. Applause was heavy and the lads had to take four curtain bows when caught.

Hal Stone, comic, fell short. His patter is a bit corny and he lacks showmanship in selling his gags. Audience reaction was fair and act bowed off to light applause.

The graceful dancing of the DiGitanos is a relief from the regular run. While most of their steps lean to the ballroom style, they dish up some good routine lifts, spins and whirls that command attention. Pair are good dancers and make an unusually smart appearance.

The Three Flames, roller-skating act, open at a slow pace. During the entire time they are on the raised platform, the audience seems to be waiting for something to happen, only redeeming feature is the presentation in which the trio is garbed in brightly colored phosphorescent costumes which give flash to the number. Skated off to weak mitting. Pic is *Storm Over Lisbon*. *Jack Baker.*

## Roxy, New York

(Reviewed Thursday Evening, Sept. 28)

New offering here, now that house has returned to regular stagershow policy, lacks only a sock comedy act to turn it into a topnotcher. Otherwise bill has everything—charm, skill, beauty and show values.

Veloz and Yolanda, headlined, score to the extent of two encores with their well-known hoofing. Couple is first-rate and as polished and authoritative as ever. Appearance is the occasion for a production number against an attractive palace setting, with ensemble garbed in black, pink, white and brown costumes. Group ably executes a routine of waltz and pirouette formations, leading in V. and Y., and stays on for first two numbers by the couple. These are, respectively, a straightaway ballroom turn and a samba. Encoring, dancers do an old-fashioned minuet which turns into jitterbug stuff and goes back to the original again, and a Cuban song (something like a rumba), which audience asks for. Last piece was best of all. Crowd responds handsomely thruout the act.

Senor Wences precedes, being the added attraction. Performer, an artist among ventriloquists, opens slowly while preparing the cloth and hand he uses to form his dummy "Johnny," but from there on grabs the pew-sitters and holds 'em to the end with his adroit and manifold voice-throwings and plate-juggling.

Peters Sisters (3), Negro harmonizers, come ahead of Wences. Heavyweight trio is intelligently introed by preceding act, then go into their close-work yodeling. In a big house like the Roxy much of their avoirdupois charm, so successful in a nitery, fails to register, so that it isn't until their third number—which begins with bits of dance jive and winds up as a combo of *Straighten Up* and *Fly Right* and *I've Got Music*—that they click, but in this they really go across.

Paul Remos and his two dextrous midgets first appear with an escort of four gals and two men dressed in navy uniforms, one of the men carrying a big bundle out of which the pint-sized performers climb, a cute opening. From there the act goes into its standard routine of hand-balances, dancing and gymnastics on a high pole. Whole thing draws plenty of giggles and good hands.

Opening number has the Roxettes and the male dancing group in a service number which begins with the Harris Trio (two girls and a man) singing *Hot Time in Berlin* and segue into the line doing a bang-up marching taps routine in marine uniforms. Harris Trio and hoofers net good mitting for their efforts.

Paul Asch house ork does fine job on show-cutting for all the performers. Biz good when caught. Picture is *Greenwich Village*. *Paul Ross.*

## Orpheum, Los Angeles

(Reviewed Tuesday Afternoon, Sept. 26)

Earl (Fatha) Hines and his band (18) hold the fort this week, with Ernie Morris, Cuban Diamonds, Jesse Perry, Elroy Pease and Ben Carter and Mantan Moreland completing the line-up for the all-septian show.

Opener ran about 25 minutes overtime, which made for a slow-tempoed show. When ironed out, it will be a better presentation than one caught. Outside of having snail speed continuity, the show's all right. Pic is *Block Busters*. Full house for the initial.

Hine's outfit is groovy and the product is naturally corduroyed. Appeal is limited to the hepsters with the squares finding little solace in the hot music. Maestro is not outstanding as an emcee, because he is given to repetition. As a pianist and front man, he's okay. Band opens with *Buzzin'*, an all-outer that eventually features Scoop Carey, and Chick Booth, drums. Hines does a piano specialty that gets applause. Clifton Small, trombonist, later takes over the ivories for a boogie-woogie specialty that gets a rafter-shaking hand. Had to beg (See *Orpheum, Los Angeles, on page 26*)

## Capitol, New York

(Reviewed Thursday Evening, Sept. 28)

Capitol Theater, where Gene Krupa just put away the house record of 10 weeks, follows with one of its usual yearly bill-of-fares, Horace Heidt. Quick comparison of type of shows: Krupa's is jam-packed full of action for 25 minutes; Heidt sets a leisurely pace for nearly an hour, dishing up everything from an election satire, thru audience participation, to the old "How to Build a Band" finale. It's pure musical hokum, but it's gilt-edged, being thoroly commercial showbiz from start to end. Doubled with MGM's *The Seventh Cross*, which got top notices, show should do plenty biz.

Bill is really a minor Broadway production. Smiling maestro cavorts around stage like a college sophomore, but he sells and people go for his "clowning." Point is that if more leaders made it a point to give payees a show rather than figure a vaude house is the same as a hotel room or ballroom and dish up only dance music, they'd rate more dough when it comes their time to make theater appearances. It's on this point alone that Heidt scores. There's plenty of variety in the commercial corn he hews about, and being somewhat niftily camouflaged behind a couple of really good theatrical tricks, the whole thing comes out not all corn but succotash.

For example, this reviewer counted no less than a dozen musical packages that were linked together to make up the show. Heidt's music is strictly back- (See *CAPITOL, NEW YORK, on page 26*)

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# Old Bills in Last Week Hit as Holiday Cuts Take

NEW YORK, Sept. 30.—The Jewish holiday eve and the following day, plus the last week for two long runners, took a toll of grosses practically all along the Stem.

Radio City Music Hall (6,200 seats; house average, \$100,000), with Coleman Clark, the Graysons and Casanova Broken, dropped off to \$118,500 for the second week of its run. Opener clicked with \$123,000.

Roxy (6,000 seats; house average, \$75,000) bowed out with \$80,500 for its eighth and final week with Fred Waring's ork and Wilson. Previous week take was \$38,000. For run of bill figures ran to astronomical \$876,200. Current bill has Veloz and Yolanda, Senor Wences, Peters Sisters, Paul Remos and Greenwich Village.

Capitol (4,627 seats; house average, \$55,000) also bowed out after playing Gene Krupa and Since You Went Away for 10 weeks. For final week figure gross was \$59,000 as against ninth week's \$65,000. Full run brought \$778,700. New bill has Horace Heidt and Seventh Cross.

Paramount (3,664 seats; house average, \$75,000) dropped to \$64,000 for its third week with Andrews Sisters, Mitchell Ayres ork, Pat Henning and Double Indemnity. Second week gross was \$82,000 and opener was \$94,000.

Strand (2,779 seats; house average, \$45,000), with Charlie Barnet ork, West and Lexing, Edwards Sisters and Arsenic and Old Lace, pulled \$56,000 for its fourth week against \$63,000 for previous one. Opened with \$64,000 and followed with \$63,000.

Loew's State (3,599 seats; house average, \$25,000) held to \$25,000 with Charlotteers, Harrison and Fisher, Jackie

Kelk and The Angels Sing, same figure house got previous week. New bill has Jimmie Lunceford, Four Step Brothers, Joyner and Foster and Music Goes to Reno.

## Horne, Williams Big 36G in Hub

BOSTON, Sept. 30.—With the fanfare and ballyhoo for the New England premiere of Wilson at the RKO-Boston Thursday (28) everyone expected the engagement of Lena Horne and Cootie Williams to be completely obscured. But in the face of publicity opposition here, drawing power proved practically sensational for the week ended Wednesday. Early estimates indicated a \$29,000 take, but she pushed the figure way thru the top for a whopping \$36,000.

Featured in the unit were Eddie Vinson, and Chuck and Chuckles. Pic is *The Pearl of Death*.

A sellout opening was on the books before show time for Wilson and the accompanying stars and stageshow. On hand were Carole Landis, George Jessel, Trudy Marshall, Dona Andrews, Roddy McDowall. Though none appear in the film, they made a great show plugging 20th Century-Fox and Wilson. They appeared in a brief show before the pic opening.

Stageshow for the remainder of the engagement will be Stan Kenton and his band with Hal LeRoy and the Oxford Boys.

## Name Band Policy Pays in New Spot

BOSTON, Sept. 30.—Coral Gables, new suburban nitery in Weymouth, is settling into its stride. Name-band policy is drawing customers, but whether it can continue to pay high bills is anyone's guess. Tommy Tucker played the hurricane week to a good \$9,000, third week spot was open.

Shep Fields upped the take considerably, showing a good drawing with \$13,000 in the books for his first week. Second week (ended Thursday, 28) wound up with a still good \$10,000 in the till. Jack Teagarden opened Friday (29) for a two-stanza stay. Monday (October 2) the spot goes on the air, Monday thru Friday for a half hour (11:30-12) over WNAC and the Yankee Network.

Opening after Teagarden is Joy Caylor's all-girl outfit with a floorshow to spark the band which is not well known around here.

## 'Fatha' Hines Takes 23G Plus in L. A.

LOS ANGELES, Sept. 30.—Earl "Fatha" Hines and his orchestra look to pull a strong \$23,400 at the Orpheum Theater here this week. Opened strong with crowds holding up well. House seats 2,200 and is charging a top 98 cents. On the bill with the "Fatha" are Ernie Morris, Cuban Diamonds, Jeffe Perry, Ely Pease, and Carter and Moreland. The pic is *Block Busters*.

Hines figure is \$4,000 better than the gross garnered by the *Gay '90s Revue* last week.

## Durant, Frankie Masters Pull Poor 29G in Frisco

SAN FRANCISCO, Sept. 30.—Altho still above house average (\$27,000; 2,850 seats), Golden Gate gross slipped to \$29,300 for week ending September 25. Line-up included Frankie Masters and his ork with Virginia Weilder, Jack Durant and Betty Hill. Pic was *Music in Manhattan*.

## Balto Hipp Okay \$18,500

BALTIMORE, Sept. 30.—Hippodrome Theater grossed a good \$18,500 week ended September 27, with bill comprising the Three Sailors, Bob Hopkins, the Whirlwinds, the Dwigths, and Dean Martin. Pic, *The Impatient Years*.

## Spitalny Poor, Prima and Morse Big in Detroit

DETROIT, Sept. 30.—Phil Spitalny and His Hour of Charm orchestra grossed just under \$28,000 at the Downtown Theater (2,800 seats; house average, \$23,000) last week. Total was less than would normally be grossed by an attraction of this caliber because of heavy competition with four top houses playing stageshows simultaneously. Picture was *Atlantic City*.

Louis Prima's band, with Ella Mae Morse, had a big opening this week, with anticipated gross likely around \$32,000.

Top grosser of the week was the Fox (6,000 seats), where *Tars and Spars*, with Victor Mature starred, drew in \$45,000. Show was the first stage presentation to play the house since July, 1942, so that house averages and comparative data have no significance. No further stageshows are planned for the house, according to David M. Idzal, manager.

## Ind'p'l's Keith's Fair 5G

INDIANAPOLIS, Sept. 30.—Fair \$5,000 was registered by Keith's Theater four-day showing ending September 24. Bill was headed by Variety Sensations plus Happy Harrison's Circus, Mayme Butters Royal Four, the Three Starlets, Nichols and Haley, Sutton and Lee, and Ralph Lewis. Pic, *Silent Partner*.

## CAPITOL, NEW YORK

(Continued from page 25)  
ground to such things as a gimmick with cards to the choral effect of *The Queen Was in the Parlor*, a session of musical history in which, among other things, band imitated other bands; a political parade, presenting both parties in song; audience participation with servicemen, and the aforementioned finale on band building. Sandwich between the above four good gal singers, the Sweet Swingsters; whistler Fred Lowery, who stopped the show; baritone Bob Matthews, trumpeter Shorty Sherock and tapster Dorese Midgeley, and you get the idea. Only thing lacking was a pro comic and onlooker would have sworn he was seeing another version of the \$4.40 vaude shows which have made their appearance along the Main Stem recently.

Heidt's band, made up of eight brass, six sax and four rhythm, and 10 male singers, plays straight music. No frills, no fuss, no furor resulting in hits, runs and few errors. It's what the people en masse want and understand from a show band in the way of music, and they get it. Shorty Sherock, who Heidt features and also builds up as going out on his own in a couple of weeks, is plenty hot. He plays plenty of horn and isn't afraid to throw his weight around in jitering.

Standout act is gal tapster, Dorese Midgeley, a looker, who combines good taste in clothes and stuff she turns on. Gal sports nice figure and never lets a sliver of grass grow under her feet. She has class, yet can hoof lowdown, and proved a good sport when kidded by Heidt. She's sock. Gal quartet is standard, as is Matthews. Blind whistler, Fred Lowery, is a crowd pleaser. He's versatile along with being a superb artist and showing a fine musical ear. Switches from Gounod's *Ave Maria* to a musically dramatic version of *Holiday for Strings* and then bows off to a hillbilly specialty with one of the girls. He could have stayed on and on.

Show has some rough spots but not enough to take away from the over-all package. In the political satire Heidt opens with a real dig at Roosevelt that's in bad taste. Politics have no place in a theater. There's no point in antagonizing an audience that has paid to be entertained.

Show runs about 55 minutes.  
Paul Secon.

## ORPHEUM, LOS ANGELES

(Continued from page 25)  
off. *C Jam Blues* and *Air-Mail Special* give the band opportunity to shine. It does.

Outstanding in connection with the band is the Light Brigade of Song, instrumental quartet. Tune is *Shivers* and the result is plenty good. Betty Roche, band thrush, does a warm-up on *Go Away Blues*, but her handling is monotonous.

## All Chi Houses Take a Licking

CHICAGO, Sept. 30.—The three vaudeple houses here took a drop for week ended Thursday (28), with the Chicago Theater (4,000) taking the worst licking. House which has been hitting well over the \$58,000 the past several weeks dropped to a low \$46,000 in its second-week holdover of Harry Cool, the Murrah Sister, Three Samuels and Al Gordon. New show, billed for two weeks, opened well, with Perry Como, the headliner; the Three Imaginators and the Carr Brothers.

Oriental (3,200) didn't suffer too great a drop. Spot, heading Borrah Minevitch's Rascals and the Merry Macs, hit a neat \$35,000, a slump of only \$3,000 from the previous week. Current bill looks good, with Louis Jordan and Peter Lorre holding the spotlight. Opening show catered to a full main floor.

The Downtown's (1,600) gross dropped to \$15,200. Bill was weak and didn't attract the crowds to the far end of the Loop. Nick Lucas was starred, with Moro and Yocconelli, the Stapletons and the Carltons supporting. Duke Ellington, current attraction, opened to capacity. House should do its biggest blz since is opened September 1 with a straight vaude policy.

ous. She encores and does a much better job on *Ever Lovin' Blues*, handling the punch lines with vigor.

Ernie Morris, harmonica specialist from the Borrah Minevitch group, opens with *In the Mood* and follows with *Song of India*. His real hit is *St. Louis Blues*, which he has well adapted to his harmonica.

Jesse Perry's vocals include *It Could Happen to You*. Job is passable but nothing to get excited about. Perry puts too much emphasis on crooning and not enough on singing. Elroy Pease, a youngster, brings down the house with his tapping. Does himself no good warbling *Straighten Up and Fly Right*, but his terping of fast steps, chair leaps and splits is a redeeming feature.

Carter and Moreland were spotted next to closing with the same routine, practically, they used on the Rudy Vallee show the previous Saturday night. This consisted of incomplete statements with the comic or the straight breaking with the answer or an answer. Moreland is a good comic, selling his stuff with effective mugging. Carter's pianology adds to the entertainment of the turn.

Sam Abbott.

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# Gimmicks and Sponsorship Make Dough for Traveling Shows That Play Everything

## Halls, Theaters and Rinks Used

(Continued from page 22)

beginning extensive exploitation of the big-house field at a time when there is plenty of money lying around in the sticks. Nor is the agency concentrating on arenas and auditoriums only, for it is scooping up theater dates as fast as it can get them. Working against guarantees by organizations and individuals, and also culling theater propositions, the agency is putting itself into a position where it can't lose.

### Producing Own

The agency anted into the field last spring with a show called *Joe Howard's Gay '90s*. After touring the unit a few months, the office decided it had struck a good thing and decided on bigger operations for the new season. It now has a 22-people show on the road built around Blackstone the Magician, as well as a *Funzaire* package, and is preparing to launch an *Abie's Irish Rose* package and a *Barn Dance Revue*. The Joe Howard piece has also started again. The agency is now setting a deal with the producer of a former Broadway revue, looking toward a road tour in the late fall.

Only the *Barn Dance Revue* is CRA-produced. The *Abie's Irish Rose* show is owned by Anne Nichols and managed by Frank McCoy. The Blackstone unit is owned by the magician. Ditto for the Joe Howard package. The *Funzaire* piece is owned by Al Borde and Benny Meroff, who headlines it. On the last-named four-units, CRA carries out merely a booking function, collecting the usual 10 per cent.

The agency says that its weekly nut on the units runs about \$6,000 on the average, altho other trade figures that the weekly nut probably averages \$3,000 to \$4,000 and the difference probably represents cuts going to various indi-

## HAVANA-MADRID, N. Y.

(Continued from page 24)

blonde, follows to warble *Darling, Remember; Estralita* and *I Love You*. Thrush's pipes are plenty okay and she uses them in polished fashion. Style is semi-classical and tends toward schmaltz, but gal was sent off to very good applause and two encore pieces.

Line returns in handsome blue satin dresses for a nicely handled Spanish court dance, which gets a good hand, and this segues into the first Rosario and Antonio offering, a fine courtship routine. Couple were never better and crowd accords them a top response.

Next there is a breather while dancers change, and Jeronimo Villarino appears to do a couple of Spanish-style numbers on the guitar, well received. Antonio returns to unleash a breath-taking routine of single and double flamenco steps and spins, and by this time the mob is howling with enthusiasm. Line comes back with Rosario, all clad in smart Latin riding costumes and she sings a comedy song in Spanish. Dancer's voice is far from perfect but she acts out and sells her tune with first-rate showmanship.

After this the line goes into a short Latin routine, which is well done, and then Miss Rosario and Antonio team up again for a dance of adoration involving terrific dual taps, whirls and twists. Number sets the customers off again with what amounts to an ovation. Couple had to do two more numbers to appease the mob.

Sacasas ork (12) does a nifty job of show-cutting. Sanabria's rumba band relieves. Biz capacity when caught.

Paul Ross.

viduals connected with the packages.

The shows go out with advance men, managers and so on. They carry scenery, of course, but this often presents a problem because many auditoriums are not set up backstage to accommodate more than concert appearances by solo stars. These shows move by train.

Towns where the units appear are heavily plastered with publicity material. Typical figures, according to CRA, are the 40 24-sheets, 750 three-sheets and 1,000 window cards scattered around by Blackstone's two advance men.

### Gets \$3,708

Just how good a thing it has glommed onto is told by CRA in statistics like these: Blackstone last year played the Palace in Cleveland and received \$3,250 for the date; going back to the same city and playing the Auditorium there the magician took out \$3,708 for two days, in which he gave three shows. Another case is this: The same show played the Colonial Theater, Dayton, O., receiving \$2,500; playing Memorial Auditorium in that city for three days and giving five performances it pulled \$3,997 for its end.

The units are fitted out with two playing schedules. In auditoriums they work two and two-and-a-half hours. In theaters they are prepared to do one-hour shows.

Bob Bundy, of CRA, is handling the hall dates. Hattie Althoff and Jack Kalchelm are selling to theaters.

These three claim that the agency is grossing between \$3,000 and \$4,000 weekly in commissions out of their units, which is good for any agency.

## GLASS HAT, N. Y.

(Continued from page 24)

to get across a couple of catchy torcheroos. But what with trying to fight a recalcitrant mike and a lot of hoola-ya boys she had her hands full. Despite those handicaps gal did a sock job. On looks gal has a downswipe hairdo that probably is attractive if viewed from a proper perspective. From our vantage point we saw only the top of her head.

Fanchon, on next, must have had a number of new routines, to judge from the music. Her hand movements, when seen in the air, were graceful. She worked to a beg off. But what caused this wild enthusiasm was hidden behind the aforesaid pillar which by this time had been bulwarked by some paunchy waiters.

Gene Baylos, who emceed and now came on for his own act, was completely lost to view. Being short, the only part of Baylos that could be seen was his Ted Lewis hat. When he took that off it became strictly a radio show plus a lot of static.

At this point half the customers walked out and the Baylos view was actually unobstructed except by passers-by. Despite the hard work comic seemed to be putting in it was obvious that he had some heavy going.

At the end of the show the usual round of cuffs acts was called on. A lot of them were there all evening waiting for the call so they could show their stuff, not only to agents, and it looked as if all the percenters in town were there, but also to the house booker who might put them in. Even a bunch of gals from the rodeo, all decked out in riding gear, were called on to take a bow. They did more than that. They came on the floor, stood there looking foolish until they were shunted off.

For the pay-off Baylos introduced all the GAC agents as "my dearest friends." The fact that spot is exclusively MCA, and there were plenty of the fee splitters around, was cheerfully ignored.

Oh yes, management has finally "fixed" the mike. Now everybody sounds like Donald Duck. Bill Smith.

NEW YORK, Sept. 30. — Larry Adler out of the USO overseas circuits this week, is going to the Coast for a picture appearance, after which he will begin a concert tour, winding up in the City Center here in conjunction with Paul Draper.



Explanation of Symbols: a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; cl—cocktail lounge; h—hotel; nc—night club; p—amusement park; ro—roadhouse; re—restaurant; t—theater; NYC—New York City; Phila—Philadelphia; Chi—Chicago.

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

## ROUTES

Acts • Units • Attractions

- A**
- Adams, Kirk, Dogs (Fair) Danville, Va.
  - Akin's, Bill, Foursome (Indiana) Fort Wayne, Ind., h.
  - Allen, Lee, Trio (Miami) Dayton, O., h.
  - Allen, Sara (Swing Club) NYC, nc.
  - Ames, Jimmy (Slapsy Maxie's) Hollywood, nc.
  - Andrews, Nancy (La Martinique) NYC, nc.
  - Andrews Sisters (Paramount) NYC, t.
- B**
- Bairds, The (Palace) Cleveland, t.
  - Barnett, Chester (Bobo) (Polack Circus) Denver 2-8.
  - Barnett, Martin (Bismarck) Chi, h.
  - Baylos, (Glass Hat) NYC, h.
  - Belmont Bros. (Primrose) Newport, Kc., nc.
  - Belita (Palace) Cleveland, t.
  - Bentley, Gladys (Tondelayo's) NYC, nc.
  - Berk, Sammy (Eddie Stevens) Cleveland, nc.
  - Berman, Henry (Roumanian Village) NYC, nc.
  - Blackstone, Nan (Cloud Room) Portland, Ore., nc.
  - Blaine, Betty (Club Jinx) NYC, nc.
  - Blanche & Elliott (George Washington) Jacksonville, Fla., 2-14, h.
- C**
- Cab'n Boys Trio (4 Bar Club) Milwaukee 2-14, nc.
  - Cahill, Johnny (Carman) Phila, t.
  - Callahan Sisters (La Martinique) NYC, nc.
  - Carlisle, Charis (Bowers) Detroit, nc.
  - Carlisle, Una Mae (Le Ruban Bleu) NYC, nc.
  - Carnegie, Andy (Tropic Isle) Brooklyn, nc.
  - Carr Bros. (Chicago) Chi, t.
  - Carroll, Virginia (Beverly Hills) Newport, Ky., cc.
  - Carson, Beth (Radio Franks) NYC, nc.
  - Carver, Ronnie (Majestic) Paterson, N. J., t.
  - Chadwicks, The (Rio Cabana) Chi, nc.
  - Chappelle & Hannon (Iceland) NYC, nc.
  - Cherney, Guy (Roosevelt) New Orleans, h.
  - Chinese Pollies (Vine Gardens) Chi, nc.
  - Chords, The (Bal Tabarin) San Francisco, nc.
  - Clarke, Maxine (Chin's) NYC, re.
  - Coco, Steve & Eddy (Center) Norfolk, Va., t.
  - Cogswell, James (Fair) Blue Rapids, Kan.
  - Collins, Leon (State) NYC, t.
  - Como, Perry (Chicago) Chi, t.
  - Cook & Brown (Downtown) Chi, t.
  - Cooke, Gerald (Cerutti's) NYC, nc.
  - Corey, Irwin (La Ruban Bleu) NYC, nc.
  - Cornell, Ann (Tondelayo's) NYC, nc.
  - Cortez, Jose (Dempsey's) NYC, re.
  - Cortez, Florez (Te Pee) Miami, nc.
  - Cranford, Patti (Queens Terrace) NYC, nc.
- D**
- D'Arcy, Ethel (Fair) Coshocton, O., 4-7.
  - Dainty, Francis (City Club) Oakland, Calif., 7, t.
  - Daniels, Billy (Tondelayo's) NYC, nc.
  - Dale, Emaline (Club Ball) Brooklyn, nc.
  - Dale, Lorraine (Tropic Isle) Brooklyn, nc.
  - Dalagos, Ton (Tondelayo's) NYC, nc.
  - Daniels, Mary Ellen (Bismarck) Chi, h.
  - Duro & Corda (Stueben's) Boston 2-14, nc.
  - Davenport, Blanche (Cafe Metropole) NYC, re.
  - Davis, Rufe (Golden Gate) San Francisco, t.
  - Day, Dawn & Dusk (Ruban Bleu) NYC, nc.
  - DeCastro Sisters (Latin Casino) Phila, nc.
  - De Croff, Ann (Astor) Montreal, nc.
  - Delahanty, Irene (Fico) Los Angeles, nc.
  - Delmar & Renita (Latin Casino) Phila, nc.
  - DeMar & Denise (Latin Quarter) Chi, nc.
  - Denton, Joe (LaSalle) Chi, h.
  - Digitanos, The (Oriental) Chi, t.
  - Dix, Tommy (Palmer House) Chi, h.
  - Dixon, Tina (State) NYC, t.
  - Dombey, Ken (Puritas Springs Park Rink) Cleveland, p.
  - Dorris, Joe (Queens Terrace) NYC, nc.
  - Dowd, Tommy (LaSalle) Chi, h.
  - D'Ray, Phil (Jefferson) St. Louis, h.
  - Drew, Doryce (Jefferson) St. Louis, h.
  - Duffy, Kathryn, Dancers (Beverly Hills) Newport, Ky., cc.
  - Dupree & Charlot (Adams) Newark, N. J., t.
- E**
- Earls, Skating (Fair) Petersburg, Va.; (Fair) South Boston 3-14.
  - Eason, Otto (Palace) Columbus, O., t.
  - Edwards Sisters (Strand) NYC, t.
  - Emmy's, Carlton, Pels (Hipp) Baltimore, t.
  - Evans, Warren (Downtown) Chi, t.

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- Bohn & Bohn (Center) Norfolk, Va., t.
- Bond, Louis (Club Ball) Brooklyn, nc.
- Bonds, Gertrude (Cerutti's) NYC, nc.
- Broderick, George (Beverly Hills) Newport, Ky., cc.
- Brooks, Sunny (Belmont) Cleveland, h.
- Brown, Evans (Tahiti Bar) Phila, nc.
- Brown, Isabelle (Coliseum) Chi, nc.
- Brown, June (Paster's Uptown) NYC, nc.
- Brown, Pete (Kelly's Stable) NYC, nc.
- Buckwalter, Junior, Marimba Queens (Nep-tune Room) Washington 25-Oct. 5, nc.
- Burke, Billy (Helsing's) Chi, nc.
- Burton's Biras (Copley-Plaza) Boston, h.
- Buswell, Billy (Grosse's) Cleveland, re.

## Iceland, New York

Talent policy: Floorshows at 7:30, 11 and 1. Owner-operator, Mike Larsen. Publicity, Capp-Johnson. Prices: From \$1.79.

New show here scatters corn in fistfuls but customers love it and bang away for more. Teeling off is Murray Parker, emcee, who later closes with his own spot. In latter, Murray is noisy and pulls all sorts of magic stunts with plenty of "accidents" and hoke that draws the yocks. His final bit, *Chloe*, featuring plenty of blue material, killed 'em.

The Rigoletto Brothers, assisted by the Almee Sisters, work fast, smoothly and pack a sound entertainment wallop. The guys' standard appearing and disappearing cigarette and wine bottle and glass bits drew good applause. The gals fill a stage wait with a kind of a squat march which also got a mitting. Brothers' best is their boxing match and sleigh-bells routine. While swinging at each other, couple shake out tunes that get sock reception.

Marjorie Hudson, a brunet looker with a figure to match, seemed to have mike trouble, consequently failed to register. Managed to catch crowd's attention with *Invitation to the Blues* but lost it with *Do It Now*. Given a better p.-a. system, gal should do a better job.

Chappelle and Hannon do okay on ballroomology. Gal is an easy high-kicker and does her routines gracefully. Partner is strong enough to do the customary lifts and whirls without looking like he's beat.

June Taylor line (6) held over from the previous show do their routines with smoothness. Kids seemingly know what their feet are for and deliver with plenty of authority.

Ted Eddy (6) ork cuts capably for show. Bill Smith.

## Ice Shows

- Francy's, Dorothy, Ice Time (Adolphus Hotel) Dallas.
- Hats Off to Ice (Center Theater) NYC.
- Lamb-Yocum Ice Parade (Treasure Island) Washington.
- McGowan-Mack Ice Revue (Hotel Chase) St. Louis, until Oct. 26.
- Ziegfeld, Dolores, Fantasy on Ice (The Boulevard) Elmhurst, L. I., N. Y.

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# Strawhats Ideal Spots To Learn What Commercial Theater Is All About

## Stinkers and Top Shows Make Dough

(Continued from page 3)

his weekly costs average about \$2,100, which is one reason why he lost money on four of the six. A winter of reading scripts produced only one which got good reviews. That was *Dark of the Moon* and one of the money losers. High production costs and heat were the reasons.

Of the six newbies, this is the way the money picture looked: Huntington got clipped on *Here's To Us* (drew \$1,700 in a heat-wave), *Come Be My Love* (played for two weeks at \$2,500 the first frame; a grand less in the second) and *Winterkill* (closing production which was roasted, bucked the hurricane and barely hit \$1,800).

In the season, the biggest money-maker was one of the worst plays. *Goose For the Gander*. With Gloria Swanson and Ralph Forbes it came close to *Othello* with \$4,600. Huntington also cleaned up on another stinker, *Marriage Is for Single People*, starring Jeanne Cagney. The take was \$3,500. *Dark Eyes* was a revival loser.

Last season Huntington ended up with about \$4,000 in the till, excluding about \$1,000 in equipment purchases. He spent only a few hundred bucks this year, but he will be just squeaking by if he breaks even.

Huntington points out that if you make mistakes in the summer theater

business, where you operate on a very narrow margin, you are lost. But then, losses are not as serious as in a Broadway production, hence the strawhatter's value as a training ground. It's a good way to learn producing, and Shepherd Traube is an example.

Huntington had his reasons for branching out this year. He had money in the bank. He felt that he had the community back of him; that is, a good potential audience, for a good portion of his attendance was coming regularly every week.

Among the things he has learned is the fact that "you can't do everything yourself." You have to have a good and big staff. And since you can't afford to employ highly paid professional help you have to enlist the aid of youngsters who are willing to work at lower wages for the privilege of learning. But they have to work, "You have to kick out the dead wood."

## Western Reserve U. Sets Scholarships

CLEVELAND, Sept. 30.—Eldred Players of Western Reserve University will offer two performances next year to establish a playwriting scholarship fund for men and women in the armed services. To attract suitable plays, the Players will put aside \$300 for each of the playwrights whose script is accepted for production.

Money will be used to bring the author to Western Reserve campus for a month to sit in on rehearsals and make usual production revisions. One play will be presented during the winter and the other next spring. Deadlines for script submission on the first show is November 1. Last call for the second will be March 1. Production profits or sale of production rights will go into a scholarship fund to enable men or women in the services to spend a year at the university for graduate work. Ex-prisoners of war will be given priority.

The university also recently announced a plan to promote playwriting among residents of the Great Lakes area, using that locale as a setting. Such a play accepted for production will bring the author a \$300 award, a chance to help in production and 90 per cent of the profit from sale of pro rights.

## Hub Semi-Pro Chiller Diller Bids for Pro-Stem Eying

BOSTON, Sept. 30.—Boston's Tributary Theater, a semi-professional company comparable to Cleveland's Playhouse, has presented many a world premiere, many an unusual show which Broadway seldom sees. The first production of the new season is *Murder in a Nunnery*, a blood-chilling murder-mystery dramatized by Emmet Lavery from the novel by Eric Shepherd, produced only once before on the West Coast. And if Broadway knows what it is about, it had better take a good look into this one.

*Nunnery* is anything but an ordinary whodunit. Its locale at once sets it apart from the ordinary melodrama. And the quality of the terror it generates immediately puts it in a class with the grand signal dramas which once were played in the cellar theaters and night spots of Paris.

The setting is the Harrington Convent School in England. The first scene presents a dimly lit chapel where mass is just being concluded. The nuns and students file out leaving one girl, who had been late for mass, and the Baroness Sliema, wealthy, crotchety resident in the convent, praying on opposite sides of the chapel.

## OUT-OF-TOWN OPENINGS

### THAT'S A LAFF

(Opened Sunday, September 24)  
CIVIC THEATER, CHICAGO

A comedy by Pamela Edmunds, adapted from Don Mullally's "Laff That Off." Presented by Kettering Enterprises, Inc. Production designed by James Arnot Knott. Lighting by C. Neumeister. Musical direction by Del Owen.

Peggy ..... Shirley Deane  
Emmie ..... Jane Elliott  
Mrs. Connelly ..... Margaret Hillias  
Leo ..... Lester Podewell  
Art ..... Hitous Gray  
R. E. Morse ..... Wilms Herbert  
Mike ..... Tom Post

Concocted from Dan Mullally's oldie, *Laff That Off*, which never was better than a third-rater, *That's a Laff* gains nothing in its modernized form. It's a good show for a rep company playing small towns that seldom get any theatrical fare. But for metropolitan consumption it hasn't a chance, and it's too bad that pretty Shirley Deane, 20th Century-Fox starlet, had to make her legit debut in such a larry, for she has shown possibilities in pictures.

The story concerns three hall-room boys in New York, and Peggy, a blonde, who has come to the big city to seek a stage career but ends up by sleeping on park benches. Picked up by one of the boys, Peggy is "adopted" by the trio and takes over their housekeeping—everything pure and above board, if unconventional. There are the inevitable adventures and complications, and the play ends with the three lads and the girl all happy—and the audience slightly groggy.

Shirley Deane, as Peggy, has poor material to work with, and her inexperience on the stage is plainly apparent. The three musketeers, Lester Podewell, Hitous Gray and Wilms Herbert, handle their few good lines fairly well. Jane Elliott, as Emmie, illiterate slavey who blossoms into an attractive, educated young lady under the tutelage of one of the boys, gives promise of developing into a first-rate actress. Margaret Hillias, as Mrs. Connelly, the Irish rooming house keeper, and Tom Post as Mike, her husband, handle their parts in typical melodrama fashion. Written in the best tradition of the old ten-twenty-third's, the play is a "natural" for the hinterland reps.

Nat Green.

### Hub "Fanny" Crix Tab

Our *Fanny* (opened Tuesday 26) for week at Boston's Colonial, got brush-off from local crix for a zero score. No: Cyrus Durgin (Globe), Edwin Melvin (Christian Science Monitor), Helen Eager (Traveler), Peggy Doyle (American), Eleanor Hughes (Herald), Elliott Norton (Post). No opinion: Joyce Dana (Record).

### ROBIN HOOD

(Opened Tuesday, September 26, 1944)  
(No New York date set)

### SHUBERT THEATER, BOSTON

An operetta with music by Reginald de Koven, book by Harry B. Smith. Staged by R. H. Burnside. Musical director, Louis Kroll. Scenery by United Studios. Costumes by Veronica. Company manager, George Oshrin. Press representative, George Atkinson. Stage manager, David Bogart. Presented by R. H. Burnside (the Messrs. Shubert).

Robert of Huntington ..... Robert Field  
Sheriff of Nottingham ..... George Lipton  
Sir Guy of Gisborne ..... Frank Farrell  
Little John ..... Harold Patrick  
Will Scarlett ..... Wilfred Glenn  
Friar Tuck ..... Jerry Robbins  
Allan-a-Dale ..... Edith Herlick  
Lady Marian Fitzwaller ..... Barbara Scully  
Dame Durden ..... Zama Cunningham  
Annabel ..... Margaret Spencer

MILK MAIDS: Frances Joslyn, Lucille Barton, Virginia Chestnut, Beatrice Miller, Helena Kozlowsky, Wanda Owen, Margaret McKenna, Gloria Marshall, Ruth Simas, Doris Sward, Susan Corey, Jane Rehl.

SHERIFF'S MEN: Philip Lowry, Edgar Joseph, Raymond Vincent, William Nuss.

KING'S MEN: Stanley Turner, Louis Vern, Roy Ballard, Tom Kelly.

VILLAGERS AND ARCHERS: Gerda Christiansen, Arlene Ross, Frances Fleming, Norine Winters, Adele Jalkel, Jeanne Lee, Jean Lawrence, Florence Hurst, Ethel Johnson, Gloria Laffin, Jane Moses, Jane Shelby.

VILLAGERS AND OUTLAWS: Lee Edwards, Herman Glazer, Jerry Madiera, Dale Sommer, Milton Vaughn, Steven Kent, Garry Sherwood, Allen Whitman, James Landi, Melville Veitch.

The Messrs. Shubert and R. H. Burnside, their Gilbert and Sullivan revivalist, had a very bright idea when they decided to resurrect *Robin Hood*. In the first place Reginald de Koven's score has lost very little of its freshness. And Harry B. Smith's book, tho it is pretty coy at times, manages to hang together. Better than this, however, is the quality of the present production. It is freshly costumed; its sets are more imposing than those of most recent operetta revivals. There is a good-sized orchestra which makes de Koven's score sound as it should. And to top it all, the Shuberts have recruited a cast of attractive young people who can both sing and carry themselves on the stage.

### Local Crix Tab

Received unanimous affirmative nod from aisle experts for 100 per cent score. Yes: Warren Smith (Post), J. W. R. (Globe), A. E. Watts (Traveler), Winthrop Tryon (Christian Science Monitor), Rudolph Elic Jr. (Herald), Leo Gaffney (Record and American).

The present revival, advertised as "In its original form as played by the famous Bostonians," is booked for a nationwide tour. Judging by its reception here, the Shuberts can expect to gather a bigger coin than they have with any of their other secondhand operas. The break-in here should be the start of a long and profitable season.

The adventures of Robin Hood are familiar to everyone, for they were the delight of one's early school days. The main points of the legend are covered in the operetta. They are only slightly soiled by Harry Smith's precious gags and puns: "Don't get gay with hubby, chubby," for instance; or when the Sheriff leers "I dote on you" and Annabel replies coyly, "Odsbodkins, would but I knew the antidote."

The Shuberts are fortunate in their cast. They have Barbara Scully, pretty and vivacious. She is not too sound in the vocal department, but is cute and sprightly. Robert Field handles the not very imposing title role nicely. He doesn't swagger enough, but he sings with spirit and a voice of operatic caliber. Harold Patrick, as Little John, is perhaps the most promising of this list of newcomers. He's a big fellow with a fine resonant voice that should carry him far. George Lipton cuts some outrageous, slightly fey capers as the Sheriff of Nottingham. Edith Herlick is okay as Allan-a-Dale.

In addition the girls of the chorus are a comely lot and while the boys are a ragtag and hobtail lot, they can sing, too. Louis Kroll performs a yeoman chore conducting the orchestra.

The one blue note in the production is the old-fashioned direction. It emphasizes the corny comedy and the ham in *Robin Hood*. The posturing and parading spoils the effect of a perfectly good show.

Bill Riley.

## Flackery & Ads Must in Stars--- New Contracts

(Continued from page 3)

The next time the name gets around to playing the location, providing the war is over and the heavy excess tax is lifted, it's going to cost the spot owner plenty more cash.

Some out-of-town contracts not only call for the amount of \$\$\$ to be spent locally but insist on a schedule of advertising in near-by cities and in some cases a certain amount of air advertising. The air stuff is increasing in the contracts as, naturally, the ad-broadcasts go way beyond the area covered by the theater, club and ballroom spots and it helps on future billings and the b.o. in the next town. Acts playing Detroit find that broadcasting helps them in Chi. That goes, both ways, and it's typical of many other locations.

### Flack Space Nix Makes It a Must

With commercial broadcasting contracts the reason for the ad-dough being on the line is in most cases the same as it is for other types of showbiz contracts. The added plus here is that with diminishing free newspaper space the air segs feel they must get their names in the papers in ads, or else. Lack of publicity and advertising has been a favorite alibi for shows that don't make the First 15 and many a sponsor and ad-agency is okaying the extra expense for ads just to debunk attraction drawing power that isn't there. The ad boys really don't mind anyhow, as they get 15 per cent of all the ad biz they place and they don't make anywhere near that split on the talent money.

It hurts the pride of many stars considerably to admit that they won't pull in the business without being wrapped in the whipped cream of promotion but they have seen what happens on the air and in locations and theaters without plenty of selling.

Rather than die professionally, they're willing to admit they have to be sold and as long as they are willing to admit it—why they want everything in writing—as part of what they're working for. Looks as tho ad-sense has come to showbiz.



Routes Dramatic and Musical

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

Ballet Theater (Boston O. H.) Boston. Barrymore, Ethel, in Embezzled Heaven (National) Washington. Blackstone (Royal Alexandra) Toronto. Cherry Orchard (Blackstone) Chi. Dunham, Katherine, Tropical Revue (Auditorium) St. Paul 2-5; (Orpheum) Sioux City, Ia., 6; (Coliseum) Sioux Falls, S. D., 7. Good Night Ladies (Geary) San Francisco. Hayes, Helen, in Harriet (Bushnell Aud.) Hartford, Conn., 6-7. Kiss and Tell (Studebaker) Chi. Kiss and Tell (Carolina) Charlotte, N. C., 4; (Auditorium) Columbia, S. C., 5; (Miller) Augusta, Ga., 6; (Auditorium) Savannah 7. Life With Father (Walnut) Phila. Mama's Bank Account (Plymouth) Boston. Meet a Body (Wilbur) Boston. Merry Widow (Forrest) Phila. Oklahoma (Erlanger) Chi. Othello, with Paul Robeson (Erlanger) Buffalo 4-7. Over 21 (Harris) Chi. Perfect Marriage (Shubert) New Haven, Conn., 2-4; (Playhouse) Wilmington, Del., 5-7. Pilts, Zasu, in Ramshackle Inn (American) St. Louis. Rebecca (Ford) Baltimore. Robin Hood (Shubert) Boston. San Carlo Opera Co. (Virginia) Wheeling, W. Va. Sons o' Pun (Court Square) Springfield, Mass., 3-4; (Shubert) New Haven, Conn., 5-7. Student Prince (Cass) Detroit. Three's a Family (Biltmore) Los Angeles. Three's a Family (Shubert Lafayette) Detroit. Tomorrow the World (Loeust St.) Phila. Visitor (War Memorial) Trenton, N. J. Voice of the Turtle (Selwyn) Chi. Wallflower (Nixon) Pittsburgh. Waltz King (Shrine Aud.) Oklahoma City 2-4; (Convention Hall) Enid 5; (Music Hall) Kansas City, Mo., 6-7.

"Bloomer's" Socko 100G for 3 Stanzas

PHILADELPHIA, Sept. 30.—Hunger for ducats on the part of Philadelphians to get a glimpse of Bloomer Girl during its three-week break-in stand at the Forrest Theater ended tonight has been unprecedented in modern theatrical history. Getting terrific word-of-mouth publicity worth a million, after all the local drama critics stamped it a hit, the town went Bloomer crazy, with standees cramming every available inch of space at every matinee and evening performance, even when the hurricane rains came last week.

For the three-week stretch, John C. Wilson's production, in which Nat Goldstone has a heavy piece, figures on taking out better than \$100,000, the take held down only by the \$3.72 limit on ducats. Scalpers enjoyed a real field day, raising the ante by the hour as the demand increased furiously. And the start of the final week found the scalpers getting \$15 a ticket, and more takers than tickets.

Even producer Wilson had to patronize the scalpers to get tickets for himself, and Lawrence Shubert Lawrence, managing director of all the four Shubert houses in the city, couldn't get enough tickets for himself. The Shuberts sought to keep the show here longer, asking for an additional 12 weeks, but Wilson nixed the idea to bring his show to New York next week.

Many years ago the town experienced a similar situation when Golden Dawn premed at the old Shubert Theater. Legit historians recall that police riot calls had to be called in every night to quell the mobs rushing the house. The producer then also nixed a long run here, but when he hit the Main Stem his show was dubbed the Golden Yawn. And when he rushed back to Philadelphia you couldn't give the tickets away. However, the Gotham experience anticipated for Bloomer Girl promises to be much brighter, with all agreed that it's a cinch to take the spotlight.

ATS Sells 14,000 Subs in Chicago

CHICAGO, Sept. 30.—More than 14,000 subscriptions to the current season of the Theater Guild and the American Theater Society have already been sold, it is announced by Harriet Watt, subscription manager. The guild has set a quota of 15,000 subscribers. This will be reached during the opening play, The Cherry Orchard, and the books then will be closed.

This will be the largest number of subscribers Chicago has ever had. Of the six subscription plays to be presented by the theater society, three will be Guild shows.



BROADWAY SHOWLOG

Performance Thru September 30

Dramas

Table with columns: Title, Location, Dates, Performances. Includes entries like Angel Street (Golden), Anna Lucasta, Catherine Was Great, Chicken Every Sunday, Jacobowsky and the Colonel, Kiss and Tell, Life With Father.

Musicals

Table with columns: Title, Location, Dates, Performances. Includes entries like Pick-Up Girl, School For Brides, Searching Wind, Ten Little Indians, Two Mrs. Carrolls, Voice of the Turtle, While the Sun Shines.

Opened Perfs.

Table with columns: Title, Location, Dates, Performances. Includes entries like See You, Mexican Hayride, One Touch of Venus, Song of Norway, Hais Off to Ice, Ballet Russe De Monte Carlo.

Pre-Road Review

HARRIET (Opened Wednesday, September 27, 1944) CITY CENTER, NEW YORK

A play by Florence Ryerson and Colin Clements. Directed by Ella Kazan. Settings by Lemuel Ayers. Costumes by Alma Bernstein. General manager, Harry Fleishman. Stage manager, Jacqueline Paige. Press representative, Elmer Kenyon. Presented by Gilbert Miller.

Table listing cast members and their roles: Auntie Zeb, Henry Ward Beecher, Catharine Beecher, Harriet Beecher Stowe, Calvin Stowe, William Beecher, Edward Beecher, Mary Beecher Perkins, Thomas Beecher, Isabella Beecher, James Beecher, Dr. Lyman Beecher, Mr. Tuttle, Mr. Wycherly, Celestine, Freddie Stowe, Mrs. Hobbs, Freddie Stowe, Georgie Stowe, Hatly Stowe, Eliza Stowe, Jerusha Pantry, Lowell Denton, Sukey, Halsey, Jane.

The Florence Ryerson-Colin Clements saga about the fabulous Beecher and

Stowe families—spotlighting the "little woman who started a big war"—returned to New York Wednesday (27) for a limited engagement of 11 performances at the City Center. Thereafter, Harriet embarks on a cross-country, opening in Hartford, Conn., October 6. Three weeks in Boston follow, beginning October 11. Schedule sets a wind-up date for Seattle June 9, with stop-offs in Washington; Rochester, N. Y.; Buffalo, Pittsburgh, Toronto, Detroit, Chicago and points west.

Harriet wears well, with Helen Hayes giving the same heart-warming performance of the title role that she did at the Henry Miller Theater a hundred-odd times back in 1943. A packed house at the City Center greeted her first night's revival of the part, and the enthusiasm would indicate both continued heavy biz for the rest of the limited run and plenty coin on the road. Incidentally the City Center seems to have overcome the amplification snag which has harpooned more than one good production in Hizoner's Temple of Culture. Everybody's lines come over clearly and without distortion, which is a great help.

Gilbert Miller has given the production substantially the polish that it maintained during its official Stem run. Lemuel Ayers's sets and Aline Bernstein's costumes look as fresh as they did on preem night. There are, of course, some new faces in the cast and it is hard not to make comparisons with remembered originals. This particular pew missed the subtle digs with which Sydney Smith needled the character of Henry Ward Beecher and the downright Yankee

meanness of Seth Arnold's Jerusha Pantry. This may be a trifle unfair to Richard Wilder and John O'Connor who currently handle the roles with considerable skill. Robert Emhardt, who took over the Calvin Stowe assignment from Rhys Williams when the show was still at the Henry Miller's, makes Harriet's absent-minded-professor husband an engaging fellow, and Jean Lewis, ex-air waves, is a welcome newcomer in the part of tomboy, Georgie.

A lot of the old guard remain. Jane Seymour still plays Harriet's older sister, Phyllis Campbell and Lenore Wade are the boy-crazy twins, Robert Harrison is old Dr. Lyman Beecher, Alberta Perkins is Auntie Zeb, and Edna Thomas is Sukey. However, old or new, Ella Kazan has whipped them all into a smooth-running whole. They are a good, solid frame for Helen Hayes. Troupes like this one are a big step toward bringing back the road. Bob Francis.

"Kiss" Tops 15G in Norfolk

NORFOLK, Sept. 30.—Local drama season opened auspiciously last week, with Kiss and Tell grossing \$15,255 in four performances at W. S. Wilder's Center Theater. The play was the first of three booked at the Center this fall and the first in Norfolk this year. Merry Widow is due here in early October, and Tomorrow the World October 23-25. The bookings constitute an experiment, the first phase of which indicates Norfolk is crying for legit shows. The Center is angling for others.



### Burlesque Notes

By Uno

DOREE, in her second season over the Hirst Circuit, is doing straight in five scenes for comics Harry Lander and Hal Weber, besides her strip specialty. . . . MIKE SACHS, Alice Kennedy, Eleanor Metnick, Murray Briscoe, Charlie Harris, Jay J. Hornick, Sam Cohen, Lou Miller and Izzy and Joe Hirst among the many burly celebs who attended the wedding services in the Little Church Around the Corner and the celebration afterward at Phil Rosenberg's Jamaica home, September 24, when Betty, daughter of Phil and Mildred (Adair) Rosenberg, became the wife of Johnny Graff, a captain in the maritime service. . . . MARION LEE, formerly of Rio and Lee, tripling between scenes, tap dancing and show-girling at the Hudson, Union City, N. J. . . . FRANK X. SILK reinforced the Beverly Lane unit at the Hudson, Union City, N. J., week of September 24. . . . MIKE SACHS, recovered from five weeks' illness, returned with Alice Kennedy to his Hirst unit October 13 at the Howard, Boston. . . . TRUDY (RADIANA) DeRING left a spot-booked featured berth on the Hirst Circuit to open October 2 at the Gayety, Montreal, thru Al and B. Dow's booking. . . . GAIL PAGE and Frances (Francine) McRorey rejoined the Golden-Cowan unit at the Roxy, Cleveland, following an engagement at the Alvin, Minneapolis.

SUNNY LOVETT, Claude Mathis, Artie Floyd and Frances White comprise some of the principals now touring Frank Bryant's houses. . . . JEANNE JORDAN, out of burlesque the last 10 years and, last at the 51 Club, Manhattan, thru Will Weber, due for a return with her former dance-strip routine. . . . JESS MEYERS, manager of the Empire, Newark, N. J., and his wife celebrated their 18th wedding anniversary September 25 at the Latin Quarter, Manhattan. . . . EDDIE YUBELL, who relieved Looney Lewis recently in *One Touch of Venus*, has been signed to a run-of-the-play contract. . . . HOPE CARTER, who did strips and was a show girl at the Republic, Ocean View Park, Norfolk, all summer, opened September 23 at the National, Detroit, as a principal. . . . LESTER MONTGOMERY is producing at the Casino, Toronto. . . . JOE YULE, Mickey Rooney's pa, and Lee Trent are a new comic-straight team.



★ ★ ★ ★ ★  
 Dainty ★  
 Dashing ★  
 Darling ★  
**DOREE** ★  
 Talking ★  
 Stripping ★  
 Dancing ★  
 En Route the ★  
 Hirst Circuit. ★  
 Mgmt. MILT ★  
 SCHUSTER. ★  
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### Dept. Storemen See Tele Pitch

(Continued from page 3)

The commercials were well timed and handled.

*Keeping Up With Baby* was old stuff, but well handled by Larry Fletcher as the frenzied father; Violet Griswold as the nurse, and Narrator Paul Conrad, all of Broadway.

Three one-minute films of Bloomingdale's were televised to show how department stores could use television for institutional advertising, employment recruiting and to better employee relations.

Possibilities of telecast display windows and television points thruout stores were outlined to the advertising executives. At a dinner before the program the advertisers heard GE Vice-President Chester H. Lange describe television as "A sure-fire billion dollar industry that cannot possibly fail."

Technical difficulties that will have to be overcome in the utilization of television as an advertising medium were obvious. Unlike radio the sponsor must plan for the visual reception as well as the audible and he cannot take advantage of retakes and revision as in the movies. Directing and production techniques must be changed to meet the new medium, but there were no faults in this department store performance that a little practicing and polishing will not remedy.

### Dayton Sets Top Names for Fall

(Continued from page 3)

and Richard Crooks and Bidl Sayao, October 27. In addition, Anderson's series line-up includes Tito Gulzar, November 4; Robert and Gaby Casadesus, November 10; Zino Francescatti, November 23; Anne Brown, December 3; American Ballad Singers, Decembr 14; Argentinita, January 27; James Melton, February 15; Pittsburgh Symphony, February 22; Metropolitan Opera Quartet, with Novotna, Glaz, Jobin and Singher, March 3; Adolf Busch, Little Symphony, March 17; Rise Stevens, March 24, and Paul Draper and Larry Adler, April 11.

Junior Association of Commerce, which took on the *Ice Follies* here last year, has the San Carlo Opera Company for five performances at Memorial Hall, September 28-October 1.

**Ballet Opens Town Hall Series**  
 Miriam Rosenthal, manager of the Town Hall series and the Dayton Philharmonic Orchestra, gets her Town Hall bookings under way October 19 and 20, with the *Ballet Russe de Monte Carlo*. On February 12, she brings Robert Weede. Scheduled for late January or early February is her third opera festival, which will again feature stars of concert and the Metropolitan. The orchestra's seven dates include Nathan Milstein, October 26; Dorothy Kerstin, November 30; Inland Children's Chorus, December 16 and 17; Sgt. Josef Raleff, January 18; Artur Rubinstein, February 8, and Raya Garbousova, March 1.

The Dayton Philharmonic Chorus and its own symphony, conducted by William J. Krebs, will do Mendelssohn's *Elijah* in the spring, with a name soloist for the title role.

The Civic Music group's dates include the Philharmonic Orchestra, October 30; Ania Dorfmann, December 6; Thomas L. Thomas, January 11; Westminster Choir, February 4; Louis Kaufman, March 1, and Marian Anderson, April 24. These are all at the NCR auditorium.

**Decca Job Open**  
 NEW YORK, Sept. 30.—There's a good job going a-beggin'—Decca's West Coast rep—to take place of late Dick Voynow, recording director who died recently from uremic poisoning.  
 According to Jack Kapp, Decca prexy, they're looking for someone right now. Leonard Joy's trip West recently wasn't for purpose of taking over the post, but a rather rudimentary biz trip.

### Magic

By Bill Sachs

THE AMAZING MR. BALLENTINE (Carl Sharpe) scribbles that he's back in Cleveland getting another taste of saloon life. He infos that his old partner, Burnette, has been confined for the last two years at Veterans' Hospital, Los Angeles, but is on the mend and expects to be out soon. . . . DR. HARLAN TARBELL, en route to Berea College, Berea, Ky., where he gave 'em his *Seeing With the Fingertips* nifty Saturday night (23), stopped off in Lexington, Ky., for a visit with the Safety First Magician of the Kentucky State Highway Patrol, Lieut. Lee Allen Estes. . . . MYSTIC IVAN (Harry Carmer) reports that El Zarro and Company, after attending the recent Percy Abbott magical shindig at Colon, Mich., returned to their quarters at Lansing, Mich., to put the finishing touches to their ghost and mystery show, which is slated to open soon at the Regent Theater, Battle Creek, Mich., to be followed by a string of one-nighters thru Michigan and the Midwest. Maxine Summers recently joined the El Zarro unit as assistant. . . . RAJAH RABOD closed a week's stand at the Dow Theater, Hartford, Conn., Sunday (11). . . . SGT. JOHNNIE EADS V-mails from New Guinea under date of September 11 to say that he's still doing magic for the soldiers there and keeping darn busy. . . . LEON LONG, colored conjuror, who cracked the season September 1, is currently showing his wares in Eastern Tennessee. . . . GEORGE KITZINGER, Atlanta magician and former newspaperman, is back at his home hearth after a visit to his boyhood home at Manistee, Mich. . . . HARRY OPEL pencils in to say that he's still in the running in the Toledo area, playing banquets and a full-evening show now and then. He did his full-evening stint at the Grange Hall, Samaria, Mich., last Tuesday night (26), sponsored by the Grange. He says that Blackstone, on his recent Toledo engagement, pulled excellent reports and fair biz.

LEE NOBLE, now Pvt. Lee Burchell, of the air forces stationed at Lowry Field, Denver, for B-29 gunnery training, has been working with Special Services on the side, producing and presenting shows at the field. "The Camel Caravan was here recently," writes Lee, "with Tommy Hanlon doing magic, and Canfield Smith and Snodgrass, vent. Unfortunately, I missed them, but the GI's reported that both turns stood out in the show." *The Rev-Meter*, Lowry Field weekly, recently ran a photo-illustrated yarn on Noble's hypnotic work, and the Associated Press and International News Service picked up the item to send out on their wires. Other magl at the Denver field, according to Noble, are John Hibdon, Dallas, and Don Kaufman, St. Louis. . . . BLACKSTONE THE MAGICIAN, on the occasion of his recent engagement in Louisville, was the subject of a corking human-interest yarn, by Marlon Porter, in *The Louisville Courier-Journal*. A three-column cut accompanying the article had G. R. Rinehart, Lieut. Lee Allen Estes and Bill Ladd, well known in Magicdom, looking surprised as Blackstone pulled a rabbit from a hat. . . . PVT. ARVID J. MALJANEN, magician, attached to the army air base fire department at Norfolk, recently was awarded the Soldier's Medal for heroism. The award was given in recognition of his quick thinking and courage when, following a recent plane crash, he walked into the burning plane and carried out the unconscious pilot, thus saving the latter's life. . . . PVT. R. M. CORBIN (Ray-Mond), now on tour overseas with a *Yankee Doodles* unit, writes under recent date: "I have met many English magicians, the Great Lyle and Deveen and His Blondes being two of the better ones. Also met several of my American friends over here—Ted Collins, of Panama rope trick fame; Paul Newman, card expert; Ingram the Magician, now a sergeant, and Robert J. Elwood, son of the Great Elwood. I missed Milbourne Christopher in London recently; also Tommy Martin and Valentine, who were visiting the London magic shops. The Davenports and Max Andrews are swell magicians but their magic stock is very limited. I was recently made honorary member of the British Magic Circle, where I gave a talk on modern magic and the future of the art."

### Durr Maybe New FCC Brass Hat

(Continued from page 3)

shifting of government bigwigs, and White House effort will be made to retain Fly.

Assistant President James F. Byrnes will go, story has it. Economic Mobilizer Fred M. Vinson will move up to Director of Mobilization. Krug will go in as re-conversion boss and Durr or Nelson will get call for handling surplus properties.

Should Fly quit, as friends insist he will, and Durr move over to surplus properties it was anyone's guess who would be White House choice for FCC chairmanship.

Ray Wakefield, liberal California Republican commissioner, looked like a good bet today altho FDR, if re-elected, may pull rabbit out of hat in form of a surprise not unlike that which occurred with Fly appointment.

### 'Father' \$3,362 in Bridgep't

BRIDGEPORT, Conn., Sept. 30.—*Life With Father*, playing its third engagement at the Loew Lyric Theater here September 25, filled the 2,170-seater almost to capacity for one performance, grossing \$3,362. Prices scaled at \$1.20 to \$3 top.

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# THE FINAL CURTAIN

**CADY**—Harriette, 88, former concert pianist, at Roosevelt Hospital, New York, September 22. Survived by a sister.

**FORTUNE**—Mrs. Eulalia, 62, mother of Cab Calloway, ork leader, at Providence Hospital, Baltimore, September 24. Surviving, besides her son, Cab, are two other sons and three daughters. Services at the Morris Funeral Home, Philadelphia, September 27.

**GIFFORD**—Alva, 67, operator of Little Farm mechanical show and prior to that the Gifford Model Circus Shows, in Denver September 10. He was a charter member of Rocky Mountain Showmen's Club. Survived by his widow, Belle (Madam Juanita), who appeared with him in show business; a daughter, Mrs. W. E. Staude, and a grandson. Services and interment in Denver September 13.

## CARD OF THANKS

I WISH TO EXTEND MY SINCERE THANKS to our many friends in the show business for the beautiful tributes and the kindness and sympathy extended in my great loss in the passing of my husband, ALVA GIFFORD, who passed away Sept. 10. Am especially grateful to FRADER SHOWS, FORSYTHE SHOWS AND RAPP SHOW and all members of ROCKY MOUNTAIN SHOWMEN'S CLUB.

**BELLE GIFFORD**

**GOLDSTEIN**—Abraham, 77, father of Lou Golden, general manager of Golden Amusement Agency, Boston, at Beth Israel Hospital there following an operation September 28.

**GOODMAN**—Flight Officer Jerome D., 21, brother of Benny Goodman, ork leader, in an army plane crash near Casper, Wyo., September 24.

I wish to thank all who sent expressions of sympathy and condolence in my late bereavement at the death of my wife.

**MAX GRUBERG**

**HARRINGTON**—Robert, 54, legislative secretary of the West Side Association of Commerce and a former actor, at his home in Bayside, Queens, N. Y., September 28. He was the son of Olive Easter, a dramatic actress half a cen-

## Edwin Burke

**EDWIN BURKE**, 55, playwright, scenario writer and film director, died in Post-Graduate Hospital, New York, September 26.

In 1932 he had won the Academy of Motion Picture Arts and Sciences award for his adaptation of *Bad Girl*. He was one of the first writers to go to Hollywood soon after the birth of the talking picture in 1928 and joined the staff of Fox Films, which later became 20th Century-Fox Film Corporation. Among his first pictures were *Living For Love*, *The Man Who Came Back*, *Call Her Savage*, *Happy Days* and *Man Trouble*. Other films included *Sob Sisters*; *Paddy*, *The Next Best Thing*; *The Farmer Takes a Wife*, *The Tale of Two Cities* and *The Littlest Rebel*.

He entered the theater as an actor playing title roles in Shakespearean plays and later turned to writing vaude sketches and one-act plays. His first full-length play was *This Thing Called Love*, which was produced at the Maxine Elliott Theater, New York, and starred George Kelly and James Gleason.

He was a director of the Percy Williams Home for Actors at East Islip, L. I., N. Y., and of the Lambs and a member of the Players'. Services at Roman Catholic Church of St. Malachy, New York, with interment in Albany, N. Y.

tury ago, and started playing parts in his mother's company at the age of three. He was in the theater for 27 years appearing in either juvenile or character roles and when 12 years old was featured with Harry Pilzer. He had also appeared with and for George M. Cohan in *Running for Office*, *Playing the Ponies*, *Sunny Side of Broadway* and other shows. Joining the B. F. Keith office in 1920, he was a theater manager in Asbury Park and New Brunswick, N. J., and at the Regent, Jefferson, Franklin and Broadway theaters, New York. He joined the West Side Association of Commerce in 1936 as special investigator. Survived by his widow and a son.

**HEYMAN**—Katherine Ruth, 65, concert pianist and teacher, of a heart ailment while on her way from Sharon (Conn.) Hospital to St. Luke's Hospital, New York, September 28. She had appeared as a soloist with the New York Symphony, New York Philharmonic, San Francisco Exposition Symphony, London Philharmonic, Sheffield Symphony, Landon Ronald's and Sir Thomas Beecham's orchestras. Shortly after the turn of the century she toured with Schumann-Helms, Sembrich, and others, and gave recitals in England, Ireland, Scotland, Russia, Germany and Italy. She was also a composer of songs, among them being *The Children's Hour*, *Elysion* and *Lament for Adonis*.

**JEROME**—Arthur, 65, magician and former circus tumbler, in Dallas September 25. He had been with the Ringling show; had his own circus for a time, and was with the Fox Minstrels before retiring. Survived by his daughter, Gloria Jerome, magician, and his widow. Services at the church of the Blessed Sacrament, Dallas, with interment in Laurel Land Memorial Park there.

**KONYOT**—Mrs. Maria, wife of Arthur Konyot, of the Konyot Family of riders on the Ringling show, following a long illness at St. Francis Hospital, Evanston, Ill., September 23. Besides the husband, she is survived by a daughter, Dorita, also on the Ringling show, and a son, Alec, in the army at Fort Riley, Kan. Body was taken to Sarasota, Fla., for burial.

**KRITCHFIELD**—J. S., 76, in show and circus business since he was 19 and with Mills Bros.' show in 1943, following a heart attack in Atlanta September 22. Survived by his brother, W. N. Critchfield, Chicago. Interment in family lot at Marseilles, Ill.

**MCCARTHY**—John, 47, consessionaire, in Richmond, Va., September 24. He had been with John H. Marks and Endy Bros.' shows and was temporary chairman of the house committee of the Miami Showmen's Association. Services at Peter Christianson Funeral Parlor, Richmond, with interment by Miami Showmen's Association in Richmond City Cemetery.

**PARKER**—Louis Napoleon, 91, composer and playwright, in Devonshire, England, September 21. He studied music at the Royal Academy in London and for 19 years was a musical instructor at Sherborne School there. He turned to playwrighting at 40 and at one time his *Disraeli*, *The Paper Chase* and *Joseph* were in New York theaters simultaneously. His pageant, *Lily of France*, with a cast of 900 was presented at the national festival in Nancy, France, for a four-year run. More than 100 dramatic writings of his own and in collaboration are credited to him. American audiences knew of his *Disraeli*, in which George Arliss starred; *Rosemary*, with John Drew and Maude Adams; *Pomander Walk* and *The Cardinal*. His *Buried Treasure* was used by Mrs. Patrick Campbell for her London debut. A few of the plays he became associated with, are: *David Copperfield*, *Johannes Kreisler*, *The White Sister*, *Chanticleer*, *Lady of Coventry*, *Bluff King Hal*, *Mavourneen*, *The Aristocrat*, *Mr. Garrick*, *Queen Victoria*, *Monseigneur d'Artagan*, *Our Nell*, *The Lost Duchess*, *A Venetian Wedding*, *Marjolaine*, *The King of Elba*, *A Rogue's Wife* and *Cyrano de Bergerac*. His daughter, Dorothy, played in several of her father's works in New York.

**PERDUE**—Elmer, 42, circus press agent, recently with Frank Wirth on indoor dates, suddenly at his home in Georgetown, Del., September 27. He was a member of the Elks. Survived by his widow, Harriet; his mother, Mrs. Elizabeth Reed, and a brother, Norman.

**RAFTERY**—Marie A., 43, wife of Ed-

ward C. Raftery, president of United Artists, at her home in Forest Hills, L. I., N. Y., September 25. Surviving, besides her husband, are two daughters and a son. A Solemn Requiem Mass was held September 28 at Our Lady Queen of Martyrs Church, Forest Hills, L. I., with interment in St. John's Cemetery.

**RAYMOND**—George E. (Jack), 79, veteran theatrical manager who handled stage and opera stars of four decades ago, at his home in Hollywood September 27 following a brief illness. Born in Brooklyn, he entered the theater at an early age and became manager of the Lyceum artists. He handled such artists as Bill Nye and Elbert Hubbard. Later he managed theaters on the Orpheum Circuit over the nation and was manager of the Los Angeles Orpheum when he retired in 1923. He leaves his widow, Charlotte, and a sister in Brooklyn. His first wife, Alice Miller, opera singer, died in 1938. Services at Wee Kirk o' the Heather, Forest Lawn Memorial Park, Glendale, Calif., September 30.

**ROBERTSON**—Bruce, 31, chief announcer at Station WHB, Kansas City, Mo., of a heart attack September 23 at St. Mary's Hospital there. He had been in ill health for several years. He began his career as an announcer at Kansas City's first television station, W9XBY. Later he was announcer at WMBH, Joplin, Mo.; WJIM and WIND, Chicago, and KOAM, Pittsburg, Kan., and then went to WHB in 1941. Survived by his widow, a son, his parents and a sister.



In Memory of My Beloved Husband

**J. C. (Jimmie) SIMPSON**

who passed away  
OCTOBER 6, 1943

**Marie Simpson**

**THIMIG**—Hugo, 90, member of the Vienna Burg Theater since the last century according to a Berlin broadcast recorded by the United Press. He was the head of a famous European theatrical family and his daughter, Helene, was the second wife of the late producer, Max Reinhardt.

**WILSON**—Floyd Minton (Slim), 36, Ferris Wheel foreman on the John H. Marks Shows, killed in Albermarle, N. C., September 25 when an arm became tangled in ropes while erecting the tower with the motor running. Dashed against ironwork, he was instantly killed. He had joined the show this season after being off the road for two years. He was born in Norfolk. Survived by his widow, Lucille; mother, Mrs. Betty Wilson; a sister, Doris E. Jones; a brother, Harry L., and two nieces. Remains were sent to Conway, N. C., for interment.

## Marriages

**CONTE-MAXWELL**—John Conte and Marilyn Maxwell, screen vocalists, in New York recently.

**GOULD-BRUCE**—Lieut. Jay Gould III, to Jennifer Beryl Bruce, daughter of screen actor Nigel Bruce, in Beverly Hills, Calif., September 18.

**GRAFF-ROSENBERG**—Capt. John Graff, maritime service, to Betty Rosenberg, daughter of Phil Rosenberg, sole booker and executive of the Hirst Burlesque Circuit, and Mildred Adair, former singer in musical comedy and burly, September 24 in the Little Church Around the Corner, New York.

**ISRAEL-SHARP**—Roland Israel, radio director of the J. M. Korn Advertising

(See MARRIAGES on page 57)

# Sergeant Writes Of Show Biz in The So. Pacific

(Continued from page 3)

ward them that people back in the States have to clothes.

Our first performance of *Stars and Gripes* in New Guinea was most unusual. The generator that was to provide our lights failed to arrive in time. There was a huge audience assembled and, so as not to disappoint them, we asked them to shine their flashlights on the stage. *Stars and Gripes* went on in a blaze of glory. Many times our trucks back up right to the stage because you can sink up to your neck in the mud. We put the trucks next to the stage and do our show without ever putting foot to ground (if you can call it ground). Wardrobes, as you can well imagine, are plenty tough to keep in shape. We have to look presentable and we do, but it's the toughest thing in the world.

Right here I'd like to put in a plug for the officer in charge of our unit, Lieut. Howard Barnhart. The lieutenant, a swell guy, was assistant stage manager and bit player in the Theater Guild's *The Time of Your Life*.

Besides entertaining combat troops in the field, we also split off into four units and go into hospitals, each group taking a different ward. That's the really tough part of our job. But it's also the most rewarding. To think that guys who are wounded, stuck into casts and strung up with wire pulleys can laugh and enjoy themselves despite everything. That's real applause. It's better than all the money in the world.

## Lots of Ground

We have still a lot of ground to cover because we hit every unit stationed here on the island. Not a single man is missed. Up in the hills, over rivers, over water, on boats, playing not only for the army but for the navy as well, we travel around this godforsaken island. I dare say that not a G. I. in the whole Southwest Pacific area will lack an opportunity to see *Stars and Gripes* before we finish. We've been very lucky so far. No mishaps or accidents have occurred except for the time, one dark night, while coming home from a show one of our trucks ran over an 11-foot python. That was great fun.

Jack Benny, Carol Landis, Larry Adler, Martha Tilton and June Brunner arrived a couple of weeks ago. Arriving with them was the worst rainy spell we've had this season. Despite the rain, Benny, in his one-week stay here, drew nightly audiences of well over 20,000 every place he played. Carol Landis did a jitterbug act with boys called up out of the audience. Needless to say, M.P.'s were needed to keep Landis from being mobbed. But she was a wonderful sport and knocked herself out for the boys. Benny never let up on his shows in spite of the terrific downpours he had to work in. At times the rain was so hard that he was hardly visible from the rear part of the audience.

## Longhair, Too

Judith Anderson is here now with a very good show. It's classy, but entertaining, too. She's got Anne Triolo, accordionist and comedienne; Albert H. Malotte, pianist and composer of *Ferdinand the Bull*, *Song of the Open Road* and *The Lord's Prayer*; Helen McClure, soprano, and violinist Shirley Cornell. I really don't know when I've seen such a smart, delightful act. It reminded me of something you'd see in the Iridium Room at the St. Regis in New York. Miss Anderson did the mistress of ceremonies chore and did she hold those G. I.'s in the palm of her hand! She commanded their attention and got it. She even played the murder scene from *Macbeth* with the help of a Lieutenant Wade she borrowed from the navy to support her. It seems that he played with her in New York. You can well imagine how hard it must have been to make a bunch of dock workers, truck drivers, boat crews and run-of-the-mill laymen sit thru *Macbeth*. She did it.

You can't help having the utmost respect for that splendid woman. One character behind me, evidently awed, said (for all to hear):

"She's a classy old bag, ain't she?"



# TAKES TOPPLING MORE TOPS

## Cavalcade Is In 5th Record

Hutchinson figures add to string of fair peaks—NM start is to heavy biz

ALBUQUERQUE, N. M., Sept. 30.—Al Wagner's Cavalcade of Amusements arrived here from a record week at Kansas State Fair, fifth fair record this season for the show. Hutchinson receipts, according to Publicity Director William B. Naylor, were far ahead of those of any other carnival that has played the fair. Gross receipts, which include a preview showing on the day before the official opening of the fair, were \$39,738.74 for shows and rides.

A long line of concessions more than doubled the previous best records, said A. J. Weiss, manager of that department for the Cavalcade.

Big crowds attended daily and weather was excellent thruout the week until late Friday, closing day, when rain started about the time a packed grandstand show was over. Show pulled down in the fastest time this season and left Hutchinson at noon Saturday for the long trek to New Mexico State Fair here, which was reached at midnight Sunday. The five-mile haul to the fairgrounds nearly caused Manager Joe Scholibo to cancel the date, owing to lack of trucking facilities for hauling the show. Fair Secretary Leon Harms and State officials, when given the ultimatum of cancellation or assistance, commanded nine (See Wagner's Fifth Record on page 54)

## Marks Red One Is Delivered by Augusta Sleeper

ALBEMARLE, N. C., Sept. 30.—Expectancy being low for the spot, the Augusta, Ga., engagement, September 18-23, was a surprise for the John H. Marks Shows, which had one of the season's best weeks and the second biggest Saturday matinee, reported Harry E. Wilson. Location was Greene's Field, and weather was fair.

Due to transportation difficulties all of the show was not ready Monday night and business was only fair. Remainder of the week business picked up daily, and Saturday, with one of the biggest matinees of the season, gave the shows the second biggest one-day gross of the year.

Con Cunningham, who purchased L. B. (Barney) Lamb's Roll-o-Plane, will take it to the Playland Shows, of which he is assistant manager, Lamb leaving for Alabama. Tracey brothers joined with Side Show. Visitors included Harold (Buddy) Paddock and his partner, Tom Murphy and "Puss" Connors, police sergeant and personal friend of Willie Lewis. (See Marks Gets Surprise on page 37)

## Cavalcade Cops Over a Grand for Muster-Out Fund

HUTCHINSON, Kan., Sept. 30.—More than \$1,000 for the Muster-Out Fund of the Showmen's League of America was raised by Al Wagner and his Cavalcade of Amusements on the night of September 21 during Kansas State Fair here, September 17-22.

Tickets were sold by Cavalcade members to a performance put on without any outside talent. Joe Orneallas, manager of the Gay Paree Show, was emcee and the program was a distinct hit. The amount realized will be forwarded by Owner Wagner to the SLA fund.



CLAIMING the smallest press agent and the largest mailman on the midways, the Johnny J. Jones Exposition has offered as exhibits Harvey B. Williams (left) and the veteran Joe Pearl. The showfolks put up a lot of paper for the Williams prowess in the newsrooms, and Pearl's record as a champ sales agent of The Billboard has long been established. Fair was caught by Bob Sherrill, staff photog of The Chattanooga Free Press, during the Inter-State Fair engagement in Warner Park.

## Caravans Nominate Ticket

CHICAGO, Sept. 30.—At the second fall meeting of Caravans, Inc., September 17, with President Pearl McGlynn, First Vice-President Lillian Lawrence, Secretary pro tem Clara Polich, Treasurer Claire Sopener and Chaplain Mrs. Nate Hirsch in the chairs, officers for the coming year were nominated as follows: Jeanette Wall, president; Edna Stenson, first vice-president; Mrs. Nate Hirsch and Emily Bailey, second vice-president; Mae Taylor and Daisy Davis, third vice-president; Claire Sopener, treasurer; Clara Polich, secretary, reported Alice Kady, publicity. Bond Club, originated by Hattie Clinton and of which she is chairman, is progressing satisfactorily. She presented the club with another War Bond bought by donations from members. Pat Seery and Clara Polich, committee on arrangements for the first installation dinner, reported it would be held at the Hamilton Club. Open house during outdoor convention week will be in the Sherman Hotel. Chaplain Hirsch reported that her husband, ill in Veterans' Hospital, Hines, Ill., is slowly recovering.

## Sweet Season's Song Sung When Troupers Pass St. L.

ST. LOUIS, Sept. 30.—Ray Marsh Brydon, operating two units here to good business, spent several days in Chicago to close a contract to exhibit in Riverview Park for the fifth successive season in 1945. H. Frank Fellows, president of Ozark Empire District Fair, Springfield, Mo., here this week, raced two of his horses at Fairmount Race Track across the Mississippi. Rides and concessions of Elmer and Curtis Velare continue on the Grand and LaCleda lot under management of Sam Gluskin.

Tommy Allen, assistant to Al Wagner on the Cavalcade of Amusements, who was here on Monday en route south for the show, reported big business at Hutchinson Fair. Tom W. Allen, former carnival owner now operating a recreation arcade in Waynesville, Mo., was here several days this week. Ray Swanner, general agent of the Ellman Shows, who was here Tuesday and reported that Ellman Bros. had a big year, was on his way to join Al Baysinger for spots in the

## Royal American Beats 84G For Okla. City Fair; Show Out Until Dec.; Then Largo

To Winter on Pinellas County Grounds

OKLAHOMA CITY, Sept. 30.—Royal American Shows at Oklahoma State Fair and Exposition here this week, final figures will show, broke all midway high marks with over \$84,480, officials said. This record comes on top of unprecedented midway net receipts at Minnesota State Fair, St. Paul, and Kansas Free Fair, Topeka.

The RAS route this season will run well into December, it was announced here. Winter quarters will be on Pinellas County Fairgrounds, Largo, Fla.

Rain here Wednesday and Thursday threatened to hold down the show's gross and, because of the inclement weather, fair and show executives were all the more gratified over the total results.

Leaving here for Fort Smith, Tex., the RAS will play still there for five days, then going to Mississippi State Fair,

Jackson. Louisiana State Fair, Shreveport, will follow. Greater Gulf Coast Fair, Mobile, will take the show into November. Pensacola (Fla.) Fair engagement will end November 25 and a still date will be played in Tampa till December 10, after which the org will go into new quarters in Largo.

## WT-RW Join At Muskogee; Fems in Fund

War Workers To Donate

MUSKOGEE, Okla., Sept. 30.—Five days played in Ponca City, Okla., last week by the World of Today Shows, reported Viola Fairly, produced only fair business, but the spot was made to break the jump to Oklahoma Free State Fair here October 1-8. World of Today Shows and Reynolds & Wells Shows combine here to play the fair, for which Secretary-Manager Ethel Murray Simonds reported all concession and exhibit space had been taken.

It was a sort of Mothers' Day in Ponca City, as the mothers of Paul Will, Edith Case, J. Cain, H. Panther and Mrs. Eddie Clark were all visitors on the show. Many (See WT-RW Combo Joined on page 37)

## San Antonio Women Form New Show Club

SAN ANTONIO, Sept. 30.—Another show women's club was organized here several weeks ago, with about 30 members. Active in organizing were Mrs. Whitie Archer, Mrs. Roland Smith, Mrs. Edna B. Tarkington and Mrs. Cleo Graves, who was chosen temporary president. Members work a day each week at the local Red Cross.

When Arthur Bros.' Circus played here two days last week many locals attended as guests of George Cole, C. Andrews and Al Beck, executives. A. (Booby) Obadal, owner of Victory Park, returned from the West Coast. Dave Stevens, Ben Block and Charles Schubb went to Austin, Tex., to visit Dodson's World's Fair Shows. Mrs. Edna Tarkington (See Women in S. A. Club on page 54)

## Tough Breaks Close Miner

NEW HOLLAND, Pa., Sept. 30.—After a 24-week season with some bad breaks but ending in the black, equipment of the Garden State Shows has been stored here until spring. Manager R. H. Miner said that some of the route in Pennsylvania, New Jersey and Maryland was especially good, but that 12 fairs in the South had been canceled because of polio. Show had difficulties in transportation and with labor, the Great Leon, free act, sustained a broken arm in a fall and two ride employees were laid up with fractured arms and legs.

ATLANTA.—Carl Whyte, pianist, who for a quarter of a century toured with a variety of acts, from the Cherry Sisters to the "Stamesc" Twins, is now accompanist for the Del Rio Midgets with the Johnny J. Jones Exposition, playing Southeastern Fair here this week.



**CLUB ACTIVITIES**

**Pacific Coast Showmen's Assn.**

623 1/2 South Grand Ave., at Wilshire  
Los Angeles

LOS ANGELES, Sept. 30.—Monday's session had Past Prez Joe Glacy presiding; Bill Hobday as secretary, breaking in Lou Johnson as his stooge during his forthcoming vacation in Nevada; John Backman in the treasurer's chair and Prexy Ted LeFors coming in later. Letter from Jack Kent, late of several West Coast shows, but now in New Guinea, related a thrilling engagement. Members Glacy, Hobday and J. Ed Brown inducted a new member, O. M. Sanders, and Monroe Elsenman was made a life member. Treasurer Backman reported the coffers in satisfactory condition and that the cemetery committee was preparing Showmen's Rest for December Memorial services. Sam Dolman announced that the Joyland Show would shortly put on its Show Within.

Thursday, December 14, is the date set for the 23d annual Banquet and Ball in the Biltmore Hotel. In line with conditions as they were last season, attendance must be limited, hence an early sellout is assured. A rising vote of thanks voiced appreciation of the club for the services of Bill Hobday as secretary, with a record of not one board or members' meeting missed since his induction.

Club has addresses of members in the armed forces and is anxious to freshen this list and would appreciate communications from all members in service. Sammy Coomas, Oceanside, won the attendance award while the Christmas dinner fund was hiked to \$325 by the faithful lion. Custodian Ben Beno and House Committeeman Ray Rosard served a dainty repast.

**Ladies' Auxiliary**

Meeting September 18 brought out 32 members, several from out of town. Lalia Peplin and Lucille Gillian were reported ill. Mary Ernst took the bank award, and Past President Edith Bullock and Mrs. Selby door prizes. Club will send Christmas boxes to boys overseas, and is giving to *The Examiner* fund for hospitals. Eighteen attended the radio program for the Homemakers' Club, and Chairman Helen Smith reported progress being made toward the \$150 prize.

New member, Virginia Tate, was introduced, and Loraine La Vani, Edith Hovey, Grace De Garre and Honorary Member Nancy Myers gave talks.

Chairman of the bazaar, Rose Rosard, gave a party at her home September 20. Admission was a completed article or

(See PCSA on page 53)

**National Showmen's Assn.**

Palace Theater Building  
New York

NEW YORK, Sept. 30.—The executive secretary visited the World of Mirth Shows at Allentown (Pa.) Fair September 22 and met these members: Max Linderman, Frank Bergen, Ralph Smith, Daddy Simmons, Jules Lastures, Phil Isser, Sam Lager, Joe End, Sammy Applebaum, Red McKeon, Bibs Malang, Sam Frumkin, Harry Field, Harry Kaplan, Jeff Harris, Pat Martino, Jack Linderman, Nate Weinberg, Meyer Pimentel, Max Cohen, Joe Jacoby, Clem Schmitz, Louis Selgal and Phil Hamburg. A benefit bingo was held that night.

Member Nathan House underwent amputation of his right leg, because of gangrene, in Rahway (N. J.) Memorial Hospital. . . . Jerry Gottlieb contributed \$50 to the veterans' fund. At Northampton (Mass.) Fair wheel operators on the Eli Lagasse Shows collected \$25 for the general purpose fund. Club acknowledged a contribution of \$200 from the Kirkwood Shows, managed by Ralph Decker. Francis J. Kelley, who underwent an appendectomy in a Connecticut hospital, is in fair condition. Michael Goldberg advised of the death of his brother Irving.

Pvt. Joe Amico has been wounded in France. Pvt. Bill Moore has been mustered out. Letters came from Corp. Harold Lupien, Pfc. Joe Bevans and Pvt. Harry Brennan, all overseas. Sgt. Al Klatsko is in town awaiting assignment. Eddie Mann, recently associated with Ben Weiss, left to join his family in California, where he intends to make his home.

Membership drive standings: Oscar Buck, first; Ross Manning, second; Harry Rosen, third; total to date over 140. Visitors have included Jack Greenspoon, Art Lewis, Ben Lewis, Tommy Fox, Jimmy Hurd, Harry Schwartz, Sid Goodwalt, Harry Mirsky, D. D. Simmons, Ike Weinberg, Abe Rapps, Ed Dubin, William Groud, Joseph Galvin, Frank Miller, Lazarus Fink, Jules Roth, Albert Goldstein, Sam Walker, Louis Candee, Eddie Kalin, Harry Levine, Jack Lichter, Tommy Pell, Al Keating, Sol Wahnish, Charles Rubenstein and Sam Stillman. First fall meeting night of October 11 will transact much important business.

**Ladies' Auxiliary**

Next business meeting will be held October 11 at 8:30 p.m. President Edna Lasures, en route with the World of Mirth Shows, stopped in Baltimore to see Jesse Glick, who tendered the membership application of Mrs. Cecilia M. Merson. Evelyn Buck was in town with applications of Pearl Rogers, Shirley M. DeWitt and Neena Johnson. Dues came from Irene Goldberg, Martha Weiss, Rae E. Kane, Rose Tumin and Grace San Fratello. Club extended sympathy to Tom Fox, husband of late member sister Pearl Fox, who died September 26. Burial was in Ferncliffe Cemetery September 29, and officiating at auxiliary services were Past President Midge Cohen, Chaplain Mildred Peterson and Second Vice-President Ethel Shapiro, and members were well represented. Auxiliary also extended sympathy to the family of Flonnie Barfield, who lost two relatives. Members should send in names and addresses of husbands, brothers and sons in service so that Christmas gifts can be sent as soon as possible.

**Showmen's League of America**

Sherman Hotel, Chicago

**Ladies' Auxiliary**

At the first fall meeting October 5 a nominating committee will be named and all membership applications brought in during summer will be balloted upon. Mrs. Milt Morris donated a silk quilt to be awarded during convention week. Lena Schlossberg celebrated a birthday September 15 and received beautiful gifts. Members are elated over donations from Alma Richards and Clara

**Heart of America Showmen's Club**

Coates House, Kansas City

KANSAS CITY, Mo., Sept. 30.—The hotel will be vacated soon and work will start on fumigating and remodeling. The Coates House bar will be closed 10 days, and then the lower floor will be reopened for business, and the clubrooms will be reopened about October 20. These have been elected to membership: Bruce E. Boatright, Sunset Amusement Company; Clarence Knott; George W. Gallaher; Roy Hickman, manager of the Coates House; Artie Hutchenson; Clyde McMahon, McMahon Shows; George C. Martin, Lawrence Beeson, Jay Jones, Herman Cady, George Kemp, Pleasant Anderson, Frank Gelsinger and Phillip Lindsay. F. M. Shortridge, Riverview Park, Des Moines, sent in petitions of Alva C. Marion and James G. Males, who were elected.

Mrs. Harold Elliott went to Tulsa, Okla., with her concessions. Russell Hull, concessionaire, visited en route to Tulsa from Lincoln, Neb. Mr. and Mrs. Tex Cummings, Seaside Park, Virginia Beach, arrived to spend the winter; also Woody and Mary Gether, Mr. and Mrs. B. F. King and Mr. and Mrs. Buster Shannon. May Wilson, chaplain of the Ladies' Auxiliary, entered Bell Memorial Hospital for observation and another major operation.

President C. F. (Doc) Zeiger reported more contributions in his drive for the cemetery fund. Secretary G. C. McGinnis again requested members to furnish their permanent addresses.

Fairyland Park having closed September 10 after a record season, George and Hattie Hawk moved back to the city. Sam Benjamin, manager of Walled Lake (Mich.) Park, arrived here to spend the winter. Regular weekly meetings will start about November 1.

**Missouri Show Women's Club**

Maryland Hotel, St. Louis

ST. LOUIS, Sept. 30.—Members held a get-together party September 14 and decided to hold the first business meeting of fall on the night of October 5 in the clubrooms. President Ethel Hesse instructed the secretary to send out cards to all members and former members. War Bond drive and membership drive of the summer were big successes. Letters from Jeanette Waters, Grace Goss and Honey Vaughan came, and Marie Jones, who visited the rooms on her way south with the Snapp Shows, brought in some War Bond books and dues from the shows. Mrs. Lee Belmont, who has been ill, was reported better. Treasurer Norma Lang requested that all bond books be in by the October 5 meeting, and Secretary Kathleen Gawle said 1944 fall dues could be mailed in now.

Zeiger, Past President L. M. Brumleve is back from several months in Wisconsin. President Phoebe Carsky is looking forward to a large meeting October 5. Revised by-laws are in the mail.

**FOR SALE**  
COMPLETE SET OF SIDE SHOW BANNERS, READING S-I-D-E S-H-O-W  
Background on each Banner of all Freaks. Big Doorway Banner. Set Practically New. Cost \$450.00. WILL SELL FOR \$225.00.

**6 BIG FLOOD LIGHTS**  
Complete with Globes and Boxes for Shipping. 2 in a Box. Cost \$87.50 Each. WILL SELL AT \$25.00 EACH, or 6 WITH 3 BOXES FOR \$125.00.

**7 P. A. SYSTEMS**  
Complete. First-Class Condition. Sizes From 20 Watt to 60 Watt. STATE WHAT SIZE FOR PRICES.

**1 NEW BALLY CANOPY**  
Cost \$105.00. WILL SELL FOR \$30.00.

**1 SET OF OIL PAINTED LOBBY PICTURES OF FREAKS**  
For Store Show or Side Show. Chromlum Frames—Like New. Over 20 Subjects. \$8.00 EACH.

**3 BRAND NEW 8-FT. UMBRELLAS**  
Red and White, Green and White. Chromlum Poles and Frames. Cost \$125.00. Made Special. Great for Pitchman or Ticket Box. WILL SELL FOR \$50.00 EACH OR 3 FOR \$125.00.

**"BOUQUET OF LIFE"**  
Show Complete Cost \$570.00. Only Used 3 Weeks. Good Winter Time Deal for Man and Wife in Store Rooms. WILL SELL FOR \$300.00.

All Reply to:  
**RAY MARSH BRYDON**  
Suite 838, Hotel Statler, St. Louis, Mo.

**3000 BINGO**

No. 1 Cards, heavy white, 5x7. No duplicate cards. 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2700 cards \$5 per 100 for cards only—markers or tally omitted.

No. 3 cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card 6¢.

**3000 KENO**

Made in 30 sets of 100 cards each. Played in 3 rows across the cards—not up and down. Lightweight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

**LIGHT WEIGHT BINGO CARDS**

White, Green, Yellow, Black on white, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢.

Large Numbers Board, 8 in. typ, 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, \$2.00 per 100.

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, \$1.40 per M.

Round Gray Cardboard Markers, 1800 for. . . 1.00

Thin Plastic Markers, brown color, M . . . . . 2.00

All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

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19 W. JACKSON Blvd., Chicago 4, Illinois

**DOWNTOWN INDOOR AMUSEMENT CENTER**

with Skooter and Arcade wants Concessioners for Merchandise Games, all year round. What do you have? Write

**PLAY-MORE**

Dallas & Fannin HOUSTON, TEX.

**CAN PLACE**  
RELIABLE SCOOTER FOREMAN.  
Salary \$75.00 per week.  
Must join Tulsa, Oct. 10th.

**HAVE FOR SALE**  
SPITFIRE IN PERFECT CONDITION.  
Just repaired and reconditioned. Immediate delivery. Cash selling price \$5000.00. Address:  
**AL WAGNER**  
Care CAVALCADE OF AMUSEMENTS  
Pampa, Tex., until Oct. 8; Tulsa, Okla., Oct. 10-16.

**WILL BOOK**  
Merry-Go-Round with transportation balance of season due to truck wreck. Join Roanoke, Ala., week Oct. 2; Panama City, Fla., week Oct. 9. Little Beauty preferred. Four Big spots. Want Foreman for Spitfire, top salary.  
Wire answer: Roanoke, Ala.

**J. F. SPARKS SHOWS**

**GALLERY AMMUNITION**  
Closing Gallery. Going away. Have few cases Rem. Kant Splash Gal. Specials left. Best offer takes.

**MARCUS**  
Box 53, Jacksonville, N. C.

**DYER'S GREATER SHOWS**  
Want clean Shows, Rides not conflicting with Wheel, Kiddie Auto, Tilt, Octopus, Roll-o-Plane. Clean Concessions open. Can place few Concession Agents.  
Sikeston, Mo., this week.

**LEW HENRY & GEORGE CLYDE SMITH SHOWS**

**WANT**  
Cookhouse and Grab, Ball Games, Cigarette Gallery, Duck Pond. All Concessions open except Bingo and Pan. Want Girl Show, Monkey Show or any money-getting Show. Want Octopus or Tilt-a-Whirl.  
Address all communication to LEW HENRY or GEORGE CLYDE SMITH, Henderson, N. C., this week; Littleton, N. C., next week.

**Monarch Midway Wants**  
For Arcadia, Fla., week of October 9. Want Octopus, Ride-o or other Flat Ride, also Kiddie Ride. Shows of all kinds. Place legitimate Concessions. Choice Florida spot for all winter. Address  
N. P. ROLAND or HOWARD INGRAM, Plant City, Fla., this week.



# MIDWAY CONFAB

Communications to 25 Opera Place, Cincinnati 1, O.

**DREAD** the coming closing?

BEE MILLER penciled that she would winter in Tampa after the Johnny J. Jones Exposition closed in Dothan, Ala.

L. F. PANZENHAGEN, former corn-game operator, is managing a clothing store in Flint, Mich.

GENERAL AGENTS fully understand the war phrase: "Getting in a pocket."

M. J. DOOLAN, treasurer of the Showmen's League, left last Saturday for Birmingham to cover the fair for the League's Mustering-Out Fund.

JOSEPH L. STREIBICH, secretary of the Showmen's League, returned to Chicago last Saturday from a visit on the Conklin Shows in Canada.

EARNING capacity of any show naturally runs according to its size.

PETER HOFFMAN reported from Room 161, Ward B, Veterans' Hospital, Tucson, Ariz., that he is confined there because of tuberculosis.

HOWARD SPECTOR, Boston, informed that Herman Singer, Side Show oper-

been stored for winter in Lancaster County, Pa., reported Owner-Manager R. H. Miner.

HARRY AND ETHEL HUNTING penned from Sparrows Point, Md., that they had left with their rides from Bay Shore Park and were looking to next season with their rides in New Jersey.

AS the Chi meeting draws nearer some showfolks will start breaking themselves to ties and collars.

LINDA LOPEZ penned from Kennett, Ind., that, after finishing her best week recently, she purchased a 1941 Buick coupe in Dayton, O. Her Harlem Show is with the Great Sutton Shows.

MRS. F. C. LYLE, wife of F. C. (Jo Jo) Lyle, clown on Dodson's World's Fair Shows, celebrated a birthday September 16 at Amarillo, Tex. Friends presented gifts and refreshments were served.

NEVER heard of a copy of The Billboard making the entire rounds of a midway without a blowout.—Oscar, the Ham.

G. E. GRIFFITH, former concessionaire with the Royal American Shows, Beckmann & Gerety Shows, Dodson's World's Fair Shows and Mighty Sheesley Midway, is with the merchant marine in the South Pacific.

HOPING to hit the road again is Winfred R. Motley, who was with the James E. Strates Shows and Johnny J. Jones Exposition this season, and who is recuper-



L. C. (TED) MILLER, after nearly five consecutive years as pilot of the Bantly Shows, has resigned to enter war service, according to announcement by Owner-Manager Herman Bantly last week in Henderson, N. C. Contract which was to run until January 1, 1945, was canceled by mutual agreement to permit the g. a. to enter the Army Transport Service for overseas duty for which he recently enlisted. He also was with the Cetlin & Wilson Shows several years as publicity director and the World of Mirth Shows.

ator, is being treated for stomach ulcers in Beth Israel Hospital.

GUY who philosophized "You are what you eat" must have watched midwayites dine in fairgrounds cookhouses.

INTENDING to be out all winter, Frankie Shafer, West Coast showman, joined the Western Carnival Company with four shows and concessions to tour Nevada, Arizona and California.

ACCIDENTAL death of Floyd M. (Slim) Wilson, Ferris Wheel foreman on the Marks Shows, in Albemarle, N. C., September 25, removed one of the best-liked men in the organization.

"ACCIDENTS will happen" may account for the number of workmen walking onto lots suddenly.

CLOSING a profitable season, equipment of the Garden State Shows has



JESSE F. SPARKS, owner-manager of the J. F. Sparks Shows and former concessionaire, who played a large part of the season in Kentucky and Indiana and who has placed his equipment on the market. He has not as yet announced future plans. Show played North Alabama State Fair, Florence, last week and has several more fairs before closing in Florida in November.

ating after a major operation in Physicians and Surgeons Hospital, Chattanooga.

SMALL show owners with big-city complexes should either enlarge their shows or stay in their own groove.—Colonel Patch.

AFTER a successful season with Baker's United Shows, W. H. and Marion Lambert, who reopened their photo studio in Frankfort, Ind., reported excellent business, especially thru the fair season, and will be with the Baker Shows for the third season next spring.

BEA STOCK and Frank Monahan, who took their concessions to Allentown (Pa.) Fair, were back on the Hannum Shows in Ephrata, Pa., reported Roy Johnston. Monahan returned with a new truck. Hannum Shows had a good week in Lancaster, Pa., despite rain and cold, and Ferris Wheel did especially well. Show will head south.

HEARD on a Front; Talker (trying to go highbrow)—"We now have comfortably seated inside a substantial segment of the town's populus."

RUNNING out of membership forms, Morris Levi, concessionaire with the Lynch Shows in Canada, had to suspend

## G.I. Mail Test

SGT. H. B. COHEN in New Guinea ordered a copy of four consecutive issues of *The Billboard* sent FIRST CLASS MAIL. Just to test the relative speed of FIRST CLASS vs. SECOND CLASS MAIL extra copies of two issues were sent SECOND CLASS and Sergeant Cohen was asked to report on the delivery.

The June 24 issue arrived first via FIRST CLASS MAIL, requiring only 15 days to get there. The June 17 issue, mailed FIRST CLASS one week earlier, arrived seven weeks later, requiring 66 days for the trip.

The copy of July 1 issue was received in 22 days via FIRST CLASS MAIL and a copy of the same issue, mailed SECOND CLASS the same day, required 52 days to get to New Guinea. The July 8 issue, however, mailed SECOND CLASS, got there in 40 days and a copy of the same issue, mailed the same day via FIRST CLASS MAIL, was received five days later, taking 45 days for the trip.

Copies dispatched by air mail usually arrive in New Guinea in seven to 10 days.

his membership drive for the National Showmen's Association until he had more blanks, signing up these Lynch members: Paul Gearin, William Martin, Eldon Wilson, Joe Cohen, Aubrey Rissor, Frank Hanlon, Harold Green, Frank Robbins, John Goldie and Howard Mo-rash.

BERRYHILL UNITED SHOWS opened September 19 in Flomaton, Ala., to good business, reported B. E. Spencer. Concessionaires include Bob and Flossie Milbe, Al and Ruby Cash, Jack and Marie Scruggs, Doc Morris, George and Rachael Milbe, Dave Phillipson, Clyde and Jo Reirce and Robert Qualls. Ride personnel includes: Merry-Go-Round, Taylor; Ferris Wheel, Fred Loudmilk; Swings, Harry Moody; James Shipman, ride superintendent.

"LISTEN, my man, I'll build steps in front of your shooting gallery so that the tots you encourage will be able to get their little chins up on your counter."

KNOWN as the Drake Sisters, Sue and Lou Drake, daughters of Mr. and Mrs. Babe Drake, left New Orleans September

## Attention BINGO JOBBERS

You can now contact for all Bingo Supplies direct with the manufacturer. Buy at the manufacturer's price and save

**BINGO SPECIALS**

7 or 10 Colors, Pads of 5, 6 or 7 Colors.

**MIDGET SPECIALS**

3000 Sets of 7 Colors. Mounted Cards, 3000 Sets. Paper or Catalin Markers, Cages Complete With Balls and Master Chart.

**Ace Specialty Printing Co.**

417 Lafayette St., New York, N. Y.

## CANES

WHILE THEY LAST — \$5.00 PER 100 Swagger Style Canes, Assorted Colors, Packed 200 to a Carton. No Less Sold. 50% With All Orders, Balance C. O. D.

**M. & S. CANE CO.**

P. O. BOX 95 CHENEYVILLE, LA.

## OUR NEW HORSES

are guaranteed for life. Will accept old ones in trade. Low price on repairing and painting horses.

**C. W. Parker Amusement Co.**

Leavenworth, Kansas

**PENNY PITCH GAMES**  
 Size 46x48", Price \$30.00,  
 Size 48x48", With 1 Jack Pot, \$40.00,  
 Size 48x48", With 5 Jack Pots, \$45.00.

**PARK SPECIAL WHEELS**  
 36" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price .....\$13.50

**BINGO GAMES**  
 75-Player Complete .....\$5.00  
 100-Player Complete ..... 7.00

1/3 Deposit on All Orders.  
**SLACK MFG. CO.**  
 124-126 W. Lake St. CHICAGO, ILL.

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All Readings Complete for 1944

Single Sheets, 8 1/2 x 14, Typewritten, Per M...\$5.00  
 Analysis, 3-p., with Blue Cover, Each... .03  
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 Samples of the 4 Readings, Four for 25¢.  
 No. 1, 35 Pages, Assorted Color Covers... .35  
 Wall Charts, Heavy Paper, Size 28x34, Each. 1.00

## NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Polloy, 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample, 15¢.  
**HOW TO WIN AT ANY KIND OF SPECULATION**, 24-p., Well Bound ..... 25¢  
**PACK OF 75 EGYPTIAN F. T. CARDS**, Answers All Questions, Lucky Numbers, etc. 40¢  
 Signs Cards, Illustrated. Pack of 36 ..... 15¢  
 Graphology Charts, 9x17. Sam. 5¢, per 1000 \$6.00  
**MENTAL TELEPATHY**, Booklet, 21 P. .... 25¢  
**"WHAT IS WRITTEN IN THE STARS,"** Folding Booklet, 12 P., 3x5. Contains all 12 Analyses. Very Well Written, \$5.00 per 100; Sample, 10¢.  
 Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P. P. Extra.

## SIMMONS & CO.

19 West Jackson Blvd., CHICAGO  
 Send for Wholesale Prices.

## SNOW CONES POPCORN SUPPLIES

We have a complete line of Snow Cone and Popcorn Supplies. Buy your supplies this year from the source that gives you all three:

Top Quality! Low Prices!  
 Same Day Service!

Price Lists Gladly Sent Upon Request

## Gold Medal Products Co.

318 E. Third St., Cincinnati 2, O.

## UNITED EXPOSITION SHOWS WANT

POPCORN, PEANUTS, CANDY FLOSS, GUESS YOUR AGE AND GUESS YOUR WEIGHT, AGENTS FOR CLOTHES PIN STORE, Sherman wants Bowling Alley Agent, CAN USE SCOOTER HELP, ALSO OTHER RIDE HELP. Good salaries to Ride Men. No tear-downs and good treatment. Long season. No drunks wanted. CAN PLACE 1 LADY WHEEL DEALER. Plenty soldiers here.

## HAVE FOR SALE

Some Penny Arcade Equipment and Stock. All answer to:  
**MGR. PLAYLAND PARK, LEESVILLE, LA.**

## BIG TOP

LATEST CIRCUS NEWS AND ARTICLES EXCLUSIVE PICTURES!  
 September Issue Out October 1st.  
 Six Months' Trial Subscription, \$1.50.  
 Single Copies, 25¢.

## ROBERT SAMS

3009 15TH ST., ENSLEY 8, ALA.

## FAMOUS JAP HEADS

We are still making our that have taken the place of balloons. I was the ORIGINATOR of this type of Dart Game, and our Games that we sold the boys have done well for all that bought them. Still the same price—\$25.00 per set of 50 heads.

## RAY OAKES

BOX 106 BROOKFIELD, ILL.

## BUSINESS OPPORTUNITY

Cincinnati Suburban Cafe—Going business, healthy condition. Owner wants to retire. Rental \$85.00, includes apartment.

## ERNEST REID

6007 Madison Road CINCINNATI, O.

## That's All

FAMOUS Last Words: "Here's the contract for Chicken Switch, Ark. Our opposition has the lot tied up, but he probably won't play it this season."



23 to join a USO unit in Paris, Tex., on a 52-week tour of camps and hospitals in the States and overseas during which they will do their fast taps and comedy. They were born on the Isler Greater Shows, where their father was trainmaster. They also trouped with their parents on the Royal American Shows, Rubin & Cherry Exposition, Beckmann & Gerety Shows, Dodson's World's Fair Shows and Johnny J. Jones Exposition.

PICK-UPS from Allen & Nickerson Shows at Fayetteville, Tenn.: Show made a 186-mile move from Harriman, Tenn., over the mountains to Fayetteville September 17 and, because of breakdown of Ferris Wheel and Octopus trucks, did not open until Wednesday night. J. J. (Chickie) Allen left in Harriman with several concessions to play fairs with Hennies Bros.' Shows. During his absence William Perry was to be concession manager. Mr. and Mrs. Bruce Duffy closed in Harriman and went to Mississippi, to join another show. Adjuster and Mrs. Eddie Steele visited the Johnny Jones Exposition at Chattanooga Fair. There were several visitors

**All-Male Line?**

BURLESQUE manager who folded claims all the virile males are in service. Gal shows may have to round up and present a string of men wearing o.d. and navy blues to attract the weaker (?) sex.

from Ellis Winton's Cumberland Valley Shows in Fayetteville.

ARCADE Shows notes from Mineola, Tex.: Show opened the night of September 25, with numerous visitors from the Greater United Shows, playing Tyler, Tex. Tilt-a-Whirl arrived in time for the opening. Leonard Garcia is repainting the Merry-Go-Round, and the front arch is being redecorated. C. E. and Carl Jones report good business with their show. Mr. and Mrs. Ross Chapman have taken charge of the cookhouse. Bobby Jean Lynch left for Tahoka, Tex., to attend school. Mr. and Mrs. Johnny Hawnjohn, operating a hotel in Tyler, were visitors. Manager B. M. (Brownie) Bishop made a business trip to Temple, Tex., and also visited his mother, who is recuperating from an illness.

WEEK ending September 23 in Sweetwater, Tex., bettered expectations for the Alamo Exposition Shows, reported Ted Custer. High winds kept attendance down Saturday, but the gate went over 4,000 paid. Mrs. Rosemary Ruback left for San Antonio. Red Baker joined in Sweetwater. Leo (Sulcide) Simon works nightly in his high fire dive. Mrs. Andy Custer is operating her ball game after a short illness. Joe Rosen has his winter show about complete for opening at the close of this season, which will be later than in previous years. In Stamford, Tex., week of September 25, auspices the American Legion Post, gave the show a nice opening, location being eight blocks from the heart of the city. Joe (Palooka) Ular entered a hospital in Stamford for an operation. Jump from Sweetwater to Stamford, 65 miles, was best of the season, with nearly all equipment up by Sunday night. Show plays a return engagement in Fort Worth.

DURING his trek across Texas as advertising car manager of Dodson's World's Fair Shows, he typed, Harold M. Kilpatrick met numerous friends he had not seen in many years. While billing Lubbock he met Louis Ringol, general agent, and Jack and Evelyn Turner, ahead of the Alamo Exposition Shows, and Charles Brunk, agent of the Harley Sadler show. Kilpatrick and his wife, who has recovered from an illness and rejoined, were nightly guests of Mr. and Mrs. Sadler. In Austin jackpots and billing wars were rehearsed with P. N. Branson, contracting agent, and Thomas Bryden, brigade agent, of Cole Bros.' Cir- (See MIDWAY CONFAB on page 47)

**In the Armed Forces**

RAY OAKES JR., son of Ray Oakes, concession manufacturer, is now in the army tank corps at Fort Knox, Ky.

STATIONED in New Guinea, Pfc. Johnny Rogers V-mailed his desire to start back in show business as soon as possible after the war.

PFC. BUDDY BROCK, 35409215, pain-proof man, reported from APO 600, care of postmaster New York, that he is back on his feet again after four months in a general hospital with a wounded shoulder and leg.

PVT. CHARLES W. DATTOLI, known as "Cookhouse and Bingo Charlie" in carnival business, wrote from Khurhabad in Iran (Persia), that he was on the Russian supply line and "not far from the hottest place in the world in Iran."

**"First Things First"**

Our first responsibility is to the men at the Fighting Fronts and our policy of 100% co-operation with Uncle Sam as evidenced by the award of the Army-Navy E pennant for our "all-out" war effort.

At this time we regret that it is impossible to accept civilian orders until the end of the war. Then we will be able and happy to take care of your canvas needs.



**POWERS & CO.**

MANUFACTURERS OF

**CANVAS GOODS**

PHILADELPHIA, PA.

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**WHEELS OF ALL KINDS**  
 Tickets—Paddles—Laydowns  
 Complete KENO Outfits  
**CARNIVAL SUPPLIES AND EQUIPMENT**  
 GAMES, STRIKERS, ETC.  
 Still Available  
**EVANS' BIG PUSH**  
 Write for Catalog  
**H. C. EVANS & CO.**  
 1520-28 W. Adams St., Chicago 7

**FOR SALE**  
 COMPLETE MONKEY SPEEDWAY  
 6 Track Speedway, adjustable to 3 sizes; Banner, Control Booth and 4 Top Riding Rhesus Monkeys.  
 COMPLETE IN EVERY DETAIL  
 Price \$1,700.00 Crated, F. O. B.  
**CASINO ARCADE PARK**  
 Wildwood, N. J.

**WANTED FOR REID'S PLAYLAND PARK**  
 Location three blocks center of the city. Operates seven days a week.  
 Rides—Moon Rocket, Fly-o-Plane, Caterpillar, Chair-o-Plane, Fun House. Concessions—Cigarette Shooting Gallery, Fish Pond, Pop Corn and Peanuts, Candy Apples, Up to Now Grab.  
 M. K. REID, Owner Reid's Playland Park  
 Box 593, Tampa, Fla.

**BAKER'S GAME SHOP BINGO BLOWERS**  
 Wheels and Posts, Skittles and Tracks, Buckets, Soup Pops and Roll Downs; Heavy Metal Bottles, Aluminum Bottles, Water Fall Blowers for Sium or Coupons, Pea Pool Outfits, Under and Over Laydowns, Eight Die Blocks, Pan Joints, Roll Down Charts and Coupons, Penny Pitches, Bingo Cards, Electric Bingo Score Boards.  
 Catalog If You Are In the Business.  
 2907 W. Warren, Detroit 8, Mich.  
 Phone: TYler 5-0334

**WANTED RIDES AND CONCESSIONS**  
 Can Place Same in Best Money Spot in Florida. Location: Heart of Pensacola.  
 Bob Parker, get in touch with me. Also want for month of October: Circus Acts, Hillbilly Act or Attractions suitable to show in five thousand seat stadium. Address:  
**VAUGHN RICHARDSON**  
 San Carlos Hotel, Pensacola, Florida

**OCTOPUS ROLLOPLANE FLY-O-PLANE**  
 World's Most Popular Rides  
**EVERLY AIRCRAFT CO., Manufacturers, Salem, Oregon**

**DURHAM COUNTY FAIR**  
 Durham, N. C.  
 Within Two Miles of a Large Army Camp  
 OCTOBER 9 to 14 INCLUSIVE

**WILSON COUNTY FAIR**  
 Wilson, N. C.  
 The Largest Tobacco Market in the World  
 OCTOBER 16 to 21 INCLUSIVE

WANT—One Line Girl for Famous Paradise Revue. Union salary.  
 WANT—Penny Arcade, Grind Shows of merit, SILODROME, Glass House.  
 WANT—Merry-Go-Round and Chairplane Foreman to join at once.  
 CAN PLACE a few skilled Carnival Workingmen in all departments.  
 WINTER QUARTERS AT PETERSBURG, VA., FAIRGROUNDS WILL OPEN NOVEMBER 20.  
 All Address  
**CETLIN & WILSON SHOWS**  
 Petersburg, Va., Fair, This Week  
 ART PARENT WANTS CORNET PLAYER, AFM, FOR PARADISE REVUE ORK.

**WANTS WANTS**  
**HEDRICK'S GAY-WAY & A. B. & B. COMBINED**  
 For Roxboro, N. C., October 9 Through 14. 60,000 Soldiers to draw from in heart of tobacco belt. Any Flat Ride with own transportation. Cook House open. Bingo open. Any ten-cent Concession. No X. Can use one more high-class Girl Show. Ideal spot for Jig Show with own equipment. Wire  
 FRED HEDRICK, Manager, Walnut Cove, N. C.

**FOR SALE**  
**7 CAR TILT, \$4,000**  
 Can be seen in operation October 2 to 14 at Poplar Bluff, Mo.  
 Also late model single Loop-o-Plane, cheap.  
**AL BAYSINGER**

**FOR SALE PUBLIC AUCTION TO HIGHEST BIDDER**  
 Kaus Bros.' Show winter quarters, located New Bern, N. C., in heart of town. Ideal for any railroad show, siding alongside of barn, ample storage space for trucks, workshops and storage; all metal barn. Also included one all-brick, ten-room modern house, now being rented as four apartments; one modern wood house, five rooms. This barn and buildings are wired for electricity, water, sewerage. To be sold at public auction Oct. 16th, New Bern, N. C. Reason for selling, retiring from show business. Mr. Strates, again get in touch with me, Dublin, Ga., next week; all others, Box 743, Carolina Beach, N. C.  
**A. J. KAUS**



No. 1 Cards, heavy white, 5x7. No duplicate cards. 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2700 cards \$5 per 100 for cards only—markers or tally omitted.  
No. 3 cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card 6c.

**3000 KENO**

Made in 30 sets of 100 cards each. Played in 3 rows across the cards—not up and down. Light-weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

**LIGHT WEIGHT BINGO CARDS**

White, Green, Yellow, Black on white, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 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, \$2.00 per 100.  
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, \$1.40 per M.  
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

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New and Used  
CARNIVAL and SKATING RINK  
Write for Prices  
**E. G. CAMPBELL TENT & AWNING CO.**  
100 CENTRAL AVE. ALTON, ILL.

**TENTS—BANNERS**  
10x15 1/2 Four-Way Khaki, Like New, 14x21 Living Top, White, Six-Foot Wall, Now, Charles Driver—Bernie Mendelson.  
**O. Henry Tent & Awning Co.**  
4862 North Clark St. CHICAGO 40, ILL.

**FOR SALE**  
**18 CAR RIDEE-O**  
Ride In Operation Every Day on Lot Here At 512 W. HOUSTON ST., SAN ANTONIO, TEX. In A-1 Condition. Newly Painted. Bargain for Somebody. Come and See for Yourself. Write - Wire - Phone  
**ROLAND SMITH**  
Care Crockett Hotel, San Antonio, Tex.

**FOR SALE**  
**NEW MOON LIVING TRAILER**  
1941 Model, Tandem Axle, Goodyear Bus and Truck Tires with Lifeguard Tubes. Equipped with electric stove, electric icebox, electric hot water heater, automatic pressure pump for hot and cold running water. One built-in bed and one Simmons Love Seat which makes into bed. Duo-therm Oil Heater with fan. Plenty of wardrobe and cabinet space; 24 ft. long and divided into 3 rooms. All inside is white birch. Has to be seen to be appreciated. Only traveled 6,000 miles. WILL TAKE \$2,000.00 CASH FOR SAME. Address:  
DEE LANG, c/o Dee's Penny Arcade, 101 North Broadway, St. Louis, Mo.

**SECOND-HAND SHOW PROPERTY FOR SALE**  
\$20.00 Large Wax Hand, 15 in. Great for Palmist.  
\$45.00 Canvas Top, 16x20 Ft., fine condition. Worth \$100.  
\$50.00 Set Japanese Armor with Hats. Attractive.  
\$10.00 Life Size Mummy, made canvas. Looks old.  
\$4.00 Genuine Deer Hide, well tanned. Good cond.  
**WEIL'S CURIOSITY SHOP**  
72 Strawberry St. Philadelphia, Pa.

**AGENTS WANTED**  
For Wheels and Slum Skills  
**SHIRLEY LAWRENCE**  
Goldsboro, N. C., this week

**FACILITIES FOR REBUILDING RIDES**  
Can Supply Repair Parts; Also Shooting Galleries.  
Address  
**C. W. Parker Amusement Co.**  
Leavenworth, Kansas

**LUNCHMAN'S STAND**  
Concession Tent, 10x16, with frame. Large Trunk, Paddle Wheel, Ball Game at a bargain price, all for \$50.00. In good condition. \$25.00 cash, balance C. O. D.  
**E. M. PRICHARD**  
852 25th St. NEWPORT NEWS, VA.

**FROM THE LOTS**

**Dixie Belle**

Cave City, Ky. Week ended September 23. Fair sponsored by Chamber of Commerce. Weather, perfect. Business, big.

Crowds were large, spending was liberal and the show chalked the best date of the season. Show had four rides and 21 concessions and was on a lot adjoining Main Street, where the fair was held, and there were many contests and exhibits. Estimated Saturday crowd was 8,000. Until Saturday tobacco cutting held down attendance until after sundown. Show moved from Eminence, Ky., a two-week stand, first week being practically lost to rain and cold weather, altho Saturday nights were good. Season will close October 14, and Owner-Manager Louis T. Riley said figures were on the right side of the ledger. Writer has been *The Billboard* sales agent for the past five years and will be back in 1945.  
B. SIDWELL.

**Ark.-La. States**

Lake Providence, La. Week ended September 23. Auspices, American Legion Post. Location, Main Stret. Business, excellent.

Short move from Tallulah, La., allowed a Monday afternoon opening to big business because showers had kept cotton pickers in town for the day. The location brought near-capacity business nightly. Merry-Go-Round topped rides, with Ferris Wheel a close second. Concessions operated to big business. Concessionaires joining here included Bill Warren, Bartlett diggers; Bob and Alice Billotti, pan game; C. H. Haywood, 11; Tom Morgan, palmistry; Bill Biddle, bumper. F. H. (Dutch) Kreis added three for a total of seven. Bob Housell joined with his Pin-Up Girls of '44. Owner T. A. (Tommie) Fuzzell, Fuzzell United Shows, and operator of rides in Fair Park, Little Rock, booked four rides he had stored there for remainder of the season. Show now has 11 rides, three shows and 35 concessions, but will cut down after the fair season for a winter tour in Louisiana and Mississippi. Owner Everett H. Singleton has returned after an extended trip to Orange, Tex., where he and parents of Mrs. Singleton operate Orange Park. Business is holding up there after two years of continuous operation.  
J. (BILL) CARNEER.

**Crescent Amusement**

Georgetown, S. C. Week ended September 23. Location, fairgrounds. Auspices, American Legion Post. Weather, spotty. Business, big.

Upon arrival from Manning, S. C., show set up in rain, which continued till Tuesday evening. But opening was on schedule Monday night to a fair crowd. All week business increased, Friday and Saturday breaking all records for Georgetown Fair in attendance and receipts. Show is slated for a long season. Concord, N. C., was recently added to the list of fairs. Several shows and concessions joined in Georgetown, including Dick Taylor's string and Eagleson's Side Show. Org now has 35 concessions, 7 rides and 8 shows. Spitfire has been topping all rides, with dual Ferris Wheels running second. Minstrels have been tops since the show hit the cotton section. Because of polio the show played Virginia and Tennessee eight weeks to business above average. At close of the season the show will be placed in permanent quarters in Gastonia, N. C., home of Manager L. C. McHenry. A. C. Batels has been assistant manager all season. Manager McHenry was host at a sea-food dinner in Georgetown to Mr. and Mrs. Batels, Mr. and Mrs. Frank Long, Mr. and Mrs. Cyl Boswell, George Lambert and the writer.  
LOUIS BRIGHT.

**Great Sutton**

Kennett, Mo. Week ended September 23. Auspices, American Legion Post. Weather, good. Business, good.

Spot proved exceptionally good, altho location was some distance from town. Early part of the week was only fair. Opening was made on schedule by Bill Norwood, who has charge of moves. Equipment was repainted for Caruthersville Fair. Visits were exchanged with members of the Buckeye State Shows, Dalley Bros.' Circus and the Speroni

Shows. Mrs. Frank M. Sutton Jr. arrived for a visit. Mrs. Paul Mummert, here for the remainder of the season, is the daughter of Mr. and Mrs. R. J. McMillan. Edna Lou Norwood is with her grandmother. Circus Side Show, owned by Korie, is still topping the midway and several new additions have been made, including Helen, monkey girl; Wade, frog boy; Frank and Bobby Gerry, mentalists, and Louise Logsdon, annex. Side Show now has indirect lighting and new plush drops covering the entire inside. Additions to the midway are Jackie's Victory Girls and Linda, Girl Show. Season so far has been best in the history of the show.  
JACK WOODS.

**Allen & Nickerson**

Fayetteville, Tenn. Four days ended September 23. Auspices, LLL. Location, Fairgrounds. Weather, hot. Business, satisfactory.

Because of transportation troubles, including mountain climbing, all ride trucks, except Merry-Go-Round, were late getting in from Harriman, Tenn., and show did not open until Wednesday night. Light attendance opening night but it gradually picked up and Saturday's business was best since Middleport, O. Local officials, as well as business men and public, were courteous to the staff and personnel and Fayetteville will be remembered as a town where troupers are welcome. A city ruling required a prompt midnight closing and show tore down early for the short move to Lewisburg, Tenn. Fair Secretary Hiram Higgins was among visitors. Manager and Mrs. S. W. Nickerson received a new house trailer here, a thing of beauty and usefulness.  
WALTER B. FOX.

**Virginia Greater**

Dillon, S. C. Week ended September 23. Location, Main Street lot. Auspices, Lions' Club. Weather, inclement. Business, good.

In a second week here rain every afternoon in the forepart cut into attendance, but later in the week business picked up considerably. Visitors included Mr. and Mrs. Harry Biggs, Mr. and Mrs. Dave Bliggs and family; Mrs. Herman Bantly, Bantly Shows, and Usher and MacBride, Bennettsville, S. C. Sol Speight's Cotton

**West Coast Victory**

Grants Pass, Ore. September 12-16. Auspices, DAV. Weather, hot. Business, fair.

A new lot here was only four blocks from the main thoroughfare, but owing to lateness of the season and absence of many soldiers at present, the spot did not come up to expectations, altho the show remained on the right side of the ledger. Manager Mike Krekos and General Agent W. T. Jessup left here for California to look over several celebrations and still spots which will close the season on November 15. Owing to illness of Ted Right, Ming Toi and Ted Right, Girlsque Revue, left for their home in Sacramento, Calif.

Klamath Falls, Ore. September 6-10. Auspices, Troop Entertainment Committee. Weather, hot. Business, big.

After playing this spot 14 days during the July 4 celebration the show again played it after the Labor Day holidays in Lakeview, Ore. Both dates were good, this being a surprise. The writer, who handled press and radio, landed several front-page stories about the show and its auspices, which were strong. Crowds increased and Saturday night it was necessary to install two more ticket boxes. All shows and rides reported near-capacity business on the week. On Sunday, Children's Day, a great number came from Klamath Indian Reservation and a large delegation of Klamath county and city officials, including Mayor Johnny Houston, Chief Justice Vandenburg and Jack Franey, of the sheriff's office. Servicemen from near-by marine and air bases attended nightly.  
W. T. JESSUP.

Club Revue had a bang-up week and he added a new middle piece to his top. Louis Augustino is around again after having been confined to his trailer under a doctor's care. Leo, of the midget troupe, who observed a birthday, was recipient of gifts from the showfolks. Mrs. Fletcher Gibson left for home in Charlottesville, Va. Walter Walters left Augustino's Animal Show for New York. Manager Rocco Masucci is having the fleet of trucks repainted bright red. Mrs. W. R. Brady and son, of the Dillon school newspaper, were escorted around by William C. (Bill) Murray, general agent. Rides are holding up well, Whip being in top money. Thrill-o-Plane has been out of commission for a week because of motor trouble and waiting for factory parts.  
HAPPY ARNOLD.

Advertising in the Billboard since 1905  
**ROLL FOLDED TICKETS** DAY & NIGHT SERVICE  
★ Absolute Accuracy ★ Dependable Delivery ★ Finest Workmanship  
★ Best of Materials ★ Perfect Packing ★ \$50,000.00 Bonded Guarantee  
**CASH WITH ORDER PRICES - SPECIALLY PRINTED - SIZE 1 x 2**  
10,000..\$7.15 50,000..\$13.75 90,000..\$20.35 250,000..\$46.75  
20,000.. 8.80 60,000.. 15.40 100,000.. 22.00 300,000.. 55.00  
30,000..10.45 70,000.. 17.05 150,000.. 30.25 500,000.. 88.00  
40,000..12.10 80,000.. 18.70 200,000.. 38.50 1,000,000..170.50  
Above prices for any wording desired. For each change of wording and color add \$3.00. For change of color only, add 50c. No order for less than 10,000 tickets of a kind or color.  
**STOCK ROLL TICKETS** **WELDON, WILLIAMS & LICK**  
2000 PER ROLL FORT SMITH, ARK.  
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**FIRECHIEF FLAMEPROOFING**  
THE COMPOUND THAT WON'T WASH OUT  
**KHAKI NOW READY**  
Fire-Water-Weather-Mildew Resisting. Now available in 5, 10 and 50-Gal. Containers. Colors—Khaki, White, Blue and Olive Drab. Write today. Exclusive Distributors for Wm. E. Hooper & Sons Co. to OUTDOOR Show Trade.  
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**CHARLES A. LENZ**  
"THE SHOWMAN'S INSURANCE MAN"  
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# American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., Sept. 30.—Application from the Midway of Mirth Shows by Esther Speroni, manager, brings the total membership to 118. Visitation on September 22 to the World of Mirth Shows at Allentown (Pa.) Fair gave an opportunity to discuss industry problems with Max Linderman, general manager, and George A. Hamid, both of whom extended courtesies. Other visitors included Clemens Schmitz and Walter Sibley, executive secretary of the NSA. Acquaintances were renewed with Secretary Ralph Smith, Assistant Manager Frank Bergen, Phil Isser, Starr De Belle, H. William (Bill) Jones and Jack Gilbert. Eighty-one personnel memberships were issued.

Standings in the personnel membership race: James E. Strates Shows, 270; Endy-Prell Shows, 128; F. E. Gooding Amusement Company, 102; Cetlin & Wilson Shows, 93. Visitation program will be completed with a visit to Holman's Rides and C. & V. Shows at Palmyra (N. Y.) Fair. Program this year has been the most extensive undertaken during existence of the association in so far as numbers of visitations were concerned.

In reply to a number of inquiries regarding time and place of the annual meeting, the by-laws provide in effect that the annual meeting shall be held during the same week as that of the International Association of Fairs and Expositions which will be in the Sherman Hotel, Chicago, starting Monday, December 4.

Indications are that the 1944 Revenue Act may not be adopted early enough to be discussed at the annual meeting. In any event, when and if such an act is adopted, the usual digest of it for the information of members will be prepared.

There is on file in the ACA offices detailed information on operation of the simplified tax plan. Attention of the industry is called to the fact that, under its provisions, December 1 is the last day for employers to obtain from employees a new statement as to dependents, which is necessitated by change in

the provision relating to exemption. There is also on file information relative to availability of lumber and various metals, minerals and textiles, as issued by the United States Department of Commerce.

## HAPPYLAND CHALKS BEST

(Continued from page 32)

season engagement in a department store, where he will be until Christmas. Due to the cigarette shortage Burt Lampson's cigarette wheel had a phenomenal season and he appeared able to get required stock. Nan Rankine, Ray and Jennie Tahash, Orin Powell, Jean and Mickey Davis and W. O. King report a big season. Chief Electrician R. J. Quick has plans for a new boat for fishing use in Florida.

## WT-RW COMBO JOINED

(Continued from page 32)

members visited the Cavalcade of Amusements at Kansas State Fair, Hutchinson. Ladies' War Workers Club held its last meeting with a dinner in the Jens-Marie Hotel, Ponca City, with 26 members attending. Club was organized with 36 members, who feel proud of the work they did during the season. Club has on hand another generous donation to be announced soon. Recent visitors have been Mr. and Mrs. Fred J. Meeker, Mrs. J. B. Baumann, Mrs. Al Wagner, Jack Baillie, Mr. and Mrs. Bill Floto and Merle Deemer.

## MARKS GETS SURPRISE

(Continued from page 32)

Walter Kent, chief deputy and former outdoor showman, was in charge of the lot for the county, with F. L. Powell assisting him.

"Heavy" Lewis, Merry-Go-Round foreman, left, and Slim Wilson, Wheel foreman, in addition to his own rides, put up the swing. H. C. (Scrapiron) Singletary joined as builder. Mrs. T. H. Pinchbeck visited her husband, Whip foreman. Jack Ross, wrestler and former showman, and Chief Little Wolf visited nightly. The E. L. Jenkins Fly-o-Plane and show-owned Moon Rocket are running neck and neck for top money, as are Jimmy Simpson's Jump and Jive and Art Spencer's Pit of Death. T. A. (Red) Schulz is at the main gate and handles *The Billboard* and mail. E. B. Henderson, secretary of Greenwood (S. C.) Fair, visited.

## SPONSORED EVENTS

Veteran, Lodge and Other Organization Festivities

Communications to 25 Opera Place, Cincinnati 1, O.

### Gates and Spending Climb All Thru Eastern Provinces

ST. JOHN, N. B., Sept. 30.—Indoor and outdoor fairs and bazaars under auspices have been drawing record crowds and grosses in the Eastern Provinces. Patrons have not only been attending in large numbers, but have been spending freely. Number of such events planned this fall probably will establish an all-time record. Skating, hockey and curling rinks are being used for from one to 10 days. Wet weather has affected some outdoor doings.

In addition to rinks, fraternal and club halls and lodge rooms are being used for indoor events to bolster funds for charitable activities, hospitals, playgrounds,

war welfare, church expenses and for institutions, including orphanages. There have been instances of fairs shortened 50 per cent in time as compared to 1943, and yet the gross and net receipts double those of last year.

City and town councils have given auspices permission in some centers to shut off city and town blocks to be used for booths, vaude shows, roller skating and dancing. A large number of indoor fairs are being booked for October and November and the winter outlook is excellent from the standpoint of attendance and spending.

### Raftery To Aid Legion Post

WILMINGTON, N. C., Sept. 30.—James M. Raftery, who has been engaged by the American Legion Post here to stage an outdoor Thrill Circus and Gala Week Celebration in the Legion Stadium, is a resident of this city and has had his R. & S. Amusements on the road for the past three seasons. Fifteen acts will be booked for the grandstand program. First signed is the Flying Romas Troupe, of Roy G. Valentine. Circus office in the Hotel Orton is in charge of Walter D. Nealand, who will handle publicity. Eddie M. Lewis will be in charge of promotions. Commander N. S. Westbrook and Tom B. Hughes, chairman, head the committee. There will also be shows and rides and war exhibits.

AK-SAR-BEN, Omaha, 4-H Baby Beef Show will outdo its record this week at Omaha stockyards. Show has 561 head as compared with 409 last year and 257 head of swine as compared with 240 last year. Ak-Sar-Ben's Coliseum is occupied by the army for the duration. Several thousand dollars in War Bonds and Stamps are offered as prizes.

# PEPPERS ALL STATES SHOWS

WANT—WANT—WANT—WANT

For balance of season ten weeks of Alabama dates: Pitch-Till-Win, Cigarette Gallery, Bumper Joint, Coca-Cola, Age and Scales, High Striker, Penny Arcade and other Ten Cent Concessions.

Want for office, Agents for Pea Pool, Man and Wife for Pan Joint, Swing Ball. Man to take complete charge of Fun House; salary or percentage.

Want small Cook House or Grab to finish season with preference for 1945.

Shows—Want Girl Show, Fat Show, Illusion Show with own equipment.

Want Ride Help, Foreman for Kiddie Ride and Chairplane.

Courtland, Ala., this week; Russellville, next week.

## LAST CALL—WANTED—LAST CALL

For

## WILMINGTON-NORTH CAROLINA

Week of October 16 Through October 21 for the

## AMERICAN LEGION GALA WEEK and THRILL CIRCUS

Greatest Outdoor Amusement Event in the South—Heart of the Ship Building Industry—Thousands of Defense Workers With Big Paydays Can place Family doing 2 or more Circus Acts, Clowns for Grand Stand Show.

Wanted, a few more legitimate Concessions. Grand Stand Privileges for sale R & S AMUSEMENTS and MARKS SHOWS Combined on the Midway With 20 Rides and 14 Shows. Location—LEGION STADIUM. Wire or Telephone EDDIE M. LEWIS, American Legion Circus Offices, Wilmington, N. C. Telephone 5241.

## ALLEN & NICKERSON SHOWS

Will Place for All Winter's Work the Following:

CONCESSIONS — Anything except Diggers and Popcorn.

SHOWS—Will book any Show, twenty-five per cent.

RIDE HELP — Want Second Men for following Rides: Wheel, Octopus, Swings and Loop.

All Address S. W. NICKERSON, Allen & Nickerson Shows

Athens, Ala., This Week, Followed by Haleyville, Fayette, Tuscaloosa; All Alabama.

## PANAMA CITY, FLA.

### Bay County Fair

DATES CHANGED TO OCTOBER 9-15  
7 DAYS 7 — INCLUDING SUNDAY

BEST CONCESSION SPOT IN SOUTH BOOKING LEGITIMATE CONCESSIONS, GRIND SHOWS Will book Flyplane for this engagement and balance of season. Concessions booked for this engagement acknowledged. Want Musicians and Performers for Minstrel. JACKSON COUNTY FAIR, MARIANNA, FLORIDA, TO FOLLOW. 10 BIG DAYS — OCTOBER 16-23

Replies: J. F. SPARKS, Roanoke, Alabama

## CONCESSIONS FOR SALE

### FARMERS' FALL FESTIVAL

RIPLEY, OHIO—OCT. 19-20-21  
"INSIDE"

ED L. CAMPBELL—CLYDE RICHEY

## WANTED TO BUY

NUMBER 5 FERRIS WHEEL

AL ZELLERS

Jeannette, Pa.

## JOYLAND SHOWS WANT

For all winter, playing lower Louisiana, Shows, Concessions of all kinds with own transportation, Ride Help. Will buy small Merry-Go-Round and any cheap Ride. All contact MANAGER, Joyland Shows, P. O. Box 1528, Alexandria, La.



# RINGLING TO FOLD IN N. O.

## Close of Tour Set for Oct. 8

**Curtailed season due to shortage of stadiums on usual last lap of route**

CINCINNATI, Sept. 30.—The season of the Ringling circus will come to a close at the Pelican Stadium, New Orleans, October 8, the show playing there four days. From there it will move to Chattahoochee, Fla., and then to quarters at Sarasota.

The circus will be in Houston September 29-October 2 and Beaumont the following day prior to opening its New Orleans engagement.

It had been the intention to continue until the last week in October, but because of the heavy football schedule in the South and the consequent difficulty in securing suitable stadiums in which to show, decision was made to close earlier.

## 60,000 Attend RB Show at Ft. Worth

FORT WORTH, Sept. 30.—The Ringling circus, after playing to 60,000 persons in two matinees and two nights, September 23-24, moved to Dallas. The weather was fair and not too warm for the patrons to enjoy the show. It played at LaGrave Field, home of the Fort Worth Baseball Club of the Texas League. It is only a mile from downtown Fort Worth. Parking facilities were splendid and the traffic was easily handled.

The field has a seating capacity of 12,000. The show played to a capacity audience each day and night and it is estimated that at least 3,000 stood at each performance. Included in the audience were many soldiers stationed in and near Fort Worth and many warplant workers.

Looking over the playing field after the circus left showed that there was no damage done that could not be easily repaired in a few hours. Trains arrived and left on time.

At night the baseball field's floodlights were used at times, adding to the brilliancy of the circus lights. Critics of the local three newspapers were liberal in commending the show.

## Notes From Bette Leonard

WICHITA, Kan., Sept. 30.—Fred and Bette Leonard visited Anderson Circus at Peabody, Kan., and found a number of the Dalley Bros.' folks on the lot, as they were only a few miles away. They also saw the Dalley show at El Dorado and made a tour of the new private car, Norma. Dr. E. L. Cooper and daughter, Sharon, and W. L. Hutchinsohn also visited from Wichita. E. Johnson stated that he has his usual line of Christmas parades lined up. He is in charge of the pit show on the Dalley circus. The Leonards also took in the fair at Hutchinson, Kan., meeting a number of folks.

Allene Tinkham is seriously ill at her home in Peru, Ind. Bill Green, Washington, Kan., has seen Monroe Bros., Anderson, Herbert Walters, and Beatty-Russell. Dr. E. N. Oltzdam is convalescing at his home in Manchester, N. H., after a recent operation. The Wichita Horse Show opens October 2 and the Leonards will have their Liberty horse act there.

## Columbia Big for Williams

COLUMBIA, S. C., Sept. 30.—The Exchange Club Circus, directed by Edwin N. Williams, set a new high here for attendance records last week. Attendance was 35 per cent ahead of last year. A special matinee was played on Sunday, the proceeds being given to the Carolina Orphans' Home. One night was lost by rain. Lyle J. Campbell was chairman.

## Winning Season For Bud Anderson

AURORA, Mo., Sept. 30.—The Bud E. Anderson Circus has been on the road 23 weeks and all have been winners. Vern and Bertha Crawford are back with their show and drink stand and doing well. Huntsville, Bentonville and Rogers, Ark., were big, and Cassville, Mo., fair. Mr. and Mrs. Van Pool, Joplin, Mo., were recent visitors. Mr. and Mrs. Leon Bennett now have the Side Show.

Show is having more people for the concert than the grandstand will hold at most performances. Tom Gorman, who was on the front door, left at Rogers to work for his brother. Kid Hunt is back, working for Harry Fitch. Mrs. Garner, wife of the writer, has returned following a visit with her daughter in St. Louis.

## Sunbrock Promoters File Suit for Return of Money

CINCINNATI, Sept. 30.—Suit for \$12,057.66 was filed in the U. S. District Court last Saturday by Marion Pope Sunbrock and Jack Andrews, promoters of the recent rodeo at Crosley Field, against Internal Revenue Collector Thomas A. Gallagher. The suit charged the collection of that amount by the government was illegal.

When the rodeo was here, Gallagher seized receipts of the rodeo, after filing a tax lien against Larry Sunbrock and others connected with the show. Subsequently, sufficient funds to pay performers were released by the collector.

It was claimed by John Wiethe, attorney for Larry Sunbrock, that the attached funds were illegally withheld from Mrs. Sunbrock and Andrews. The latter two were promoters of the show, and Sunbrock was here only as the producer, the attorney stated.

## Frank Wirth Lines Up Dates

NEW YORK, Sept. 30.—The Frank Wirth office has lined up several indoor dates for the Wirth circus to follow current run, September 27-October 3, at the arena in Providence, R. I. Washington is set for the first week in November, followed by week, November 11-18, in Binghamton, N. Y. Acts lined up include the Terrell circus's animal groups, Lone Ranger, Rudynoff's horses, Fearless Pliers, Frisco's seals, Mike Cahill, Kay and Karol, and Roberta's circus. George Keller's mixed group of animals and Wallace's elephants will substitute for the Jacobs' animals during the Washington run.

## WON, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Parade—The Show With a Leaf of Gold

By Starr De Belle

Bull Pen, Ky.  
September 30, 1944.

Dear Editor:

Business during the week has been good since last Monday, which we want to tell you about. The day was lost at Hog Waller, Ky., thru the unfairness of the local fair secretary. When our general agent, Les Bourouays, tied up the fairgrounds for one day, he paid the usual price, 10 long tickets. But because the payoff was in paper he didn't ask for a receipt. It was further agreed that we could use the entire fence surrounding the grounds as billing space. When our billers tried to post the fence, their brushes went thru the rotten boards. Standing by to watch the operation, the fair secretary then demanded payment in full for the damage done or he would stop the posting. The boss biller then paid for the labor and material and our men went back to work handling the billing with kid gloves. By noon the entire fence was covered.

While waiting for word from the show regarding the next town, our billers were surprised to see the advance truck of Seldom Scoff Bros.' Wild Animalless Cir-

## Outlining Proposals To Prevent Future Fires

HARTFORD, Conn., Sept. 30.—A report outlining proposals designed to prevent a recurrence of the Ringling circus fire here July 6, which claimed 168 lives and caused injuries to hundreds of others, was made public Tuesday at City Hall. The report contained no mention as to the probable cause of the fire, but pointed out that "the probability of fire starting should have been offset by the supervision which was present in some degree. The spectators' safeness was also protected by exits which should have permitted an audience twice the size present to vacate the area in less than four minutes. However, the safeguards provided proved inadequate for the hazards involved."

The report also declared that "nothing is fireproof, altho there are degrees of fire resistance. There is little hope at this time of adopting, for tent purposes, a fabric that is inherently fire resistant." It was said that the number of exits should be increased by at least two beyond the number found necessary and that not more than one exit be blocked at one time. Other recommendations listed included that "no smoking" regulations be strictly enforced; that the circus maintain a well-drilled fire company; that the stability of the tent structure be improved; that wild animal performances be re-arranged; that "the entrances be changed so that spectators would enter thru opening at their seat sections"; that "it would be preferable if the animals were exhibited in the open"; that "all seats and seating structure be made of metal and that loose chairs be discontinued."

The report was issued by John Ashmead, chairman of the local Chamber of Commerce Fire Prevention Committee, as "a commentary" prepared for the special fact-finding committee named by Mayor Mortensen on the scene of the circus disaster while the fire was still in progress and was approved and filed by Corporation Counsel Joseph B. Griffin as chairman of that committee.

Mayor Mortensen said that he understood the board of inquiry named by him two months ago to investigate the performance of duty by city officials before, during and after the circus disaster would file its report soon. The special board, headed by Judge Solomon Elsner, concluded the first phase of its probe earlier this week after hearing, in privacy, statements from a number of city officials concerned with various aspects of the circus performance and later the fire. Other members of the board are George C. Long Jr., Walter S. Paine, Msgr. William H. Flynn and W. Ross McClain.

## B-R Has Biggest House of Season At Hot Springs

FORT SMITH, Ark., Sept. 30.—With the turn of the 28th week, the sun shines bright in this State and so does the box office for the Beatty-Russell circus.

Russellville, Little Rock and this city gave capacity and turnaway business, and at Hot Springs, September 25, the show had its biggest single house of the season. Straw to the ring curbs all the way around, made track numbers impossible, with many turned away.

## With the Circus Fans

By The Ringmaster

OFA

President Secretary  
THOMAS M. GREGORY W. M. BUCKINGHAM  
1014 Hardesly Blvd. P. O. Box 4  
Akron, O. Gales Ferry, Conn.  
(Conducted by WALTER HOHENADEL, Editor  
"The White Tops," care Hohenadel Printing  
Company, Rochelle, Ill.)

F. E. Loxley, Cranston, R. I., attended the 10th annual Elks' Circus at Freebody Park, Newport, R. I., evening of September 1. He reports an excellent performance of 18 acts.

During the engagement of the Harlacher Circus in Newport, member Lieut. Wolcott S. Brown, New Britain, Conn., now with the armed forces at Newport, was host to a party held at Leek's Lodge there, following an evening performance. The Aerial Ortons, who appeared with the circus, showed their movies of the Harlacher Circus, Hamid-Morton Circus and the Big One. Those present were Joseph Harlacher, Mr. and Mrs. Robison, Kemp Prod, Harry Brown, Commissioner William D. Doyle, Winifred Colleano, Ed and Jennie Rooney and Miss Betty, Capt. Roman Proske, Hudson Thomas, the Ortons, Lieut. Comdr. Kiely, Lieut. Comdr. Deyert Hull and Lieut. Comdr. Joseph Mullin.

Pfc. Walter B. Hohenadel and his wife write that they enjoyed a week of indoor circus while the Polack show was in Portland, Ore. They had several visits with Hubert Castle, Walter Jennier and other performers.

CFA Members, Springfield, Mass., stationed at Camp Polk, La., is convalescing from an operation in the hospital annex there, where he will be until October 19. This is a reconditioning center where the patients are given light exercises, allowed to swim, play games and have sun baths.

ducats and that the grounds were big enough for both shows.

When both shows arrived on Monday they found the fairgrounds gate locked, with a "No Trespassing" sign posted in big letters. Again asking the fair secretary why he had locked them out, Managers Freeman and Upp were informed that a local law which prohibits tent shows from exhibiting in the burg 30 days before or after fair's dates was keeping them both out. When Manager Freeman asked the secretary why he had rented the lot to both shows, knowing that the law prohibited them from showing there, the fair man replied: "I wanted enough paper posted on the fences to hold them together." We haven't forgotten Seldom Scoff Bros.' Circus for covering our paper. Even tho we both lost on the deal, you can bet that we are out to get that show's scalp. Just read *The Billboard* weekly for further details.

WHEN Hunt Bros. played Havre de Grace, Md., Mr. and Mrs. William Waller entertained the following showfolk: Mr. and Mrs. Charles Hunt, Mrs. Harry Hunt, Mr. and Mrs. Dan Stewart, Mr. and Mrs. Frank DeRizkie, Mr. and Mrs. Marvin Case, Jim Stutz, Mac and Bradley. Visiting on the lot were Mr. and Mrs. Leo Kearns, Mr. and Mrs. Sonny Mund, and Connie Johnson.



# UNDER THE MARQUEE

Communications to 25 Opera Place, Cincinnati 1, O.

**SOUTHERN hospitality?**

**CECIL EDDINGTON**, clown, and his wife, have returned to Milwaukee after filling several Western dates.

**JOHN PORTZ**, late of Dailey Bros., is now in Chicago, planning to present a show in the South.

**DR. OTTO SCHLACK**, physician at Oak Forest, Ill., has returned from a two-week vacation spent on Mills Bros.' Circus.

**WARTIME eccentric: A pusher who talks back to his help.**

**JIM STUTZ** and son, who finished the season on Hunt Bros.' Circus, are working on circus and rodeo dates out of Philadelphia.

**AERIALIST Don Dorsey**, who closed with Wallace Bros.' Circus in Norfolk, Va., October 1, will play theaters and night clubs out of New York.

**FOLLOWING** circuses were visited by Johnnie Marietta, Pittsburg, Kan.; Kelly-Miller, Dailey Bros., Beatty-Russell, and Ringling-Barnum.

**ROY BARRETT**, who played several dates in the South, was in Cincinnati for a few days last week and called at *The Billboard* offices.

**IT takes at least two weeks to teach a beginner to say "berth" instead of "bunk."**

**ATTENDING** the Ringling show in Fort Worth was John F. (Jack) Feneion, who reports big attendance and swell performance.

**MR. AND MRS. T. LARSON** spent two days with the Ringling show in Milwaukee, and also saw the Walter L. Main Circus at the Belvidere, Ill., Fair.

**STANLEY DAWSON** is vacationing at Hot Springs. Charles Sparks recently left the resort. Dawson and Bob Stevens visited friends on the Beatty-Russell circus.

**LIEUT. ARTHUR GAGNON**, veteran clown, and James Nicholson did clown numbers for the Detroit Policemen's Field Day September 23.

**KIT CARSON**, Champion, Neb., saw Kelly-Miller at McCook, Neb.; Cole Bros. in same city; Arthur Bros. at Greeley, Colo., and Ringling-Barnum at Lincoln, Neb., and saw several showfolk friends.

**WALLY BEACH**, son of Joe Beach, OPA, is in a special service at Camp Polk, La. He saw the Star Spangle Circus there and met old friends, Maximo, Hip Raymond and Ernie Wiswell.

## BAILEY BROS.' CIRCUS

**BOB STEVENS**  
Owner and Manager

"The Show they said would not open"

**--WANTED FOR 1945--**  
OUTSTANDING ACTS OF ALL KINDS  
Rudy Rudinoff, Roland Tieber, Emil Pallenburg, contact me first for 1945

Ed Raymond: I have good deal for you.  
Nothing Too Good for Bailey Bros. Circus.  
Answer As Per Route in The Billboard.

### 1944 SEASON ROUTE CARDS

Mills Bros.' 3-Ring Circus, closing Oct. 9th in New Philadelphia, O. Price 15 cents, plus postage.

### FRED W. MASCOE

415 13th Street TOLEDO, OHIO

#### READ

**BOSSES AND DRIVERS OF CIRCUS**  
**BAGGAGE STOCK**

By C. G. Sturtevant  
In current issue of **WHITE TOPS**.  
\$1.50 Per Year. Single Copies 25¢.  
Address: **WHITE TOPS**, Rochelle, Illinois.

## SPANGLES TIGHTS

**ALBERTIS CO.**

440 W. 42 ST., N. Y. C.

Paste This in Your Address Book.

**AL HUMKE**, Anderson, Ind., promoter, spent a couple of days in Chicago last week recruiting talent for his Muncie (Ind.) indoor circus. Among others, he signed Sunny Bernet to emcee the show.

**VISITING** the Cole show in Los Angeles and vicinity several times, was Bob Orth, who reports meeting a number of showfolk friends, and a very pleasing performance.

**WHY** is it that the guy who snores the loudest is always placed in a berth below you instead of above you?

**F. D. WHETTEN** with his kiddie circus recently opened in Keyser, W. Va., in High School Auditorium to 650 paid admissions. He played seven dates in Maryland, then returned to West Virginia.

**MONTY BEEHLER** and wife, Jean Francis, after finishing their summer season, are now with the Main Circus unit, playing Southern fairs with dog and pony turn. Jean is doing pedestal contortion.

**BRADLEY & BENSON'S** Circus and Rodeo, produced by Ernie White, Clarence Walters and Jimmie Bagwell, turned their away opening day in La Fayette, Ga., and played to S. R. O. in Cedartown, Ga., reports White.

**NOT long ago** circuses featured Western screen heroes. Next season a few of the returned war heroes may be a fair bet.

**BEERS-BARNES** circus is having good business in the Carolinas. Barbara

Barnes, daughter of Roger and Ella Barnes, celebrated her seventh birthday anniversary at Elizabethtown, N. C., September 25.

**PHILIP L. HALL** is slowly recovering from illness in Norfolk Hospital, Braintree, Mass. Last season he was a front-door man on the Ringling show and joined the navy last December. His father, Lorin D. Hall, has the Wild Life exhibit on the Royal American Shows.

**BILLY TODD**, drummer, who closed early in the season with Beatty-Russell, is now at a Hollywood studio. He declared a nine-day holiday during the Los Angeles Cole Bros.' engagement, and played snare drum with Eddie Woekener's band.

**BEN DAVENPORT**, owner of Dailey Bros.' Circus, is so well pleased with the impression made by his eight-horse hitch this year that he is planning to build up a six-horse hitch with all black horses for next season and also two eight-pony hitches.

**MR. AND MRS. ED C. BROWN** visited the Cole show in Santa Ana, Calif., and renewed acquaintances with quite a few of the showfolk. He reports a very pleasing performance and good business. Ed has retired from show biz and is chef at Hotel Santa Ana.

**MILLER** family of acrobats with Bailey Bros.' Circus, gave time and thought to encourage a group of boy acrobats in Pine Bluff, Ark., sponsored by the American Legion. G. D. Wilson, city editor of *The Commercial* there, stated: "We, of the Legion, are proud of the fine acrobatic work these boys are doing and of the fine bodies gymnastics are developing for them. The inspiration these (See Under the Marquee on page 43)

# The Corral

Communications to 25 Opera Place, Cincinnati 1, O.

**ROY ROGERS** and his pony, Trigger, will again be featured in the 19th annual rodeo at Madison Square Garden.

A **RODEO** is being held in connection with the Oklahoma Free State Fair, Muskogee, Okla., October 4-8. Prize money follows: Bareback riding, \$450; calf-roping contest, \$600; saddle bronk riding contest, \$800; bulldogging, \$600; wild Brahma bull riding, \$800.

**ANNUAL** rodeo staged recently at Penfield, Ill., by Floyd Miller and Bob McKinley, who furnished the wild stock, had over 4,000 paid admissions. Jennie Boen and Fred M. Clancy Jr. did trick riding, rope spinning and horse catching. Trained bull was shown by Buck Jones, clown. Harold Cox won the bulldogging event. Slim Hill was announcer.

**ROOSE-VANKER** Post of the American Legion staged a six-day rodeo at Mack Park, Detroit, drawing 10,000 people and grossing \$12,000 in seven shows. It was the first rodeo to play Detroit's east side this summer. Jack Bell, Chicago, produced, with Ed Rals, Shelby, Mich., furnishing the stock. Valere Van Dewalle, commander of the post, headed the sponsoring committee. Total of \$1,500 was spent on advertising, with a well-rounded coverage of newspapers, cards and radio.

**THE** newly organized Eastern Rodeo Association, with its home ranch located at Weber's Buffalo Farm in Blackwood, N. J., held its first rodeo September 4, with an attendance well over 3,000 people. The organization and results follow: Louis Weber Jr., president; Louis Blackman, vice-president; Edward Gardiner, treasurer; arena officials: Arena director, Lou Young; arena secretary, Howard Dawson; judges, Johnny Casselo and Howard Harris Jr.; timers, Howard Harris Jr. and Frank Shields; pick-up men, Peavine Slim and Ben Mills; announcer, Buck Kennedy; clown, Charles Lamont; trick riders, Charles Lamont, Albie Clements, Frank Beatty; special features, Al Sahms, Charles Lamont and high-school horses. Winner men's boot race, Sonny Sleeter. Rodeo stock was furnished by the Eastern Rodeo Association. Bronk riding: Art Lohr, Ed. Foster, Bob Munyon, Al Workley. Bull or steer riding: Smokey Hinkson, Ray McAllister, Frank Beatty, Tex Brown. Bareback riding: Leon Manchester, Frank Beatty, Albie Clements, Ray McAllister. Calf roping: Tex McConnell, U.S.C.G.; Bob Burgess, U.S.C.G.; Lou Blackman, Al Workley. Steer wrestling: Bob Chambers, Rube North, Lou Blackman. Roping calf-untagging: Bob Burgess, U.S.C.G.; Tex McConnell, U.S.A.; Al Workley. Wild horse race: Warren Gruff, Bob Munyan, Ray McAllister.

**KANSAS' First World's Championship Rodeo** plus John A. Guthrie's Stampede broke a 64-year grandstand record at the Kansas Free Fair, Topeka, September 9-12. It was witnessed by some 40,000 cash customers. It was produced by Guthrie and associates, Muskogee, Okla.; music by Marshall's Stampede Band; arena director was Frank Autry; announcer, C. W. (Bill) Bennett; judges, Earl Wofford and Carl Williams; pick-up men, Jess Goodspeed and Tom Hogan. Seventy-two top-flight cowboy and cowgirl contestants competed for nearly \$4,000 in prize (See **CORRAL** on page 40)

# DRESSING ROOM GOSSIP

## Ringling-Barnum

**Biz** was big in Fort Worth. Jump to Dallas was made, with plenty of time for sight-seeing. Dallas gave the Big One three big days. Joe Ward, Wichita, Kan., visited the show in Fort Worth and was made an honorary member of the Dirty Dozen Club. Joe is a consulting engineer for the State of Texas, but at heart is and would like to clown with a circus. During show's stay in Fort Worth and Dallas he worked with members of clown alley. Miles Bennett, former usher with the show, visited with friends in the band top. He is now working for the government.

**Frank Cook**, formerly with the Walendas and now in the army, visited in Dallas. Mrs. Charles Bell was a visitor in Dallas, also Eddie Vaughan. The Elks' Club there gave a party for members of the big show Tuesday night. A dinner was served, with dancing afterwards. Valerie Sellers is resting after breaking her arm in the ladder act and is coming along in great shape.

**Back-door notes:** Harry Brown telling one of his tall tales to a group of ballet girls; Bill Maxwell telling Judge Moser about the moose he shot in the wilds of Canada; Bob Kellogg and Harry Dann planning new clown gags and wardrobe for next season; everyone packing and shipping boxes, bags, etc., as show's season grows shorter. **DICK MILLER.**

## Cole Bros.

**Mr. and Mrs. Zack Terrell** returned to the show after a well-earned rest in the mountains of Montana and we were glad to have them back again. The following boys from the light department did a grand paint job on their equipment in Los Angeles: Clarence Waite, Jimmy Rooks, Joe Fountain, Raymond Miles, Dick Hall, Floyd Lee, Alex Witychyn, Harry Sitlow, Walter Rice, Stella and Bill Hamilton gave a party at their home in Pasadena that was a honey. They had 32 of Cole folks at one sitting and what a time they had. Jean Allen, Marion Knowlton and Shorty Freeman liked it so well they stayed at the Hamilton Mansion for three days and enjoyed the Hamilton hospitality. Bobby Kay and Harold Hall also played the perfect hosts to the following performers: Horace Laird, Huffy Hoffman, Frances Stillman, Cleo Stafford, Tommie Bentley, George Perkins, Rose Idaho King, Billy Burke, Lee Vertue, Jack Kennedy, Boots Salee Simpson, Elizabeth De Angelo, Jean Allen, Marion Knowlton, Shirley Byron, Al-

bert White, Charles Bond, Eileen Larey, Harold Voise, Paul and Gussie Nelson, Ethel Freeman and yours truly.

**Quite a few visitors** the past week: George Perkins; Arthur Cooksey, M2/C; Eddie Allen, Mr. and Mrs. Louis Sims, Captain Greenhaw, Max Damischki; Avel Pina just back from Italy after doing his bit; Al Hubbard, Ruben Castang, Benny Sturges, Mr. and Mrs. Sherman, Stella and Bill Hamilton, Harold Hall, Bobby Kay; Ray Harris, one of the better clowns just back from Panama; Joe Masterton, Tom Kitchen, Lyle Latell, Mr. and Mrs. Joe Baker and family. Incidentally, Connie and Winnie Colleano, Jimmy Reiffenach, Ethel and yours truly had a big time at the Baker homestead in Long Beach, and can that Baker woman cook. Betty Biller is doing a swell job in the Antelek perch act in so short a time. Miannie Antelek returned to the show in Riverside after undergoing a major operation. Joe and Orda Masker, Tommie Hodgini and Joe Good were kept busy on the long run for Riverside to Phoenix. **FREDDIE FREEMAN.**

## Beatty-Russell

**The event of the week** was the show put on by the young ladies' department at the Hot Springs General Hospital. Between shows the gals visited wounded veterans and must have entertained them royally, according to the after-notice received. Concha Escalante did her head balance routine and golden-voiced Milonga proved to the boys that a circus girl (See **Dressing Room Gossip** on page 46)

## WANTED TO BUY HAY EATING ANIMALS AND FREAK ANIMALS SUITABLE FOR ANIMAL ODDITIES SHOW

**BIG HORSE, LITTLE HORSE, GIANT STEER, UNICORN, DEER, BUFFALO, LLAMA, MONKEYS, CAMEL, SMALL ELEPHANT.**

**FOR SALE - FINEST WILD LIFE EXHIBIT ON ROAD**

**RAYMOND A. WALTON**

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## OPENING AT UTICA INDOOR CIRCUS AND FAIR

Week of October 23, Four More Successive Weeks in New York State Cities Under Auspices Army and Navy Garrisons and Legions.

Want Concessions, Games, Side Shows; all must be legitimate. Can use Phone Man, Banner Ad Man. Choice locations in cities. Also can use couple more Acts for Circus. Write or wire to

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Pershing Hotel, Utica, N. Y.



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**WHITE ELK COMES BACK!**

The U. S. Government now permits tanners to produce again . . .

that fine white elk

. . . provided it will not interfere with war production.

During the coming months our suppliers cannot ship more than 25% of our needs . . . so . . .

PLEASE, when you send in those orders, split your requirements between leather and fabric roller shoes.

**Hyde Athletic Shoe Co.**

Manufacturers of Those Famous **BETTY LYTLE** Roller Shoes. Cambridge, Massachusetts

**No. 321 DUSTLESS FLOOR DRESSING**

Cleanses the air, providing a snug grip with less cone wear and lower maintenance cost. \$4.00 per gal., \$3.75 per gal. in 5 gal. containers. Terms: 25% with order, balance C. O. D. **GAGAN BROTHERS** 444 Second St., Everett, Mass.

**WANTED**

**RINK ORGANIST**

for New York metropolitan area. Should be experienced. Address: **BOX D-285, The Billboard, Cincinnati 1, O.**

**Big Pa. Spots Are in Works For Post-War**

**Fasiskas Complete Plans**

GLASSPORT, Pa., Sept. 30.—Andrew Fasiska, manager of Broadway Roller Rink here, large Western Pennsylvania RSROA spot, announced that Fasiska Bros., owners and operators, have just completed blueprints for several large post-war spots they intend to build in this section of the State.

A tract on Pittsburgh's South Side has been purchased for a proposed \$250,000 Skating Palace. It will occupy 50,000 square feet, with unobstructed roof and a skating space of 30,000 square feet. Provision has also been made for a 30 by 100-foot beginners' rink. There will be an elaborate lobby, lounges and club-rooms. Parking lot adjoining will accommodate 200 autos.

Negotiations are in progress for a new spot in McKeesport, Pa., to be located just outside the business district. Site has been purchased, and the rink will cost \$150,000. It will embrace 30,000 square feet in the building and include 20,000 square feet of skating space.

**Mexican Spots Get Coin**

MEXICO CITY, Sept. 30.—There has been a big spurt in roller skating (patines) in last few weeks. Three biggest rinks in the city report terrific biz, particularly on week-ends. Two rinks keep open Sunday mornings and report better than average biz. Spanish waltzes are the favorite music of skaters.

AUSTRALIAN spots have been taken over by the government for storage of war supplies, according to V. Thurgood.

**RSROA Newies, Sanctions to Ops Listed by Martin**

DETROIT, Sept. 30.—Fred A. Martin, secretary-treasurer of the RSROA here, announced new members admitted since May 1 are Walter A. Anderson, Centralia (Wash.) Rollerrome; George M. Otto, Roller Bowl, Tacoma, Wash.; Mrs. Harold W. Ragsdale, Ragsdale Rink, Decatur, Ill.; Charles F. Freidhoff, Roseland Rink, Johnstown, Pa.; Wanda R. Brower, Skateland, Aurora, Ill.; Carl F. Trippe, Ideal Rink, St. Louis; Joseph Gennaro, Rollerrome, Denver; Frank Holtzclaw, Frank's Rink, Boise, Idaho; J. Harper Spencer, Flint Park Rollerrome, Flint, Mich.; Maurice F. Whitney, Rex Rink, Lowell, Mass.; H. A. Weakland, Coliseum, Greensburg, Pa., and John E. Free, Circus Garden, Toledo.

Certificates and sanctions issued to RSROA operators from May 21 to September 15 went to Nathan Steinberg, Elmhurst, L. I., N. Y.; N. A. Yingst, Knoxville; Edward Schrumm, New Castle, Del.; William T. Carpenter, Scranton, Pa.; William T. Brown, Seattle; Albert T. and Anna R. Williams, Parkersburg, W. Va.; Harry J. Warner, Tampa, Fla.; Edward W. Stollery, San Mateo, Calif.; Barney Fluke, New Rochelle, N. Y.; Paul W. Bacon, Jackson, Mich.; Mary Shuman, Sandusky, O.; J. Harper Spencer, Flint, Mich.; Frank Holtzclaw, Boise, Idaho; Maurice F. and Esther L. Whitney, Lowell, Mass.; August F. Karst, Hanover, Pa.; John L. Coleman, Indianapolis; Andrew P. Fisher, Johnstown and Mechanicburg, Pa.; Edwin Ruth, Burlington, N. J.; Evan M. Day and Leo Maytnier, Bedford, O.; George W. Karns, Waterloo, Ind.; Phil J. Hays, Chicago; Frank B. Allen, Ellsworth, Me.; Weston J. Betts, Redondo, Wash.; Walter J. Wolf, Pottstown, Pa.; John F. O'Neill, Rockville Center, L. I., N. Y.; Earl J. Dunn, Mount Clemens, Mich.; Joseph P. Seifert and Carl Carlson, Brooklyn; Ronald B. Balcom and E. W. Noble, Richmond, Va.; Alfred B. Dexter, Niagara Falls, N. Y., and Buffalo; Charles A. Cruca, Dayton, O.; William F. Wagner, Ventnor City, N. J.; Fred H. Wickman, Chicago; George E. Anagnost, Columbus, O.; John E. Free, Toledo; H. A. Weakland, Greensburg, Pa.; Fred A. Martin, Detroit, and H. E. Nockes, Irving and Benjamin Richland, Hartford, Conn.

**Vet Rinksters Set Modern Floor for Camp Crowder**

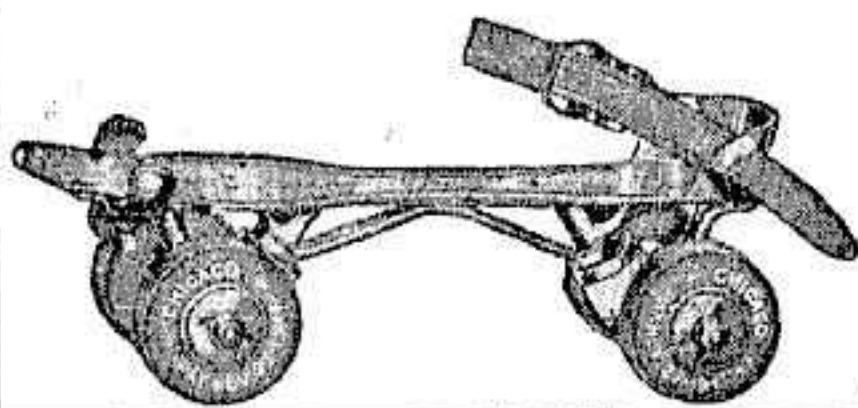
CAMP CROWDER, Mo., Sept. 30.—Carl Trippe, Ideal Roller Rink & Amusement Company, St. Louis, is promoter and owner of a new 50 by 132-foot hardwood floor rink at Camp Crowder. Spot is operated by the Camp Crowder Exchange, and Maj. Roy J. Miller, Exchange recreational officer, appointed Bill Gukoisen, veteran St. Louis rink operator, to the managerial post. Nominal charge is made, with patronage confined to soldiers and civilians living on the post and to girls brought in from the outside by various special events organizations. Electric organ provides music, with soldiers at the console. Floor managers are soldiers who formerly worked in rinks. Hours are 7 to 11 p.m. daily and 2 to 11 p.m. Sundays.

**CORRAL**

(Continued from page 39)

money, which included entry fees. Specialty acts consisted of Charley Shultz, clown; Vivian White, Pauline Nesbitt, Don and Virginia Wilcox, trick riders; Don and Virginia Wilcox, trick ropers, and starring was Guthrie's thrilling Congress of real Oklahoma Plains Indians, featuring Chief Lone Eagle and his snakes. Before leaving Topeka the 1945 return engagement was inked. Prize money winners were: Calf roping (average), Forrest Andrews, 89.80; Jim Inman, 67.20; Jess Goodspeed, 44.80; Shote Webster, 22.40. Bronk riding (average), Ken Roberts, 36.00; Gerald Roberts, 27.00; Wayne Dunathon, 18.00; Claude Morris, 9.00. Steer wrestling (average), George Hinkle, 48.00; Earl Wofford, 36.00; Claude Morris, 24.00; John Pogue, 12.00. Bull-riding (average), Ken Roberts, 44.00; Clayton Hill, 33.00; Gerald Roberts, 22.00; Marvin Shoulders, 11.00.

**RINK MEN WHO HAVE ONCE HAD A-**



**"CHICAGO"**

TRADE MARK REG. U.S. PAT. OFF. **EQUIPMENT** WILL HAVE NO OTHER. THERE IS A REASON.

**CHICAGO ROLLER SKATE CO.**

4427 W. Lake St. CHICAGO, ILL.

**G. I. Is in On Follies for Italy**

CINCINNATI, Sept. 30.—V-mail letter from Pvt. M. C. Boyter, a former RSROA member in Columbus, O., tells of his desire to be a representative of the organization and to arrange a post-war world meet. There were no stellar skaters seen in Africa but when he arrived in Italy he started on a tour to find a rink at the close of the day's army duties.

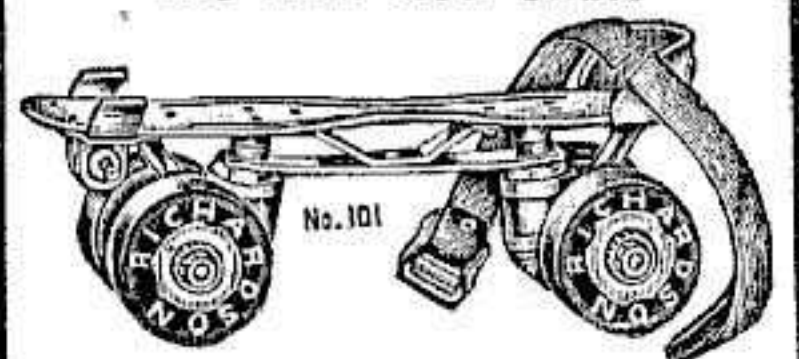
He met Franca Grimaldi, women's national champion free style and figure skater in Italy, and arranged with her a presentation of the first *Roller Follies* in that boot-shaped country. He wore a Rex Special, a Polar skate made by the Germans just before war broke out, and said they are the best he ever had used. He admitted learning many new skate ideas from Franca Grimaldi and hopes she will be in America when the war is over.

JORDAN DUO (Two Skatomaniacs) are to open in Chi night clubs and theaters after October 1. They were with the Tom Packs Thrill Circus in Nashville recently.

EARL M. (MICKEY) DUNN, having served his army time and been honorably discharged, is back at his Fairhaven and Mt. Clemens spots in Michigan. His wife carried on while he was in uniform. Red Cross and Prisoner Kit Funds got \$205.50 thru a RSROA party.

MURRAY GORMAN, former skate captain at Fordham Palace, New York, and speedster, has been transferred to the enlisted reserve corps after 10 months in the army air corps and is now in war work at a shipyard near Brooklyn.

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**QUALITY**

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HIGHEST CASH PRICES PAID FOR YOUR OLD SKATES, REGARDLESS OF CONDITION. WRITE OR WIRE COLLECT TODAY, STATING QUANTITY, MAKE, CONDITION & PRICE WANTED. **MAGES SPORTS STORES** 4019 W. North Ave. CHICAGO, ILL.

**ATTENTION**

Rink Operators! Now is time to have your skates repaired. We have genuine Chicago Parts. Also we have unrationed Shoes for sale. Also rationed Shoes. Ball Bearing, \$1.75 over 5,000. Also all kind Wheels and Parts to repair your skates. Send in for full particulars.

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1471 Boston Road, Bronx, N. Y.

**80 PAIRS USED CLAMP SKATES**

Good condition, 30 pair welded. Also parts. Grinder, and Wurlitzer Organ, brass horns, no motor. Made by North Tonawanda Musical Instrument Works. First \$400.00 takes all, including organ. One #12 Ferris Wheel, good condition, 15 H. P. Electric Motor and Fence; also Ticket Box; \$180.00 worth of new parts, \$2,000.00. **HAAR'S ROLLER RINK, R. R. #3, Dillsburg, Pa.**

**PORTABLE RINK FOR SALE**

60x140, good condition, fully equipped. Doing good business. Priced reasonable.

**BOX D-295, The Billboard, Cincinnati 1, O.**

**WANTED New Or Used Skates**

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**IF YOU LOOK AT THE RECORD— You Will Want Your Skaters To**



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The Wheels With the Proven Bushings

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**E-Z ROLL WHEEL COMPANY** 6241 BROADWAY CHICAGO 40, ILL.

E-Z Roll Precision Wheels and Detachables

**"ROLLER RYTHMS"**

Finest Roller Skating Records LATEST RELEASES

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| <p><b>FOX TROT (or All Skate)</b><br/>2013 (a) "Bobby Sox" ★<br/>(b) "Glamour Girl" ●</p> <p><b>FOX TROT (or All Skate)</b><br/>2014 (a) "I'll Be Seeing You" ★<br/>(b) "How Many Hearts Have You Broken?" ★</p> <p><b>FOX TROT (or All Skate)</b><br/>2015 (a) "G. I. Jive" ★<br/>(b) "Cow Cow Boogie" ★</p> | <p><b>TANGO (or All Skate)</b><br/>2016 (a) "Poinciana" ●<br/>(b) "In a Garden in the Moonlight" ●</p> <p><b>WALTZ (or All Skate)</b><br/>2017 (a) "And the Band Played On" ●<br/>(b) "Marcheta" ●</p> <p><b>TWO STEP (or All Skate)</b><br/>2018 (a) "Marine's Song" ★<br/>(b) "Army Song" ★</p> |
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Various combinations of Hammond Organ and Novachord; All Six, \$5.50; 3, \$3.30. Postage Extra. Write for Our Complete List of "Roller Rythms" and Club Plan.

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# Ops Eye Return to Normalcy

## Des Moines Spot Whips Flood To Hang Up Record

DES MOINES, Sept. 30.—In spite of losing four weeks in June, due to a disastrous flood which struck shortly after the opening of the season, Riverview Park here rang down the curtain Sunday, September 17, on the second best summer's run in its history. With getaway-day weather ideal, hang-up business was experienced in all departments.

Following the flood, much of Riverview was completely rebuilt. New floors were laid in the ballroom, cafe and a number of the smaller buildings. The picnic building was rebuilt in its entirety, as was structure housing the bingo concession. New construction did much to hypo bingo business this season, the management reports.

Most of Riverview's workmen have been retained and will work right thru the winter smoothing the many minor details that had to be forgotten in the rush to get going again following the flood.

Manager Reichardt's staff remained intact until the closing, with the exception of Harry Ryer, assistant manager, who resigned just a few weeks ago. He had been with Riverview for many years. P. M. Shortridge, in his second season as operator of games, reported a highly satisfactory run.

Army Liddell's ork furnished the music in Riviera Ballroom for the second season. Dance business was uniformly good on weekdays, with the week-ends attracting jam crowds.



LIEUT. COL. CHARLES M. ACKLEY, son of Mr. and Mrs. Harry A. Ackley, of Pittsburgh and Sewickley, Pa., and a member of the firm of Ackley, Bradley & Day, amusement park and show architects and engineers, is now serving with an engineer outfit somewhere in France. A graduate of Carnegie Tech, Colonel Ackley left his firm and reported for active duty more than a year before Pearl Harbor and has been overseas more than two years. His wife and three children are making their home in Clearfield, Pa., for the duration.

## Carlin's Season Finishes Dandy; Readys for 1945

BALTIMORE, Sept. 30.—Tonight saw the official pulling of the light switch that closed down Carlin's Park after one of its longest and most successful runs. The season ran almost six months, beginning early in April.

During that time the park played to good crowds nightly, with biz boomed considerably by new war plants located in the Baltimore area. Many of the war plants booked special picnics for their employees during the summer. Marlon Berry, Carlin manager, reported picnic business this season better than ever before.

Picnic grove was enlarged this season to double its previous capacity. John J. Carlin, president and general manager, carried out his pet project, Carlin's Cancee Lake, which opened late in the summer and attracted good patronage. The canoe lake has added much to the park's attractiveness.

Many new projects are being prepared for the coming season, including a new open-air theater and concert hall. John J. Carlin has offered the use of Iceland to the Baltimore Symphony Orchestra for a summer series of pop concerts next year.

Stan Lee Reed, director of public relations, says the park's roller rink will open its fall season October 6 and run thruout the winter. Iceland, the huge ice rink, is being readied for its winter season and its schedule will be announced about October 15, Reed says.

### Ask Heinz To Stick in A. C.

ATLANTIC CITY, Sept. 30.—H. J. Heinz Company, Pittsburgh, operators of Heinz Pier here until its demolition in the recent hurricane, has been petitioned by Hotel Association of Atlantic City to "continue interest in Atlantic City by setting up a national exhibit in the near future."

## Foresee Passing of Wartime Ills by Start of '45 Season

War's effects not too tough on industry—attendance up to par as per capita spending booms takes—higher operating costs trim net profit, however

CINCINNATI, Sept. 30.—It's the consensus among amusement park operators that the industry, with the ending of the '44 summer season, has passed the peak of wartime handicaps and restrictions. If the wars in the two theaters progress as favorably as they have in the last six months, industry leaders believe the spring of 1945 will bring an easement in such things as labor shortages, gas rationing, constructions, materials, food rationing and the like to give the '45 season something of the air of normalcy in operation.

Park operation the last two summers, under the reign of War God Mars, has been anything but a picnic to those lads whose business it is to keep the public happy and up to scratch on morale. But they haven't squawked one tiny bit to date, and they're not squawking now. The general feeling is that the worst is past and that the coming season and succeeding ones can only bring improvement in operating conditions, and a relief from the business headaches that have plagued the industry since we first wound up for our Sunday punch at the Axis.

### Crowds, Business Up to Par

When the park ops speak of returning to normalcy they mean only as it affects operation. They have been more than pleased with attendance and gross business during the last two war seasons. At most locations thruout the country attendance has held up to near par, despite gas rationing and restricted public transportation facilities. Per capita spending, hyped by the liberally bolstered pay

rolls in war industry centers, reached a new high in industrial history, easily topping the high marks chalked up during World War I. Attendance at amusement parks thruout the country as a whole during the season just concluded measured up practically the same as the 1943 summer, while per-person spending in 1944 ran nearly 10 per cent better than '43.

Save for labor shortages, limited food and drink supplies, the ban on new construction and sundry other wartime curtailments, the nation's amusement park operators haven't suffered too badly the last two seasons. Everything considered, 1943-'44 stacked up pretty close to normal all around the country. Higher operating costs have trimmed net profits (See WAR TROUBLES FADE on page 55)

## Hurricane Not So Rough On Steel Pier, Says Gravatt

ATLANTIC CITY, Sept. 30.—Despite the damage left in the wake of the recent Coastal hurricane, Frank P. Gravatt, owner of the Steel Pier, reports that the amusement center, contrary to rumors, is in excellent condition.

The five theaters on the pier were not affected by the storm, according to Gravatt, nor was the Marine Ballroom. The Stadium, a half mile at sea, also was undamaged, but the circus stage was wrecked by the gale. All theater shows, movies, vaude and other attractions were in full swing the day following the storm, Gravatt says.

## G.I.'s Jam Italian Funspots Despite Enemy Boom-Boom

By Pfc. T. S. Russell

SOMEWHERE IN ITALY, Sept. 13.—American amusement park operators may have their wartime headaches, but owners and operators here are continuing business as usual under what would seem impossible conditions, namely enemy shellfire.

Several small parks in one city were doing a land-office business with both civilians and allied troops, despite the fact that enemy shells were whistling overhead and, in some instances, landing less than a quarter-mile distant.

Strangely, the most popular concessions were the shooting galleries, where air rifles of fair accuracy and of either American or German make were used. The targets were similar to those of the average midway concession in the States.

Lack of electrical power, in most instances, prohibited the use of rides, but in one case an owner found himself a generator and was running two kiddie rides, a swing and a Merry-Go-Round. There was no lack of patronage.

All owners expressed interest in the possibilities of obtaining American equipment after the war. That in use at present is far outmoded by our standards, and has been patched and repaired over the war years when such production was prohibited here.

## Syndicate Acquires A. C. Pool for 175G

PHILADELPHIA, Sept. 30.—Pointing to greater expansion of privately owned public pools as major amusement and sports centers, Joseph H. Kass Company, representing Anthony Imbesi, owner, has sold to a syndicate the Roosevelt Boulevard Pools and approximately 500 feet of frontage on Roosevelt Boulevard here. Sale price for both parcels was \$175,000.

Kass says the new owners plan the construction of a large sports and amusement center after the war.

## Crowds Off But Biz Hits Par at Chi Riverview

CHICAGO, Sept. 30.—Riverview Park chalked up a very satisfactory 1944 season, according to the management, even though attendance was slightly off and operating costs increased.

The park was favored with the best weather it has enjoyed in years, and this factor tended to offset some of the handicaps. The slight drop in attendance was attributed to the fact that many former patrons are now serving in the armed forces.

All attractions were well patronized and, as a result, receipts were about the same as in 1943 despite smaller attendance.

Cost of operation in many departments increased sharply and, while this year's profit was lower than last year's, the management was well pleased with the season's gross.

## PARK WANTED

Experienced Operator wants to lease or purchase park. Write full details. BOX D-230, The Billboard, Cincinnati 1, O.

## WANTED

Rides, Concessions, Bingo, Shows and Agents. Work all winter. No moves.

## ZELLERS PARK

Key West, Fla.

## WANTED

For Amusement Centre, Carrabelle, Fla. Ferris Wheel, good proposition; Agents for Ball Games and Stock Store. Tex Dabney, write. Thomas, come on. Seven days a week year round.

## EDW. R. COLE

Carrabelle, Fla.

## WANTED

Floor plans, ideas, equipment (new or used), etc., for glass house in amusement park.

BOX 191

Buckeye Lake, Ohio

## "WE WANT ALL KINDS OF RIDES FOR OUR 1945 SEASON . . . . ."

Especially a Four-Abreast Merry-Go-Round. If You Have Any Rides You Think We Can Use—Write, Wire or Telephone Us. We Will Pay Cash."

JACK AND IRVING ROSENTHAL

## → PALISADES AMUSEMENT PARK

Palisades, New Jersey — Telephone: Cliffside 1000



# MASS., MICH. GET TOPPERS

## Gross Zooms At Barrington

Carroll's plant, with big race takes and new ideas, clicks to best records

GREAT BARRINGTON, Mass., Sept. 30.—The 103d Barrington Fair here, September 17-23, surpassed all expectations, said General Manager Edward J. Carroll, all-time attendance and receipts records being shattered. Final figures will show attendance over 85,000 and receipts near the million mark, including gross racing take of \$763,879, over \$250,000 ahead of 1943. Extended to seven days this year, new features, which clicked, included a horse show on opening day Sunday; Victory Hall, which housed all agricultural displays; Club Fiesta, new night-club idea; State Guard championship drills, military parades, band concerts, 10-mile marathon, radio lectures, horse and ox-drawing contests and improved cattle show.

Horse show drew 8,300 at \$1, including tax. Gate after 6 p.m. was 25 cents. Show had over 300 entries in 24 classes, including hunters, jumpers and general show horses. In Victory Hall, opened Monday with free admission, entries in 4-H Clubs, grange, flowers, poultry, handicraft and fruit were greatest in the fair's history. Premiums were upped considerably, the fair association adding several thousand dollars to prize money. Victory Hall was a combined tent-building affair, a big tent being connected with the former agricultural building. (See Barrington Biz Booms, opp. page)

## Hutchinson's Highs Taking In All Angles

Cavalcade Gets Nearly 40G

HUTCHINSON, Kan., Sept. 30.—Kansas State Fair here September 17-22 closed with a rainstorm and a new record for every department, said Secretary-Manager Sam Mitchell. Estimated attendance was 315,000, with over 300,000 front-gate payees. Gate was 50 cents, with 10 cents federal tax.

Manager Mitchell said Barnes-Carruthers grandstand show beat all existing records at the fair. Every night grandstand capacity put overflow crowds on seats in front of stand, and Wednesday (See Hutchinson All High on opp. page)

## Albuquerque Is At New Peak in Gates, Displays

ALBUQUERQUE, N. M., Sept. 30.—New Mexico State Fair here, September 24-October 1, set new records in attendance, volume and variety of exhibits. Opening day attendance was about 13,000, breaking last year's high on the biggest day of 11,000. Pari-mutuels wagering on opening day totaled \$98,000, an increase of \$31,000 over the day a year ago. Pari-mutuels handle on Monday and Tuesday also showed substantial increases over a year ago. There were about 400 horses in the stables, and it was not thought likely that more than half would be able to get on the track in the eight-day meeting, as there were only 64 races.

War congested railroads delayed arrival. (See Peak for Albuquerque on opp. page)



CLARENCE H. HARNDEN, secretary-manager of Saginaw County Fair and Michigan Farm Products Show, September 10-16, which set new highs in its 31 years of operation with a gate of over 200,000 in a 10-year average of 173,000. Management declared that "the 1944 fair definitely indicates the great need for continuance of fairs in wartime."

## Bloomsburg Has Space Capacity

BLOOMSBURG, Pa., Sept. 30.—Over 20,000, largest advance turnout in history, were on grounds of the 90th annual Bloomsburg Fair, September 25-30, on Sunday preceding the opening in fair weather and with a free gate. On Tuesday, Children's Day, paid attendance was over 10,000.

All exhibit buildings were filled to capacity with more entries than in previous years and exhibits were of exceptionally fine quality. Classes in cattle and poultry were outstanding. Wednesday saw a record crowd of 22,000. Day and night grandstand was sold out and 2,000 were turned away at the night performance.

Concession space was all taken and receipts were heaviest in history. James E. Strates Shows reported excellent business on the midway, especially on Children's Day.

## AROUND THE GROUNDS

TRENTON, N. J.—New Jersey State Fair here, September 10-17, crimped somewhat by the coastal hurricane of September 14, had a 10 per cent increase in attendance and exhibit departments, said President George A. Hamid.

KEENE, N. H.—Cheshire Fair here September 14-16 had its main tent blown down in the Atlantic hurricane, but the management carried on next day as usual. Attendance was reported largest in history.

REDMOND, Ore.—In fair weather nearly 9,000 attended the 25th annual Deschutes County Fair and Rodeo here September 23-24, said Manager Jack Hardison. Business houses closed during the Saturday parade. Browning Bros. Shows on the midway had a fair play.

LEBANON, Tenn.—After fire had destroyed Wilson County Fair plant here, constructed in 1919 at a cost of \$10,000, A. W. McCartney, secretary of the fair association, said it was covered by \$3,000 insurance. Some livestock housed in stables escaped harm.

AUDUBON, Ia.—The 65th annual Audubon County Fair, September 11-14, had record attendance and gate receipts of \$8,478, said J. J. Ruhs, president the past 24 years. Other officers elected for

## "Suicide Club" Delivers in War

CHICAGO, Sept. 30.—Capt. Frank R. Winkley, of the ARTC, who used to put on auto thrill shows at fairs throught the Midwest, writes from Fort Knox, Ky., that many of the former members of his Suicide Club are "playing" in the world war.

"I am proud of the fact that all except two of them are in the service and nearly all of them in action, and I wonder if other outfits have as good a record. The two not in service have been rejected due to injuries received while performing stunts.

"Two are in the paratroops," says Captain Winkley. "Harlow B. Rapp, best known to his friends in showbiz as Mouse, was my prize clown and has worked in the Greater Olympia Circus as well as in my stunt shows. He's been cited for the Silver Star for gallantry in action during the initial landings of the (See "Suicide Club" Wars on opp. page)

## Allentown Gets Well On Final Two Days; Stellar Bill by Hamid

ALLENTOWN, Pa., Sept. 30.—With top Friday night attendance and perfect weather on the last two days, Allentown Fair, September 19-23, finished successfully, officials reported.

George A. Hamid grandstand acts included Turina, sensational high act; Keller's Jungle Animals; Les Kimris, high aerial; Skating Earls; Frances and La-Pall, perch; Bryants, knockabout comedy; Juggling Jewels. Victory Revue was in five parts, with a line of Gae Foster girls. In the revue were introduced Montana Kid; Campbell Sisters and Horse, Colley Bay; A. Robbins, banana man. Music was by the Allentown Band with Joe Basile as guest conductor. Friday and Saturday afternoon had the Hollywood Dare-Devs in auto races and thrill stunts. Trotting, pacing and running races were held four days.

Visitors included H. B. Correll, E. Jacobs, George Houck, Finnley Drum and Carl Fleckenstein, Bloomsburg, Pa.; Ernest Raughley, Warren Moore and A. B. Parsons, Harrington, Del., and C. S. McLean and John L. Leahy, Danbury, Conn. Louis Kane's dining hall was on the main concession line. A large number of bingo operators had space.

## Saginaw Sees 31-Year Best

Gate over 200,000 aids net to square debt—Gooding's midway receipts new high

SAGINAW, Mich., Sept. 30.—Saginaw County Fair and Michigan Farm Products Show here September 10-16 set records new in its 31 years of operation, reported Secretary-Manager C. H. Harnden. Attendance ran over 200,000, as compared with 154,000 in '43 and a 10-year average of 173,000.

Good weather on Sunday prevailed over Monday, Children's Day, with a record crowd of kids. Tuesday, always a light day, brought a drizzle that canceled matinee and night shows. On Wednesday, cloudy and warm with large crowds, heavy thundershower fell between matinee and night show, but weather cleared and crews put shavings and chairs on the race track for the overflow from stand and bleachers, setting an all-time record for grandstand attendance.

On Thursday crowds again occupied track seats for the afternoon circus on the stage and track, and two shows at night also overflowed grandstand and bleachers and closing of ticket windows became necessary. It was also necessary to put on two shows Friday night. Entertainment, afternoon and night, was provided by Barnes-Carruthers, with a circus-act matinee and revue, *Let Freedom Ring*, at night.

F. E. Gooding Shows set an all-time midway gross record, and all concessions (See Saginaw Sees Its Best on opp. page)

## Okla. City Bow Soars to Top; B-C Tip Full

All-Pay Gate Is Put On

OKLAHOMA CITY, Sept. 30.—Oklahoma State Fair and Exposition, September 23-30, early was on its way to broken records for the 38 years of its existence. From light attendance on opening Saturday the gate zoomed to a new high on Sunday with 49,321 as against 36,273 on the second day last year.

Another record fell on Monday, with 73,342 as compared to 66,271 on the corresponding day in 1943, which was the top day last year. The total gate on the first three days hit 123,360, which was 5,610 more than the all-time mark for this period of 117,750. Grandstand had 12,500 Sunday and 12,000 Monday afternoon.

There was a late start on the opener, grandstand acts and revue, *Follies of 1944*, not getting under way until a swing-shift performance at 1:30 a.m. Sunday. Royal American Shows on the midway got open by degrees, making good time considering labor and travel handicaps. Servicemen aided attendance Sunday but were not allowed to stay for the swing-shift show. Early weather was perfect.

Exhibits included a plastics show, judging of stock and canning of farmers and a soil conservation display, but the biggest draw was a B-17 bomber. There were also a navy Gruman Hellcat and a Link trainer.

By 7 p.m. Sunday the grandstand overflowed for the Barnes-Carruthers revue. A Norwegian show as an added attraction depicted how the Norwegians continued to fight Nazis, tho occupied by the enemy. Children were admitted free (See Okla. City in Big Bow on opp. page)

the coming year are L. D. McLeran, vice-president; A. B. Jensen, secretary; J. M. Liken, treasurer.

HAWKINSVILLE, Ga.—Main exhibit building of Pulaski County Fair Association, which was destroyed by fire of undetermined origin, was partially covered by insurance, but plans to rebuild must await availability of material and labor, said the management. Associated with its annual fairs, which had been suspended for the duration, was horse racing on a model half-mile track that attracted entries from many States.

MILLEDGEVILLE, Ga.—The 1944 Middle Georgia Fair here will have the Jones Greater Shows on the midway, with five Central Georgia counties taking part in the 20th anniversary fair, said President J. H. Ennis. With a WAVES training school located here and near-by army camps, the management has secured cooperation to the extent that five special afternoons have been arranged. Bumper crops and operation of a huge fuse plant here have brought active conditions, of which the fair management has planned to take advantage.

INDIANAPOLIS.—Regarding prospects for a '45 State Fair here, Lieut. Gov. Charles M. Dawson, commissioner of agriculture (See Around the Grounds on opp. page)



**AROUND THE GROUNDS**

(Continued from opposite page)  
culture, believes the air corps, now occupying the plant, will need the warehousing facilities for some time because it provides parts for fighting planes used in all parts of the world. Even tho the corps should move out sooner than anticipated, he said, it is unlikely that a full-scale fair could be held next year. Several miles of switching laid in the grounds must be removed. Many buildings changed drastically must be reconditioned.

**NATCHEZ, Miss.**—Natchez Lions' Club has incorporated under the Adams County Fair Association to stage the first all-Negro fair ever held in this part of the State and to be known as South-west Mississippi All-Negro Fair, on the East End Park show lot. Gentsch & Sparks Shows will be on the midway. President is Dr. John H. Bushee; E. D. Love, vice-president, and E. H. Tennison, secretary-treasurer, reported Norman Lawrence, publicity director. Joseph E. Gardner is general chairman. Association also sponsors the annual Lions' Club Mule Races.

**MACON, Ga.**—E. Ross Jordan, general manager of Georgia State Fair here, said advance ticket sales are about 40 per cent ahead of similar date last year. Admission has been upped to 60 cents for adults, including tax. Macon Exchange Club, fair operator, has four committees of 20 members each covering this section in an advance campaign. Publicity and billing is under way by Paul M. Conaway, his 15th year in this post. World of Mirth Shows will be on the midway. Fireworks will return, grandstand acts are booked thru George A. Hamid and Gus Sun, and there will be a new grandstand radio feature, *Grand Ole Opry*. Grounds used by Middle Georgia Colored Fair have been extended for the fifth annual. Formerly only Pleasant Hill Playgrounds have been used, but this year the Homosophian Club, fair sponsor, contracted an additional lot and obtained a city permit to close a street, nearly doubling space. S. H. Lee, Negro county agent, said agricultural products would feature exhibits. Franks Shows will be on the midway for fifth consecutive time.

**BARRINGTON BIZ BOOMS**

(Continued from opposite page)  
Inside was elaborately decorated and a dance floor of some 4,000 square feet was put in the center. Carroll purchased the floor last winter in Maryland. On one side was the radio platform and judges' area. At night this was used as a dance platform in the Club Fiesta idea. Hall was open from 10 a.m. to 7:30 p.m. with free admission. At 7:15 the front was transformed into a night club exterior and admission was then 50 cents, including tax. A 12-piece orchestra was led by Ray Sparrow. Acts, giving two shows nightly, included Ralph Reno, Morris and Morris and Webb and Brooks. There was a special name band dance Wednesday, with Mal Hallett, to capacity. A special self-service bar was in operation evenings, Manager Carroll intends to offer several name band nights next year.

**Buck Misses Big Day**

Grandstand acts nightly from Sunday to Saturday included the Berosini Troupe, Miss Bernice and Bob Fisher's Fearless Flyers, no charge being made for grandstand seats. Only time rain hit was after the free acts Thursday night with a jammed stand. Business for the O. C. Buck Shows on the midway was satisfactory, said Oscar C. Buck, altho rain Thursday night when the grounds were packed caused the show to miss out on the biggest night. A new feature which met high favor was public judging in Victory Hall on three days. Horse and ox drawing, with Warren Bodurtha and Brice Nash in charge, was highly successful. Clarence H. Warner was again in charge of all cattle.

Victory Marathon Saturday morning on the race track, with runners going around 20 times, was under AAU rules and officials. The cups and 15 trophies were presented. Charles Robbins Jr., Hartford, Conn., now in the navy, was winner. Clarence DeMar, vet marathoner, was one of 31 contestants. Event drew heavily.

In the advertising and publicity campaign of Carroll and his publicity chief, Harry Storin, over 40 newspapers, three radio stations and billboards were used to cover New York, Massachusetts, Connecticut and Vermont areas. Over 35 interviews, covering a variety of subjects, were aired and witnessed by crowds in

Victory Hall. An eight-page newspaper, prepared by Storin, was a highlight, over 10,000 copies being distributed free.

**Carroll Handles Food**

Racing's daily average advanced from \$35,334 in 1943 to \$127,313, with total running well over the three-quarter million mark, considered phenomenal for hand-selling system. Percentage of increase in this department was 49.2. Food having been taken over by Carroll's own organization, the cafeteria, designed by Vernon A. Trigger, grounds superintendent, was declared a tremendous success, thousands of hot dinners being served daily. All other food and drink stands, also operated by Carroll, ran high grosses. The Carroll organization returned to Riverside Park, Agawam, Mass., this week, where bowling, roller skating and restaurant will be operated for fall and winter.

**HUTCHINSON ALL HIGH**

(Continued from opposite page)  
and Thursday nights, after all available bleacher seats and chairs had been filled, over 2,500 were seated on canvas on the race track. Nearest estimate for the two nights by the fair officials was that there were 20,000 watching the show from every available seating space. Cavalcade of Amusements did a remarkable business, with a gross of nearly \$40,000. Every ride and show front had been painted during the show's lay-over a few days after arrival from Nebraska State Fair, Lincoln.

At the fair-owned Old Mill nearly 44,000 people were handled on the ride with only eight boats in operation. Admission was 14 cents. Cavalcade missed out on several thousand dollars Friday night, as rain started just as the grandstand show closed at 10.

**PEAK FOR ALBUQUERQUE**

(Continued from opposite page)  
rival of the Cavalcade of Amusements, but the show, largest ever to play here, was in full operation Tuesday. About 3,000 children attended as guests of the fair commission on Monday, when, after the annual State Fair parade thru downtown streets, Gov. John J. Dempsey formally opened the fair with a brief speech, indicating that it was doing a big job to encourage development of New Mexico resources and giving people needed relaxation from strains of wartime days.

There was a notable increase in New Mexico-owned livestock contesting for cash prizes and ribbons. Growers showed 95 head of beef cattle, 98 head of dairy cattle, 188 sheep and over 200 hogs, all registered. On Tuesday, Cattle Growers' Day, several hundred New Mexico growers gathered for the quarterly meeting of the association and to attend the fair. Cowmen were welcomed by Harold B. Sellers, chairman of the State Fair Commission, who introduced E. G. Hayward, Cimmaron, president of New Mexico Cattle Growers' Association, who, in a talk from the grandstand, congratulated the fair commission and its manager on "the fine work that has been done and is being done by the State Fair in encouraging better breeding and feeding of livestock in New Mexico, both by the present and the coming generation of livestock growers." Fourteen counties had exhibits. San Juan County won first place and \$100 cash first award; Bernalillo County, second; Colfax, third; Dona Ana, fourth; Torrance, fifth; Sierra, sixth.

**"SUICIDE CLUB" WARS**

(Continued from opposite page)  
paratroops on D-Day in France. He is now in action in Holland. "The other, my nephew, C. V. (Mike) Winkley, a member of the Showmen's League, has been in action almost constantly since our troops first went into Sicily. He has been wounded once and is serving with the famous 82d Airborne Division. He has fought at Gela, Salerno, Cassino, Anzio and is now in action in Europe.

"Clint Cook, who did various stunts in the Suicide Club and assisted with the advertising, has been on the firing line in the Island-hopping invasion of the South Pacific for a year and a half where he is a machine gunner in the amphibious forces on duty in an LCT. Leroy (Rickle) Richter, another of my clowns, has been in action as a radar operator on the U. S. Wichita for nearly two years and has been in eight major engagements. Paul Bjork is a lieutenant in the air corps, being pilot of B-26 bomber. He has flown over 40 missions in enemy territory, being stationed in England. Lee Overland, also a member of the League, is in action in Europe with an armored division. Rusty Fielding

is in the engineers; Bob Skinner in the infantry, and I do not know the whereabouts of some of the others."

Winkley, who only recently received his captaincy, is at Fort Knox awaiting orders and expects soon to go to some line outfit.

**SAGINAW SEES ITS BEST**

(Continued from opposite page)  
did record business, a large number booking space for 1945.

It is expected the surplus will clean up a grandstand mortgage balance of \$20,000 remaining of the debt of \$70,000 incurred in 1939 for grandstand construction. Displays, commercial and agricultural, were best and in greater numbers than in any year since 1940.

Visitors included Governor Harry F. Kelly, who gave an address of welcome Sunday night; Ray Bushey, past president of Michigan Association of Fairs; A. C. Carton, State chief of fairs; Charles Figy, State commissioner of agriculture; Floyd E. Gooding; Hans Kardel, secretary of Charlotte (Mich.) Fair, and George Convis, Hillsdale (Mich.) Fair. Mr. and Mrs. Sam J. Levy spent the week with the B.-C. Shows. Twenty per cent in War Stamps will again be added to each premium check as an added bonus to exhibitors, and premium payments are expected to reach \$20,000.

"The management feels that the 1944 fair definitely indicates the great need for continuance of fairs in wartime," said Manager Harnden.

**OKLA. CITY IN BIG BOW**

(Continued from opposite page)  
Monday, but those over 12 paid a 10-cent federal tax. Lunch boxes were missing and spending was up.

Secretary-Manager Ralph T. Hemphill inaugurated the "Everybody Pays" gate and there were no exceptions. Tuesday was 4-H Club Day; Wednesday, Oklahoma City Day and '89ers Day; Thursday, Future Farmers of America Day. Only exhibits missing were of electrical gadgets, commercial stuff and new machinery. Grandstand acts included Victoria Zachini, human cannon-ball; her sister and brother, who do a flying act; Rousse, magician; Dorothy Hild Dancers, and La Tasha and Laurence, dancers. Izzy Cervone lead the band and Bert Lynn was emcee. Other acts were Lorraine, of the Graham Riders, going thru a wall of fire on a horse; Atenos, aerialist; La Tosca, bounding rope; Iva Iwanows Trio, bar act, and Canastrellis, equilibrist. Fireworks ended night shows. Special prices were given service men and women.

**UNDER THE MARQUEE**

(Continued from page 39)  
Millers gave to the boys was of much benefit to the work we are doing with them."

**CANVASMAN**, who constantly hears, "You are the workingest man on the show," would rather hear about having a soft downhill day.

**RAYMOND A. WALTON**, former indoor circus promoter who has operated the North American Wild Life Exhibit the past two years playing the key cities, is disposing of his wild life show and is framing an Animal Oddities exhibit. He plans to move it on three trucks and play three-day and week stands, featuring big horse, steer and hog, with camel, llama, buffalo, monkeys and a small elephant.

**REX M. INGHAM'S** Wild Life Exhibit closed a week's engagement at Danville, Va., September 24 and went to Albemarle, N. C., to join the Marks Shows for fair dates. This was the third time in Danville in the past 14 months, but business was good. Within 12 miles of the Ingham's home at Ruffin, many home folks came to visit. The Inghams recently bought a three-room trailer. Eddie Jackson, press agent of the Strates Shows, was a daily visitor; John H. Thiele closed.

**LOOKING** forward to bonuses, it is around this time of year that employees start behaving like kids who are looking forward to the arrival of Santa Claus.

**EARL SHIPLEY**, former circus clown now holding a responsible position with the J. P. Seeburg Company in Chicago, has a prominent place in the company's monthly magazine, *The Seeburg Voice*, for September. An editorial by Shipley is featured on the inside front cover, and photos of Shipley and Joe Coyle, both in clown make-up, are prominently displayed in a two-page picture story of

the company picnic, at which the two joeys entertained.

**DOC WADDELL**, in Peru, Ind., recently, made addresses before several groups. Waddell, in company with Harry Parkhurst Sr. and Jr., Waxie Lord, Clem Dubes, Mike Wissinger, Fred Young, Alva Freeman, Von Binkerd, Robert Emrick, George Valentino and Lou Browning, conducted memorial services for circus people at Mount Hope Catholic and Reburn cemeteries. Circus folk who were honored in memorial services at the cemeteries were Mr. and Mrs. B. E. Wallace, Mr. and Mrs. Jerry Mugivan, Bert Bowers, Jess Adkins, Dewey Butler, Arthur Quale, Charles Conover, George Lyle, George Bailey, P. A. Bennett, Ted White, Gabe Tucker, Charles Krick, Tom Dunn, William (Buff) Terry, J. W. (Juggy) Rodgers, "Razorback Whitey," whose real name was never known; Fred Bickel, George Purcell, John Purcell, Phil Stapleton, Clair Chaney, Henry Hoffman, Emory Stiles, "Dinty" Moore, Mrs. George Valentino, J. J. Tinkham, Bernie Wallace, Mrs. William Taylor, Buzzy Sands, Henry Thomas and W. E. Fuller.

**In the Armed Forces**

**PVT. EARL CORIELL**, wounded in action, is in a French hospital. He is the youngest member of the Coriell family of acrobats. One of his brothers is a paratrooper, and the other in the marines.

**S/SGT. RAY HARRIS**, formerly a performer with the Ringling, Barnes and Hagenbeck circuses, is back in the States for a 30-day furlough after serving nearly two years in Panama with the army air corps. He visited the Cole show in Los Angeles and hopes to see the Ringling show in New Orleans before he returns overseas.

**AFTER** 10 months in Army Public Relations, Philadelphia, Sgt. Henry L. Sholly is at Fort Lewis, Wash., awaiting reassignment, and at present is on duty at Fire Station No. 7, where the captain in charge is R. W. Merwin, who was in showbiz 14 years prior to 1933, having been with Gibson's Blue Ribbon, Gold Medal Shows, Butler Bros.' Shows, Seis-Sterling, and Ringling-Barnum circuses. He served in the army and has an honorable discharge. Merwin plans to return to showbiz after the war.

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**BROWN'S**  
144-15 20th Ave. WHITESTONE, N. Y.



## Bureau of Mines Film Library Aids Vast Educational Program

WASHINGTON, Sept. 30.—Millions of Americans who are unable to travel because of wartime conditions are enjoying journeys vicariously—and gaining education in the process—by means of the vast 16mm. film library built up by the bureau of mines, Department of the Interior.

These films show Arizona copper mines, Michigan magnesium plants, Texas oil wells, Atlantic seaboard refineries and other production scenes in the nation's mines and metallurgical plants and in oil fields throughout Europe, Asia and Africa. This vast informational program was paid for almost entirely by American industrial concerns.

Plant managers, safety directors, personnel supervisors, scientists, army and navy officers, and educators in South America, Australia, the British Isles, Mexico and even far-off India and China, as well as in the United States, have placed the bureau's sound motion pictures on their "must" list. In manufacturing plants and in schoolrooms,

they are depended upon to develop skills more rapidly and save instruction time.

But for these pictures, which have been shown to 7,691,000 persons in the last 12 months, millions of people would never know of the work performed by men in the mineral industries who mine and extract our minerals in war and peace. They would have no knowledge of the work done by men in the intense heat of blast furnaces and smelters, or in drilling for oil, exploring for nickel, chromium and manganese. To them the harnessing of coal, bauxite, copper and other minerals would remain a complete mystery, the bureau declared.

### 25-Year Program

To defray the costs of producing these films, the mineral and allied industries have paid out more than \$2,250,000 during the last 25 years. The government has provided only the cost of maintaining a small staff to circulate the films and keep them in repair and the salary of one man to supervise production. The pictures are produced thru a simple agreement, which provides that industry finance the production and that the production itself be supervised by the bureau of mines. There is no advertising material in the films; the co-operating company's name is acknowledged only at the opening and closing of each picture, the bureau said.

Last year alone the bureau's motion pictures flashed on the screen on 94,000 occasions, describing to varied audiences the drama of magnesium, the great part that metals, fuels and lubricants play in the assembly and operation of transcontinental air liners, the hours of tolls and the millions of dollars' worth of equipment involved in producing glistening stainless steel. Since the bureau inaugurated its film service, the pictures have been shown nearly 1,300,000 times to audiences comprising more than 120,000,000 persons.

To keep pace with America's growing thirst for more knowledge of manufacturing processes, mining techniques and lessons in first aid and safety, the bureau recently added 11 new films to its extensive library at Pittsburgh. Eager to present a close-up of its achievements, industry is financing the production of further additions to this story of the mineral resources of the nation.

Narrated in readily understood, non-technical language, the following new pictures were distributed during the fiscal year ended June 30: *Stainless Steel*, *Petroleum and Its Uses*, *Nickel and Nickel Alloys*; *Magnesium—Metal From the Sea*; *Synthetic Rubber*; *Airplanes—Their Metals, Fuels and Lubricants*, and four films on aluminum metal forming, including practice, blanking and piercing, tube and shape bending, drawing, stretching, stamping and spinning.

### Many Subjects Covered

Other subjects covered in 3,883,830 feet of film produced for the bureau since the founding of its motion picture library in 1916 include the mining of coal, iron, copper and lead, and the extraction of other minerals such as petroleum, asbestos and sulphur, and the manufacture of Diesel engines, spark plugs and storage batteries.

Main distributing center for the films is the graphic service section at the bureau of mines central experiment station, 4800 Forbes Street, Pittsburgh, where a complete library of all pictures is maintained. Sub-distributing centers are maintained in 18 other States.

No charge is made for the loan of the

## REPERTOIRE-TENT SHOWS

Communications to 25 Opera Place, Cincinnati 1, O.

### Slout Cuts Down To Continue Trek In New Territory

CAPE GIRARDEAU, Mo., Sept. 29.—L. Verne Slout Players, who finished their Michigan tent season at Sturgis September 2 and laid off a week before resuming their canvas trek at Vandalia, Ill., displayed their wares here this week. The show has been lightened to move on three trucks and four trailers. The move was made necessary to obtain the required gasoline allotment for the proposed tour. Manager Slout plans to remain out as long as the weather and war conditions permit.

One change has been made in the cast, Jim Mader replacing Harold Hansen, who was forced to close in order to resume his teaching duties at Menomonie, Wis. The Ross Sisters, harmony combination, have been added to give the vaude end a lift.

Present cast includes Bobby Brown, Jim Mader, Guy Stanley, Tess Roberts, Evelyn Thomas, Emily Stanley, the Ross Sisters and Ora and Verne Slout. Clarence Auskings has joined to take over the piloting. The working crew has gone thru many changes during the summer but is still under supervision of C. W. Rawson.

Business in the new territory has been good to date, Slout reports.

### South Still Solid For Wolcott Troupe

DUNCAN, Miss., Sept. 30.—F. S. Wolcott's Rabbit Foot Minstrels, colored tent organization playing its established territory in Mississippi, Louisiana and Arkansas, continues to attract good business, according to the management.

The new tent, an 80-foot round top, with two 30-foot and two 20-foot middles, arrived September 20. Company carries chorus of 12, five comedians, a dance trio, blues singer and emcee.

The comedians are Sweetie Walker, Lassas Brown, "Tree-Top" Johnson, Rastus Williams and Freddy Jones. An orchestra of eight pieces is also carried and no parades are given. Show has been lucky in keeping a full crew of 18 working men all season.

Staff includes Mr. and Mrs. F. S. Wolcott, Mr. and Mrs. J. C. Goddard, Mrs. Hilda Manis, W. S. Campbell, Ed Gentry and M. L. Frisbie. Elmer Yancey has the advance.

### East Good to Goodie Family

GREENVILLE, Mich., Sept. 20.—Walt Goodie Family Show, colored group with headquarters here, has been on a summer swing thru the East, going as far as Rumford, Me., in halls, schools and churches. They report business good in Eastern war work centers. Members of the family are Mr. and Mrs. Walt Goodie, Winona Virginia Goodie, Edna May Goodie and Richard Eugene Goodie. Program comprises music, dramatic bits and comedy. In its school season, beginning soon, unit will feature a new dramatic bill written by E. F. Hannan.

films, altho borrowers are required to pay transportation charges to and from the distributing centers. Loss of films or damage other than ordinary wear and tear must be paid by the borrower. Sound films are all in 16mm. size, but there are silent versions of some films in both 16 and 35mm. sizes. All requests for films should be addressed to the Pittsburgh distributing center of the bureau of mines.

### Rep Ripples

WILL H. LOCKE, rep old-timer, still with the Fred Jennings Tent Theater at Pixley, Calif., is putting the finishing touches to his book, *Tent Show Tonight*, which he has submitted to Bobbs-Merrill, Indianapolis. Seasoned repsters who have read Locke's manuscript give it a hearty plug and predict that the book will be a hit, especially with performers. Writing of the Jennings opy, Locke says: "We are dug in here (Pixley), running 16mm. picture in a special tent and marking time patiently with itching feet for the lights of the troubled world to come on again so that we can resume the long annual trek to take the drama to the doorsteps of the natives again and amaze them with our artistry. Ha!"

WILLIAM PHELPS nearly lost his hands in a steel mill accident at Torrence, Calif., recently. . . . WALTER AND EDITH AMBLER, who for years operated their own rep and stock organizations, are located in Los Angeles, where Walter has a real estate office. . . . WALTER ANDERSON has been dismissed from service and is back at his home in Hollywood.

HAWLEY'S SHOW, presenting vaude and pictures, reports business satisfactory in the Macon, Ga., sector. Unit will make its headquarters at Lakewood, Fla., after the middle of October. . . . BIRD'S SHOW is set for Florida schools with E. F. Hannan's *Hay While Sun Shines*. . . . FRANK L. FRAWLEY is framing a vaude-pic combo to play Merrimack County, New Hampshire, beginning in mid-October.

DAVID (BUDDY) MECKER, after a season in Illinois with the Collier Players, on which he handled the male leads, is in Louisville where he plans to work for several months before hopping to Chicago to attend dramatic school.

ROY AND ALICE BUTLER, popular repsters of a few seasons ago, are still located in Los Angeles, where Alice is counselor of women at Menasco Manufacturing Company, and Roy continues picture work at Universal studios. Their son, Bob, also a former rep performer, now has his own aircraft business on the Coast. His wife, Mary, recently presented him with another son, Mark Cassian. . . . F. D. WHETTEN, vet tent show manager and performer, pencils that he caught the Renfro Valley Folks tent, managed by William Ketrov, at Piedmont, Md., September 24. He also visited the show in Michigan in July and says he saw a packed tent and good show on both occasions.

M. L. FRISBIE is in his 23d season with F. S. Wolcott's Rabbit Foot Minstrels, colored tent operating in the South. . . . MEMBERS of the L. Verne Slout Players tent show, during the recent week's layoff between their Michigan closing and their reopening in Vandalia, Ill., took advantage of the opportunity to visit home and relatives. Tess Roberts hopped into Chicago, and Bobby Brown jumped to Peoria, Ill., to visit his parents and a brother who is in the armed services. Evelyn Thomas made a hurried visit to Menomonie, Wis. Verne and Ora Slout, upon arriving in Vandalia with a few days to spare, discovered that the Jack Collier Tent Show was playing near by and so hopped on for a visit. The Colliers, who were closing their season, visited the Slout organization the following week and helped out by pinch-hitting in several roles.

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**LEAD TENOR FOR COMMERCIAL STYLE** band opening October 11. Must transpose. Now in fifth month here. Strictly hotel engagements. Good salary to right man. Phone or wire Orchestra Leader, Washington Hotel, Indianapolis, Ind. oc14

**PIANO OR ACCORDION, GUITAR, DRUMS,** Tenor for cocktail unit. Must read. Have good appearance. Send photo and net salary expected. Jack Stephens, Room 407, Hotel Broadview, East St. Louis, Ill. oc14

**SAX MEN, ALTO OR TENOR; ALSO BRASS** Men. Have several openings in band playing locations. Good salary to clean cut men who know their instruments. Box C-194, Billboard, Cincinnati 1, O. oc14

**SOCIETY HOTEL ORCHESTRA DESIRES COM-** mercially minded Tenor Saxophonist doubling Clarinet. Fine tone quality, knowledge of society tempos imperative. Salary open. Gene Pringle, Brown Hotel, Louisville, Ky. oc14

**TENOR BAND, MIDWEST TERRITORY,** needs Trumpet, Tenor. Top salaries. Permanent. Don't misrepresent. Lynn Kerns, Fairmont, Minn. oc7

**TROMBONIST — FOR NAME COMMERCIAL** Band, great opportunity for right man. Locations. State experience, permanent address, draft. Box C-185, Billboard, Chicago. oc7

**VIOLINIST — CAPABLE OF LEADING SEC-** tion. Must sight read, have perfect intonation, phrase. No drunken characters. Southern locations. Salary \$83.00 plus union tax. Box C-78, Billboard, Cincinnati 1. oc14

**WANT EXPERIENCED BUCKLEY TRACK** Odds Mechanic for permanent position. Give references first letter. United Novelty Company, Biloxi, Miss. oc21x

**WANT FIRST ALTO AND TRUMPET FOR** location. All others write. Harry Collins, Grand Island, Neb. oc21x

**WANT PIANO AND SAX MAN — OCTOBER** 15th opening. Small combo. No characters. Contact McConkey Orchestra Company, Chambers Bldg., Kansas City, Mo. oc14

**WANT PIANO, SAX FOR TOP CLASS UNIT** opening October 14. Strictly jump. Top money. Don't misrepresent. Wire collect Orchestra Leader, Angelus Hotel, Amarillo, Tex. oc14



**WANTED — EXPERIENCED PHONOGRAPH** Mechanics by one of oldest firms. Give references first letter. United Novelty Company, DeLauney and Division Sts., Biloxi, Miss. oc14

**WANTED—EXPERIENCED TELEPHONE SO-** licitor, good leads, good money. Willing Helers' Society, 624 West 3d Street, Wilmington, Del.

**WANTED—1ST. 3D. ALTO TENOR SAXES,** strong Trumpet. Steady work. Location, 6 nights, 4 hours. No agitators. Must read, take and cut it. Have tax or willing. Open October 9. Wire. Freddie and Gale LaRue, Junction City, Kan.

**WANTED — MAN TO BOOK MAGICIAN IN** large schools within 200 miles of Cambridge, O. "La-Mar," 519 Wheeling Ave., Cambridge, O.

**WANTED—MIDGET ACROBAT TOP MOUNT** for hand balancing act. Write experience. Steve Forrest Theatrical Exchange, McCance Block, Pittsburgh, Pa.

**TEX M. G. McCLAIN—PLEASE WRITE TO** Box 253, Butler, Pa. Ethel is very sick. Or anyone knowing his whereabouts please notify. Very urgent. oc7

**PHOTO SUPPLIES DEVELOPING-PRINTING**

**ALERT DIRECT POSITIVE OPERATORS!** — Direct Paper is unsurpassed for quality which brings repeat business. Why not convert to Direct today? Write for trial order direct from factory. Positive Division of Grant Photo Products, Dept. B, 18915 Detroit Ave., Cleveland 7, O. oc21x

**AVAILABLE NOW — MARVEL DOUBLE** Weight Paper in cut sheets. Rolls on double order only. Try our new Marvel 19 Developer with Marvel Paper, Write Marks and Fuller, Inc., Dept. B1, 66-72 34th St., Rochester, N. Y. oc7x

**CAMERAS FOR SALE — BOOTH MODEL,** 2 1/2 x 3 1/2 F3.5, new Ibsor, \$190.00 complete; booth model, 3 1/2 x 5 1/2, full length F4.5 compur, \$225.00 complete; table model portable, 3 1/2 x 5 1/2 with F4.5 compur, to be used without dark room inside or outside. Ideal for picnics, \$245.00 complete. 25% with order, balance C. O. D. Blitright Camera Mfg. Co., 709 E. Market St., Greensboro, N. C. Telephone 9114. oc7x

**DIME PHOTO OUTFITS CHEAP—ALL SIZES** available. Better drop in and see them. All the latest improvements. Real bargains. P. D. Q. Camera Co., 1161 N. Cleveland Ave., Chicago 10, Ill. oc28x

**DIRECT POSITIVE OPERATORS — WRITE** for catalog today. Glass Frames in all sizes, assorted and patriotic; exceptionally fine line of high grade Photographic Papers created by one of America's foremost mount manufacturers; Chemicals, Oil Painted Backgrounds, Comic Foregrounds; Rubber Gloves at 90c pair; Rubber Finger Tips, set of 3, 15c; General Electric Nos. 1 and 2 Photo Floods for immediate delivery; Eastman Direct Positive Paper, 1 1/2 x 2 1/2, \$5.75, and all other sizes up to 5" at deep cut prices. Everything for direct positive operator. Take care of all your needs with one shipment. Hanley Photo Supply Company (new address), 1414 McGee, Kansas City, Mo. oc14x

**EASTMAN'S DIRECT POSITIVE PAPER — 4** rolls 2"x2 1/2; 1 roll 5x2 1/2; 2 gross 5x7; \$50.00 takes all. Deposit required. Elbert Thomas, 848 N. 53d, East St. Louis, Ill.

**E.D.P.P. — 1 1/2", \$5.48; 2 1/2", \$8.73; 3", \$10.23; 3 1/2", \$10.72; 3 3/4", \$12.23; 5", \$17.45; and 5x7, \$6.13.** Reliable Photo Service, 3439 S. Michigan Ave., Chicago, Ill. oc28

**E.D.P.P., 1945 DATING—1 1/2", \$5.40; 2 1/2", \$8.65; 3", \$10.20; 3 1/2", \$10.70; 3 3/4", \$12.15; 5x7, \$7.00.** Metro Camera Exchange, Box 404 Acme, Mount Vernon, N. Y. oc14x

**FINEST MADE — 2 1/2" x 2 1/2" D.P. CAMERAS.** Best fast lens, automatic shutter, complete with booth, \$300.00. Beautiful booth wired, with camera installed, \$475.00. Other sizes, same price. Double Cameras, \$350.00; in booth, \$625.00. We repair lens and cameras. Send for sample Comic Cards for photos, sells faster than frames. American Stamp Co., Oklahoma City, Okla. oc7x

**FOR SALE — 1 PHOTOMATIC, MODEL** P. D. P.7, some Frames and Chemicals. Best offer takes it. Charles Spano, Box 271, Jupiter, Fla.

**FOR SALE—A-1 5x7 STUDIO CAMERA WITH** Reversible Back, Tripod, 5x7 Film Holder, F4.5 Lens in Hex No. 3 Universal Shutter. Can take pictures on D.P. from 1 1/2 x 2 up to 5x7 with this lens. 4 Rolls 3 1/4 Marvel D.P. Paper. Write Box 1101, Corpus Christi, Tex.

**FOUR PHOTOMATICS, OUTSIDE LIGHTS,** good running order. Ceiling price, \$750.00 each. Available October 7, Robert Kelley, 40 East Spruce Street, Columbus, O. oc7x

**MILLMAN DEVEL-O-MATIC DEVELOPING** Racks and Tanks. D.P. Cameras, Enlargers, Visualizers, Midget Darkroom Blowers, Metal Photo Stools, etc. Herman Millman, 17 W. 20th, New York 11. oc4

**NEW! ENLARGED FOLIO OF CARD TRICKS!** All self-working miracles. Only 50c. Postpaid. Particulars free! Grecco, 72 Troutman, Brooklyn, N. Y. oc14

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**OPERATORS—MY GATE STYLE FRAMES FOR** 2 1/2 x 3 1/4, 3x4, 5x7 with reinforced construction with gold borders are knockouts. Prices are right. No glass. Holds 2 pictures with celluloid windows. \$1.00 for all 3 samples. Special prices to large users. C. Ganeiser, 146 Park Row, N. Y. 7. oc7x

**PHOTO MOUNTS — EASEL, BOOK, GATE** styles. Beautiful processed leatherette material with gold stamped border, complete with glass. Colors: Brown, maroon, tan, blue. Sizes: 5x7, \$7.80 dozen; 8x10, \$10.80 dozen; 6 assorted samples, 5x7, \$3.75; 6 assorted samples, 8x10, \$5.00. Immediate shipment. 1/3 deposit, balance C. O. D. New-Art Photo Frames, 3924 Argyle, Chicago 25, Ill. oc7x

**PHOTOFLOOD NO. 1, \$2.00 DOZEN; NO. 2,** \$4.00 dozen, prepaid. Cash with order. M. E. Levy, 804 Penn Ave., Pittsburgh 22, Pa.

**SACRIFICE SALE — GOING OUT OF BUSI-** ness, only three Cameras left. One 2 1/2 x 3 1/2, cost \$650.00, sale \$275.00. Two 3 1/2 x 5, cost each, \$675.00, sale \$325.00. These cameras like new, equipped with Booth, have F4.5 Automatic Shutter Lens, are made of steel and brass in wooden cabinet. One turn of crank takes picture full length or close-up. Can operate outside or inside booth. Amusement Center, Tel. 2-0193, Wilmington, N. C.

**WE BUY EASTMAN D.P.P. ANY SIZE, ANY** quantity. State price and expiration date. Superior Photo Service, 501 W. 145th St., N. Y. oc14

**100,000 ROLLS CAMERA FILM, SNAPSHOT** Cut, Movie. Unlimited quantities to all. Mogall's, 68-B West 48th St., New York 19, N. Y. oc14x

**WANTED—P.D.Q. CAMERA, MODEL G, COM-** plete with Lens. Explain all. Carrol, 3288 Louise St., Lynnwood, Calif.

**1 1/2 x 2 DIRECT POSITIVE CAMERAS, COM-** pletely equipped, Posing Booth and Dark Room, \$675.00 P.O.R. Kansas City, Marvel Paper and other direct positive supplies. New line of 1 1/2 x 2 Plastic Frames, immediate shipment. Heart of America Photographic Supply Co., 1122 East 31st St., Kansas City 3, Mo. oc21x

**PRINTING**

**ALL KINDS JOB PRINTING — 100 LETTER-** heads and Envelopes, \$1.00 postpaid. Price list, samples. Diklover Printing, 5233 Cleveland, Kansas City 4, Mo. oc7

**YOUR NAME, ADDRESS PRINTED ON 500** Gummed Stickers, 1/2 x 2", 30c coin (no stamps). Name, address on three line Rubber Stamp, \$1.00; pad, 25c. Write plain. Edgewood Press, Box A-4, Edgewood, Md. oc28x

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**BEST CARNIVAL AND CIRCUS BANNERS —** Positively no disappointments. Nieman Studios, 1236 S. Halsted St., Chicago 7, Ill. oc7

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5c a Word. Minimum \$1. Cash With Copy.

**BANDS AND ORCHESTRAS**

**AFTER OCTOBER 30—EDDIE AMES TRIO,** Violin, Guitar, Hammond Organ, furnished. Refined gentlemen. Dinner, dance, requests. Prefer cocktail lounge or small room in class spots. Travel anywhere if proposition all right. Union. Write P. O. Box 613, Southbridge, Mass. oc7

**"THE FOUR MOODS" DO IT AGAIN!—ONE** of New York's biggest little dance bands, featuring "Marge and Her Clarinet" now appearing "22 Club", Long Island, for third return engagement! Broke all dance records attendance opening night! Available for engagements after October 15th. Individual agents preferred. Photos mailed. Wire Charlie Walters, 119 Audubon Avenue, New York City.

**TRIO — AVAILABLE OCTOBER 1. WANT** winter location, class spot. South preferred. Using Piano, Solovox, Vibrarp, Violin, Sax, Cello. Feature dinner music, no booze. Address Trio, 504 Perry St., Vincennes, Ind. oc7

**12 PIECE ALL-GIRL ORCHESTRA — UNION,** young, plenty volume. Especially suited for night clubs, hotels. Desire location work; consider all offers. Box C-170, Billboard, Cincinnati 1.

**CIRCUS AND CARNIVAL**

**FRONT WORKER AT LIBERTY. NO** drinker. Can grind all day. Write or wire your best salary. George R. Roper, P. O. Box 124, Perry, Fla.

**MISCELLANEOUS**

**MECHANIC AVAILABLE — TWELVE YEARS'** experience all types music, consoles, remote-control, pin games, arcade equipment. Factory references. Will consider good offer from any state. Box C-180, Billboard, Cincinnati 1. oc14

**MUSICIANS**

**A-1 ALTO SAX, TENOR AND CLARINET MAN** with plenty of experience, desire location work in the North Central States. Box C-191, care The Billboard, Cincinnati 1, O.

**ALTO OR TENOR — AVAILABLE AFTER OC-** tober 9. Experienced in hotel, show and jump bands. Read and fake. Wire Bob Banks, Plaza Hotel, Indianapolis, Ind.

**ALTO, TENOR, SAX, CLARINET — UNION,** draft exempt. Read, fake, takeoff, transpose; shows; vocalist. Prefer first chair. Florida preferred. No one nighters. Ray Eshart, 1363 S. 25th, Louisville, Ky.

**AT LIBERTY — TENOR SAX, CLARINET.** Read, jam, etc. 4-P draft and neat appearance. State all. Lee Ulbrich, Lake Hotel, Lake Charles, La.

**AT LIBERTY—STEEL GUITARIST AND GIRL** Vocalist. Both experienced. Hawaiian, Hillbilly or Popular. Girl has smooth, strong voice. Guitarist has console, play lead or background. Must work together. Travel or location; prefer location in Middle West. Will join union. State all. Geo. J. Nakelo, MacArthur Hotel, St. Louis, Mo.

**DRUMMER—AGE 23. TEMPORARILY RE-** tired from music business, wants connection with solid band, swing or commercial. Have worked semi-name. Ray Herbert and Anson Weeks. Wire or write. Bill Martin, 804 N. Court Street, Sullivan, Ind.

**ELECTRIC GUITAR—PREFER GOOD SWING** combo. Read and feature takeoff. 4-F sober, reliable. Some vocals. Box G-188, Billboard, Cincinnati 1, O.

**WANTED TO BUY**

**A-1 CIGARETTE AND CANDY VENDING MA-** chines, Phonographs, all other coin equipment. Mac Postel, 6750 N. Ashland Ave., Chicago, Ill. oc14

**ELECTRIC PENNY PITCH BOARDS — AUTO-** matic Ball Games built by John Craddock, of Coney Island; any good Concession Park Games. Joe Weissman, 370 Fort Washington Ave., New York. oc18

**NAB DINERS, NORTHWESTERN DE LUXE** Peanut Machines with slug ejectors. State quantity, price, condition. Neptune Vending Co., 215 N. Frederick, Baltimore, Md.

**ONE THIRTY FOOT MERRY-GO-ROUND, ONE** Forty Foot Ferris Wheel, also other Small Rides. Vern Raw Enterprises, 201 Broadway, Seaside, Ore. oc21x

**PARKER TWO-ABREAST CARRY-US-ALL FOR** cash. Give full details and price. Box C-174, The Billboard, Cincinnati 1, O. oc7

**TENTS — 30 BY 50, 40 BY 60, OR LARGER.** Good roped tents. Send description and price. Goudie Sales Company, 1712 Main St., Kansas City, Mo. oc14x

**USED 16MM. RELIGIOUS FILMS—CROWN OF** Thorns, others. State price and condition! Col. Lorenzo Morales, 526 Engrs.-LPCO., Camp Shelby, Miss. oc7

**WANTED TO BUY — ELECTRIC OR HAND** Operated Potato Chip Slicer. Long Enkins preferred. Andy Furst, 286 Stagg St., Brooklyn 6, N. Y.

**35MM. PORTABLE OR SEMI-PORTABLE** Sound Projectors. Also Bowling Alleys and Coin Operated Pool Tables. F. Shaffer, Odon, Ind.

**MUSICAL DIRECTOR — RADIO, ARRANGE,** organize. Play violin, guitar, bass. Modern, Western. Name experience. Allen, 1215 E. 36, Kansas City, Mo.

**PIANIST AND DRUMMER — EXPERIENCED** in cocktail and hotel work. Drummer doubles on electric guitar (single string work). Also have solovox. Serious musicians, draft deferred, desiring only highest class work. Please include complete details in first communication. Box C-187, Billboard, Cincinnati 1, O. oc7

**TROMBONIST — WILL PLAY WITHIN A** radius of 150 miles of Chicago. For further information write to Sam S. Danna, 918 Regent St., Madison 5, Wis. oc7

**PARKS AND FAIRS**

**AVAILABLE — HIGH SENSATIONAL TRAP-** peze Act for Southern fairs. For literature and price contact Jerry D. Martin, Billboard, Cincinnati 1, O. oc21

**E. R. GRAY ATTRACTIONS — SPIRAL TOWER,** Swinging Ladder, Rolling Globe, Single Trapeze, Contortion, Comedy Acrobats. Harding & Keck, Evansville, Ind. oc21

**OUTSTANDING PLATFORM TRAPEZE ACT—** Available fairs, celebrations, etc. Attractive equipment. Real act. Literature, particulars. Charles LaCroix, 1304 South Anthony, Fort Wayne 4, Ind.

**DRESSING ROOM GOSSIP**

(Continued from page 39)

can do more than hang on trapezes by singing some beautiful numbers. Jessie Lewis and Hope Guitierrez did the glad-handing, and altho Mike Doyle and Ted Gallup can't be classed as young ladies, they went along to bolster the morale. Ted gave away some cherished elephant hairs and Mike Doyle told the boys some of his experiences when he was long-distance walking champion. For his own protection Ted Gallup wishes to remind everyone he is not connected with the Gallup Pool.

After 20 years or more in the business, Joe Remillette and Elden Day have been reduced to a paper bag, or I should say to dressing out of one. The flying act sleeper gave up the ghost at Little Rock, so until repairs were made, all of the boys earthly belongings remained behind. However, the boys gathered the necessities of life in a paper bag and went on with the show. Walt Mathie and Rene Thesan were also "babes in the wood" and not being able to get hotel rooms, slept in Clyde Beatty's big cage. A rare sight on dusty nights is the show's own masked marvel, Morry Fein. He is subject to sneezing and doesn't want to sneeze everyone out of the big top. Backdoor Freddie is the only man on the show who can go to sleep on a chair, fall off and not get hurt. He always manages to fall in a comfortable position.

Many visitors from Bailey Bros.' Circus, including Bob Stevens and Kinko, also George La Mont, of the old La Mont Bros.' Circus. To Freddie Freeman: Your hobnobbing activities around L. A. are unquestionable, as you Freemans come from a rare old stock. I hope Mrs. Freeman will understand.—DICK LEWIS.

**INSTRUCTIONS BOOKS & CARTOONS**

**FOR A SURE-FIRE NOVELTY ACT USE OUR** Trick Drawings and Rag Pictures. Catalog, 10c. Balda Art Service, Oshkosh, Wis. oc21x

**INFORMATION — HOW TO LOCATE MOST** any article (wholesale) etc. Rakes Specialty Service, 35 So. Halsted, Chicago 6, Ill.

**JUGGLING, VENTRILOQUISM, BATON TWIRL-** ing, Lariat, Aerobatics, etc. Easy to learn with clear, illustrated, authentic, "Manual of Show Stunts"; \$1.00 cash or money order. Floyd Bros. publishers, 6523 S. Parnell, Chicago 21, Ill. oc7

**LISTEN — NORMALIZE YOUR BODY WITH** Rad's Copyright Health System; never fails. Simple, authentic, guaranteed if instructions are followed; \$10.00 prepaid during 1944. Item Dist., 7625 N. Marshfield Ave., Chicago, Ill.

**MAKE YOUR OWN FLEXIBLE MOLDS, IMI-** tation Marble, Granite. Details free. D. O. Dykes, 5110 Kinghill, St. Joseph, Mo.

**MAGICAL APPARATUS**

**ANSWER QUESTIONS—CALL NAMES, BIRTH-** dates. Professional Master Mindreading Act (no assistants). Self contained. Use anywhere, \$1.00. Magical Enterprises, Box 111-B, Letering, Mich. oc28x

**A BRAND NEW ILLUSTRATED CATALOGUE** of Mindreading, Mentalism, Spirit Effects, Magic, Horoscopes, Forecasts, Buddha, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts and Books. Wholesale. Largest stock. Completely illustrated catalogue, 30c. Nelson Enterprises, 336 S. High St., Columbus, O. oc4x

**LARGE PROFESSIONAL MAGIC CATALOGUE,** 25c. Max Holden, 220 W. 42d St., New York City, N. Y. oc7x

**MAGICIANS AND DEMONSTRATORS, WRITE** for our Wholesale Price List of Card Tricks and Magic Items. Beebe, Box 280B, Pontiac 13, Mich.

**SWISS WARBLER, BIRD WHISTLES, EACH** in envelope with directions, \$5.00 hundred prepaid. William Turtle, 1341 North Portland Blvd., Portland, Ore.

**21 WAYS TO OVERCOME STAGE FRIGHT, BY** MacKenzie Gant. Price, one dollar. Four current catalogs, 25c each. Thayer's Studio of Magic, Box 1785, Wilshire-LaBrea Station, Los Angeles 36, Calif. oc14x

**\$60.00 YENT FIGURE, TURNER MAKE,** moves mouth, eyes, winks, raises eyebrows. \$85.00; never used; Black Boy, kid mouth movement, only \$25.00. Also a 20x10 Stage Curtain, black with gold figure, border, \$25.00. Harry Garner, 801 Fayette, Lansing 10, Mich.

**MISCELLANEOUS**

**CANDY BOARDS, LULES, JACKPOT CHAR-** lets, etc. Rock bottom prices. Salesboard users, get on our mailing list. Precision Novelty House, 125 West 10th, Hays, Kan. oc7x

**LIQUID RUBBER TO MAKE MOLDS FOR** Plaster Castings, limited amount available, \$5.00 a quart, \$18.00 a gallon. We will make your molds, send model. H. S. Grey, 4420 Mar-nolia Ave., Chicago 40, Ill.

**MAIL FROM ANCIENT QUEBEC—SEAT OF** World War Conferences. Send three addressed post cards, 25c coin. We supply Canadian postage. Parke Specialties, Box 354, Quebec. oc14x

**"PERMAPROOF F-W-W" FIRE, WATER,** Weather, Mildew Resistant. Meets government specifications. Details on request. Levy, 316 Melwood St., Pittsburgh 13, Pa.

**SHOWMEN — WHERE WILL YOU STORE** this winter? 45,000 square feet for storage. Write Fix It Shop, Xenia, O. oc14

**SPECIAL, THICK BOARDS — 1000 HOLE** Charley, \$1.50; 1000 Hole Jackpot Charley, \$1.75; 1800 Hole Lulu's, \$2.35; 600 Hole, Cigarette Payout, Pushcard, 25c each. Write for special prices on Salesboards, Pushcards and Ticket Deals. Friedman-Klein Sales Co., 217 W. 9th, Kansas City 6, Mo.

**TRAILERS — NEW ROYCRAFTS, ALMAS,** Royals. Immediate delivery. Electric cooking, brakes, helper springs, awnings. Contact Sellhorns, 2017 E. Michigan Ave., Lansing, Mich. Fred (Dinty) Moore, Mgr. oc14x

**MUSICAL INSTRUMENTS, ACCESSORIES**

**FOR SALE—NOVACHORD; WHITE; SOLOVOX** attached, perfect condition, \$1,500.00 for both. Circle Bar, Pottsville, Pa.

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**SEE YOUR NAME IN NEWSPAPER HEAD-** lines. Startle your friends. Fun galore. Any wording printed. Free particulars. Write Horne, Box 372J, Back Bay Annex, Boston 17, Mass. oc14

**SOMETHING SENSATIONAL—10 DIFFER-** ent, actual Photos (2 1/2 x 3 1/4) of the Luna Park, Coney Island fire, \$1.00 per set. Taken by first photographer at the scene. S. Russell Press, 400 37th Street, Union City, N. J. oc7



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Kays, James S., 14c Schmidt, Walwyn, 5c Moore, Louise, 5c Wagner, Buddy, 6c

- Adams, Jos. C. Adams, Ray N. Aikens, Lucia AINSWORTH, Robt. Lee Aldrich, Sam Alfonsa, Tony Allen, Cecil Allen, Dan ALLEN, Ireland Chas. Allen, Jackie (Mr.) Allen, Jean ALLEN, Paul ALLISON, Arthur McKintley Anderson, Nellie Andreano, Frank Aquino, Pvt. Ralph A. Arbozast, Geo. M. Arnett, James Edw. Arnold, Art Bailey Jr., Claude Bailey, Irene BAKER, Carl Hubert Baker, Wallace Scott Balam, Vangel BALDWIN, Ruel Milton Bard, Giles Heas Barfield, J. H. Barker, Bill (Donkey Baseball) Barker, Vee BARMAN, Leslie W. Barnes, Lois (Beers & Circus) BARNES, Wm. DANIEL, Norman Carl Barnett, Edwin (Tuffy) Barnett, Ruth "Buddy" Barnhill, Ena M. Barrett, Fred Barth, Mrs. Becky Baas, W. L. Baxter, J. A. Beasley, Margaret Bedwell, L. B. Bee, Frank Behew, Evaline Bell, Marie Bennett, Conley Bennett, Sally Berges, Paul Bernard, Arthur Bimbo, Miller Binder, Mrs. H. Binder, Herman BLEDSOE, Robt. Elmer Blumenthal, Al BOISONEAU, Billy Chas. B. Bonds, C. F. Borg, Ferris E. Borrella, Arthur BOYD, Chas. R. BOYD, Elder Braden, Frank W. Brady, Terry Brockenkage, Ed BREMER, James R. Break, Frank J. Bridges, H. E. Briggin, Gerald A. Briskey, Andrew P. Brodsky, Isidoro Brown, Kenneth P. H. Brown, Myron Brown, Zelma Brunelle, Jos. Bruno, John Brusso, Blackie Bryant, G. Hodges Bryant, Mrs. Florence BUCHANAN, Lloyd Alexander Bullock, Bob BURGESS, Earl Glenn Burgoon, Timothy G. Burns, James Burrall, Viola & Jerry Burroughs, J. R. BUSIE, Robt. Wm. Bustin, Anna Lee Bybee, Mattie Cable, Chas. W. CAGLE, Jonah Calvin Caldwell, J. E. CAMERON, Isaac McKenley Campbell, Mrs. Gladys Campbell, Mrs. Mildred Cardo, Mel. Carey, Al Carlike, Mrs. W. H. CARLYLE, John R. Carrol, Lillie Ann Carry, Tommy Casey, James P. CASPER, John Catby, Earl W. CAUSBY, Herman S. Carrone, Vito Carrone, Mrs. Vito Chambers, Larry Chandler, Esther Chaney, Richard A. Chapman, Eugeno Chapman, Eugene Rufus Chappan, Paul Chich, Geo. Chain, Wilfred CLARKE, Raymond K. T.

GARLAND, Albert G. Gekes, Steve Gelb, Jos. Gerard, Wayne Gerber, Joe Gibbons, Harry GILLISPIE, Girtus Ginther, Homer Ginther, Josephine R.

- Glickman, Sam Glosser, Ep. Goodwall, Sid GRABERT, Jos. Lewis Grant, Harry Green, Victoria Greer, Jack Frederick GRIFETH, Lewis Grimes, Howard Grogan, W. E. Gross, Frank Guilfoil, Wm. Gunter, Geo. GURNETT, James Baird Hale, Mrs. Ruth Hall, L. H. HALL, Loron David Hamilton, Wm. E. Hangsterfer, A. F. Hansen, Lois Hanson, Ona Hanson, Carl L. Harbach, Gene Harmon, W. P. HARN, Daniel H. Harper, Marshall Harrelson, David Harrison, James HARRIS, Raymond Dillard Harris, Robt. HARRIS, Thos. Chas. HART, Roy Caro HART, Wayne Hartman, Henry Hartwick, H. D. Doc Hauck, Paul HAYES, Kay HAYNES, James Bernard Heath, J. W. HEATWOLE, Gilbert S. HECK, Wm. HEGGINS, Pat Henderson, J. A. HENDERSON, John Hendrix, Eugene Webb Hendrix, Weldon HENNESSY, Frank Wm. HENSLEY, Elmer Lee Herbert, Louis S. Herdle, Bessie & Bill Heth, Hugo H. Hewitell, Henry HIER, James P. Higgins, Arthur HILL, Wallace O. HILL, Wilbur Jos. HIXON, Edw. James Hollingshead, Jesse C. HOLT, Theodore HOMAN, Steven David Hood, W. D. Hopper, W. A. Horrell, Mrs. Betty Householder, Mrs. Virginia Housner, Sam Houston, Wm. Howard, Hooley HOWER, Geo. W. Hubbard, Betty Huber, Fritz Hudspeth, Fred Hughes, Ramona Huff, Lewis Hunt, A. E. Hunter, Mrs. May HUNTER, Ray Eckford Ingram, John S. Irby, Luther Irving, Shirley ISON, Earl E. Jackson, Geo. JACKSON, Herbert (13468) Stanley JACKSON, Riley Mark JACKSON, Robt. EARL JACOBS, Earl Frederick Jacobson, Hymie Jacobson, Jack Jeannette, Jean (Mr.) Jeffrey, Mrs. W. H. JEFFERSON, Thos. JEFFERSON, Thos. Deweese JENKINS, Jimmie JOHN, Gus Johnson, Mrs. J. D. Johnson & Johnson (Nell & Margie) JOHNSON, Jessie James Johnson, Maxine Johnson, Miller Johnson, Robt. Jolly, Willey Sandy Jones, Edw. Francis JONES, James Albert Jones, John W. JONES, Leland Theodors Jones, Lewis JORDEN, Lester JOSEPH, Frank Joshua, Maxie JULIS, Eddie Julius, Harry Justus, Mrs. Ethel (Sally) Kann, David Abe Kaplan, Sam Karr, Lonnie Kates, Allen Sailor KAYNE, Don Keilman, Mrs. Edna Kellar, Louise



LETTER LIST

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

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

Notice, Selective Servicemen!

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

- Kellen, Mrs. Cecile Kelly, James M. KENNEDY, James A. Kennedy, Tom KENYON, Howard Kessler, Sydney Kotring, Mrs. Florence Ketzow, Wm. Kid, Melvin KIEHL, Edward Louis KILGORE, Roland Earl Kimball, Romain Kindie, Ray Kindley, Elbie King, Donald Richard KING, Henry Thadus KING, Ward Earle KING, William Edw. Kish, Louis Kline, Chas. P. Kline, John Buck Kling, Pete KNAPP, James E. Andrew KNIGHT, Durwood Kortis, John Koss, Adolph Kowalski, Stanley Kramer, Stan Kranick, Andrew J. LaPierre, Theresa LaPlante, Joe LaRousa, Johnnie LaVell, Frank X. Ladd, Chas. Henry Lafayette, A. E. LAMB, Herman A. Lancaster, Arthur W. Land, Beatrice Landers, Patrick J. Landreth, Mary E. Langley, Geo. LAPEZ, James Bud Larkin, D. D. Laswell, Doris Lauer, Alma G. Laverne, John Lawrence, Mrs. Rosita Lawson, Marshall LeSieur, Rita LEDBETTER, Floyd Andrew LEDBETTER, Geo. Edwin Lee, Paul Lehman, Charlie Lepore, Mattico Leroy, Wm. Leverett, Robt. T. LEWIS, Wm. Carlille Llewellyn, George Lockhart, Bill Logan, Harry F. Logan, Robt. Luther Long, F. D. LONG, Jos. Wilson LOOKER, Freddie Leo LOPEZ, Jas. Bud Loquez, Robert LORD, Jack Delbert Lowery, Herbert Luckey, Ted LUDLOW, Melvin Richard LUNDGREN, Howard M. LYNN & LAZERRONI Lyons, Jas. Robt. MacPherson, Richard D. McCall, H. L. McClain, Mathew G. McClain, Tex McClure, Mrs. Katherine E. McComb, Ernest McCrea, Reno McCREADY, Claude M. McDonald, Claude McDOWELL, Karl Ernest McEntire, V. C. McFarland, Tope D. McGaun, Arthur Andrew McGee, Andrew N. McGIRE, Richmond McHENRY, Gilbert McKESSON, John Reis McLeod, M. McLernan, Betty McNally, Jean McQUALITY, Forrest H. Neville, Jack NICHOLAS No. 13158, John Nichols, Chet Nichols, Ruth Noff, Maxie NORTON, Ralph Jas. McSpadden, John R. MAHAY, Charles Victor Maijeski, Anna MALLERY, Richard MALLICE, Chas. E. Manix, Juanita Manley, Harold A. MAPES, Glenn MARCHAND, Frank J. Marchbank, A. J. Marco, Walter Marcus, Robt. Marietta, Roy E. MARION, Sidney Ray Marlow, Johnnie Marsh, Jesse B. MARSHALL, Sam MARTIN, Carolyn Martin, Mickey B. Martin, W. T. Masley, Paul Mason, Miss Jerry Mason, Sherman Leroy Mathews, Robert P. Matthew, Pfc. Richard Matthews, Jimmie C. Mathis, Clifford A. Mattison, V. A. Mayman, David Mazzola, George MEADOWS, Clarence Meek, Mrs. Dannis MEEKLING, Chas. Karl Mejia, Migule B. Melton, John B. Melville, Mrs. Fred Menard, Edward Hector Mercy, Mrs. Dorothy Meyer Jr., Earl F. Merkle, Fred MICHAELS, Peter Miffo, Gloria Miffo, Jean Miller, Chris H. Miller, Dorothy Miller, Ephraim Miller, Fred G. MILLER, John Miller, Junius Miller, Larry Earl Miller, Mary Miller, Rudy Mills, Mrs. Jack MINOR, Joseph C. MITCHELL, Anthony John Mitchell, Duy Mitchell, Jack & Jerry Mitchell, John Mitchell, Larry C. Mitchell, Miller J. MITCHELL, Nick J. Marasco, Richard Moeller, James MONAHAN, Edward Monahan, John Arthur MONROE, Geo. Elmer Montgomery, Trevor Montolito, Vincenzo T. Moore, Jim Morales, Pedro Morgan, Evelyn G. Morhal, Ernste Morris, Baldy J. O. MORRISON, Robt. Paul MORSE, John Sawyer Mortin, Leon Bear Morton, Wm. MOSHER, Wm. Moulton, Mrs. Albertine Moyer, Edward Murphy, Walter Murphy, Mrs. Warren Myers, Earl & Doris MYERS, James C. NAPOLION, Lewis Nash, R. E. Nathan, Dr. Phillip Nathanson, Sidney NAUGLE, Michael Andy Nelson, Clarence Eugene Neville, Jack NICHOLAS No. 13158, John Nichols, Chet Nichols, Ruth Noff, Maxie NORTON, Ralph Jas.

- SMITH, Wm. Monroe SMITHLY, John Jos. Sneider, Doc Ray SNYDER, Dawson Ernest Sodders, Orvin Sorensen, Robt. South, Mrs. Earl SPEAR, Barney Bee Spencer, Elizabeth SPIVEY, Chas. M. STYROPOULOS, Harry A. Stafford, Ralph STANCL, Needham Elwood Stanley, Guy Stanley, Inez Frenchy STANSBERRY, Mearl Robt. Staples, Mrs. Francis Staples, Norman Ray Steele, Mrs. E. J. Stein, Alex E. Sterling, Donald B. Stewart, Wm. Samuel STIEHM, Melvin Paul Stoltz, L. F. Peg StOVER, James Richard Street, Claude Street, Honest Ed Stroud, Margaret Stultz, Thomas O. Sturston, Leslie D. Styles, Talmadge Randolph Sullivan, John Leo Eugene SUMMERS, Wm. Calvin Swantz, Reulah Swain, Mrs. Daisy A. Sweeney, John J. Swoigert, F. Kenneth Sylvester, James E. Sylvan, Wm. Talbot, Geo. Burl Talbot, Ralph Taylor, Jack A. Taylor, Dick Taylor, Herb-Clown TAYLOR, Herman Taylor, Howard Ray Taylor, Johnny Taylor, Legg B. TAYLOR, Major Lee Temkin, Jack Tennyson, G. A. Tennyson, Dave L. Terrance, Madam M. THOMAS, Arney Geo. Thomas, Calber Thomas, Paul Thompson, Neoma Thompson, Johnny Thompson, Pete Thorne, John Z. Thornton, C. A. Thrush, Paul Eugene Thrush, Wm. James TIPTON, Fred Tom, Geo. Tom, Mrs. Rosie Lee Tom, Walter Tompkins, Tommy & Sarah TRIMMER, Paul Ed TRUSTEE, Lou Loyd Turner, Willie B. Turquist, Carl A. Tuttorow, Chas. C. UNDERHILL, Andrew Daniel Underwood, Harriam UNDERWOOD, Ralph Neal VALLEGO, Tony VAN CAMP, Arthur John Van Dyke, Judy Van Hooser, Mrs. M. B. Van Wert, Mrs. Pearl VANCE, Robt. C. VAGGHN, Hamp Sylvester Vaught, Mel H. Venable, Lillian Vevea, Toby Videta, Ken VILLEMARIE, Jos. R. VILLERS, Charles Vincent, Carlton Morton Vogel, Ralph Voris, Elmer Waddie, Phillip Wagner, Buddy WAGRAN, Geo. Frank Walker, Cy WALKER, George Loranzo Walker, Howard E. Walker, Mrs. Laredo WALKER, Martin Allen Wallace, Mrs. G. B. WALLACE, Earl Wallace, Herman J. WALTER, Tom WALTON, Geo. Frederick Wanderly, Herbert Ward, Bill WARD, Kenneth Wade WARE, George Monroe

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MIDWAY CONFAB

(Continued from page 35)

cus, and R. B. Dean, press rep of Arthur Bros. Circus. In Corpus Christi, again with Bryden, he met William J. Lester, ahead of Cole, and Carl Gentry, a fire captain at North Beach Station and a

relative of the Gentrys, of dog and pony show note. In Beaumont, last Texas stand for Dodson, Kilpatrick chatted with Pete Murray and T. Coursel, of the Ringling advertising department, about the days when the three were on the No. 2 car of the Big One and Doc Sinclair was car manager.



# OUTLOOK FOR SMALL RADIOS

## Surveys Show Preparations

Small sets will be made first—public ready to buy millions

CHICAGO, Sept. 30.—Leaders in the radio field agree that portable sets will be back on the market soon after reconversion goes into effect and long before higher grade sets are rolling off the production lines in quantity. This will be big news for the specialty merchandise trade, and so many authorities agree to the idea that it can be counted on as a certainty.

Leaders in the radio field also agree that the biggest sales volume will be in the table models and smaller sets. Much interest is also centering in the tiny pocket sets that may be on the market (See Outlook for Radios on page 50)

## MERCHANDISE TRENDS

By Evelyn Mareneck

CHICAGO, Sept. 30.—Merchandise circles felt the impact of tremendous issues right down the line last week from winning the war as soon as possible to installing the works of peace with the same vigor.

Labor sought to break the Little Steel Formula.

The political campaign swung into a crescendo with President Roosevelt's first official speech.

Industry was disappointed with WPB's latest statements.

All these issues had important implications to the trade, altho they are still secondary to action on the battlefronts. Nonetheless, merchandisers agree that their consideration hinges on the future assurance of a chaotic or well-organized post-war United States.

What about labor's action for a higher wage structure? Business leaders and labor experts have recognized the plight on both sides of the question. It is agreed that an indiscriminate "upping" of wages would encourage inflation, but on the other hand if the approaching reconversion period "ups" prices and in-

creases the supply of civilian goods, then the rise in labor wages will have played a role equal to the times. Without a doubt, however, the lifting to the Little Steel formula will hit hardest in certain manufacturing fields. Business will be affected by these and other considerations that will be brought up in the coming weeks when important labor parleys meet in Washington.

Industry had high hopes that reconversion would get an early start, but WPB blasted them last week. The War Man-Power Commission is called the bottleneck—but perhaps the present check on military supplies may finally persuade WPB and the WMC that materials, facilities and man power are available outside the war effort. This is the hope of business men who see trouble if they must wait until V-E day for restrictions to lift.

### Silver Quotas Established

WPB last week announced that domestic silver quotas for small independent manufacturers of less essential civilian goods will be permitted. Sale of jewelry, church goods, etc., will be permitted without silver quota restrictions, provided that the use in these items does not exceed \$300 in value. The announcement applied also to those manufacturers of silver or gold-plate items who did not have a gross sale of goods and services exceeding \$35,000 in the preceding year. This announcement, an amendment to (See Merchandise Trends on page 51)

## Propose Vets To Run Surplus Goods Store

WASHINGTON, Sept. 30.—All branches of the nation's business have been working wholeheartedly on the program to absorb returning veterans in civilian jobs, but the novelty merchandise trade became vitally interested last week with the announcement here of a plan whereby stores would be established all over the country for the sale of government surplus goods.

This plan was advanced by an official of the navy department, and his outlined proposal would provide jobs for war veterans and at the same time give them experience that would help them set up their own businesses later. The discharged servicemen, it was proposed, would sell surplus goods at retail in single units or small lots, with their own catalogs for each establishment. In many instances, a salesman would work along with the shopkeeper, canvassing districts that were outlying to the store. This would work especially well in rural areas.

Merchandisers viewed this plan with great interest because it means that if veterans set up surplus goods stores they are more than likely to remain in their established business, branching into a small variety store or a specialty shop of some kind. No doubt existing businesses of this kind might feel that competition would become keener with a veteran's store existing side by side with their own, but the general picture is one of greater demand for consumer goods to support both the veteran's store and the established variety store.

## STERLING SILVER CHARMS OR BANGLES

EITHER SILVER OR GOLD FINISH!

STERLING SILVER	GOLD PLATED
B1...\$16.50 Gr.	B1...\$18.00 Gr.
B2... 13.50 "	B2... 15.00 "
B3... 9.00 "	B3... 10.50 "
B4... 9.00 "	B4... 10.50 "
B5... 16.50 "	B5... 18.00 "
B6... 12.00 "	B6... 13.50 "
B7... 12.00 "	B7... 13.50 "
B8... 9.00 "	B8... 10.50 "

### BULK CHAIN

Sterling Silver Cable.....	12c Ft.
Sterling Silver Curb.....	15c "
Sterling Silver, Gold Plated Cable .....	14c "
Sterling Silver, Gold Plated Curb .....	17c "
Sterling Silver, Gold Filled Cable .....	24c "

### CATCHES

Sterling Silver .....	\$4.00 Gr.
Sterling Silver, Gold Plated .....	5.00 "
Sterling Silver, Gold Filled .....	7.50 "

### JUMP RINGS

Sterling Silver .....	\$2.25 Oz.
Sterling Silver, Gold Plated .....	2.75 "
Sterling Silver, Gold Filled .....	4.50 "

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	Per Doz.	Per Gross
Worth Covered Base Balls .....	\$ 2.00	
White, Blue or Tan Yacht Caps....	1.90	
Horseshoe Placques .....	2.00	
16-Inch Soldier and Sailor Dolls, Plastic Heads With "Goo-Goo" Eyes and Stuffed Bodies, Special .....	16.50	
Aluminum Milk Bottles, Each .....	1.75	
Medium Plaster, Gro .....	7.00	
Weighted Darts, Doz. ....	1.20	
Swaggers, Gro. ....	10.75	
Jumbo Fox Tails With Comic Cards, Per 100 .....	23.00	
Knife Rack Rings, Per 100 .....	2.50	
Cane Rack Rings, Per 100 .....	2.50	
Shooting Corks, Per 1000 .....	2.25	
4 to 7 Inch Hoop-La Rings, Doz. ....	.55	

### GLASSWARE

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

Order From This Ad. All Prices F. O. B. Indianapolis.  
No Order Shipped C. O. D. Without 25% Deposit.

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117-119 S. Meridian Street Indianapolis 4, Ind.

## ARMY & NAVY MILITARY SUPPLIES & SOUVENIRS

SILK EMBROIDERED HANDKERCHIEFS, with the insignia for all branches of the service; assorted inscriptions: mother, sister, sweetheart, wife and friend. \$2.75 Per Dozen.

HANDKERCHIEF CASES, with the insignia for all branches of the service and with verses. \$3.50 Per Doz.

HANDMADE WOODEN CIGARETTE CASES AND COMPACTS, an IDEAL GIFT that could have the name of the town, camp or the insignia painted on them.

PILLOW TOPS, PENNANTS, BANDANAS, ASH TRAYS.

WORLD ADV. NOV. CO., 122 E. 25th St., New York City

## MERCHANDISE YOU ARE LOOKING FOR

### CAREFULLY SELECTED BINGO ASSORTMENTS

Many New Items—Many Hard To Find Items—Practical—Novel—In Demand.

ORDER A SPECIAL DEAL—BE CONVINCED—\$25.00, \$50.00, \$100.00 UNITS

GLASSWARE	SLUM GIVE AWAYS	NOVELTIES
Over 100 Feature Items, including Ruby, Green, Golden Glow, Crystal Moonstone, \$3.00 to \$12.00 Gross.	Over 100 Red Hot Specials From 75¢ to \$3.00 Per Gross. Not the Regular Run—But Plenty New, Popular in Demand. Flash.	Hats, Lols, Tails, Hat Bands, Comic Buttons, Chinese Snakes, Batons, Swaggers, Pocket Knives, Lighters, Charm Key Chains, Table Novelties, Toys, Pennants, Souvenirs.
Order by Assortments. \$20.00, \$40.00, \$75.00 Units	Order by Assortments. \$10.00, \$25.00, \$50.00 Units	

**LIMITED STOCKS STILL AVAILABLE**

Blankets, Lamps, Smokers, Bar Sets, Enamelware, Cutlery, Tray Pottery Ware Items, Luggage, Tourist Sets, Mirror Chests, Fancy Cedar Chests, Tackle Boxes, Francy Boxed Towel Sets, Fur Animals, Etc.

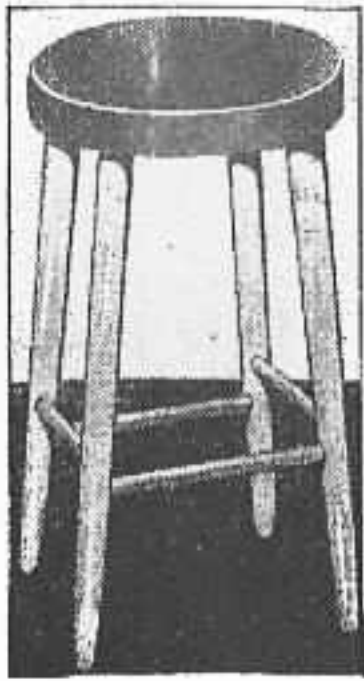
SAVE TIME—DON'T WRITE FOR LISTS—PLACE ORDERS FOR SAMPLE UNITS. 25% DEPOSIT WITH ALL ORDERS, BALANCE SHIPPED C. O. D.

**IMPORTANT** To Obtain the Proper Listings, Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

## ACME PREMIUM SUPPLY CORP.

3333 LINDELL BLVD., ST. LOUIS 3, MO.





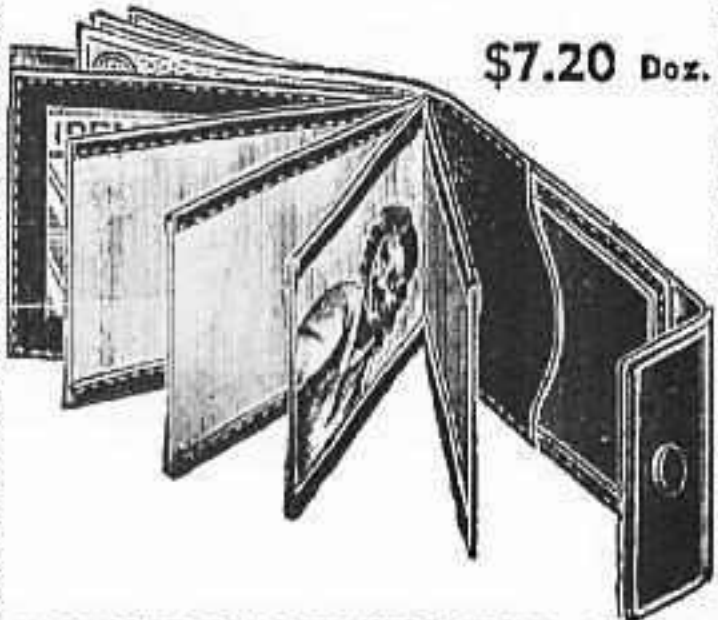
**Kitchen Stool**

A real value in a kitchen necessity. Upholstered kitchen stool has 12" padded seat in black or red simulated leather. White enameled legs. Height 24". Individually packed, weight six pounds.

**B28A28**  
Each ... \$1.85  
Lots of 12  
Each ... \$1.75

**BILLFOLD SPECIAL**

**\$7.20 Doz.**



COMBINATION LEATHER PASS CASE & BILLFOLD with room for nine passes back to book. Available in black color only with snap-button fastening. Imitation leather lined.

**B12L149**  
PER DOZ. --- \$ 7.20  
PER GROSS -- 78.00

AS ABOVE IN GENUINE ALL LEATHER with all leather lining.

**B12L148**  
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PRICES LESS 2% CASH DISCOUNT  
25% Deposit Required on C. O. D. Orders. We Sell Wholesale Only. Catalog Sent on Request.

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WHOLESALE DISTRIBUTORS SINCE 1917  
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**Popular Items**

**Inspirational Sellers**

It is said that a gift from Mary Ryan, Chicago, carries an appeal that is unbeatable. Here are three more examples of beautiful gift merchandise that will be popular in holiday selling: Classic column book ends, in a variety of gorgeous, rich colors, that come in a leather finish... an assortment of floral prints, with a gold frame, that will add appropriate decoration in any home... and a cigarette box, exquisitely designed on an ivory background and with a gold base. These items should prove inspirational sellers in any gift display.

**Plastic Slide Rule**

Hobbs & Sutphen, Chicago, are offering a new, easy-to-use slide rule complete with instructions, which will appeal to accountants, business men, housewives, students, servicemen and anyone else who wants to multiply, divide or do any math problem in a quick and easy way. The slide rule is a six-inch, lightweight, handy-sized rule, and it cannot warp or break since it is made of plastic. It is said by users that this slide rule has everything, and it should be profitable in any specialty store.

**For Boys Overseas**

A hot and popular item has been brought to the attention of novelty men by Vulcan Knife Company, Birmingham, Ala. They are offering two special knives, a commando and a hunting knife, and either or both should slash their way to successful profits. Both knives have steel blades, aluminum handles and leather handles. An ideal and timely gift for the boys across and for the junior commandos at home. A leather sheath comes with each knife, and samples are offered with orders.

**Cute Shakers**

A complete line of uniquely designed salt and pepper shakers is being offered by A. L. Larimer, New York. This house, noted for its original gift novelties, has a variety of quaint animals, fruits, birds and other designs which make attractive gift suggestions for salt and pepper shakers. The items come in various colors, and are said to rate No. 1 in the gift parade. Prompt shipment is offered.

**SOME OF OUR LATEST NUMBERS**

For our full line of latest numbers, send for our set K of illustrated price lists.

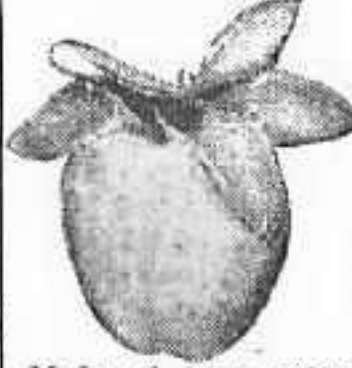
Beautifully colored Salt and Peppers for Collectors. Made of moulding composition. \$3.00 per doz. pairs; in gross lots, \$2.75 per doz. pairs, but the gross may be assorted among over fifty different numbers. But never less than 1/2 doz. of a number.

**-4240 K Teapots**



1 1/2 inch high, white, pink and blue with hand-painted flowers. All Salt and Peppers are packed 1/2 doz. pairs of a number in box. 1/2 doz. pairs smallest quantity sold. We have a tremendous assortment of Salt and Peppers for collectors. Fully illustrated price lists K mailed on application.

**#4279 K An Entirely New Stringholder**



Made of terra cotta composition in the shape of an apple, beautifully decorated in natural colors, apple red and yellow with slightly tinted green leaves. 7 inches long. \$7.80 per doz., Packed 1/2 doz. in box. In three doz. lots, \$7.20 per doz.

**Five Different Blown-glass Miniature Pitchers. #4022 K**



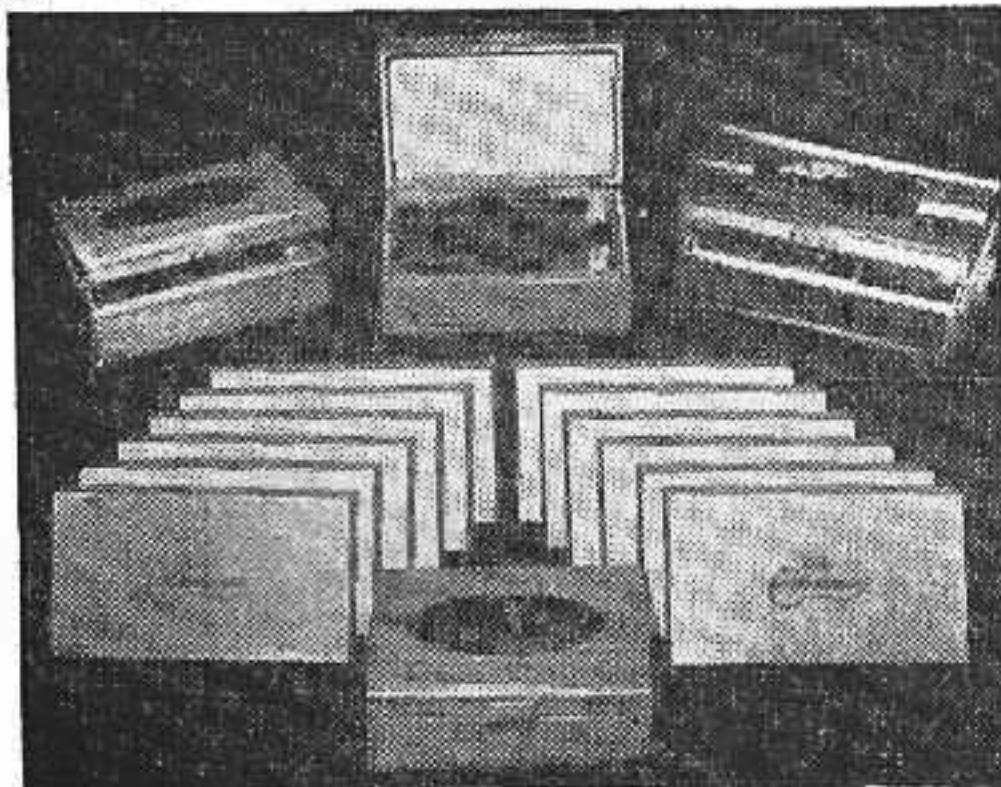
From 3/4 of an inch to 1 1/2 inch high, in beautiful assorted colors, ranging in price from \$1.60 to \$2.40 per doz. For detailed information see our price lists #242 K.

We carry a large line of GIFT GOODS from \$1.80 to \$90.00 per doz. Complete set K of illustrated price lists will be sent to any GIFT SHOP on application. We fill no orders for less than \$15.00.

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Deal Consists of  
12 One-Pound Boxes of Chocolates.  
3 Chests Filled with 1 Lb. of Chocolates.  
1 Chest Filled with 2 Lb. of Chocolates.  
20 Packages of Cigarettes (cigarettes NOT included).  
A 10 Section 1000 Hole 5c Board Chests All Have Mirrored Lids.  
Your Cost **\$18.75**  
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Double your money with these Albums containing six Genuine Photographs—not just printed pictures. 100 Albums, \$12.50; 50 Albums, \$6.50. Sample Album, 25c.

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CONCESSIONAIRES' PRICE LIST

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No.	Article	Pack Ctn.	Per Gross	No.	Article	Pack Ctn.	Per Gross
2005	1 1/2 Oz. Whiskey Glass	Gross	\$2.50	2950	Monkey Mirrors	Gross	\$2.95
2986	Salt and Pepper Shakers	Gross	3.00	N2650	Plaster Animals, 8 Kinds	Gross	1.25
2918	Coasters	Gross	3.00	1160	Band Rings, White Metal	Gross	1.00
419	Ash Trays	Gross	3.70	2127	Paper Flag on Stick	Gross	.65
3420	Custard Cups	1/2 Gross	4.75	9716	Paper Bow Flag Pins	Gross	.75
633	Juice Tumblers, 5 Oz.	Gross	3.75	9716	Rayon Bow Flag Pins	Gross	1.35
521	Water Tumblers, 9 Oz.	Gross	3.85	6923	Bean Blower	Gross	1.00
1664	Nappies	Gross	3.00	75	Comic Pennant	Gross	.75
2003	Coaster Ash Trays	Gross	3.00	3403	Lucky Charms, Carded, Box 120 Ct	Gross	.85
1005	5 Oz. Sherbets	1/2 Gross	4.75	9273	1 1/4" Comic Buttons	Per 100	2.25
2545	4 3/4 In. Bowl	1/2 Gross	4.25	116	Pencils, No Eraser	Gross	1.44
2545	5 1/4 In. Bowl	1/2 Gross	4.50	2149	Shoe Laces, 72 Pr. in Box	Box	1.00
2539	Measuring Cup	1/4 Gross	5.40	9634	Paper Masks	Gross	.75
				3120	Plastic Thumbies	Gross	1.20
					FOR YOUR BALL GAME		
				1515	Base Balls	Dozen	2.20
				8920	Swaggers	Gross	10.00
				4392	RWB Batons, W/Bells	Gross	17.50
				4023	Large Paper Lois	Gross	6.75
				1618	18-18" Tails	Per 100	16.50
				610	6-10" Tails, W/O Cards	Per 100	4.50

Prices F. O. B. Terre Haute, C. O. D. Orders Must Be Accompanied by 25% Deposit. Hundreds of Other Articles of "Wanted Merchandise" Are Shown in Our Latest 1944 Catalog—Write for Your Copy Today.

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**CHARLES DEMEE MFG. CO.**  
116 E. WALNUT ST. MILWAUKEE 12, WIS.

## HAND MADE

### OUTLOOK FOR RADIOS

(Continued from page 48)

soon after the war ends. The portable battery sets had become an important item in the merchandise field before the war, and they will again be very popular with the buying public when they can again be displayed in the stores.

A lot of surveys of the radio market are being made, and important firms in the field are giving some indication of what they plan to introduce after the war. Trade and business publications and government agencies are making one survey after another to find out what people will want in the way of radio sets after the war. Many of these surveys are made with the idea of determining what percentage of the homes will buy new radio sets, what kind they want and how soon they will buy. These checks by reliable organizations will furnish merchandise firms with plenty of data on which to go in planning future programs.

#### Getting Ready

Radio manufacturers have also been quite busy recently in predicting how soon they can be making sets. All of them seem to agree that they will start making the smaller sets first because they can be put on the market in two months or less and that it will probably be five or six months after Germany collapses before quantity production of the console sets is under way. In the planning for the portable and table models, most manufacturers say the new sets will be pretty much like the sets made before the war. At the present time, they say shortages of wood will check the introduction of new designs and cabinets unless plastics are used to much wider extent. Big improvements have been made in tubes during the war, and this may help in making better receiving sets in the portable style.

A survey of the radio field that has attracted much attention recently was made by *The Wall Street Journal*. This survey covered the manufacturing firms in the field and the conclusion is reached that the first new sets will be on the market in the first two months after reconversion. The survey also indicates a price increase of 15 to 50 per cent. The price question is causing a lot of discussion in manufacturing circles. OPA is said to plan to keep prices on radio sets as near to 1942 levels as possible. One big manufacturer says that price increases are certain and says that small sets which the firm sold at \$16 in 1941 will sell for about \$24 on the post-war market. Other manufacturers predict similar price increases.

#### Unit Sales

Some manufacturers agree that because of the large volume of small sets which will be put on the market by many manufacturers that prices on the small sets will be comparatively low. Many estimates are being made of the number of unit sales that can be made following the end of the war. Total sales before the war were estimated to be running at about 10,000,000 sets a year and the average price was about \$35 per set. In 1941, it was estimated that 13,000,000 radio sets of all types were sold. Careful estimates say there is a pent-up demand for about 25,000,000 new radio sets. If the industry is able to turn out 10,000,000 sets a year, it would take more than two years to fill this pent-up demand, according to the estimates.

The U. S. Department of Commerce is continuing its regional surveys of market prospects in the radio field, and distributing firms in the merchandise trade can get these statistics from time to time. Much talk is going on about the elite console models of the future, and publicity is likely to center more on the expensive sets than on the millions of small radios that will be sold.

A summary of all of these surveys and predictions assures the merchandise trade that it will have the first sets in production and will soon be getting them by the millions, and while the consuming public waits for the expensive models, it will be buying the small sets to tide over the interim.

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### SWEETHEART PINS

Sterling Silver—Gold Plated

While they last, at this low price. Fine jeweler's pieces. Wonderful buy.

Order Quickly  
Quantity Limited

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\$64.80 a Gross

These Pins Have Sold for as Much as \$5.00 Each.



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25% Cash With Order—Balance C. O. D.

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It is known as the "Match-King" and makes an excellent gift for either ladies or gentlemen. Has beautiful lines and is well made. Comes in assorted two-tone designs; packed one dozen assorted designs in patriotic colors to a box.

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Order now our famous Professional Model No. 3 Electric Engraving Pencil, 5 foot safety cord, with six rolls SUPERIOR GOLD FOIL, 1" by 400", \$7.25, delivered PREPAID on receipt of P. O. M. O. Extra rolls gold, silver and waterproof colors, white, black, blue, red, green, orange, brown, yellow—6 rolls, \$2.50, 12 rolls, \$4.80. Our pencil is used by nearly all the 5 & 10's, pitchmen, libraries, industries. Engraves fine, small lettering or medium or big, wide lettering just "with a twist of the wrist." R. E. STAFFORD, 2434 N. Meridian St., Indianapolis 8, Ind.



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Theron Fox

1024 CAROLYN - SAN JOSE 10, CALIFORNIA





**MERCHANDISE TRENDS**

(Continued from page 48)

Order M-199, comes as an optimistic note to small novelty and jewelry men who have been curbed by the former trade restrictions.

**Paper Shortage Will Continue**

Commercial and industrial paper demands will be felt by manufacturers and consumers 10 months after V-E Day, WPB reported last week. Acting chairman of the WPB declared that despite the large domestic need of paper and paperboard, the military demands would not fall off enough to lift restrictions. As for newsprint, the present requirements for all U. S. consumers and army and navy orders are estimated to be about 860,000 tons—and only those who need it most will be supplied.

**Surplus News**

Publications have been springing up to inform members who subscribe to their services about surplus goods. Merchandisers who are anxious to restock their shelves with war-scarce goods would do well to subscribe to one or more of these services that (1) inform buyers where to

go to buy; (2) tell manufacturers or retailers whether their products are being put on the market and, (3) generally cover the government agencies that are disposing of surplus goods.

**Sales Hold**

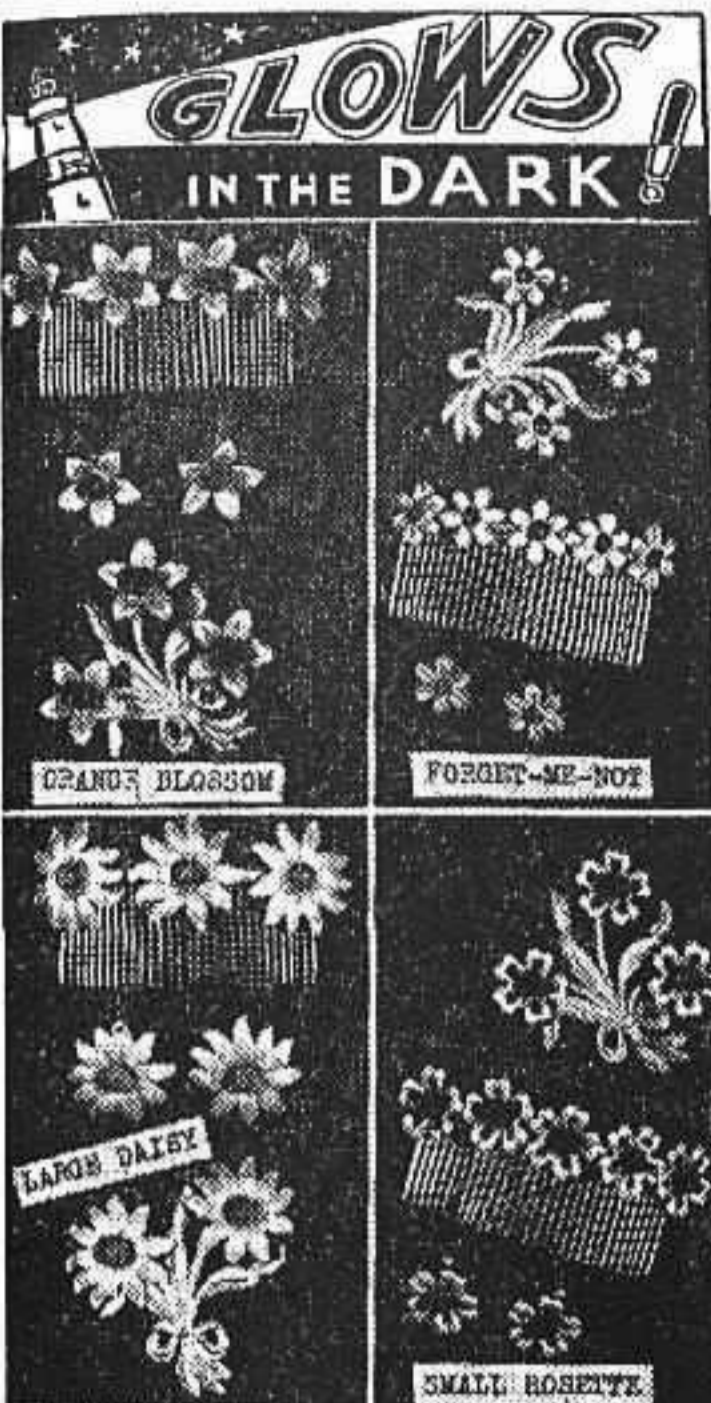
Retail sales continued to be brisk last week, according to Dun & Bradstreet, with a volume of 7-to-11 per cent above a year ago. Cosmetic, dry goods and other stores carrying non-durable goods reported good increases, altho department and apparel stores held the lead in sales volume. Interest rose in variety goods for holiday gifts, and small house furnishings were in larger demand than the week previous.

**Products of Tomorrow**

Preliminary plans have been announced to make Chicago the scene of the National Congress of the Products of Tomorrow some time in 1945, and *The Billboard* will give the specialty merchandise trade a complete report when the national exhibit takes place. Reports indicate that revolutionary showings will be made in all lines of manufacture—thousands of articles never before seen by the public, revealing new items of synthetics and plastics and new inventions during the war. The novelty trade will display its merchandise, and already trade leaders are applying for space in the great exhibit.

**Air Markets**

The Piper Aircraft Corporation recently published a booklet packed with material to stimulate business men who are considering the coming markets of the small town. Private and commercial flying will grow, the booklet said, affecting the growth of landing facilities in the average little town. That means more jobs about the airport, more trade coming to town, industries starting new locations if raw materials and parts are readily accessible by air. In any case, it means expansion of business in small towns that are progressively minded and are boarding the bandwagon by building landing fields. Ambitious leaders are considering future "air markets" in those towns which plan to by-pass the "ghost" by building landing strips.



Also Large Rosette and Apple Blossom

**NEWEST PROVEN FAST SELLING MONEY MAKERS**

Everlasting Luminous Pearl Finish, Choice of Colored Centers, Red, Yellow, Pink, Blue.  
**EARRINGS—Screw Backs.**  
 \$5.40 Dozen; Sample, 50¢  
**SPRAY PINS—\$6.75 Dozen; Sample, 65¢.**  
**4" COMBS—\$6.75 Dozen; Sample, 65¢.**  
**2 PIECE SETS—COMB OR SPRAY PIN AND EARRINGS—\$11.50 Dozen; Sample, \$1.**  
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**SPECIAL ASSORTMENT**  
 6ix 3 Piece Sets, all items as shown; also Large Rosette and Apple Blossom, \$9.50.  
**ORDER TODAY**

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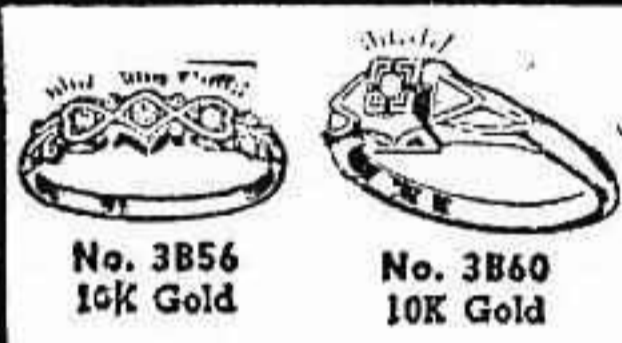
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Enamel	Price Doz.	Packed	
Dish Pan	\$7.00	24	
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12 Qt. Water Pail	7.40	12	
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Glass	Price Doz.	Packed	
Vac Coffee Maker	\$16.50	12	
Tea Pot	11.00	12	
Drip Coffee Maker	11.00	12	
Tea Kettle	10.20	6	
Sauce Pan	12.25	12	
Silex Coffee Maker	24.00	6	
10 Pc. Gift Set	10.80	6	

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A sensational new likeness of our President and Commander in Chief. This beautiful desk or radio ornament is made of GRAY-DA composition finished in light buff color. Approximate size 6 1/2 inches by 6 1/2 inches. In sets on sight in homes, business places and Army Camps. Sample \$3.75 prepaid to you. Attention, Pitchmen and Specialty Salesmen! Wholesale prices \$24.00 per doz.

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No. 820—3 Color Engraved, Gold Filled Heart Locket, Floral Motif, Sterling Silver Gold Plated Neck Chain.  
 \$38.00 Doz.  
 Same Locket as above with sterling silver gold-filled Neck Chain.  
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 1265 Broadway, NEW YORK, N. Y.

**IMITATION MIDGET NOVELTY 'RADIO-SLOT MACHINE'**

Illustration shows flap folded back for slot machine play. Turn flap over and presto . . . machine looks like table radio.



**\$14.75** While They Last

**BRAND NEW EQUIPMENT**  
 A great fun and MONEY MAKER for home, bar, cigar counter, etc. Insert 5¢ and 3 fruit reels spin and stop like slot machine. Chart on top shows odds for payoff. All metal construction. Unconditionally guaranteed to please you. Size 6x6x6 in. Wt. 6 lbs. Each \$14.75.

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Gets \$300 and \$400 weekly in department and chain stores. See it sew on Soutasse, Braids, Baby Rickrack, anything from #3 Pearl Cotton to heavy Rope, wool or chenille, in any direction. Make initials, do applique or make rugs, etc. Two-minute demonstration sells them, and your profits are big. What a combination for live workers to make some real money. Send a dollar for samples and full particulars to **THE MAGIC FOOT**, 622 Penfield Bldg., 1328 Chestnut St., Philadelphia, Pa.

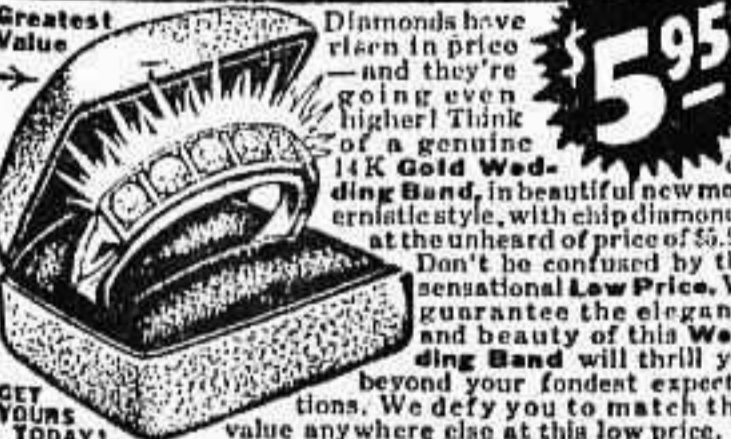
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 Quality, Price, Style. Coneys, Sealines, Caraculis, Muskkrats, Skunks, Red Fox, etc.  
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 Mr. Dealer: Here's a quality wedding band you'll be proud to offer your customers. Anyone who sees it will know it's the "real McCoy." 14 K. GOLD in plainly marked on the ring. The 5 diamonds are genuine. Can easily retail at \$6.00 to \$10.00 and up. While limited supply lasts your cost only \$5.95 each. They'll go fast at this close-out price. So rush your order today. Send 25% deposit with order. We'll ship C. O. D. for balance, plus postage. Specify ring size wanted.

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**FAST PROFITS—FAST SELLING**



**BEAUTIFUL SOUTHERN BEAUTY**  
Here is a gorgeous Southern picture hat beauty. One of the most successful doll creations of all time. 30 inches tall, dresses made of rayon twill in contrasting colors. Full composition legs, arms and head. Assorted hair-like wigs.

**\$3.00**  
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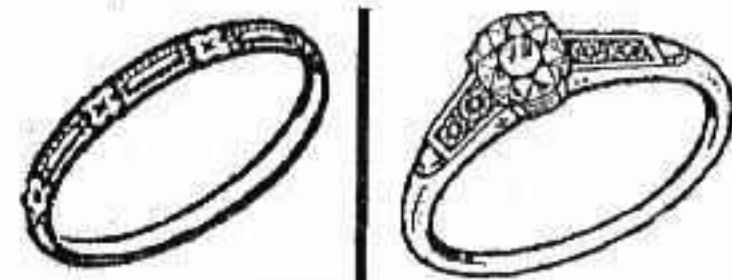
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Between 21st and 22d Streets  
In the Heart of New York

**CLOSE OUT RINGS**

Less Than the  
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Pre-War Prices



No. W43BN \$1.00  
Wedding Dz.  
Band, Choice of  
Sterling Silver or  
1/30th 14K R. G.  
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No. S2SS \$2.00  
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**MOSTLY LARGE SIZES**

In both rings. Supply limited. Order by number, enclosing 1/3 deposit. We ship balance C. O. D. Look at these sacrifice close-out prices. Order today.

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—ALSO—  
**MILITARY PATRIOTIC ITEMS**

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

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

**Offer New Popper When Govt. Permits**

CHICAGO, Sept. 30.—A new streamlined corn popping machine will be released as soon as government restrictions permit, and Poppers Supply Company, Inc., will be the national sales distributor of the machine.

C. Cretors & Company, Chicago, made the announcement of this appointment late last week, and further announcements to the trade will be made. C. Cretors & Company have been manufacturers of corn popping machines for the past 59 years.

**Streetmen Board-Workers**  
**HERE'S A V-E DAY CLEAN-UP**

**GOOD-BYE ADOLPH**

Heavy Card Board Feather in Red, White and Blue.  
**"GOODBYE, ADOLPH"**  
Work the Street Crowds.  
Put a Feather in Every Hat.  
**Per 1000—\$17.50**  
**Per 500—\$ 9.00**  
Cash With Order. No C. O. D.  
**ORDER NOW**  
**ORDER PLENTY**  
**ADVERTISER'S SERVICE**  
719 No. Federal Ave. Mason City, Ia.

**Pipes For Pitchmen**

By Bill Baker  
Communications to 25 Opera Place, Cincinnati, 1

CHARLIE JAINCHILL . . . in war work at Hartford, Conn., is ready to get into the game again with pic transfer juice.

HAVE YOU NOTICED any slackening of easy money?

JAY SINCLARE . . . out of the navy September 20 and now with Tom Wilcon on sheet. He cards from Los Angeles that Tom and Harry Jacobs have a fine animal exhibit there and are getting plenty of money with a West Coast sports sheet. They are playing to good crowds in Oregon and Washington at present.

DOC LIVINGSTON . . . has his new foot package, Exit, in a big flash at Neisner's Cincinnati store. When caught he was getting considerable folding stuff. He asks for a pipe from Eddie Currier.

KEEPING POLITICS out of your pitch just now is a wise thing to remember.

BILLIE HUGHES . . . heading for the West Coast, pipes from Flagstaff, Ariz., that he has seen very few pitchmen and papermen on the road and blames gas rationing for it. He caught P. A. Murphy working Appeal to

**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**

**MONKEY BUSINESS**

18" Monkey  
Pressed fabric face in Golden-Yellow and Red; Brown felt ears; suit in 2 contrasting colors of rayon duvetyne and plush. Eyes with rolling pupils; cotton-stuffed body.  
Samples \$2.50 Each. \$24.00 Per Dozen.  
25% deposit with order, balance C. O. D. Operators, this is a fast-moving item.  
**WESTERN NOVELTY CO.**  
217 W. Ninth KANSAS CITY 6, MO.

**CHOCOLATE**

**Box Candy Assortments**  
We are headquarters for box candy assortments, girl picture boxes, specialties, gift boxes, novelty boxes, mirror vanities, and novelty cedar chests, special set-ups for the salesboard operator.

**Operators—Jobbers—**  
Write for our new fall circular ready soon. Please state your business, available to jobbers and Operators only.

**GOLDWYN COMPANY**  
Since 1931  
731 Plymouth Court CHICAGO, ILL.

**LUMINOUS FLOWERS AND RELIGIOUS FIGURES**  
AND  
**THAT GLOW IN THE DARK!**

# 6 Large Gardenia With Bud . . . . .	Doz. \$3.60	# 11 Crucifix In Relief, 9" . . . . .	Doz. \$6.50
# 7 Small Gardenia With Bud . . . . .	2.75	Assorted Saints, 8" . . . . .	6.50
# 10 Double Gardenia Corsage . . . . .	4.00	# 48 Assorted Statuettes, 3 1/2" . . . . .	2.50
# 107 Special Gardenia With Bud . . . . .	4.00	# 54 ASSORTED SAINTS, 12", EA. . . . .	2.25
# 108 Super Special Gardenia With Bud . . . . .	6.00	# 115 Soldier, 5" . . . . .	3.60
# 55 Small Gardenia Without Bud . . . . .	2.25	# 116 Sailor, 5" . . . . .	3.60
# 114 Sunflowers . . . . .	3.60	# 98 Dutch Boy and Dutch Girl . . . . .	3.60
# 110 Camellias With Bud, All Colors . . . . .	5.50	Assorted Saints, 5" . . . . .	3.60
# 110 Camellias Without Bud, All Colors . . . . .	5.00	Plastic Crucifix, 1 1/4" x 1" . . . . .	1.50

1/3 Deposit, Balance C. O. D., F. O. B. New York.  
**NITE GLOW PRODUCTS CO.** 106 W. 46th St., New York, N. Y. Medallion 3-5794

**ATTENTION!**  
**SALESBOARD STAR SELLER**  
**GIANT 30 in. WOOL PLUSH BEAR**  
Order Now for Immediate Delivery  
**\$48.00 PER DOZ.**  
Samples of Other Salesboard Numbers Sent on Request.  
25% Deposit With Order, Balance C. O. D.  
**MAYFAIR MDSE. CO.**  
16 W. 23D ST., NEW YORK 10, N. Y.

**CATALOG NOW READY**  
**SWAGGERS** Assorted Colors. Full Length. Heavy Weight. 2 Gross in Carton. Gross—**\$9.50**

25% with order, balance C. O. D. Special American made Slum, 12 gross for \$12.00 prepaid when cash accompanies order. Write for list of items to take the place of PLASTER. We have on hand for immediate shipment Plush Monkeys, Bears, Dogs, Horses and many best sellers in Dolls.  
NOTE—Large Hawaiian Leis now on hand.

**MIDWEST MERCHANDISE CO.** 1010 BROADWAY KANSAS CITY, MO.

**DOLLS . . . . DOLLS . . . . DOLLS**

Miss Peggy Chenille Cuddie Doll. Doz. . . . .	\$15.00	Little Novelty Pitchers. Doz. . . . .	\$ 3.00
Miss Gaynelle Chenille Cuddie Doll. Doz. . . . .	18.00	Novelty Salt-Peppers. Asst. Doz. Pairs . . . . .	3.00
Miss Judy Ann Chenille Doll. Doz. . . . .	22.50	Pillow Tops, Very Nice. Doz. . . . .	3.50
Sleepy Time Dolls. Doz. . . . .	30.00	Cedar Chest with Mirror in Lid. Doz. . . . .	27.00
Large Bears. Doz. . . . .	24.00	Du Barry Dolls. Doz. . . . .	40.00

We Have No Catalogue, Write Us Your Needs. 25% With All Orders.  
**T & T NOVELTY CO.** 114 N. Main, Joplin, Mo.

**PENCILS 1 1/2c EACH**  
Special hexagon and round shaped Lead Pencils, #2 grade. It is easy to sell pencils, as everyone needs and uses them.  
Gross Lots, \$2.50 Gr.  
5 Gross Lots, \$2.00 Gr.  
10 Gross Lots or More, \$1.85 Gr.  
These pencils are regular 5¢ sellers. If you wish to be convinced we will send out for a limited time 50 pencils for a dollar. Remember, money back at all times, unless you are not satisfied. Sorry, no circulars for duration.  
**SCOTT** 1129 Sixth Ave. NEW YORK 18, N. Y.

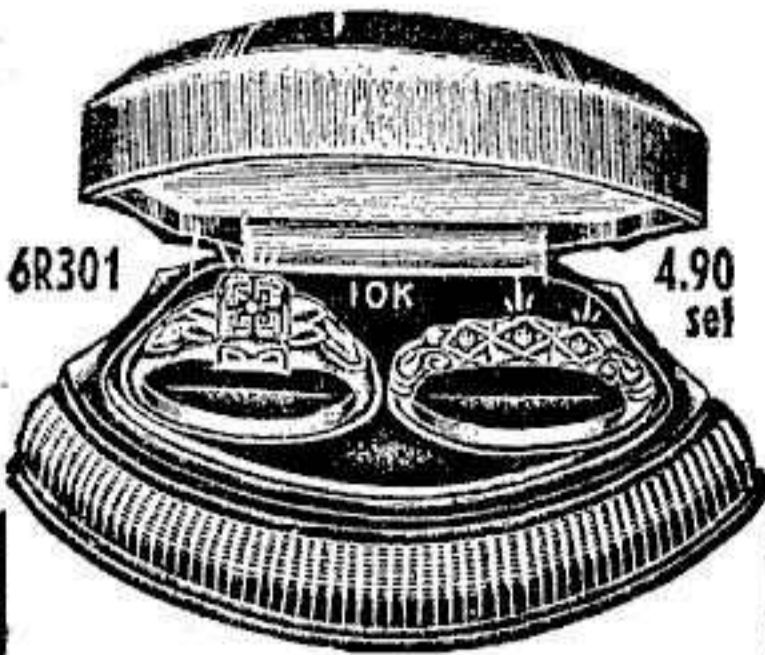
**FINE WATCHES**  
MEN'S & LADIES'  
And Novelty Jewelry. Wholesale Only.  
**MARLENE SALES**  
5 N. Wabash Ave. Chicago 2, Ill.

**COMIC CARDS**  
Over 35 Cards and Folders, all in 4 to 9 colors. Cost as low as \$20.00 a thousand with envelopes. All are fast 10¢ sellers. Send 25¢ for sample cards and folder.  
**M & M CARD CO.**  
1033-1035 Mission St., San Francisco 3, Calif.

**CEDAR CHESTS**  
FILLED or EMPTY. WRITE FOR CIRCULAR. Specialists in Sales Board Deals.  
**CROYDON CO.**  
Box 85, Linwood Sta., Detroit 6, Mich.

**ROADMEN, ATTENTION**  
From now until Xmas cash in our our Comic Xmas Cards. Every gas station, tavern, night club, beauty shop, etc., a potential customer. 400 per cent profit, part time. Will really pay off. Write for sample and particulars.  
**OHIO VALLEY NOVELTY CO.**  
Box 301, Henderson, Ky.





**DIAMOND RING SETS**

10K Gold Mountings  
 6R301—1 Diamond Engagement Ring and 3 Diamond Wedding Ring . . . . . Set \$4.90  
 6R305—3 Diamond Engagement Ring and 3 Diamond Wedding Ring . . . . . Set 6.40  
 6R302—3 Diamond Engagement Ring and 5 Diamond Wedding Ring . . . . . Set 8.05  
 WRITE FOR NEW CATALOG FEATURING DIAMOND RINGS & COSTUME JEWELRY.

**BIELER-LEVINE**

37 South Wabash CHICAGO 8

Reason in Wardman Park Hotel, Washington, to good biz. P. I. Hough had sheet in Evanston, Wis., with good results reported. Sam Jones was with gummy in Salt Lake City on the Main Stem, and McBride and Brunt were also there with *Everybody's Business* to good results. "Sockless" Tommy Bulges was working maps in Topeka, Kan., and Goldie Layberg and Larry Peck worked sheet in Denver. Hughes added he is working with F. W. Nelson on *Searchlight Recipe Book* to good biz.

**HARRY DALEY . . .**  
 lines from Sikeston, Mo.: "Working toward the East with rad and kitchen tools. Biz thru Western Kansas not so hot. Made five Missouri towns and they were okay. Stopped at Gideon, Mo., to visit Baysinger Shows and met Walker and Cozy, vet pitch people and entertainers, doing several different acts in the Side Show. They pitch buddah, after their mental act, and small Bibles. Walker does a single magic with slum at a dime and peep sword-box. Their style of pitch and entertainment is the same as when I saw them with herbs and oil in Texas about 20 years ago."

**IT'S TIME** to send a Christmas message to your overseas pitchmen in service.

**EDDIE HALLER . . .**  
 has a three-for-a-fin vitamin pitch at Nelsner's, in Cincinnati, and was handing out plenty when spotted there last week.

**EDDIE DIEBOLD . . .**  
 inks from Philadelphia that he has been in H. L. Green's No. 52 store there for six weeks to good takes with Evershine stove cleaner. He also extended sympathy on the death of former pipes-editor, Pvt. Charles M. Jackson, in France.

**DOLORES STINGER . . .**  
 is on ironing paper at Green's No. 52 store, Philadelphia. Bob and Hazel Znayza have a Williams foot demo at Green's No. 12 store there.

**SAM BUTLER . . .**  
 brightening things with Evershine cleaner in Buffalo.

**MELVIN McKNIGHT . . .**  
 working Pittsburgh and vicinity, says pitchmen are almost an extinct specie around that area. He asks pipes here from pitchmen Brocken, Lake and De Quatro.

**SOME FOLKS** are like ballplayers—one pitch and they're out.

**STANLEY NALDRETT . . .**  
 has left Oklahoma City for Dallas, where he opens at H. L. Green's October 9. Naldrett says that Oklahoma fairgrounds recently attracted Dolly Curran, darners; George (Red) Purdue, flowers; Ralph LaFaye, glass cutters; Blackie Beard, coils; Cecil and Kitty Roland, wire jewelry; Freddie and Millie Hudspeth, jewelry; Leo and Mona Moriarty, kitchen gadgets; Ben and Grace Browner, gadgets; Pop and Lucille Adams, gadgets; George and Jean Gunn, flowers, and Lee and Marie Yondell, embroidery gauge. Naldrett also reports seeing many Johnny-Come-Latelys there, with everyone getting his share.

**KID CARRIGAN . . .**  
 picked up a few days on the Paramount lot in Hollywood last week.

**EDDIE LEONARD . . .**  
 after 16 weeks in Philly to good takes with vitamins, pipes: "Anybody with a good, tangible item desiring to work the Quaker City should not hesitate, as Philadelphia is rated as one of the greatest industrial areas in the country." He made the Trenton (N. J.) State Fair on his way to New York.

**JACK(BOTTLES) STOVER . . .**  
 cards from Woodstock Va., that Col. C. A. Maitland and Bill McDormon pulled heavy gelt at Waynesboro (Va.) Fall Festival recently. Pat Malone and Stover are taking a few greens in the Shenandoah Valley area at present. Ralph Benny is back in school after closing his penny pitch, while Papa Nick is still at the Dixie Bar, and Polly Benny, at Sanitary Lunch, Harrisonburg, Va.

**EDDIE LEONARD . . .**  
 made Atlantic City recently to check on hurricane damage and found most of the stores closed and the boys on the fair grounds. "Bert Cramer's store was open for biz as usual," writes Eddie. "Sidney Pincus still held sway, and Al Seigle's store was ready to operate. Glass-cutter workers could have made a harvest what with all the windows blown out along Atlantic Avenue."

**Kendall and Riley**

By E. F. Hauman

**A WELL** conducted med show of the old days was Doc Bert Kendall's show. In his earlier days Kendall was a ventriloquist and Punch and Judy performer. Then he got med experience with the Kickapooos and became a top lecturer and office worker. It has been said that Kendall helped greatly to build the worm lozenge item of the Kickapooos that has outlasted all their other preparations and still is found at drugstores.

When he got into the biz for himself he worked up a good trade with a liniment for external use that worked well on man and beast. Finally he drifted into selling this item to the race-horse clientele and became a regular visitor at Eastern race tracks. Trainers used the liniment as a leg and body wash for race horses.

Kendall liked to bet on the trotters and was noted for buying almost nothing but low-priced and long-shot fields in auction pools. One day at Readville Silver Bill Riley was selling auctions, and the cheap field with two horses in it stuck on his hands in the selling. He knocked these fields down to Kendall, altho Kendall wasn't bidding. Kendall paid for the tickets before the race and one of the field horses won. In selling the tickets, Riley continually shouted: "Sold to the medicine man!" The joke, however, was not on the medicine man.

Here was another "by nature" med showman.

**Pitchdom Five Years Ago**

At Sears was pitching seven-in-one glasses in Newark, N. J. . . . Viola Reynolds worked Grant's store in Newark, N. J. . . . Harry Woodruff had inksticks in Chicago before heading for the fairs. . . . Jack (Bottles) Stover and wife were taking it easy at Ocean City, Md. . . . Ray Kumer was in the Windy City. . . . Mrs. Dolly Sheedy was ill in her home in Amarillo, Tex. . . . Jack Current incoed biz not so hot along the Eastern Coast. . . . George Brecht wound up a tour thru Wyoming and South Dakota and was resting in Peoria, Ill. . . . Dona Rogene had cleaner and R. Bee perfume in Kresge's store in Newark, N. J. . . . George Durst was taking it easy in Jamaica, N. Y. . . . Doc Jim Meaden was in Roswell, N. M., working fairs. . . . The Bartones, of the Ideal Comedy Company, bought a de luxe house trailer on their move to Loveland, O. . . . That's all.

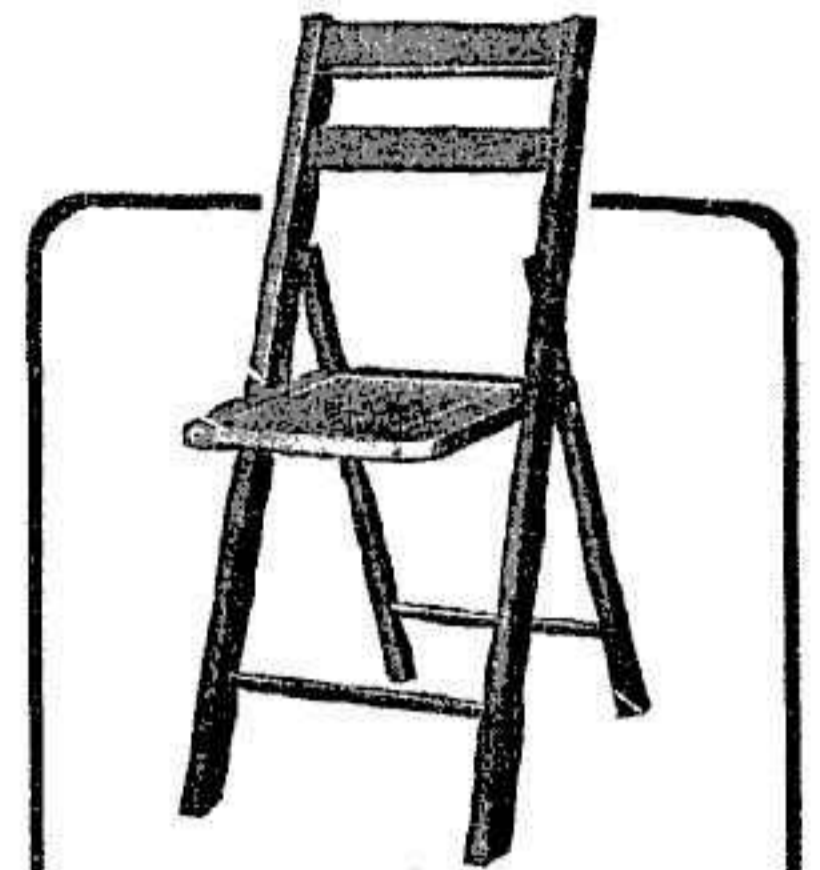
**Events for Two Weeks**

- October 2-7  
 ARK.—De Queen. Stock Show & Fair. 5-7.  
 Jonesboro. Stock & Poultry Show. 5.  
 CALIF.—Santa Monica. Dog Show, 8.  
 ILL.—Chicago. Dog Show, 7-8.  
 IND.—North Judson. Celebration, 4-7.  
 MD.—Baltimore. Livestock Show, 2-5.  
 MO.—Holden. Celebration, 3-5.  
 N. Y.—New York. Rodeo, 4-29.  
 ORE.—Gresham. Poultry Show, 6-10.  
 PA.—Devon. Dog Show, 7.  
 R. I.—Pawtucket. Dog Show, 8.  
 S. D.—Watertown. Ki-Yi Day, 6.
- October 9-14.  
 MINN.—S. St. Paul. Livestock Show, 9-12.  
 N. Y.—New York. Rodeo, 9-29.  
 O.—Columbus. Dog Show, 14-15.  
 OKLA.—Muskogee. Rodeo at Fair, Oct. 1-8.  
 S. D.—Aberdeen. Gypsy Day, 14.  
 Rapid City. M. Day, 14.  
 Sioux Falls. Teepee Day, 14.  
 Yankton. Pioneer Day, 14.
- VA.—Alexandria. Dog Show, 15.

**PCSA**

(Continued from page 33)  
 50 cents. Many beautiful articles were on display, and \$5.50 was realized from bingo and admissions. Luncheon comprised chicken, spaghetti, salad and a large birthday cake given by Jenny Rawlings in honor of September birthdays of members of which the hostess was one. Door prizes went to Alice Jones, first, a compact and matching comb; Mora Bagby and Florence Lushby, second and third, and Miranda Horton, booby prize. Flowers were given to the hostess and her daughter, Vivian Horton, who assisted, by Mrs. Lushby's niece, who was unable to attend. There were 38 in attendance and among those who donated toward the bazaar were, Margaret Aldridge, Stella Linton, Tillie Palmateer,

Marie Morris, Martha Reilly, Mother Fisher, Florence Lusby, Edna McCarroll, Mrs. J. D. Horton, Mrs. M. C. Horton, Francis Godfrey, Helen Smith, Margaret Beady, Lina Nelson, Mabel Brown, Mora Bagby, Vera Selby, Ann Stewart, Vivian Horton, Mary Taylor, Edith Bullock, Esther Carley, Louise Dunn, Jennie Rawlings, Rose Rosard, Gloria Barth, Marie Tait, Peggy Forstall, Frances Barth, Lillian Elseman, Vivian Gorman, Jeanine Horton, Mrs. Johns, Lee Sturm, Estelle Henry, Ora and Mary Ernst, Lisa Nelson and Alice Jones.



**CHAIRS**

MANY STYLES  
 PROMPT SHIPMENT  
 We can still ship, but don't delay  
 if Convenient, Please Specify Quantity  
 Needed.

**ADIRONDACK CHAIR COMPANY**

1140 Broadway, NEW YORK 1, N. Y.  
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**COIL WORKERS!**

Unit impossible to take apart. Plenty of free circulars. Money back guarantee on every box. 50¢ for sample. \$25 per 100. Send 25¢ with order. Wire or write

**DUO-ELECTRO CO.**

800 N. Clark St. CHICAGO, ILL.

**CHOCOLATES**

In Cedar Chests, Leatherette Vanity Boxes and Packaged 1 and 2 Lb. Boxes. Deals for Operators. Write for Prices.

**Earl Products Co.**

1144 S. St. Louis Ave., Chicago 24, Ill.

**Cherry Christmas** Sell Tinsel Christmas Signs  
 To stores, homes, offices, clubs. Made on cardboard with sparkling silver tinsel. Easy, fast sellers. Make Xmas money.  
 Order now, 7 sample Tinselled Xmas Signs, 11x14, \$1.00 postpaid; 75¢ seller. 8 sample 7x9 Silk Xmas Banners, \$1.00 postpaid; 85¢ seller. 15 sample ultra-blue Xmas Signs, 7x11, \$1.00 postpaid; 85¢ seller. 100 Tinsel Xmas Signs, 11x14, \$10.00. F.O.B. N. Y. C.—no C.O.D.'s. L. LOWY, 8 W. Broadway, New York 7, N. Y. Dept. 230.

**JOBBER'S SPECIALS**

High-Grade Genuine Briar Pipes, \$6.00 to \$30.00 Doz. Incl. boxes, national brands, Gold-Plated Pocket Lighters, \$12.00 Doz.; others \$3.00 to \$24.00 Doz.; friction and automatic, Fine Fountain Pens, 14K solid gold points, \$16.50 and \$18.00 Doz. Pen and Pencil Sets, 14K gold points, \$24.00 Doz. Popular makes. Zipper Leather Wallets, custom makes, \$9.00 to \$32.00 Doz. Samples prepaid, \$10.00 to \$25.00.

**Monarch Products Co.**

161 Summer Street BOSTON, MASS.

**BANG!! BANG!!**

EXPLODING BOOK MATCHES (Highest Quality) . . . . . \$3.25 Gr.  
 EXPLODING STICK MATCHES (Best Grade) . . . . . \$5.50 Gr.

**ERNIE'S ENTERPRISES**

725 PINE ST. ST. LOUIS 1, MO.

**PORTRAIT SKETCH OF ROOSEVELT**

ON COATED BOOK PAPER by ASHLEY BOND, WELL-KNOWN PORTRAIT SKETCHER. Reproductions, \$5.00 per 100. Should be a good 25¢ seller. JEROME ROSE DECAL CO. (Novelty Division), 233 W. Fourth St., Los Angeles 13, Calif.

**Coming After Victory**

A New and Better Line of **OAK-HYTEX BALLOONS**

The **OAK RUBBER Co.** RAVENNA, OHIO



**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.

**CIGARETTES**

STANDARD BRANDS  
 10 Packs (200 Cig.) to Ctn. \$1.40  
 Packed 50 Ctns. to Case, @  
 U. S. Internal Revenue Tax Paid Only.

**CIGARS**

15c Retail. 50 to Box. \$5.50  
 20 Boxes Per Case, @  
 Minimum Order Case Lots of Either.  
 Send Full Amount or 50% Deposit by Bank Draft or Money Order.

**ACE SALES CO.** Dept. C Buffalo 3, N. Y.

**BIG PROFITS for You**

**NEW INVENTION CRACKS BLACK WALNUTS**

No flying shells. 75% meats in quarters. \$1.50 delivered. Cash, Stamps, Check, C.O.D. or any way. Money back guarantee. Order early to assure delivery. **POTTER**, 15-N. Main, Sapulpa, Okla. Write for agents' prices.

**Sell VITAMINS**

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

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1946 Patriotic Art Calendars Ready . . . Be First. Sell our magazine published for Veterans and service men. Their mouthpiece. **HOT SPECIAL INVASION ISSUE** and other snappy, strikingly illustrated service men's joke and story books. Quick sellers, also official Flag Respects Book. Free copy U. S. Supreme Court decision protects salesmen, kills ordinances. Special inducements for disabled. Bulk sales. Earn \$10 to \$50 daily for few hours' work. Samples 10¢.

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



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RAW JUMBOS IN THE SHELL @ \$18.00 PER 100 LBS. ROASTED, \$21.00 PER 100 LBS. Packed in 90-Pound Containers. Prices F. O. B. St. Louis. On new accounts, payment with order. We do not have any other kind of Peanuts, nor do we have Peppern.

**PRUNTY SEED & GRAIN CO.**

620 North 2nd St. ST. LOUIS 2, MO.  
"In Our 76th Year"

**OUT ALL WINTER  
LONE STAR SHOWS**

Will play money spots of the South. All Concessions open, come on. Can use Agents for office-owned joints, Bingo and others. Ride Help that can drive semi trailers. Best winter salary.

Portageville, Mo., this week; Kennett, Mo., next.

**FOR SALE**

Allan Herschell 10-Car Kiddie Auto Ride, good condition. May be seen in operation. Will buy 24 ft. Semi Truck and Trailer, also Concession Topa and Frames. Can use A-1 Wheel Foreman, other Ride Help. Will book Stack Concessions; out all winter.

**J. L. (JIMMIE) HENSON'S SHOWS**

Tutwiler, Miss.

**WANTED**

For

**EAST FELICIANA PARISH FAIR**

Oct. 11 to 14

Pop Corn, Peanuts, Pitch-Till-Win, Bumper Joint and all Concessions that work for and except Fish Pond and Bingo. Playing good spots all winter. All answer:

**HARRY BURKE SHOWS**

Opelousas, La.

**FOR SALE  
GLASS-BLOWING CONCESSION**

Beautiful attraction for Museums, Slide Shows, etc. Beautiful flash has 20 pieces glass ornaments in globes, velvet curtains, portable shelves, counter, crossfires. Everything necessary to operate. An elaborate outfit that cost \$900.00 to assemble, will take \$350.00 cash; includes enough glass slum to gross \$1000.00. Address:

**Joe A. Collins**

Ossian, Iowa

P.S.: Also for Sale—Dodge 1939 Panel Truck.

**I WILL BUY**

a Lead Shooting Gallery that is now in Chicago territory with Moving Targets and .22 Caliber Rifles. Not more than 12 ft. front or back. Must be reasonable and in good shape; no junk. Portable or stationary.

BOX 610

The Billboard Chicago 1, Ill.

**STEBLAR GREATER SHOWS**

**WANT**

Legitimate Concessions of all kinds.

Address all mail and wires:

Swansea, S. C., this week.

**WANT  
For Alee Shrine Temple Exposition and Thrill Circus**

Savannah, Ga., Ten Big Days, Starting October 11

Demonstrators, Pitchman, Novelties, Legitimate Concessions. Want Ridee-O Foreman, Second Man, Truck Drivers; year-round work; top salary; Canvasman. All answer,

**DAVID ENDY**

**ENDY BROTHERS-PRELL SHOWS**

Lumberton, N. C., this week.

**WAGNER'S FIFTH RECORD**

(Continued from page 32)

officially trucks which, together with four privately owned, did the job Monday.

Some shows and rides were ready at noon Monday and did enormous business. Concessions and most of the other rides and shows were ready for business when racing closed Monday afternoon and mid-way was heavy. Weather Tuesday and Wednesday was not ideal, but crowds were on the grounds. The Cavalcade is the first large railroad show to play the fair. After close of the fair tomorrow night the show will play four days in Pampa, Tex., en route to Tulsa (Okla.) Livestock Exposition and Fair, October 10-16. Enid, Okla., will follow Tulsa.

**WOMEN IN S. A. CLUB**

(Continued from page 32)

ington is ill in Santa Rosa Hospital here. Cecil (Perk) Perkinson left to play Southern fairs. Ben (Lefty) Block has added the Texas Bar to his other business interests here.

San Antonio Showmen's Club will open October 15. Blue Bell night club, operated by Larry Young Jr., outdoor showman, continues to do a good business and many show people gather there. Larry Lawrence, former concessionaire, operating a jewelry store on Alamo Plaza, is in Chicago on business. White Archer, who opened a Penny Arcade on West Houston Street, is doing well. Red Cadlin opened a large bingo parlor in the Elks' Club, only bingo now operating here. Charles and Maudie Jamison, former trouper, still operate the Lamar Hotel here. Mike Ruback, brother of Jack Ruback, owner of the Alamo Exposition Shows, is doing big business at his Olmos night club, 10 miles from the city.

Victory Park will operate thru winter, closing only on exceptionally cold nights, said Owner Obadal. Roland Smith continues on the West Houston Street location with 15 concessions and four rides to good business. Victory Shows, No. 2, owned by A. Obadal, plays lots around the city, with six rides and 10 concessions, Dave Stevens operating all concessions on the unit. Harry Rogers, former concessionaire, is managing the Maurer Apartments here. Mrs. Lily Lasky, formerly with the World of Mirth Shows, is living here since her husband, Charlie, now in the armed forces, is stationed here.

Blackie Ringold, general agent, Alamo Exposition Shows, was here to arrange for winterquarters for the show. Dave Stevens will take a string of concessions to Louisiana State Fair, Shreveport. Mrs. Marie Beckmann and Mrs. Danny Odom are residing here. Recent visitors here included Denny Pugh, Dallas; Joe Stevens, Kansas City, and William (Chin) Ruback, Kansas City. Charlie Aronson, former owner of Charlie's Place, Austin Highway, sold out because of illness. Harry Coim and Sid Wheeler have a new downtown night spot. New miniature golf course opened on East Broadway by Charles Schubb is doing capacity business nightly.

**TROUPERS IN ST. LOUIS**

(Continued from page 32)

Springs and points south to play fair dates. Joseph Sorenson, who had the girl show on the Al Baysinger Shows until several weeks ago, plans to open a spot here. Wanda Chat Danie left for Los Angeles where she will meet her sister, Anna Danie. They were formerly of the Three Danie Sisters, who did a singing and comedy dancing turn. She will take her sister to Chicago to be a patient of Dr. Max Thorek, of the American Hospital.

Chester I. Levin, Midwest Merchandise

Company, Kansas City, was here Monday en route from a buying trip to New York City. Hymie Schreiber, Schreiber Merchandise Company, Kansas City, spent several days here visiting showmen and other friends. Dee Lang, owner of Dee Lang's Famous Shows, who again had a big season with his rides and attractions in Downs Amusement Park here, moved downtown to be close to his Arcade and other interests. J. C. McCaffery, general agent, Hennies Bros. Shows, passed thru en route from Chicago to Birmingham, where he will remain until after Alabama State Fair. Sam Fidler, owner of the Fidler United Shows, was among other visitors to offices of *The Billboard* Monday, when the show was en route from Brownstown, Ill., to Pomeroy, Mo. Show will play cotton country of Southeast Missouri and Arkansas several weeks.

**Carnival  
Routes**

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- A. M. P.: (Fair) Louisville, N. C.
- Alamo: Fort Worth, Tex.
- All-American: Natchez, Miss.
- Allen & Nickerson: Athens, Ala.; Haleyville 9-14.
- American Beauty: St. Genevieve, Mo.
- Arcade: Jacksonville, Tex.
- Ark.-La. States Shows: Pine Bluff, Ark.
- B. & H.: Branchville, S. C.
- Badger State: (Fair) Lodi, Wis., 6-8.
- Baysinger, Al: Poplar Bluff, Mo., 2-14.
- Betty: Elgin, Tex.
- Berryhill United: Frisco City, Ala.
- Blue Ribbon: Gainesville, Fla.
- Bobart's: Flat Rock, Mich.
- Bright Lights Expo.: Marshall, Va.
- Buckeye State: Jonesboro, Ark.; Newport 9-14.
- Burke, Harry: Littlefield, Tex.
- Byers Bros.: Littlefield, Tex.
- Capell Bros.: (Fair) Bristow, Okla.
- Cavalcade of Am.: Pampa, Tex.; Tulsa, Okla., 9-14.
- Central Am. Co.: Jackson, N. C.; Edenton 9-14.
- Cetra & Wilson: (Fair) Petersburg, Va.; (Fair) Durham, N. C., 9-14.
- Coastal Plain: Cheraw, S. C.; (Fair) Raeford, N. C., 9-14.
- Colley, J. J.: Ada, Okla.
- Crafts 20 Big: Fresno, Calif., 3-8.
- Craig, Harry: San Angelo, Tex.; Brownwood 9-14.
- Crescent Am. Co.: (Fair) Walterboro, S. C.; (Fair) Union 9-14.
- Cumberland Valley: Lafayette, Ga.
- Curl, W. S.: London, O.
- Denton, Johnny J.: Uniontown, Ala.
- Dickson United: Temple, Okla.
- Dixie Belle: Hardinsburg, Ky.; Cloverport 9-14; season ends.
- Dixie (Auditorium Lot) Waveross, Ga.
- Dodson's World's Fair: Corpus Christi, Tex.; (Fair) Beaumont 11-22.
- Dudley, D. S.: Snyder, Tex.
- Diamond State: (Fair) La Plata, Md.
- Dyer's Greater: Sikeston, Mo.
- Elite: Independence, Kan.
- Empire State: Mt. Airy, N. C.
- Endy Bros. & Prall: (Fair) Lumberton, N. C.; (Fair) Beaufort 9-14.
- Expo. at Home: Lancaster, S. C.
- Fay's Silver Derby: (Fair) Lexington, Tenn.; Waverly 9-14.
- Fleming, Mad Cody: (Fair) Dublin, Ga.; Tifton 9-14.
- Gayway: Dawson, Ga.
- Gentisch & Sparks: (Fair) Cleveland, Miss.
- Gold Medal: (Fair) Greenwood, Miss.; (Fair) Winona 9-14.
- Gooding, F. E., Am. Co., No. 1: (Fair) Coshocton, O.; No. 2: (Fair) Georgetown, O.; No. 3: (Fair) Louisa, Ky.
- Grady, Kellie: Russellville, Ala.
- Great Sutton: Caruthersville, Mo.
- Greater United: Tyler, Tex.
- Groff United: Taft, Calif., 3-8; Tascadero 10-15.
- Happilyland: Raymus, A.B.B.
- Hedrick's Gayway & A.B.B.: Walnut Cove, N. C.; Roxboro 9-14.
- Henderson & Johnston: Piggott, Ark.
- Hennies Bros.: (Fair) Birmingham, Ala.; (Fair) Columbus, Ga., 9-14.
- Henry, Lew, Rides: (Fair) Henderson, N. C.
- Henson, J. L.: Tutwiler, Miss.
- Heath, L. J.: (Fair) Carrollton, Ga.
- Hyalite Midway: (Fair) DeQueen, Ark.
- Jones Greater: Milledgeville, Ga.; Lyons 9-14.
- Jones, Johnny J., Expo.: (Fair) Atlanta, Ga.
- Kaus, W. C.: (Fair) Sanford, N. C.
- Keystone Expo.: Mencks Corner, S. C.
- Kirkwood, Jos. J.: Tarboro, N. C.; Williamston 9-14.
- Lamb, L. B.: Eufaula, Ala.; Clayton 9-14.
- Lawrence Greater: Goldsboro, N. C.; (Fair) High Point 9-14.
- Lone Star: Portageville, Mo.; Kennett 9-14.
- McKee, John: Dexter, Mo.
- Magic Empire: Fordyce, Ark.
- Marks: (Fair) Monroe, N. C.; (Fair) Rock Hill, S. C., 9-14.
- Merit: (Fair) Fryeburg, Me.
- Monarch Midway: Plant City, Fla.; Arcadia 9-14.
- Moore's Modern: Parma, Mo.
- Mound City: Malvern, Ark.; (Fair) Prescott 9-14.
- Ozark: (Fair) Ozark, Ark.
- Peppers All-State: (Fair) Courtland, Ala.; Russellville 9-14.
- Pike Am.: (Fair) Piggott, Ark.; Caraway 9-14.
- Playland: (Fair) Conyers, Ga.; (Fair) Manchester 9-14.
- R. & S. Am.: Washington, N. C.; Holly Ridge 9-14.
- Reading's: Parsons, Tenn.
- Regal Expo.: (Fair) Monroe, Ga.; (Fair) Sandersville 9-14.

- Rogers & Powell: Fayette, Miss.
- Royal Am. Co.: (Fair) Thomaston, Ga.; (Fair) Waynesboro 9-14.
- Royal American: Fort Smith, Ark.; (Fair) Jackson, Miss., 9-14.
- Royal Expo.: (Fair) Alma, Ga.; (Fair) Nashville 9-14.
- Sheelsley Midway: Mobile, Ala.; Pascagoula, Miss., 9-14.
- Siebrand Bros.: Phoenix, Ariz.
- Smith, George Clyde: (Fair) Henderson, N. C.; (Fair) Littleton 9-14.
- Snapp Greater: (Fair) Eldorado, Ark.; Pine Bluff 9-14.
- Southern Valley: Tallulah, La.
- Sparks, J. F.: (Fair) Roanoke, Ala.; (Fair) Panama City, Fla., 9-14.
- Star Am. Co.: McCrory, Ark.; Augusta 9-14.
- Steblar Greater: Swansea, S. C.
- Strates, James E.: (Fair) Danville, Va.; (Fair) Spartanburg, S. C., 9-14.
- Stumbo: (Fair) Clinton, Ark.
- Sunflower State: Clinton, Okla.
- Sunset Am. Co.: Holden, Mo., 2-5; season ends.
- Tassell Unit: Chase City, Va.; Keysville 9-14.
- Texas San Benito, Tex., 2-15.
- Tidwell, T. J.: Liberal, Kan.; (Fair) Delhart, Tex., 9-14.
- Tivoli Expo.: Webb City, Mo.
- Tower Am. Co.: Clinton, S. C.
- Turner Bros.: Senath, Mo.
- Twin River: Ravenna, Neb.
- United: Sheridan, Ind.
- Virginia Greater: Wadesboro, N. C.
- Wade, W. G., No. 2: Hudson, Mich.
- Wade, W. G.: North Judson, Ind.; Bryan, O., 9-14.
- Wallace Bros.: Yazoo City, Miss.
- Ward, John E.: (Fair) Meridian, Miss.
- Weir, J. C.: Burlington, N. C.; South Boston, Va., 9-14.
- West Coast Victory: Vallejo, Calif., 4-15.
- Williams Southern: Kannapolis, N. C.; Granite Falls 9-14.
- Wilson's Famous: Astoria, Ill., 5.
- Wolfe, Ben, Am. Co.: Windsor, Ark.
- Wonder City: (Fair) Dermott, Ark.; (Fair) Lake Village 9-14.
- World of Mirth: Greensboro, N. C.
- World of Today: (Fair) Muskogee, Okla.
- Zachin: (Fair) Owings, S. C.; (Fair) York 9-14.

**Circus Routes**

- Anderson, Bud E.: Dexter, Mo., 5.
- Arthur Bros.: Big Spring, Tex., 3; Midland 4; Odessa 5; Monahans 6; Kermit 7; Hobbs, N. M., 8.
- Balley Bros.: Union City, Tenn., 3; Paris 4; Humboldt 5; Jackson 6; Corinth 7; Florence, Ala., 9.
- Beatty, Clyde-Russell Bros.: Ardmore, Okla., 3-4; Norman 5; Oklahoma City 6-8; Chickasha 8; Lawton 10-11; Duncan 12; Nacona, Tex., 13; Gainesville 14.
- Bradley & Benson: Newnan, Ga., 3; Jackson 4; Forsyth 5; Thomaston 6.
- Cole Bros.: Clovis, N. M., 3; Lubbock, Tex., 4; Sweetwater 5; Brownwood 6; San Angelo 7; Altus, Okla., 9.
- Dalley Bros.: Russellville, Ark., 3; Morrilton 4; Conway 5; Malvern 6; Nashville 7.
- Hamid-Morton: (Aina) Philadelphia, Pa., 3-9; (Maple Leaf Garden) Toronto, Ont., Can., 16-21.
- Kelly, Al G.-Miller Bros.: Olney, Ill., 3; Mt. Carmel 4; Fairfield 5; Mt. Vernon 6; Pinckneyville 7.
- Main, Walter L.: Meridian, Miss., 2-7.
- Mills Bros.: Gloucester, O., 3; Marletta 4; McConsville 5; S. Zanessa 6; Cambridge 7; New Philadelphia 9; season closes.
- Monroe Bros.: Chelsea, Ia., 3; Kellogg 4; Baxter 5; Monroe 6; Rannels 7; Pleasantville 9.
- Polack Bros.: Denver, Colo., 2-8; Fort Worth, Tex., 12-21.
- Ringling Bros. and Barnum & Bailey: Beaumont, Tex., 3; (Pelfean Stadium) New Orleans, La., 5-8; season ends.
- Sun Bros.: Atlanta Ga., 2-8; Spartanburg, S. C., 9-14.

**Misc. Routes**

- Almond, Jethro, Picture Show, No. 1: Lamar, S. C., 2-7; No. 2: Society Hill, S. C., 2-7.
- Basile's, Joe, Band (Fair) Greensboro, N. C., 2-7; (Fair) Charlotte 9-14.
- Behier's, Monty, Animals: Meridian, Miss., 2-7.
- Birch (Montana) Miles City, Mont., 4; Glendive 5; Williston, N. D., 6; (Civic Center Aud.) Glasgow, Mont., 8; (City Hall) Malta 10; Harlem 11; Havre 12.
- By-Gosh Tent Show: Monroe, Ga., 7.
- Campbell, Loring: Hallsville, Okla., 4; Holdenville 5; Tulsa 6; Siloam Springs, Ark., 7; Tulsa, Okla., 9; Miami 10; Neosho, Mo., 11; Oswego, Kan., 12.
- Couden, Doug & Lola: School Assemblies, Phoenix, Ariz.
- Daniel, B. A.: Youngstown, O., 2-7.
- Drew, Dorcyce (100 Club) Des Moines, Ia., 2-7.
- Fayssoux: Brenham, Tex., 4; Navasota 5; Hearne 6; Marlin 7.
- Francis, Leo (Moose Convention) Danville, Ill., 2-7.
- Fred's Kiddie Circus: Fairmont, W. Va., 4-6; Mannington 7-9; Sistersville 13-14.
- Geddis, George & Bessie (Williams Circus) Augusta, Ga., 2-7.
- Lester & Irmajean (Clover Club) Fort Worth, Tex., 2-14.
- Long, Leon: Greensboro, N. C., 6-8; Durham 9-11; Raleigh 12-14.
- Montague, Duke: Salt Lake City, Utah, 2-18.
- Reat, Pettit & Lester (Kennedy Night Club) Birmingham, N. Y., 2-7.
- Ricton's Dogs: Murfreesboro, Tenn., 2-7.
- Sadler, Harley, Show: Odessa, Tex., 2-7; Midland 9-14.
- Slout Players Tent Show: East Prairie, Mo., 2-7.
- Taft-Titians (Dan Met Casino) Pittsburgh 2-7.
- Virgil: Clarkston, Wash., 5; Pomeroy 6-7; Waitsburg 9; Milton, Ore., 10; Hermiston 11; Kennewick, Wash., 12; Hanford 13.
- Waller, Jack (100 Club) Des Moines, Ia., 2-7.



**EMPIRE STATE SHOWS**

**WANT**

Concessions all kinds, Shows with or without own equipment, Octopus, Roll-o-Plane or any Flat Ride with transportation. Ride Help all kinds, top salary. Electrician, sensational Free Act. We have six of the best spots in Carolina, then all winter South Georgia and Florida. Want Grind Store Agents. Come on, wire; no time to write. Route to interested parties. All address: **HARRY BAXTER, Mt. Airy, N. C., this week.**

**L. B. LAMB SHOWS**

**WANT**

For Clayton, Ala., Oct. 7 to 12, and all winter in best spots in south. Small Cookhouse and Grab, Popcorn, Candy Apples, Floss, Ball Games or any Concession working for stock. Will book, buy or lease No. 5 Eli with or without transportation. Wire Eufaula, Ala., this week.  
**L. B. "BARNEY" LAMB,**

**COASTAL PLAIN SHOWS**

Want for Raeford, N. C., Fair, October 8th-13th, Shows all kinds. Concessions: Pop Corn, Ball Game, Bowling Alley, Pan Game, Rat Game, Custard, Cook House or Sit Down Grab. Ride Help in all departments. McDonald that was with Keystone Shows, get in touch with me. All replies this week:  
**C. V. (BILL) COX, Cheraw, S. C.**

**DOWNTOWN INDOOR AMUSEMENT CENTER**

With Skooter and Arcade wants Concessioners for Merchandise Games, all year round. What do you have? Write  
**PLAY-MORE**  
Dallas & Fannin **HOUSTON, TEXAS**

*We Cannot Play Them All—We Only Play the Best*

**WILLIAMS SOUTHERN SHOWS**

Kannapolis, N. C., this week; Hickory, N. C., week October 9; Concord, N. C., Week October 16.

WANTED—CONCESSIONS: Popcorn, Candy Apples, Candy Floss, Fishpond, Duck Pond, Darts, Bowling Alley, Swinger, String Game, Hi-Striker or any other legitimate Concessions. SHOWS: Minstrel, Girl, 5-in-1 or any clean Show that gets money with their own equipment. RIDE HELP on all Rides who work and stay sober. Top salary. Address: **EDDIE HORNE, Mgr.** P.S.: Will pay cash for 7-Car Tilt in A-1 condition.

**Wants--H. B. ROSEN--Wants**

All Winter in Alabama, Mississippi and Louisiana

Cook House or Sit-Down Grab, Concessions of all kinds. Rides with own transportation. Will book, buy or lease. Want to buy 1000 feet No. 6 Wire. Want Girl Show, Side Show, Snake Show, Secretary that understands office. No time to write; wire me care Regal Exposition Shows in Monroe, Ga., this week.

**WONDER CITY SHOWS WANT**

A-1 Mechanic and Electrician. Place legitimate Concessions. Shows, own equipment. Place Tilt or Octopus. Dermott, Ark., Oct. 2-7; Lake Village, Ark., Oct. 9-14; Hermitage, Ark., Oct. 16-21. Have 6 Fairs Louisiana; then around New Orleans all winter.  
Address **JOE KARR** as per route.

**WANT—BLUE RIBBON SHOWS—WANT**

Ride Help with Semi Trailer experience. Top salary and all winter's work in Florida. Sensational Free Act; Freddie Reckless, write. Shows with own equipment. Place Photos, Scales, Guess-Age, High Striker or any other Ten-Cent Store. Gainesville, Florida, this week; Ocala, October 9, Stark Fair, October 16.

**WAR TROUBLES FADE**

(Continued from page 41)

in many instances, however. To a dozen or so choice locations located near booming war work centers the last two seasons have proved a bonanza, with the fun spots in those areas chalking new all-time highs in attendance and grosses. The only real sufferers, it seems, have been those park men whose plants have been forced to shut down for the duration due to their out-of-the-way locations away from public transportation facilities.

**Experience Helps in '44**

While the nation's park men still retained their wartime headache in 1944 they were far less pronounced than in 1943. Experience in wartime operation gained the previous year eased things considerably in 1944, altho operating conditions during the season were anything but happy. The wartime restrictions were just as obnoxious in '44 as the year previous, but the managers were better experienced in handling them. Some ops found the labor situation a bit alleviated, at least as far as quantity was concerned. In many instances, however, the labor turnover on the season just ended was vastly greater than in 1943. This was attributable in a large measure to the fact that many war plant workers who had been doubling on park jobs suddenly found themselves with too much money and thus chucked their lesser-paying connection to find more free time to spend the dough that was stacking up for them on their regular job. Returning servicemen and the curtailment of certain war work should ease the labor situation somewhat before the next season rolls around, however.

While the war hasn't been too harsh on the amusement park business, the larger crowds and added spending hasn't been commensurate with the added grief, restrictions and effort that wartime operation calls for.

But the ops are confident that the worst is over and that 1945 will give them the opportunity to unleash that pent up desire to rebuild, indulge in new construction and modernize their plants with new rides and attractions that the manufacturers promise to have ready shortly after Uncle Sam gives the green light to proceed with peacetime pursuits.

**DUE TO ILLNESS OF MR. J. M. SHEESLEY  
THE MIGHTY SHEESLEY MIDWAY**

**Can Be Purchased**

at the close of the season in its entirety as a going concern or any part of it to individuals. Twenty cars, six 72-foot flats, eight 70-foot flats, two 60-foot flats, all steel; two 62-foot semi steel flats, one 72-foot steel box car, one sleeping car; 57 wagons, all on rubber, with lots of extra wheels, bearings, axles for same, all new; two light plants, capacity 67 K.V.W., 350 volts each, mounted in two wagons; show fronts, tents, seats, shop wagon, thousands of dollars' worth of spare parts and tools, ten major rides and kiddie rides. Equipment in first-class shape. Can be seen at Mobile, Ala., week of October 2nd to 8th; Pascagoula and Gulfport, Miss., to follow.

Address All Inquiries to **J. M. SHEESLEY** as Per Route.

**WANTED**

**THE MOST CAPABLE ASSISTANT FOR LION AND TIGER ACT IN ALL SHOW BUSINESS.**

**ALSO CAGE HANDS, AND ONE BOSS PROPERTY MAN FOR STEEL ARENA.**

A Long Indoor Season.

Contact or Address

**DICK CLEMENS**

Care **THE BILLBOARD, 390 ARCADE BLDG., ST. LOUIS 1, MO.**

**FOR SALE**

7-Car Tilt completely rebuilt, perfect condition, like new. Ride can be seen set up for inspection at our Rockville Winter Headquarters.

**WILL PAY SPOT CASH**

for late model Octopus, also SUPER ROLL-O-PLANE.

P.S.—Will deal or trade.

**DELUXE AMUSEMENTS**

162 West Main Street, Rockville, Conn.

**J. C. WEER SHOWS**

WANT FOR SOUTH BOSTON, VA., FAIR, OCT. 9-14; GREENVILLE, S. C., FAIR, OCT. 16-21, AND TWO MORE FAIRS TO FOLLOW; 10c CONCESSIONS OF ALL KINDS.

CAN PLACE FOREMAN FOR ROCKET, ALSO HELP ON ALL RIDES.

Address **J. C. WEER, Mgr., Burlington, N. C., this week; then South Boston, Va.**

**WANTED**

**PHONE, BANNER AND PROGRAM MEN**

Polack Bros.' Shrine Circus, San Antonio, Texas.

Contact

**JIMMY RISON**

Gunther Hotel, San Antonio, Texas

**ROYAL EXPOSITION SHOWS WANT**

Sensational Free Act, Girl Show, Pit Show, Grind Shows, Monkey or Ten-in-One, Arcade, Octopus, Roll-o-Plane and Kiddie Rides. Concessions, such as Popcorn, Candy Apples, Frozen Custard, High Striker and various 10c Merchandise Concessions for Nashville, Ga., Fair, week Oct. 9 to 14; Fitzgerald, Ga., Fair, week Oct. 16 to 21, and Pelham, Ga., Fair, week Oct. 23 to 28. Can use efficient Ride Help on all Rides. Communicate with

**J. P. BOLT, Manager, Alma, Ga. (Fair), this week; then as per route.**

**BRYAN, OHIO, OCTOBER 9 TO 14**

This celebration is to be held around the Court House and is sponsored by the Bryan firemen. We still have some desirable space for legitimate Concessions and one or two more Shows. Bryan is our closing engagement for this season. Wire

**W. G. WADE SHOWS**

NORTH JUDSON, INDIANA, THIS WEEK

**RIDES—WILL BUY FOR CASH—RIDES**

Will pay cash for small Major Rides suitable for Truck Show, including Chair-o-Plane and all types Kid Rides. State exact mechanical condition and lowest cash price in first letter with complete description. Will also buy Devil's Alley, Fish Pond and other Concessions complete. No junk wanted. Will consider financing, booking and managing A-1 set of Rides with good transportation in Florida, Georgia and Alabama on fifty-fifty basis after operating cost. Front gate and Concessions will be included in deal. I know that territory and I understand federal procedures. Will open Rides in Florida immediately. All address:

**JOHN F. COURTNEY, Hotel Sherman, Chicago, Ill.**



# ASSOCIATED AMERICAN AMUSEMENTS

## WANTED NOW FOR OUR ST. LOUIS UNITS

UNIT #1 "PALACE OF WONDERS," 416 WASHINGTON AVE. Leona Halligan, Mgr.

Freaks and Working Acts of all kinds. Good Musical Act. Strips, wire. Real Glass Blower. A-1 Talker for Front. We bally here. Talkers work hour on and hour off. Top pay for all and all winter's work.

UNIT #2 "BEAUTIES OF BAGDAD," COR. MARKET & BROADWAY. Marie Russell, Mgr.

Girl Acts of all kinds. Musical Acts, Dancers, Girl Jugglers. Girl to handle Snakes. Eva LaTour, wire. If you are youthful and know the score I can use you. Top pay in beautiful appointed ALL GIRL SHOW.

UNIT #3 "BOUQUET OF LIFE," 510 CHESTNUT ST. Dee Aldrich, Mgr.

Can use Novelty Acts, Acts that Pitch, Real Grinder for Front. Dancing Girls. State who you are, what you do and salary wanted.

UNIT #4 "WORLD IN WAX," 519 WASHINGTON AVE. Manager Wanted.

Want a Man and Wife to take complete charge of finest Wax Show in America. Opens Oct. 15th here for winter. Need real Painter. Lee Hinckley, wire. Good Show Carpenter. Doc Ward can use Pin Heads.

All Reply to Unit Managers or to our General Representative:

**RAY MARSH BRYDON**

SUITE 838, HOTEL STATLER, ST. LOUIS, MO.

**WANT!**

**WANT!**

**CONCESSIONAIRES**

FOR PERMANENT LOCATION  
OPEN ALL YEAR

"GUESS YOUR AGE" and "GUESS YOUR WEIGHT"

**DROP ANCHOR RECREATION CENTER**

230 EAST MAIN STREET

NORFOLK, VA.

**YORK COUNTY FAIR, ROCK HILL, S. C., OCT. 9-14**

And All Fairs Till Middle of November

**CAN PLACE**

LEGITIMATE CONCESSIONS OF ALL KINDS. ROLL-O-PLANE—TILT-A-WHIRL—OCTOPUS. ANY MONEY-GETTING SHOWS WITH OR WITHOUT EQUIPMENT. WANT IMMEDIATELY—EXPERIENCED FERRIS WHEEL FOREMAN FOR BALANCE OF SEASON. SALARY NO OBJECT. RED STEWART, WIRE "SCRAPIRON" IMMEDIATELY. Jimmy Simpson wants for Colored Revue Piano Player, \$35.00 per week; Musicians, A-1 Comedian & other useful people.

All Address

**JOHN H. MARKS, MARKS SHOWS, INC.**

Monroe, N. C., this week.

**CAN PLACE AT ONCE**

For High Point, N. C., Fair, Marion and Columbia, S. C. Colored State Fair to follow. Want Octopus and Rollo-Plane, Minstrel Show. Will furnish complete outfit with guaranteed salary and percentage. Jerry Jackson, Sol Speight, Anna Lee, get in touch with me. All Concessions open except Bingo and Custard. Want Cook House and Grab, Wheels and Grind Stores. Want Foremen for all Rides, especially Chairplane. Positively all winter's work in Florida Park; watch for announcement. Humpty Evans, get in touch with me. Goldsboro, N. C., this week.

**LAWRENCE GREATER SHOWS**

**WANTED**

Wrestler for Concert. Also Clowns and Novelty Acts for Big Show. Long season.

**CLYDE BEATTY & RUSSELL BROS. COMBINED CIRCUS**

See Route in The Billboard.

**CENTRAL AMUSEMENT CO. WANTS**

For Woodland Fair, week Oct. 9 thru 14; Robersonville, Oct. 16 thru 21; Scotland Neck, Oct. 23 thru 28; Rich Square, Oct. 30 to Nov. 4; Kenly, No. 6 thru 11; Mt. Gilead, Nov. 13 thru 18; all North Carolina; all short jumps and established fairs. We stay out all winter. Want Stock and other Concessions, Shows with or without transportation. All contact:

SHERMAN HUSTED, Manager, CENTRAL AMUSEMENT CO., Jackson Fair, this week; then Woodland, Oct. 9 thru 14.

P.S.: Have Seven-Car Tilt for Sale—\$3500.00; A-one condition.

## Polack Has Packed Houses at Salt Lake

SALT LAKE CITY, Sept. 30.—Opening to a slow start, Polack Bros.' Circus, auspices of the police, ended with three packed houses. One newspaper was lenient with space, the other two tight. Show had good billing. For a conservative city, Jimmy Rison worked out a nice promotion. The somber school dads permitted students to attend matinees upon excuse and his special events were well received. Book carried pictures of State dignitaries and city officials. Weather was good.

Show moves into Denver for October 2 opening for El Jebel Temple. Louis Stern missed Salt Lake City, going directly from Portland to Denver. Irv J. Polack leaves this week-end for Chicago. Rison left for San Antonio. Fred Moulton is back handling press after a month's illness, rejoining at Portland.

## VAUDE ROUTES

(Continued from page 27)

**F**

Fanchon (Glass Hat) NYC, h.  
Fields, Lynn (Rainbow Inn) NYC, nc.  
Fisher's, Bob, Flyers (Fair) Union, S. C., 9-14.  
Flashes, Three (Oriental) Chi, t.  
Fletcher, Dusty (Downtown) Chi, t.  
Foo, Loowa (Aloha) Brooklyn, nc.  
Forest, Lee (Aquarium) NYC, re.  
Fostaire (Esquire) Norfolk, Va., nc.  
Freed, Bob (Modern) Boston, t.  
Froos, Sylvia (Latin Quarter) Chi, nc.

**G**

Gallant & Leonora (Pierre) NYC, h.  
Gardener, Errol (Tondelayo's) NYC, nc.  
Gay Nineties Revue (Center) Norfolk, Va., t.  
Gilbert, Johnny (Scheib's) NYC, nc.  
Glenns, The (Royal) Baltimore, t.  
Glover & LaMae (Washington Youree) Shreveport, La., h.  
Gobey, Roy (Red Mill) Bronx, N. Y., nc.  
Grant, Rosalie (Vienna Cafe) NYC, re.  
Granville, Bonita (Golden Gate) San Francisco, t.  
Grimes, Tiny (Tondelayo's) NYC, nc.

**H**

Hale, Marilyn (Latin Quarter) Chi, nc.  
Harrington, Frankie (Greenwich Village) NYC, nc.  
Harrington, Pat (Greenwich Village) NYC, nc.  
Hartmans, The (Blackstone) Chi, h.  
Haviland, Hal (Helsing's Vodvil Lounge) Chi, t, re.  
Hayes, Helen (Bismarck) Chi, h.  
Henning, Pat (Paramount) NYC, t.  
Henry, Art & Marie (Fair) Meridian, Miss., 2-7.  
Hermes & Marlene (Fair) Simcoe, Ont., Can., 2-5; (Fair) Caledonia 12-14.  
Hibbler, Al (Downtown) Chi, t.  
Holtz, Jack, & My Lady (Blackhawk) Chi, re.  
Horne, Lena (Earle) Phila, t.  
Horvath, Marie (LaSalle) Chi, h.  
Howe, Zip (Pastor's Uptown) NYC, nc.  
Hoystadt, John (Palmer House) Chi, h.  
Hudson, Marjorie (Iceland) NYC, nc.

**I**

Imaginators (Chicago) Chi, t.  
Ink Spots (Howard) Washington, t.

**J**

Johnson, Winnie (Downtown) Chi, t.  
Jones Bros. (Le Ruban Bleu) NYC, nc.  
Jonyer & Foster (State) NYC, t.  
Jules & Webb (Bellerieve) Kansas City, h.  
Juvelys, The (Palmer House) Chi, h.

**K**

Kaahue, Johnny (Park Plaza) St. Louis, h.  
Karson's, Marie, Musicales (Plains) Cheyenne, Wyo., h.  
Kay & Karol (Fair) Winston-Salem, N. C., 10-15.  
Kaye, Lionel (Diamond Horseshoe) NYC, nc.  
Keene, Linda (Kelly's Stable) NYC, nc.  
Kelly, Patsy (Stanley) Utica, N. Y., t.  
King, Karen (Caravan) NYC, nc.  
Kirk, Lynn (Oetjen's) Brooklyn, nc.  
Knax, Pauline (Bal Taberin) NYC, nc.  
Kramer's, Henry, Midgets (Beacon) Vancouver, B. C., t; (Palomar) Seattle 9-15, t.  
Kretlow Dancers (Latin Quarter) Phila, nc.

**L**

LaBato, Paddy (Olmsted) Cleveland, h.  
Lane, Lovey (Caravan) NYC, nc.  
Larry & Lynn (Earle) Phila, t.  
LaVola, Don, & Carlotta (Utah Canteen) Salt Lake City.  
Layton's Dogs (Uptown Gardens) Marion, Ind., 2-7.  
Lee, Bobby (Nut Club) NYC, nc.  
Lemolnd & Estelle (Trocaadero) Omaha, nc.  
Leolita (Bismarck) Chi, h.  
LeRoy, Hal (RKO-Boston) Boston, t.  
Lester & Irmajean (Clover) Ft. Worth, Tex., nc.  
Leyers & Handman (Majestic) Paterson, N. J., t.  
Levolo, Pat & Willa (Fair) Atlanta; (Fair) Spartanburg, S. C., 9-14.  
Lewis, Jerry (Hipp) Baltimore, t.  
Lewis, Happy (Pastor's Uptown) NYC, nc.  
Lopez, Chana (Club Ball) Brooklyn, nc.  
Louis & Cherie (Gray Wolf Tavern) Sharon, Pa.; (State) Baltimore 8-11, t.  
Lorre, Peter (Oriental) Chi, t.  
Louis & Cherie (Vogue Terrace) McKeesport, Pa., 28-Oct. 4.  
Lynn, Herby (Frank's Casino) Chi, nc.  
Lyon, Ladd (Palace) Columbus, O., t.  
Lyons, Jack (Club Ball) Brooklyn, nc.  
Lyons, Mickey (Rainbow Inn) NYC, nc.

**M**

McGraw, Virginia (Greenwich Village Inn) NYC, nc.  
Mack, Johnny (Palmer House) Chi, h.  
Mack & Desmond (Paramount) NYC, t.  
Makula, Juan (Dempsey's) NYC, re.  
Marcelli Bros. (Majestic) Paterson, N. J., t.  
Marsh, Lew (Tropic Isle) Brooklyn, nc.  
Martell, Morty & Jay (Nut Club) NYC, nc.  
Masalle, Sally (Club Jinx) NYC, nc.  
Masters, Johnny (Park Plaza) St. Louis, h.  
Maurita (Pastor's Uptown) NYC, nc.  
Meade, Gloria (Crawford House) Boston, nc.  
Memory Lane Trio (Center) Norfolk, Va., t.  
Miller, Susan (Chez Parce) Chi, nc.  
Modernettes (Majestic) Paterson, N. J., t.  
Moke & Poke (Howard) Washington, t.  
Moore, Muriel (Club Maxim) Bronx, N. Y., nc.  
Morgan, Tommy (New Yorker) NYC, h.  
Morrison, Russ (Bismarck) Chi, h.

**N**

Nadine (Zimmerman's) NYC, re.  
Nana & Bob (Dug Out) Brooklyn, nc.  
Nance, Ray (Downtown) Chi, t.  
Nasor, Al (Red Mill) Bronx, N. Y., nc.  
Nelson, Lew (Tropic Isle) Brooklyn, nc.  
Neva, Vera (Roumanian Village) NYC, nc.  
Nilsen, Al (Bismarck) Chi, h.  
Nirski (Edgewater Beach) Chi, h.  
Nevins, Thelma (Pastor's Uptown) NYC, nc.  
Novellos, The (Fair) Muskogee, Okla.

**O**

O'Malley, Beth (Greenwich Village Inn) NYC, nc.  
Overman, Wally (Curley's) Minneapolis 1-12, nc.  
Oxford Boys (RKO-Boston) Boston, t.

**P**

Paddock, John (Club Jinx) NYC, nc.  
Palermo, Bill (Paris Qui Chante) NYC, nc.  
Paradise, Peggy (Club Jinx) NYC, nc.  
Parker, Bobby (Village Barn) NYC, nc.  
Parker, Dell (Armando's) NYC, nc.  
Parker, Murray (Iceland) NYC, nc.  
Patchen, Johnny (Papiannos) Salt Lake City, until Oct. 30, nc.  
Perez, Nina (Oetjen's) Brooklyn, nc.  
Pick & Pat (Center) Norfolk, Va., t.  
Princess & Willie's Hawaiians (New Ringside) Mansfield, O., c.

**R**

Ramos, Rosita (Tropic Isle) Brooklyn, nc.  
Rane, Victya (Roumanian Village) NYC, nc.  
Rardin, Joey (Earle) Washington, t.  
Ray, Mildred (Queens Terrace) Long Island, N. Y., nc.  
Raywin, Hal (Earle) Washington, t.  
Renard & Arden (State) Baltimore, t.  
Richey, Jean (Earl Carroll Theater) Hollywood, re.  
Rigoletto Bros. (Iceland) NYC, nc.  
Renee & Russell (Carman) Phila, t.  
Roark, Edith (Tony Pastor's Uptown) NYC, nc.  
Roberts Sisters & White (Hipp) Baltimore, t.  
Rochelle, Jean (Pastor's Uptown) NYC, nc.  
Rock & Dean (Colonial) Utica, N. Y., t.  
Rosa, Nita (Monte Carlo) NYC, nc.  
Ross, Joe E. (Maxim's) Bronx, N. Y., nc.  
Rossilano, Ludmila (Embassy) Phila, nc.  
Roulets, The (Carman) Phila, t.

**S**

Sailors, Three (Earle) Phila, t.  
St. Clair, Maurice (Palace) Cleveland, t.  
St. Claire & O'Day (Williams Circus) Augusta, Ga.; Charlotte, N. C., 9-14.  
Satana, Georges (Roumanian Village) NYC, nc.  
Saunders, Henry (Club Ball) Brooklyn, nc.  
Schultz Sisters (Dude Ranch) Norfolk, Va., 2-8.  
Scott, Dick (Burnette Show) New Orleans 5-11.  
Semon, Primrose (Swan) Phila., nc.  
Sharon, Nita (Esquire) Norfolk, Va., nc.  
Shaw, Patsy (Club Maxim) Bronx, N. Y., nc.  
Shields, Ella (Center) Norfolk, Va., t.  
Smith, Billy (Bal Taberin) NYC, nc.  
Snow, Valaida (Faust) Peoria, Ill., 2-14, nc.  
Southern Sisters (Tie Toe) Milwaukee, nc.  
Soutoria, Edith (Rainbow Inn) NYC, nc.  
Stanton Sisters (Golden Gate) San Francisco, t.  
Steele, Eddie (Cerutti's) NYC, nc.  
Step Brothers, Four (State) NYC, t.  
Stothard, Irsi (Bismarck) Chi, h.  
Stuart, Stephanie (Caravan) NYC, nc.  
Sumner, Helen (Ivanhoe) Chi, re.  
Suns, Three (Piccadilly) NYC, h.  
Sutherland, Elaine (Louise's Monte Carlo) NYC, nc.

**T**

Tapps, Dorothy (Rio Cabana) Chi, nc.  
Tars & Spars Revue (Circle) Indianapolis, t.  
Texas Tommy (Beverly Hills) Newport, Ky., c.  
Therrien, Henri (Earle) Washington 15-Oct. 5, t.  
Thomas, Jimmy (Pennsylvania) West Palm Beach, Fla., h.  
Thomas, Peter (Tropic Isle) Brooklyn, nc.  
Thomas, Slim (Howard) Washington, t.  
Thompson, Johnny (Glass Hat) NYC, h.  
Tip, Tap & Toe (Royal) Baltimore, t.  
Tranger, Don & Alpha (Weber's Hofbrau) Camden, N. J., 3-15, nc.

**V**

Van, Billy (Majestic) Paterson, N. J., t.  
Vine, Billy (Latin Casino) Phila, nc.

**W**

Wachs, Nat (Rainbow Inn) NYC, nc.  
Waller, Jack (Jefferson) St. Louis, h.  
Warren, Annette (Carter) Cleveland, nc.  
Weber, Jane (Club Jinx) NYC, nc.  
Weiss, Florence (Roumanian Village) NYC, nc.  
West & Lexing (Strand) NYC, t.  
White, Olive (Hipp) Baltimore, t.  
Wilson, Garland (Cerutti's) NYC, nc.  
Wilson, Mary Lou (New Yorker) NYC, h.  
Winchell, Paul (Adams) Newark, N. J., t.  
Winston, Jackie (Maxim's) Bronx, N. Y., nc.  
Wood, Barry (Stanley) Utica, N. Y., t.  
Woods & Bray (Madrid) Louisville, nc.  
Worth, Coley & Marcia (Hipp) Baltimore, t.  
Wynters & Angeline (Wm. Penn) Pittsburgh, h.

**Z**

Zimmer, Vicki (Kelly's Stable) NYC, nc.





# AGRICULTURAL FRONT

Condensed Data From August Summary by U. S. Department of Agriculture, Washington, D. C.

**F**ARM real estate values on July 1, 1944, were 42 per cent above the 1935-'39 average, with values in many areas already above averages likely to be maintained if prices of farm commodities return to pre-war levels. Volume of voluntary sales for the 12 months ended in March was the highest on record, 10 per cent above the previous peak in 1919. Total farm mortgage debt stood at \$5,600,000,000 at the beginning of 1944, nearly \$1,000,000,000 reduction from four years earlier.

The parity ratio; that is, the ratio of prices farmers receive to prices they pay plus interest and taxes, has been declining steadily for over a year, being 113 on mid-July, five points below a year earlier. However, the prices of all principal products except wheat, cotton, peanuts and eggs were at or above parity on July 15. The expected 746,000,000 chickens to be raised on farms in 1944 is a fifth lower than last year's war-time peak, even the 9 per cent above the average for the years 1933-'42. This will mean slightly reduced supplies of chicken and fresh eggs this winter. The wheat surplus above domestic requirements from this year's estimated world production will go far to cover world trade without greatly reducing reserves in exporting countries.

### Farm Income

**I**F a city man asks a farmer, "How much is a cow worth?" the conversation will run like this: "What kind of a cow?" "Oh, just any cow." "I'm sorry, but I can't answer until I know what kind you mean. The value runs from a few dollars for a worn-out critter to hundreds of dollars for a top-quality purebred animal."

Farm economists are sometimes asked "How much was farm income last year?" It's about as hard to answer that question simply, as to give one price that will fit all kinds of cows in all parts of the country. There are many breeds of agricultural income. Each is correct if rightly used and understood. They seem to conflict only if used by one who ignores the differences among them.

The best way to understand what farm income figures mean is to put them together and take them apart again. First, what items go into gross income? Second, how is gross income paid out or distributed to different groups? The principal item in gross income is cash receipts from farm marketings of crops and livestock. Because cash receipts are commonly called cash income from marketings, many people mistake this item for net income and think it comparable to the net income of a business or the incomes of wage earners. Cash receipts are simply the volume of crops and livestock sold by farmers, times the prices they get at their local markets. Expenses of production are not taken out of this figure. Cash receipts are sometimes reported with government payments to farmers included; sometimes with government payments left out. Either is correct, depending on the way it is to be used. Gross farm income includes cash receipts from marketings, plus the value of products kept on the farm for home consumption, plus the rental value of farm homes.

Gross farm income minus total production expenses gives the realized net income from current operations of farm operators. To net income of farm operators, add an adjustment to take care of increase or decrease in inventory, plus farm wages (cash, goods, or services) paid to laborers living on farms and you have the net income of persons on farms from farming. To net income of persons on farms from farming, add the payments of mortgage interest, wages and rent that go to non-farm persons and you end

with net income from agriculture. Ask simply for "net farm income" and the reply you get probably will be net income of farm operators; but the answer will be equally correct if it is net income of persons on farms from farming or net income from agriculture, depending, of course, on the use to be made of the figure.

## Collectors' Corner

By Fred P. Pitzer

292 Madison Avenue, New York City

An interesting item from Hen Lofgren, of Illinois, anent leapers: "I wonder how many present-day circus men knew how to build a camel-back springboard and runway. I mean the kind the old-time leapers used when they turned single and double somersaults over horses and elephants. There was an article in *The Billboard* some time back that a certain circus was going to start a school for leapers in quarters, but at that time they could not find anyone connected with any circus that knew how to build a camel-back springboard and they considered themselves lucky when they located one stored in a warehouse in Texas. I wonder what became of that school.

"About three years back the Big Show had three leapers that used a runway with a level take-off and a write-up on the act said it was a gigantic effort for them to make seven or eight feet because they did not use a trampoline. Now take it from me, there never was a time when the old-time leapers ever used a trampoline. All they ever used at the end of the runway was a board. I should judge about five feet long tilted at an angle of about 45 degrees, and they leaped from about the middle of the board.

"I think it was the circus book *From Rome to Ringling* that states the leapers leaped over 14 elephants and covered 65 feet. Now, I think that distance is ridiculous. But when Walter L. Main said 18 horses neck to neck, he comes down to earth in regards to distance. They also used horses and elephants and even used banners to increase the height, but the distance was never 65 feet. I believe that Main is about the only circus man living that can give an exact description of a camel-back springboard and runway. Who can give the height, width and length of the runway and how was the springboard constructed? I have been alongside of several of these leapers' springboards during performances and rehearsals and I trust and hope my memory and vision hasn't failed me."

## MARRIAGES

(Continued from page 31)

Agency, to Helen Sharp, continuity writer for that department, in Philadelphia September 23.

**O'BRIEN-HAVOC**—Lieut. William O'Brien, playwright, to June Havoc, actress, at Greenwich, Conn., September 28.

**ROONEY-RASE**—Pvt. Mickey Rooney, former movie star, to Betty Jane Rase, who was Miss Birmingham in the recent Atlantic City Beauty Pageant, in Birmingham, September 30.

**TAYLOR-AVERY**—Corp. Don Taylor and Phyllis Avery, both in *Winged Victory* stagershow, in Beverly Hills, Calif., September 15.

**TYRRELL-PINTA**—Phil Tyrrell, of the Sligh & Tyrrell Agency, Chicago, to Arlene Pinta, United Air Line stewardess, at Winamac, Ind., September 8.

## Divorces

Helen Scott, formerly with Cole Bros.' Circus, from Eugene Scott, of same show, in Chicago September 20.

Lola Collier, film actress, from Robert Duncan, nonpro, at Hollywood September 6.

Esther Williams, film actress and swim star, from Dr. Leonard Kovner in Los Angeles September 12.

Sally Haines, comedienne, from Bud

Wolfe, actor, in Juarez, Mex., September 18.

Anne Cooley from Clyde D. (Spade) Cooley, Western band leader, in Los Angeles September 27.

Betty Shaw, daughter of Jerome Kern, composer, from Artie Shaw, bandleader, in Hollywood September 20.

## Births

A son, Rod Jr., to Mr. and Mrs. Rod O'Commer in Los Angeles September 11. Mother is former Sylvia Cannon, manager of KSL, Salt Lake City. Father is Don Lee Network announcer.

A son, Kenneth Brian, to Mr. and Mrs. Don Large in Detroit recently. Father, now an assistant chaplain in the navy, was choral director at Station WJR, Detroit.

A son, Bradford, to Mr. and Mrs. Marshall Wright in Chicago August 21. Father is a former legit actor, and mother, Isabel Bernay, a night club performer.

A son to Mr. and Mrs. William Marshall in Hollywood Hospital September 14. Mother, Michelle Morgan, and father both in pix.

A daughter, Linda Joan, to Mr. and Mrs. Henry Schacht at Peralta Hospital, Oakland, Calif., September 11. Father is farm editor of KPO-NBC, San Francisco.

A daughter, Tina, to Mr. and Mrs. Alec Fila September 13 at Jefferson Hospital, Philadelphia. Father was formerly trumpet player with Benny Goodman and Glenn Miller bands. Mother is the former Dolores O'Neill, singer with Bob Chester and other bands.

A son, Richard H. II, to Mr. and Mrs. Harry (Seales Red) Blair in San Pedro (Calif.) Hospital recently.

A son to Mr. and Mrs. Leonard Casey September 18 at Osteopathic Hospital, Philadelphia. Father is booker and buyer for Hunt's Amusement Enterprises in Southern New Jersey.

A son, William Arthur Jr., to Mr. and Mrs. Art Mathews at Fullerton (Wash.) Hospital September 17. Mother is the daughter of Mr. and Mrs. Ed Brown, showfolk.

A son, Glenn Frank, to Mr. and Mrs. H. Glenn Newton, roadshow filmists, at Phoebe Putney Hospital, Albany, Ga., September 21.

A daughter, Twyla Marlene, to Mr. and Mrs. M. A. Miller at Michael Meager Hospital, Texarkana, Ark., August 25. Parents were for many years concession operators with circuses and carnivals.

A daughter, Kathe Jennifer, to Mr. and Mrs. Johnny Green in Hollywood September 22. Father is music supervisor and composer Johnny Green and mother is Bunny Waters, film actress.

A son, Raymond Kenneth, to Mr. and Mrs. Kenneth Blystone at Ardara, Pa. Child is a grandson of E. L. Blystone (Bly the Rice Writer).

# JONES GREATER SHOWS WANT

For Milledgeville, Ga., Fair, week October 9; Lyons, Ga., Fair, week October 16; Columbus, Ga., Down-Town Location, Under Police Dept., follows.

**WANT SHOWS**—Can place Girl Show and Monkey Show with own outfit, RIDES—Can place 2 Kiddie Rides for balance of season.

**CONCESSIONS**—Want Cook House, Custard, Fish and Duck Ponds, Pitch-Till-Win, Hoopla, Ball Games, Photos, Mitt Camp, Jewelry and other legitimate Concessions.

**WANT Help** on all Rides, useful Help in All Departments. John Swisher wants Swinger Agent. Address

PETE JONES, Milledgeville, Ga., this week.

## UNION CO. FAIR, Union, S. C., week Oct. 9

## LEE CO. FAIR, Bishopville, S. C., week Oct. 16

**WANT RIDES**—Roll-o-Plane, Octopus, Kiddie Rides. Will pay spot cash for 1940 or '41 Tilt-a-Whirl or streamlined Caterpillar. For Sale—Close season, best "Spittfire" ride in business, No. 12 Big EH Ferris Wheel with or without transportation. Can be seen in operation. **WANT SHOWS**—Side Show, Fat People, Uuborn, Fun House, Glass House. **CONCESSIONS**—Lead Gallery, Penny Arcade, Photos, any Stock Concession working for 10c. **RIDE HELP**—FOREMAN FOR "SPITFIRE."

Wiro L. C. McHENRY, Mgr.

## CRESCENT AMUSEMENT CO.

Walterboro, S. C., this week

P.S.: Want Free Act for Concord, N. C., week Oct. 23.

# JOS. J. KIRKWOOD SHOWS

## America's Best Advertised Midway

Wants for our fairs starting Tarboro, N. C., Oct. 2nd to 7th, followed by Williamston and Winston-Salem. **SHOWS**: Can place organized Girl Show and A-1 Minstrel Show. Will furnish outfits. Place any Novelty Show with own transportation. **CONCESSIONS**: No exclusive except Bingo. Wire or come on. **RIDES**: Place any Flat Ride. Art Ludwig can place Bingo Help. Address: **RALPH DECKER, Mgr., Tarboro, N. C., this week; Williamston, N. C., week Oct. 9; Winston-Salem, N. C., week Oct. 16.**

P.S.: THIS SHOW POSITIVELY PLAYS CHAPEL HILL.

## FOR SALE

A complete Carnival. Latest Tilt-a-Whirl and Ferris Wheel, Octopus, Merry-Go-Round, Loop-o-Plane and Chair Swings; all in A-1 condition. Rolling Stock consists of seven Semi Trailers and Tractors and three Straight Jobs. Motors and Tires in A-1 condition. Transformer mounted on Truck with plenty good Cable. Show can be seen in operation at Flat Rock, Mich., October 3-8.

## DAN ELIAS

# WANTED FOR BEST FAIRS IN SOUTH

Starting this week, Owings, S. C.; Oct. 9, York, S. C., Fair; Oct. 16, Greenville, S. C., Fair; Oct. 23, Woodruff, S. C., Fair. Will book or buy #5 Ferris Wheel, Kiddie Ride, Tilt, Merry-Go-Round or any Rides not conflicting. Want Bingo, Frozen Custard, American Palmistry, Cook House, Coupon Stores and Stock Stores that work for 10 cents. Will book Beat Dealer, Over and Under, Pill Pool, Fat Game, Roll Down. Want all kinds of Shows—Fun House, Uuborn, Minstrel, or what have you? Willie Green, wire me. Can use good Semi Drivers; long season. We don't close. Don't write, wire and come on.

**BRUNO ZACCHINI, Manager; S. D. PEASE, General Agent, ZACCHINI SHOWS**

## HARRY CRAIG SHOWS

### WANT

Girl and Snake Show Manager, Agents for Clothes Pin and other Coupon Concessions, Ball Game and Stock Store Agents. Clyde Woolsey wants Fire Eater, Sword Swallower and other Pit Show Acts. Address: San Angelo, Tex., week October 2nd; Brownwood, 9th; Coleman, 16th.



# NEW FIELD FOR COIN CHUTES

## Home Electrical Machines Pose Problem of Payment

Possibility of coin meters already being talked—some experience already gained—would call for real service orgs to install devices and collect

CHICAGO, Sept. 30.—Technical experts report that facsimile broadcasting will be a certainty after the war. Leaders in the field say the broadcasting industry is ready to go ahead just as soon as war conditions permit the manufacture of sending and receiving sets. Advance details being made known about facsimile receivers for the home have aroused new interest in the possibility of attaching coin meters to these devices. It will be one more addition to the big array of electrical appliances and entertainment devices which may bring the coin chute into the home.

At the recent convention of the National Association of Broadcasters in Chicago, a speaker who was discussing facsimile placed much stress on the ways to pay for facsimile services in the future. Among other things, he mentioned the possibility of coin-operated sets. This indicates clearly that experts in the field would be open to a solution which would include coin meters on the sets to be placed in the home.

In New York, John V. L. Hogan, president of WQXR, is considered one of the leading authorities on facsimile broadcasts. He has lately given a number of interviews and also written articles for trade papers in which details of facsimile are explained. Some of the details which he gives about the future sets show that coin meters are a possibility in paying for such services in homes.

### Facsimile Described

Facsimile is described as a broadcast service offering the public pictures, printed words, cartoons and other similar copy found in the daily newspapers. It would require a receiving set in the home somewhat like a radio set. Even books can be transmitted by facsimile at the rate of about 60,000 words in a little more than an hour and a half. According to experts, facsimile broadcasting will use FM wave bands, and the home receiving set will be about the size of a typewriter and weigh five or six pounds. Some of the technical features are still being worked out, but present reports say that the sets will receive printed words at the rate of about 600 words per minute on a roll of paper. The most recent report says that the sets can be stopped and started at the press of a button. This suggests that coin-operation is merely a matter of detail.

The big question being discussed by leaders in the facsimile field at the present time is how to pay for the broadcasting services and also how to get the sets into the home. While it is predicted that home sets may eventually be offered at the cost of a typewriter, yet the problem of paying for the broadcast is also receiving serious consideration. Many ideas are being proposed, among them that of paid advertising just as space is bought in the regular newspapers. But after the broadcast services are paid for, the problem still remains to get the receiving sets into as many homes as possible because the final results depend upon the total number of sets in homes. Hogan has suggested two possibilities to pay for the facsimile services. One would be to place sets in the home on a rental basis, giving full service at a fixed fee. The coin machine trade readily recognizes that this may be its opportunity to form service organizations which will install coin-operated receivers and service regularly, also collecting from the coin boxes.

The broadcasting industry would naturally hope that a big majority of people would buy their sets outright. But here again the cost of the sets becomes a problem for the average home. Here the coin machine industry can also offer coin meters as a form of installment selling.

### Uses Paper Rolls

Hogan describes the facsimile sets and how the paper rolls are to be put into the machines, suggesting the need of a

service organization. He says that the paper rolls can be inserted with the same convenience that anyone can put a roll of film into a camera, but there are millions of people who do not even like to put a roll of film into a camera and who would prefer a service organization regularly taking care of the details in facsimile sets. This may be a cue for a service organization using coin-operated facsimile receivers.

The outlook for coin-operated facsimile sets in the future dovetails into the entire picture of using a coin meter box in homes to operate all types of electrical appliances in the kitchen and the various entertainment machines that may be on the market in the future. The ideal

kitchen of the future is described as having an array of electrical appliances of uniform size and cabinet design which will include stoves, refrigerators, freezers, dishwashers and even laundry machines. This is an ideal picture, but the average (See *New Field for Chutes* on page 74)

### Will It Work?

MILWAUKEE, Sept. 30.—Bingo as a cure for absenteeism in a plant is not a violation of law if nothing is paid for chances, the district attorney held here this week.

One of the breweries is having considerable trouble getting enough employees to check in Sunday nights to keep things moving, so it was suggested that there might be a 15 or 20-minute "bingo recess" that night, with the company passing out awards to winners. All who showed up for work would be eligible to play. To obviate possibility of a raid, it was decided to get the district attorney's opinion before inaugurating the plan.

"Bingo is covered by the State lottery statutes and there must be three elements present to constitute a violation—payment, chance and a payoff," the attorney explained.

### Editorial

## Coin-Operated Homes

By Walter W. Hurd

A LOT of people are indulging in visionary pictures of the home of the future. Manufacturers and inventors are furnishing the inspiration for the pictures with their promises of many new and improved developments in electrical conveniences. There are those who urge caution in these dreams, and yet the future is sure to bring the realization of many of these ideas that now seem so visionary.

It is a case in which it will pay to be visionary, just as vision and foresight have paid in the past, no matter how impractical the dream ideas may have seemed in the beginning.

There are two types of these post-war dreams that are now inspiring post-war visions of the coin-operated home. The electrical appliance industry is building up visions of the all-electric kitchen of the future which will be equipped with electric stove, dishwasher, refrigerator and many other practical devices. The designers usually picture these appliances being arranged in uniform size and style and so placed as to give the maximum of convenience.

The picture is perfect, but the big problem under consideration backstage is how will the average family be able to install and pay for these conveniences when they are ready. Rental systems and installment selling are the tried and proven means of the past, but it is not too idle a dream to suggest that the coin-operated meter may be adapted to sell the electrical kitchen of the future. After all, the meters would simply be a method of collecting the rental fees or installment payments in much smaller amounts than the usual monthly plans of payment.

Since the plan of attaching coin meters to electric refrigerators has already been tried in the home, the idea is not entirely new. People of

means will naturally buy outright or pay flat fees, but to reach the mass market will require breaking the payments up into as small bits as possible. The average American family also prefers to pay on the basis of actual use rather than a flat monthly fee.

The second type of dream that may take the coin meter into the home is the gadgets being developed for entertainment. An official of a big radio firm recently pictured a package cabinet which will include standard, FM and short-wave radio, television, facsimile, phonograph and other entertainment features. But it is readily admitted that these entertainment features, however they may be built into cabinets, will cost much more than the average home can afford. The average family will certainly want them, and so another problem of financing is created.

Breaking payments up into monthly installments made it possible in past years for many families to enjoy modern developments. But with the great increase in new developments it may become necessary to break the payments into daily rather than monthly installments. If economic conditions make such a step necessary, the coin-operated mechanism may be the most practical solution.

Since so many homes are already acquainted with the coin box telephone, it would not require a long educational period to get the people accustomed to the idea.

The crux of this visionary dream of the coin-operated home of the future will depend largely on whether service organizations can make the idea pay. The coin-operated service organization would be in competition with installment and rental systems and hence the question of which is the most profitable method may decide the future.

## Canadian WPTB Follows Lead of WPB Price Plan

OTTAWA, Sept. 30.—The Wartime Prices and Trade Board recently issued a new order of ceiling prices which will go into effect October 2. Considerable discussion in official and business circles was occasioned here recently when the WPTB decided to try to maintain its price ceilings of 1941 and then suddenly the United States announced a policy of granting price increases on newly manufactured products when war conditions permit making such products.

Canada was disturbed that the price policies in the U. S. would increase prices on parts which the Canadian firms would need in the future. The new price order issued in Canada apparently is a step toward following the example of the U. S. It would make some provisions for pricing new products and also would enable new firms going into a new business to get special rulings on prices. However, most of the products in Canada are still kept under the strict price ceilings of 1941.

## War News Delays Reconversion Day; WPB in Readiness

CHICAGO, Sept. 30.—War reports this week were discouraging to the program of reconversion. Among other factual reports of conditions on the fighting fronts, the Office of War Information issued authoritative reports that the war against Germany would probably last thru the winter and that it would require another two years to defeat Japan.

The difficulties on the fighting fronts were made more complicated by the effects of the political campaign on men in the fighting forces. Experts on Germany have long warned that the Axis might gamble strongly on a political campaign in the United States to divide the American people and thus get better terms in a peace treaty. It is known that the German leaders have also felt that if the war effort in the U. S. could be crippled or the American people divided in their opinions on how the war is being conducted, it would then be easy to split the allies and thus Germany in the end would get very favorable peace terms and might still get a stalemate.

Reports from England indicate that American troops have become discouraged by the news of the political campaign at home but the campaign oratory probably has not reached the men on the fighting fronts.

In Washington, the War Production Board and other government agencies went ahead with their good work in planning for reconversion, but they state definitely in all the cases that reconversion will come "when Germany collapses."

The revised form of L-21-A covering games and phonographs was definitely on its way thru channels several days ago, but it will no doubt be held until a large group of other orders are released. It was stated definitely by officials this week that about 500 of the 700 WPB control orders were being revised and all would be slated for removal "when Germany collapses." Thus, it would seem that the coin machine order L-21-A is very likely to be caught in the big group of 500 orders.

Late last week, WPB announced that precedence would be given to certain vital civilian goods such as autos, typewriters, washing machines, refrigerators, radios and similar products. In previous announcements, coin machines frequently have been included in this list. In fact, when WPB first drew up its order of precedents, coin machines of all types were included in this vital (See *WAR NEWS DELAYS* on opp. page)



## Experienced Distrib Maintains Sound Merchandising Is Needed

NEW YORK, Sept. 30.—A new type of distributorship, one which will feature an educational service for ops as an integral part of selling, is planned by George Ponser for post-war. Reinforcing this activity will be Ponser's long experience in the coin machine trade and knowledge of the do's and don'ts born out of this experience.

Ponser points out that a distributor normally is charged with two very important trusts, neither one of which can be ignored without injuring the whole set-up.

1. A distributor must do everything within his power to promote a manufacturer's line in the territory assigned to him since huge expenditures of capital and talent have been entrusted to him.

2. The distributor must also think of the ops who support him. He must not merely load them with equipment but move merchandise only to ops who can use it to the greatest advantage at maximum returns.

It is not necessary to dwell too long on the first point because this conception of a distrib is more or less universally accepted. In connection with the second point, Ponser believes there is a wide difference of opinion among distributors as to how far a manufacturer's agent should go in worrying about ops.

Ponser asks how much it would profit a manufacturer if his distrib, in moving a record number of machines within a given period, do so onto routes that neither were ready for them nor were substantially financed for the acquisitions. Isn't it logical to assume that in the territory in question in which a distrib high-pressured sales, a reaction would soon set in, the net effect of which would be to throw many of the machines back on the market? Losses and confusion would be created in the trade for which the distrib would rightly be blamed; nor would any good accrue to the manufacturer represented. Ponser believes that by the proper kind of educational service, a service geared to bread-and-butter results, not starchy-eyed bubble blowings, ops as well as a distrib will steer clear of overnight deals and stay upon a level course of sound, profitable merchandising.

### Three Points

He calls attention to some of the hurdles that await the industry after the war. Any individual in the business who fails to see himself in relation to these events for which provision he now makes to the best of his ability, is courting trouble. The three contingencies Ponser names as follows:

1. Introduction of new, perhaps startling, equipment.
2. Entrance of new blood and capital into the trade.
3. Open season in the competition for new stops.

It is doubtful that any manufacturer by himself can solve these hurdles for the trade. The ops are too close to the picture to do it and it therefore resolves upon the distrib who is a sort of liaison man in the industry and is also strategically placed in it, to pick up loose ends and tie up the bundle for post-war.

The distrib must do this, Ponser emphasizes, not because it is incumbent upon him rather than anyone else in the industry, to turn himself into an idealist. On the contrary, he must do it in full justice to his function, an underlying requirement of which is that the avenues to profit must be immeasurably broadened for the distrib so that he can travel far and wide and without undue hindrance.

### Pressure Taboo

As far as he is concerned, pressure selling and volume pushing will be taboo at post-war, Ponser insists. Each op who approaches his office as a potential buyer will have his needs studied by a staff which Ponser plans to train. These needs will not be isolated and cut off from the exigencies of the trade as a whole in a sort of hot-house procedure, but they will be related to the general trade set-up, with niches and scope carefully evaluated. The individual op, furthermore, will get this view. He will not be asked to be a spectator in the deal. He will be made a participant to it so that any decisions will stem as much from his own conclusion as from any pointed to by Ponser's office.

How far will this education plan go?

Is it reasonable to assume it will be adhered to even at the cost of sales?

Ponser quotes from his record. Back in the depression of '29, his office had a most unfortunate experience with peanut vendors. Shortly thereafter several ops came along who said they had heard that peanut vendors were good and they wanted some machines.

In nine times out of 10 the average distrib would have jumped at the chance to unload his lemons. After all, the buyers had come to him, he had not solicited them, so why cavil?

### Gives Them Low-Down

Ponser did not work it this way, however. He gave the prospective ops the lowdown. Human nature being what it is the ops thought they smelled a rat. They went elsewhere where they acquired the machines soon enough and, subsequently, lost their shirts. But the point is clear. Ponser did not forget the wider implications of being a distrib.

Recently, Ponser received an inquiry from a Canadian op in connection with movie machines. In handling this inquiry Ponser did not merely give the required information which, after all, was all that was required of him. He underlined unfavorable as well as the favorable elements in operating Panorams. The major point, the point on which the entire sale probably hung which Ponser might naturally be understood to try to color a little, he, however, left to the discretion of the inquirer. Namely, Ponser asked the Canadian op to determine for himself whether, in view of facts submitted, he thought the machines would offer sufficient novelty to go in the territory for which they were intended.

How did this unorthodox method of handling potential customers work out? Ponser's office has just shipped 42 Panorams to the particular Canadian inquirer.

Implementing Ponser's motives in the plans for a distributorship featuring an educational service for ops is his unswerving conviction that truth pays off in business. Above board handling realizes dividends. Ponser holds that too many who are attracted to coin machine operation are drawn by the lure of easy profits. He would serve to disabuse such individuals of their dreams. Because ops and some distributors continue to exaggerate the potentialities of the business, it gets the wrong kind of publicity and becomes associated in the public mind with unsavory if not illegal undertakings. Yet in which way is the selling and placing on locations of coin machines different from the home appliance field, which, incidentally, is one of the best organized and most respected in the United States? Resolution on the part of distributors and ops to concentrate on merchandising, to adjure opportunism and to get the long-range rather than views tending to snap judgments and hasty actions, will go a long way in elevating the business and also plant the roots of profitable enterprise more firmly.

Ponser is planning his contribution and heartily welcomes competition along the lines he indicates.

## OPA Suggests '42 Prices on First Civilian Products

WASHINGTON, Sept. 30. — Price Administrator Chester Bowles said that OPA will need to establish 1942 prices on civilian goods returned to production when Germany surrenders.

He told a news conference he hoped industry would set 1942 prices voluntarily, but added that if it is unwilling OPA has two pricing formulas ready to invoke as soon as the European war ends. Manufacturers would be called to Washington and the matter worked out in a few weeks. He said that 1942 levels may be set with little hardship. He observed, however, that increased wage and material costs will make 1942 prices impossible in some sectors and industries.

## News Highlights of the Week

CHICAGO.—War news this week served to seriously discourage reconversion plans. OWI said the European war is likely to last thru winter and Japan another two years. Revised form of L-21-A is definitely on the way thru channels, but no indication of when it may be issued.

WASHINGTON.—Most recent issue of U. S. Patent Gazette listed several patents for coin machines and accessories. This would indicate that the trade has not been asleep during these wartime years. Looking over the various claims allowed, also indicates new machines will present many new, improved and different kinds of devices.

DALLAS.—Local newspapers here have been giving good publicity to the announcement that music operators, at their recent meeting set October 4 as Juke-Box Day, a plan to aid in boosting the Community Fund Drive which is current thruout the nation.

OTTAWA.—In a move patterned after that of the U. S. WPB, the Canadian government's WPTB has announced a pricing plan similar to one suggested in Washington.

MILWAUKEE.—Drives against gaming devices in private clubs are going on here and in Madison, the State capital. Some of the best known private clubs in each city are under investigation. The federal tax list is being used as the basis of the drive. List includes Legion posts, Elks' clubs, K. of C.'s, labor organizations, golf clubs, Moose clubs and various social clubs.

BALTIMORE.—The National Candy Council meeting here this week, expressed the view that end of fighting in Europe would not bring any relief to the tight candy supply for vendors.

WASHINGTON.—Because they claim that manufacturing costs have nearly tripled since 1939, two major cigarette manufacturers may soon petition OPA for a 1-cent-a-package retail price increase. Since demand exceeds supply; because civilian consumption has been cut due to shipments to the armed forces, the ceiling price boost may be asked.

DALLAS.—Business and government leaders in this State are worrying about what will be done with the big war plants in the State when the war is over. Texas became industrialized during the war.

NEW YORK.—A reported black market in cigarettes thruout the country is presently being investigated by agents of OPA. No definite facts were released for publication but an early report from OPA is expected.

DETROIT.—Cigarette operators are having difficulties to prevent emptying of machines. One operator has tried a time-lock on his machines. OPA is trying to help situation.

CHICAGO.—Music operators are awaiting State Supreme Court decision on the two test cases involving the Chicago juke-box tax. Hearing was held September 22, and reports say opinion may be handed down "in several weeks."

WASHINGTON.—A plan for combining WPB and OPA industry advisory committees into one single committee is under way. Coin machine industry at present has three WPB committees and one OPA committee.

LOUISVILLE.—Legal actions concerning use of juke boxes and pinball games in rural taverns still continue here. Counties having a population of more than 25,000 can have rural police patrols and hence music in taverns.

HOLLYWOOD.—Cigarette operators say machines are emptied in one day. They are trying to adopt a system of filling machines only once a week, regardless.

## WAR NEWS DELAYS

(Continued from opposite page)

group, but news reports last week did not mention coin machines.

Another interesting plan being discussed in Washington is a move to combine all industry advisory committees representing the trade into one unified committee. Thus, the coin machine trade, which is represented by three WPB committees and one OPA committee, would have only one advisory committee which would work with both WPB and OPA on materials and prices. It is not known how soon this plan may be put into effect, but it seems fairly certain to be announced at some time in the future. The idea of this plan is to consolidate discussions and consider materials and prices at the same time now, because both factors are more closely related than ever before.

In New York, a meeting of the American Management Association asked many manufacturers about reconversion problems. This survey indicated that the majority of plants in all lines of business really have no major reconversion problems. Management reported that they could reconvert quickly and expected to maintain employment at a high level. Only 28 firms, according to this survey, reported that reconversion would be a difficult and slow problem for them.

## Two Major Cig Mfrs. May Petition OPA For Ceiling Boost

CHICAGO, Sept. 30.—Two major cigarette manufacturers may soon petition the OPA for a one-cent-a-package retail price increase. They claim they're squeezed between ceilings and increasing manufacturing costs, because tobacco prices alone have almost tripled since 1939. Some observers suggest that present advertising curtailments may be a preliminary move in a drive against the ceiling or may be due simply to manufacturers' desire to conserve money while demand exceeds the supply. Others say that the army drove a sharp bargain with the tobacco companies to supply overseas forces.

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USED PHONOGRAPH RECORDS

Any Quantity.

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## ANOTHER WEEK NEARER VICTORY!

... — HELP BRING IT CLOSER — BUY MORE WAR BONDS

*W. R. Rabkin*

INTERNATIONAL MUTOSCOPE CORPORATION

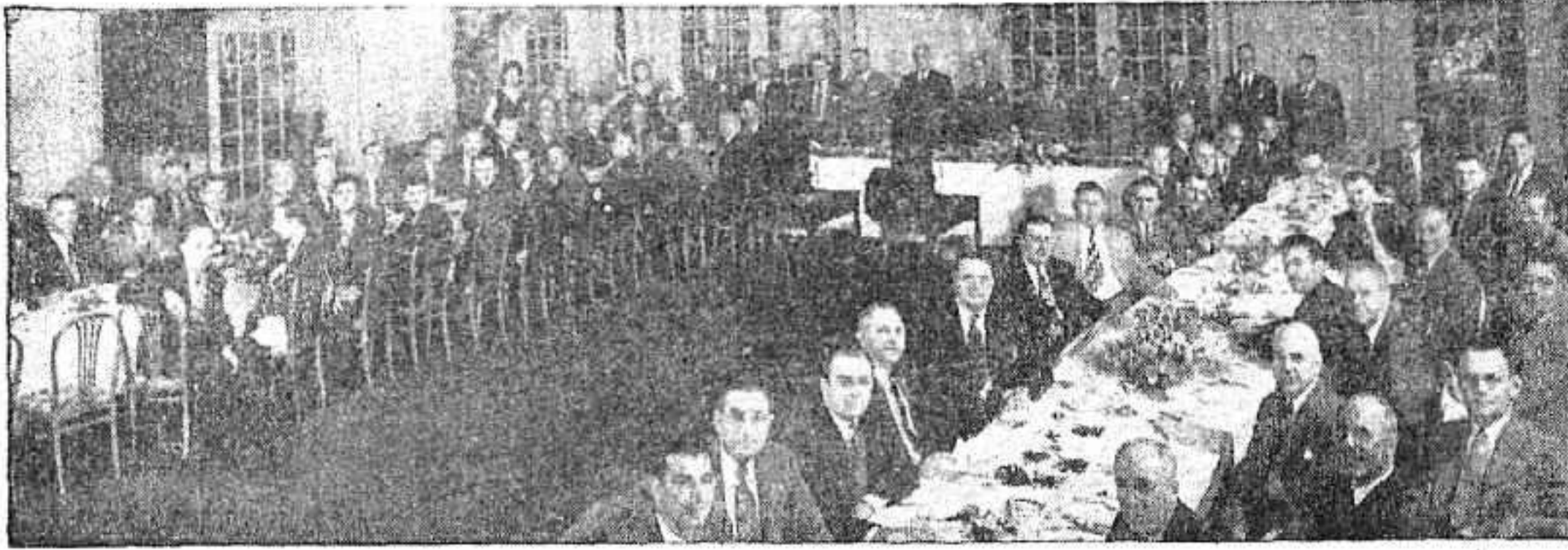
Penny Arcade Headquarters Since 1895.

Manufacturers of Photomagic and Other Famous Coin Operated Equipment.

44-01 ELEVENTH STREET

LONG ISLAND CITY, NEW YORK





THIS GENERAL view of the D. Gottlieb dinner party was taken just before the main course was served. Present were more than 80 suppliers' representatives, held in the Louis XVI Room of the Sherman Hotel, Chicago. Following a short address by Dave Gottlieb, a preview of the movie "Sensations of 1945" was shown.

## Operators and Tavern Owners Air Problems

NEW YORK, Sept. 30.—First of a planned series of meets, the effect of which, it is hoped, will achieve co-operation between tavern owners and ops, took place Thursday (28) when Lee Rubinow, Automatic Music Operators'

Association prexy met with Timothy P. Guiney, prexy of the National Tavern Association, at the office of the latter in Brooklyn.

Admittedly of an exploratory nature, the talk served its initial purpose of laying the ground for future meets and also afforded both prexies an intimate exchange of views.

Guiney, who as chief of the NTA has a grasp of tavern owners' problems from a national point of view, sketched out for Rubinow some of the more immediate problems pressing on the tavern men. It was Guiney's contention that these problems also concerned the juke

box ops as well as ops, generally. According to Guiney, the Women's Christian Temperance Union has gone underground behind the juvenile delinquency scare and pinned the witches hunt down almost exclusively to the tavern. Juke boxes offering jive and pop tunes are being pointed to as furnishing some of the fuel for the juvenile explosives. So insistent and vociferous has the WCTU become in this connection, Guiney detailed, that in many communities where clergymen, educators and qualified sociologists normally would fight shy of any alliance with it because of WCTU's unsavory record, due to the way in which the WCTU has addressed itself to the public on the issue, these elements have had no choice but join in the moral indignation stampede. Guiney did not advance that prohibition was therefore right around the corner but he did maintain that the dries are stronger and winning more adherents today than a year ago. He added, that right here was a chore that required immediate attention of both ops and the tavern men and the sooner it started the better.

Rubinow admitted that there was something to the juvenile delinquency problem but said that he thought that it was not perhaps as much the juke box ops' baby as it was that of the tavern men's. He did not deny, however, that music operators had a stake in the issue and agreed that the dilemma might more readily be solved if co-operative efforts were applied rather than if the solution to the headache was left to the isolated action of the tavern trade. A point made by Rubinow to which Guiney subscribed, was that were each trade to initiate corrective moves along public relations lines which Rubinow said he understood had, in instances, already been started among juke box men, the respective trades would be gainers. Even if eventually joint conferences failed of the end intended. Rubinow also impressed upon Guiney that while it may not have come to NTA's prexy's personal attention or to that of his association, it was on the record that tavern owners had many times been aided by ops in the respective communities altho the ops had not been formally directed. Rubinow said the ops appreciated that they and the tavern men shared mutual destinies and translated their knowledge into concrete actions.

At the conclusion of the conference which lasted more than an hour, both Rubinow and Guiney held the view that a good start had been made and it was possible that future meets would send the ball rolling further.

## Remodeling Jukes Is Now Big Biz

NEW YORK, Sept. 30.—More juke box remodeling centers are being called for as the possibility of early resumption of manufacturing them appears to be remote. Begun experimentally a few years prior to the war and coming into prominence following Pearl Harbor, remodeling of worn out music machines is now seen as one of the major enterprises in the industry. However, even the expanded remodeling biz falls considerably short of multiplied demands for this type of work.

Music route men admit that in the beginning they were not inclined to put too much stock in remodeling attempts. Their view was that this type of work (See Remodeling Jukes on page 62)

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## Our Sensational "Scratch Remover"

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Send check or money order. We pay express charges. 5% discount with orders of a dozen or more.

### SLOT MACHINE OPERATORS

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|--|---|
| 1—850 5-Wall Boxes and Speakers ..... \$700.00 | 1—Envoy R C 2 Boxes, Adapters and Speaker. \$475.00 |
| 4—9800 R. C. .... 600.00                       | 1—Commander ..... 395.00                            |
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| 3—8800 R. C. .... 575.00                       | 2—Mills Jumbo F. P. .... 69.50                      |
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1/3 Deposit, Balance C. O. D.

G. F. PERRY

Johnston, S. C.

# ACME VALUES

## SLOTS

- MILLS GOLD CHROMES, 5c. .... \$334.50
- MILLS GOLD CHROMES, 10c. .... 379.50
- MILLS GOLD CHROMES, 25c. .... 449.50

The above listed Chromes are the finest we have had since Pearl Harbor. Could be sold as now, absolutely flawless.

- MILLS BROWN FRONTS, 50c. .... \$625.00

Have Just 2. Serials over 475,000. Guaranteed original equipment.

- MILLS BROWN FRONTS, 5c. .... \$224.50
- MILLS BROWN FRONTS, 10c. .... 249.50
- MILLS BROWN FRONTS, 25c. .... 369.50

All Original Browns, have knee action, spoon proof, club handles, etc.

- MILLS BLUE FRONTS, 5c. .... \$199.50
- MILLS BLUE FRONTS, 10c. .... 219.50
- MILLS BLUE FRONTS, 25c. .... 325.00

All Blues, have knee action, club handles, single jack pots.

- PACE ALL STAR COMETS, 5c, 3/5 P. O. .... \$125.00

## EXTRA SPECIAL

- WAR EAGLE CASTINGS. .... \$27.50 (Set of 3 Pieces)

- BLUE FRONT CASTINGS. .... \$39.50 (Refinished, Set of 3 Pieces)

## CLOSE-OUTS

- 6 RECORD TIMES, 1 Ball F. P. .... \$149.50
- 4 FOUR ACES, 5 Ball F. P. .... 104.50
- 1 LONGACRE, 1 Ball F. P. .... 475.00
- 2 BALLY CLUB BELLS. .... 269.50
- 1 VICTORY, 5 Ball. .... 89.50

## MILLS PARTS

- JACKPOT GLASS, Unbreakable, Something New. .... \$1.50 Ea.
- REEL GLASS (Set of 3). .... 1.00 Set
- ESCALATOR GLASS. .... .50 Ea.
- MAIN OPERATING SPRINGS. .... .40 Ea.
- HANDLE SPRING. .... .30 Ea.
- SLIDE SPRING. .... .30 Ea.
- CLOCK SPRING. .... .30 Ea.
- ESCALATOR SPRING. .... .30 Ea.
- FINGER SPRING. .... .15 Ea.

- SLIDES, 3/5, 25c (Complete Set With Covers) .... 32.50 Set

- WOOD CABINETS (New) .... 14.50 Ea.
- KNEE ACTION (Set of 3). .... 5.00 Set

ALL PARTS CASH WITH ORDER

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DALLAS 4, TEXAS



# Hillbilly Disks Continue as Top Tunes in Jukes

DETROIT, Sept. 30.—Hillbilly disks in jukes here appear to have taken a marked trend upward in the past six months since the last survey on this topic was made locally. At that time the hillbilly tunes appeared to be going over big in a few spots, but typical juke operators re-

ported little demand averaged over the whole field of operations.

A number of individual operators told *The Billboard* the hillbilly numbers are their single best source of revenue. Locations still tend to be spotty, but patronage of thousands of recent Detroit migrants from the Southern border States has spread more evenly over all popular priced beer gardens in the city and upped the demand for this class of record more widely.

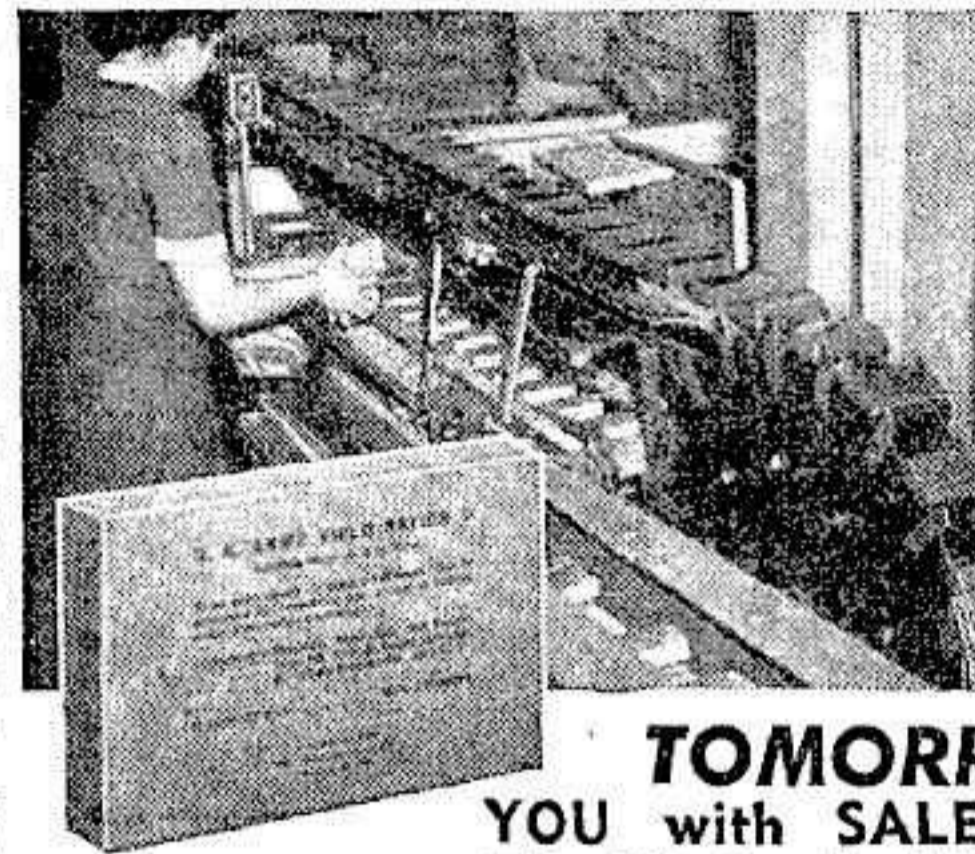
It is an evening-out process that is notable. Radio stations, for instance, have noted a decline in the demand for such music over some years, but this may be because of greater radio sensitivity to special standards of public taste and public service. Audience responsiveness, however, is more direct with the juke patrons, and they are proving by hard nickels flowing thru the slots that they want a lot of hillbilly records. Estimate is that about 50 per cent of juke locations are fair to good for this folk stuff, while the remainder tend to dislike it—a significant social cleavage. Foreign and swank locations, for instance, intensively dislike the wilder manifestations of the hillbilly style.

How specialized and how popular these records are is indicated by the typical statement of Jack Baynes, of the Baynes Music Company, that "The average operator is highly pleased with hillbilly locations." Service problems are reduced. A machine with half a dozen hillbilly numbers in such a spot need have records changed only rarely, tying in nicely with the present scarcity of service help. The patrons tend to play these half dozen numbers until the records are literally worn out, ignoring the other records almost entirely. Only problem, Baynes says, is to get enough of this music today. Some operators are taking older records out of their private collections to put back on jukes for this reason.

A possible factor in explaining the present hillbilly trend is that, in general, releases of other bands are largely re-pressings, as the members of the big bands have gone into the armed forces. Accordingly, a large proportion of the genuinely new stuff is made by hillbillies.

Relatively few of the hillbillies, however, hit the top in total record play because their popularity is spread over a comparatively large number of records instead of being concentrated on a few fad numbers as with the average popular diskings.

## TODAY-We're Packing Emergency Field Rations for Our Armed Forces..



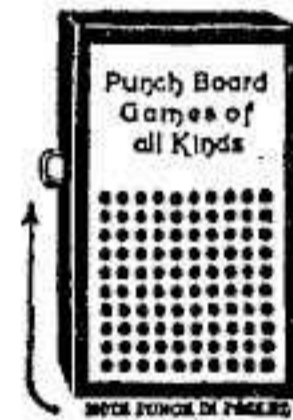
Boxing Ration Packages for shipment overseas.

Sealing rations with wax to keep contents fresh for fighting men.

## TOMORROW: We'll Supply YOU with SALES BOARDS so Hot They'll Break All Profit Records

We're doing our duty to Uncle Sam in no small way. In fact, practically all our facilities are turned to the job of packaging emergency field rations for our armed forces.

We're getting all set for post-war business, too. Our creative men and women are designing and preparing startling, unusual sales boards that are really "knockouts." They'll be ready to fill your till as soon as our service to the armed forces is no longer needed. Expect spectacular sales and profits from Brewer's Business-Builder Post-War Boards.



## CHAS. A. BREWER & SONS

The Largest Board and Card House in the World  
6320 South Harvard Ave., Chicago 21, Ill.



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Mills Free Play Mint Venders

Gottlieb Lot-of-Fun

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## A. M. AMUSEMENT CO.

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One Dollar Jennings Chief, Serial #127553; Two 50c Jennings Chiefs; Three 50c Original Mills Blue Fronts, Serial #40B195. Write for best prices. All Machines in first-class mechanical shape with new machine guarantee.

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on all types Candy, Cigarette or any Automatic Vending Machines. Army discharge, honest, own tools, 10 years' experience. Ambitious for opportunity. BOX 820, care *The Billboard*, 1564 Broadway, New York 19, N. Y.

## PINBALL GAMES

Monte Carlo ... \$ 79.00	Second Front ... \$159.50
4 Aces ... 140.00	Bombardier ... 97.50
Circus ... 39.50	Sea Hawk ... 64.50
Gold Star ... 34.50	Air Force ... 115.00
Star Attraction ... 64.50	Alert ... 87.50
Sun Valley ... 122.00	

## Wichita Coin Machine Co.

715 N. Main WICHITA, KANS.

## WOWs at Mills Contribute to Seeing Eye Fund

CHICAGO, Sept. 30. — A chapter of WOWs at Mills Industries here, recently contributed more than \$750 to a fund collected by the Chicago headquarters for the purchase of Seeing Eye Dogs to be presented as gifts to blind persons in this area. The drive netted enough to purchase 12 dogs, five of which were purchased by the Mills contribution.

In other activities, WOWs of the Mills firm collected \$1,994, this fund being used to defray the expense of sending gifts to Mills employees now in service. The number is in excess of 350, many of whom are overseas.

## 1944 Crop Second Biggest

The 1944 crop of flue-cured tobacco is the second largest on record, being surpassed only in 1939, according to the Department of Agriculture. The tobacco index is up 29 points from 1943 and is the highest since November, 1919.

## WE HAVE IT!! MARVEL'S NEW 5 BALL REVAMP \$179.50

INVENTORY SALE ALL GAMES RECONDITIONED — SAVE MONEY Limited Supply — Rush Your Order Today.

PIN GAMES					
Argentina .....	\$69.50	Gun Club .....	70.00	Sparky .....	27.50
A.B.C. Bowler .....	42.50	Hi Hat .....	49.50	Spot a Card .....	95.00
Attention .....	39.50	Horoscope .....	49.50	Star Attraction .....	49.50
Bally Mystic .....	35.00	Jungle .....	65.00	Snappy, '41 .....	49.50
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Barrage .....	35.00	Legionnaire .....	49.50	Topic .....	75.00
Belle Hop .....	49.50	Majors, '41 .....	49.50	Towers .....	69.50
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Big Time .....	25.00	Mills Owl (1 Ball) .....	59.50	Target Skill .....	37.50
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Bosco .....	85.00	New Champ .....	49.50	Velvet .....	49.50
Capt. Kidd .....	79.00	Pan American .....	42.50	Venus .....	79.00
Defense (Baker) .....	29.50	Pursuit .....	39.50	Victory (Genco) .....	69.50
Defense (Genco) .....	89.50	Saa Hawk .....	39.50	Wild Fire .....	44.50
Drum Major .....	22.50	Sara Suzy .....	27.50	Wow .....	29.50
Dude Ranch .....	39.50	School Days .....	39.50	Zig Zag .....	50.00
Gold Star .....	40.00	Show Boat .....	50.00		

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Completely Reconditioned. Ready for Location. Look and Operate Like New.		
Mills 5¢ B.F. Gold	Mills 25¢ Roman Gold	Jennings Chief, 5¢ .. \$125.00
Glitter, C.H. ... \$225.00	Glitter, C.H. ... \$275.00	Reliance, Dice 5¢ ... 49.50
Mills 25¢ B.F. Gold	Mills 5¢ Q. T. ... \$ 69.00	Pace 10¢ Gold Glitter, C.H. ... 125.00
Glitter, C.H. ... \$275.00	Mills 5¢ V. P., Green 35.00	
	Mills 10¢ B.F. Gold	
	Glitter, C.H. ... 225.00	

1/2 Deposit, Balance C. O. D., F. O. B. Chicago.  
**MID-STATE CO.** 2843 ROOSEVELT RD. CHICAGO 12, ILL.

## On the Conversion Front—It's the ARMY AND NAVY

(For Knock-Out)

HERE IS GOOD NEWS FOR KNOCK-OUT OPERATORS

If You Want New Game Appearance  
If You Want Higher Cash Box Earnings  
If You Want Something Different

Then—RUSH YOUR ORDER TODAY FOR ARMY & NAVY

STILL GOING STRONG { G. I. Joe for Jungle Play Ball for Champ

## VICTORY GAMES

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America's Pin Game Conversion Headquarters

Here is What You Get: A New 14-Color Back

Glass Showing High Score From 1,000 to 70,000

New Colorful Army & Navy Bumper Caps

New Instruction and Score Cards.

All This for Only \$9.50 Per Game

Cash With Order F.O.B. Chicago, Ill.

## INTRODUCTORY OFFER!

### MECHANIC'S TOOL BOX

Sturdy, reinforced steel construction, piano-hinge top, removable tray, roomy compartments. Just what you want! And

STANDARD SERVICE CONTACT KIT

SPECIAL \$14.50

**PINCUS CAN SUPPLY** Regular and F.P. Coin Chutes, Coin Slides, Secondary Slides, Fuses, Rebound Rubbers, all sizes Bumper Rubbers, Coin Chute Thumb Guards, Plunger Tips, House Type Fuses, Fusestrons, Fuselets, Cartridge Fuses, Straight and Offset Contact Benders, Collection Books, Plastic Wood, Coin Wrappers, Liquid Glue and ANYTHING ELSE YOU NEED!

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## COIN MACHINE SERVICE COMPANY

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# MOVIE MACHINE REVIEWS

Assembled and released by Soundies Distributing Corporation of America, Inc. Release date, September 25.

## Program 1182

Bright Shines the Moon is a Russian folk song sung by CLAUDIA CORALLI, accompanied by MOGILOFF'S BALALAIKA ORCHESTRA. There's also a short dance by a mixed trio. Peasant setting and costuming. (Triumph Films.)

JERRY WAYNE sings the old-timer, Between the Devil and the Deep Blue Sea. The devil is a hatchet-face and the deep blue sea an attractive young lady, in case you're wondering. The setting is a picture gallery, and the MILDRED RAY DANCERS (6) come to life after appearing as portraits. (Triumph Films.)

Somebody Else Is Taking My Place, another old tune, is played by OZZIE NELSON AND HIS ORCHESTRA, with

Ozzie singing. Bandstand setting. (R. C. M. re-issue.)

CARIDAD GARCIA, a Latin-American lovely, sings *Acuerdate-De-Me*, a languorous tune. A patio provides the background. (Phonovue.)

Caravan, a fast-moving oldie, is played by the THREE SUNS (organ, guitar and accordion). Setting is a Merry-Go-Round, with a number of chorines sitting around looking decorative. (Filmcraft.)

Sweet Leitani, popular awhile back, is sung by HAROLD RICHARDS and JEANNE CLAIR. THE SANDE DANCERS (4) also appear, first in a conventional hula, then in a dance that blends the hula and jitterbugging. A ship and a beach provide attractive settings. (Filmcraft.)

PATRICIA ELLIS, an attractive blonde, sings *Just a Little Bit South of North Carolina* (yes, it's another old-timer). Setting is a night club, switching to a

view of a picturesque old manse in the South with the devoted lover hanging on the gate. (Minoco re-issue.)

She's Too Hot to Handle, played and sung by BOB HOWARD, describes a gal who has the town at her feet. There's also a dancing chorus of five. (Filmcraft.)

Assembled and released by Soundies Distributing Corporation of America, Inc. Release date, October 2.

## Program 1183

Loads of Pretty Women is sung by RED RIVER DAVE, accompanied by THE RED RIVER BOYS. This lucky hillbilly is surrounded by lovely women who can't resist him. Setting is a drawing room adorned with Esquire-ish drawings. (Filmcraft.)

THE BURCH MANN DANCERS, four girls in sailor suits, are the stars of *Too Many Sailors*. Setting is a pier, and the dancers do a take-off on a group of sailors and the girls they pick up. (Filmcraft.)

Begin the Beguine, that apparently ageless number, is a neat framework for the dancing of VARIOS AND VIDA, an excellent Latin-American team. Music is by HERBERT CURBELO'S ORCHESTRA. An attractive patio is the setting. (Soundies re-issue.)

"A gaslight melodrama" is the billing for *My Brother Jack*. The song is that ancient tear-jerker which begins, "My mother was a lady." Stars of the subject are TONI GILMAN, GEORGE SHELTON, CHARLES DEVLIN, ART GENTRY and ROMAIN STEVENS. (Minoco.)

The novelty tune, *Swinging On a Star*, is played and sung by HARRY LEFCOURT'S RED JACKETS, five men and a girl. Vocals are by one of the ork men and the femme member of the group. Bandstand setting. (Filmcraft.)

LAWRENCE WELK AND HIS ORCHESTRA star in *Home Again Polka*, which tells what will happen when all the servicemen return home. Vocals are by BOBBY BEERS and JAYNE WALTON. A bandstand decorated with stars and flags is the setting. (Filmcraft.)

In *Old Shanty Town* is given a swing treatment by JOHNNY LONG AND HIS ORCHESTRA. Vocals are by the orchestra. Bandstand setting. (Soundies re-issue.)

THE MILLS BROTHERS, naturally enough, are starred in *Till Then*, their recording of which is highly popular. Their smooth treatment of the number makes for excellent listening. (Filmcraft.)

## REMODELING JUKE

(Continued from page 60) did not offer enough dough to compete with new equipment. Today the tune has changed and the juke box ops want it known that they can now use several such outlets.

Old excuse about the war stopping the production of new machines has worn down, juke box men agree, and location owners want to know why they can't have a remodeling job done. They have been nosing around and where previously it was new equipment that sent them into a song and dance, remodeling jobs now turn on the juice. A few weeks back, when it seemed that WPB might clear some juke box production, the location owners quieted down, but since that period the statements of Churchill and others that he war might be prolonged have the spot owners sounding off again.

Sam Sachs, prexy of Acme Sales, the outfit which has been bearing the brunt of juke box remodeling in the East, points to extension of his facilities in the past few years and additions to his help but admits that today he is in the same position as everyone else in the industry so far as adequate man power and materials are concerned. He says that aside from multiplied demands made upon his services originating in the East, work is shipped from such distant points as Louisiana and Venezuela, South America. Sachs says it is impossible to finish this work within the time specified by all the shippers. He adds that he is planning the acquisition of additional warehouse facilities so that he can at least handle the machines being sent to him.

Acme Sales' prexy stresses that ops should not confuse a remodeling job with one dealing with mechanical repairs. The latter is not in his province, but Sachs holds that remodeling deals with restyling which may explain why this function now assumes such importance to music route men. Sachs also believes that such a remodeling has advanced since Acme first attempted it, its possibilities have only been scratched and great prospects await this undertaking at post-war.

# MUSIC-SUPPLIES ACCESSORIES

- 1 Wurlitzer 950 ..... \$700.00
- 2 Wurlitzer 616, Complete Lite-Up ..... 159.50
- 1 Wurlitzer Model 50 ..... 90.00
- 2 Wurlitzer 600R ..... 325.00
- 2 Wurlitzer 500 Acme, Remodeled ..... 400.00
- 1 Wurlitzer 600KB, Slug Proof ..... 375.00
- 1 Wurlitzer 700 ..... 575.00
- 2 Wurlitzer 24 ..... 250.00
- 1 Rock-Ola 12 Record ..... 90.00
- 1 Rock-Ola Counter Model With Speaker ..... 149.50
- 1 Rock-Ola Imperial 20 ..... 135.00
- 1 Seeburg Rex ..... 210.00
- 2 Seeburg 8800, RCES ..... 565.00
- 3 Mills Thronos ..... 250.00

**WILL BUY MUSIC EQUIPMENT**  
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**"SHOOT-A-BAZOOKA"**  
Complete Conversion \$42.50  
Tank and Scenery Background only \$16.75.

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**One-Ball Free Plays**  
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3 Keep Flying ..... \$110.00 Ea.  
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931 Poydras St. New Orleans, La.

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Commandos \$550.00	#750 Wurlitzer ..... \$700.00
Hi-Hands, Comb. .... 150.00	Jumbo Parades, F.P. .... 75.00
Fastime, F.P. 100.00	Paces Races, P.O. .... 150.00
Jumbo Parades, P.O. .... 150.00	Big Game, F.P. .... 100.00
Stanco Bells, P.O. .... 125.00	Bally Bells, P.O. .... 100.00
Big Game .. 150.00	5¢ Q.T.'s, Crackle Fin. 100.00
Blue Front Q.T.'s, 5¢. 90.00	
Big Top, F.P. 100.00	

**GUNS**

Sky Fighter \$300.00	Jungle Camps, F.P. .... \$100.00
Drivemobile Raider .... 350.00	Jalbird .... 100.00
Bally Bull-Hitter .... 100.00	Bally Bull .. 100.00
Ray-o-Lite .. 100.00	Tom Mix ... 100.00
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Battling Practises ..... 100.00	Texas Leaguers 50.00
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**RADIO TUBES—\$1.00 EA.**

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6L6 6SR7 6R7 6F5 0Z4 6K5
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2A4 6K7 26 37 3Q5
6N7 6F8 27 38 5U4

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Model 120 Wurlitzer Wall Boxes ... \$ 27.50  
Model 135 Step Receiver, Converted to Work Like Model 145 Stepper ... 25.00  
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Seeburg Brackets ..... 3.50  
Buckley Adapter for Twin 12 Wurlitzers Model 430 Wurlitzer Wall Box and Speaker Combination ..... 89.50  
Victory Model Wurlitzer Cabinet for #600K ..... 225.00  
Five Model 120 Wurlitzer Wall Boxes with Model 145 Stepper ..... 162.50  
Model 300 Wurlitzer Adapter ..... 17.50  
Twin Twelve Steel Cabinets, Ea. .... 15.00  
1/3 Deposit.

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# MILWAUKEE SPECIAL BUYS!

## SLOTS

- Blue Front, 5¢ ..... \$214.50; 10¢ ..... \$239.50; 25¢ ..... \$279.50
- Castings and Cabinets like new, club handles, completely overhauled and rebuilt mechanically, with new reel strips, new award cards and all worn parts replaced.
- Brown Fronts, 5¢ ..... \$249.50; 10¢ ..... \$284.50; 25¢ ..... \$324.50
- Castings and Cabinets like new, club handles. A sample will convince!
- Mills ORIGINAL Gold Chromes and Mills ORIGINAL Chromos. Appearance excellent. Mechanically perfect.
- 5¢ ..... \$349.50; 10¢ ..... \$374.50; 25¢ ..... \$419.50
- Cherry Bells and Melon Bells, not rebuilt, C.H., like new:
- 5¢ ..... \$249.50; 10¢ ..... \$284.50; 25¢ ..... \$324.50
- Vest Pockets, Excellent Conditions:
- Green ..... \$42.50; Blue & Gold ..... \$52.50; One Chromo, Like New ..... \$69.50
- New Original 25¢ Q.T., Used Less Than One Week, Like New ..... \$149.50
- New Original 10¢ Q.T., Used Less Than One Week, Like New ..... 69.50
- Columbia Cigarette Reels, Gold Award, Like New ..... \$59.50
- Waiting Rol-a-Top, 5¢ Play, 3-5 ..... \$ 74.50
- Page Rocket, Slug Proof, 5¢ ..... 119.50
- Waiting Rol-a-Top, 10¢ Play ..... 89.50
- 10¢ ..... 134.50
- Jennings 5¢ Slot Console ..... 229.50
- Page Comet, 3-5, 5¢ Play ..... 69.50
- Jennings 10¢ Slot Console ..... 254.50
- 1 Copper Chromo, C.H., 25¢ Play ..... 389.50

## CONSOLES

Overhauled, Checked and Cleaned

- |   |   |   |
|---|---|---|
| Keeney Kentucky Club \$69.50                  | Bally Solitaire Flicker \$34.50                                   | Jennings Fastime, F.P. or P.O. .... \$79.50 |
| 2 Keeney Track Times, 7 Coin Head ..... 69.50 | Jumbo Parade ..... 89.50  | Paces Reels, Payout .. \$4.50               |
| Bally Long Champ (Large) ..... 34.50          | Parlay Races ..... 59.50  | Bally Ray's Track ... 89.50                 |
| Stoner's Zippers, Payout ..... 29.50          | Rolette Jr. .... 64.50  | Pace Saratoga, Comb. 144.50                 |
|   | Bally Skill Floid, with Dally Double Feature, 7 Coin Hd. .. 69.50 | Jonn. Silver Moon, PO 114.50                |
- ONE BALLS**  
Overhauled, Checked and Cleaned
- |  |                             |   |
|--|-----------------------------|---|
| Fortune Convertible to Free Pl. or Payout \$279.50 | Gold Cup ..... \$49.50      | Gold Medal ..... \$49.50                      |
| Skylark ..... 239.50                               | Seabiscuit ..... 79.50      | Track Record, Gottlieb, Free Play ..... 29.50 |
| Fairgrounds ..... 29.50                            | Blue Ribbon ..... 69.50     | Bally Stables ..... 39.50                     |
| Preakness ..... 29.50                              | Eureka ..... 49.50          | Jennings Flicker .... 39.50                   |
|  | 1939 1-2-3, Payout .. 39.50 |   |

## FIVE BALLS

Overhauled, Checked and Cleaned

- |                          |                               |                               |                       |
|--------------------------|-------------------------------|-------------------------------|-----------------------|
| All American \$39.50     | Dude Ranch ..... \$39.50      | Paradise ..... \$39.50        | Spot Pool ... \$59.50 |
| Anabel ..... 29.50       | Entry ..... 29.50             | Red, White & Blue ..... 29.50 | Star Attr. .... 59.50 |
| Argentine ..... 54.50    | Doughboy ..... 19.50          | Score Champ. .... 19.50       | Stratoliner ... 44.50 |
| Belle Hop ... 49.50      | Fifty Grand .. 29.50          | Horoscope ..... 49.50         | Fishin' ..... 69.50   |
| Big Chief ... 39.50      | 5-10-20 ..... 109.50          | Salute ..... 39.50            | Target Skill. . 34.50 |
| Big Parade .. 109.50     | Four Roses. . 44.50           | School Days .. 49.50          | Three Up ..... 29.50  |
| Bolaway ..... 64.50      | Four Diamonds 39.50           | Showboat ..... 44.50          | Topic ..... 89.50     |
| Bosco ..... 89.50        | Gold Star ... 34.50           | Silver Skates. . 49.50        | Twln Six ..... 49.50  |
| Broadcast ... 44.50      | Keep 'Em Fly-Ing ..... 119.50 | Sky Ray ..... 39.50           | Ump ..... 29.50       |
| Capt. Kidd .. 54.50      | New Champs. 54.50             | Sparky ..... 29.50            | Victory ..... 84.50   |
| Defense (Genco) .. 89.50 |                               |                               | Wow ..... 29.50       |

## ARCADE MISCELLANEOUS

New 5¢ Free Play Coin Chutes ..... \$3.45 | Used Free Play Coin Chutes ..... \$1.65  
We have just purchased a large route of Phonographs of all types: Seeburgs, from Regals to \$200's; Wurlitzer 950's and Victory Models; Rock-Ola Standards, Imperials, Commandos; Mills Thronos. Please write for prices.

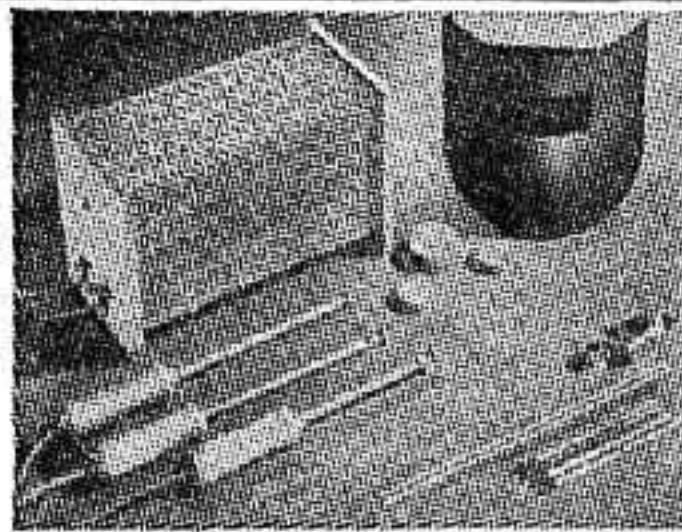
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# JUKE TRADE AWAITS DECREE

**Record Sales in Post-War Era Will Be Huge, Says RCA**

CAMDEN, N. J., Sept. 30.—Only 15 per cent of the potential market for records is equipped with phonograph turntables and consequently when production of phonograph instruments for civilians is resumed there will be a large increase in record sales, it was declared by the RCA-Victor Division of the Radio Corporation of America in a letter sent to its dealers and distributors.

Despite so-called "revolutionary" new methods of recording, such as strips of film, tape or wire, research has convinced the division that the present type of recording for home records is the most practicable. Research on the use of these new methods for use in other fields, however, is continuing, the division said.

## Dallas Coinmen Set October 4 as Juke Box Day

DALLAS, Sept. 30.—Juke box operators and coin machine distributors here held an enthusiastic meeting and luncheon this week at the White-Plaza Hotel at which time plans were completed for Juke Box Day, October 4, in the Dallas County Community War Chest campaign for 1944. Operators are co-operating 100 per cent in helping to beat their record cash raising fund of \$1,009.40 for last year's War Chest.

Dallas was the leading city in the U. S. in its 1943 War Chest campaign, raising \$1,826,000 or \$326,000 more than its \$1,500,000 goal for 1943.

Dallas' four record distributing firms, Decca Distributing Company, Adleta Company, the Southwestern Company and Capitol Records are co-operating with the music men in their campaign. The record distributors have each made 1,000 extra of their top recordings available to the music men participating in the Juke Box Day campaign. Newspapers are also giving plenty of publicity.

Arthur Hughes, J. V. Stone and John Bachman are the Juke Box Day committee in charge of the music men's War Chest efforts.

## AMOA Discuss Obsolescence & Help Shortage

NEW YORK, Sept. 30.—The problems of obsolescence and man-power shortages occupied the major attention of routemen at the first fall and winter meet of the Automatic Music Operators' Association held at the Park Central, Monday (25). Due to the fact that many of the juke box ops were busy with their routes, the attendance at the first meet was not up to expectations. However, what it lacked in numbers it more than made up in quality of the discussions.

An easing in the record supply end of the business was verified by the testimony of several prominent ops at the meet. The entrance of new disk companies into the juke box field while not satisfying all needs, did materially serve to alleviate the record drought, according to ops. The point was also made that where pop tunes were unavailable, either in quantity or quality of disks, routemen were pleasantly surprised to find that many old and even obscure tunes clicked surprisingly well.

The increasing rate of machine obsolescence and the continued uncertainty as to when equipment may be replaced was aired. Some of the juke box men feel that no undue anxiety about new juke boxes need be entertained so long as the

(See AMOA DISCUSS on page 64)

## Appeal Arguments Provide Ammunition for Future Use

**Official decision expected in several weeks—ABC joins fight with jukemen—favorable ruling would be boon to trade in general**

CHICAGO, Sept. 30.—The juke box trade here is waiting with much anxiety the decision of the Illinois State Supreme Court on two appeals from Chicago courts to test the city tax on juke boxes which was adopted December 15, 1943. If the high court hands down a decision favorable to the trade, it will be of national importance to the industry because of the carefully prepared arguments against high license fees which have been presented in the appeals. Both appeals were heard by the high court at Springfield, Ill., September 22, and the decision was reserved. Observers say that it will be "several weeks before a decision may be expected." There are also predictions that the high court may combine the two cases and decide the issue since both appeals question the validity of the Chicago tax on juke boxes.

The two appeals have increased the interest in the case because attorneys attack the ordinance from different angles and with different economic features involved. The first attack on the ordinance was made in the form of a petition for an injunction against the collection of the tax, and three locations and two operators were party to the suit. The court test was by friendly agreement with city officials who had delayed the collection of the tax until a hearing could be held. The court denied an injunction but suggested that a new petition should be prepared attacking the excessive rate of taxation. At the second hearing, the injunction was also denied with the understanding that an appeal would be made to higher courts.

The legal petition prepared in these cases by attorney Joseph B. Fleming, constituted a mass of legal argument and citations, and even if the cause is finally lost before the high court, this document may become a national example for arguments against high taxes on juke boxes. The petition argued that no power has been granted to cities in Illinois to pass such a tax. This has long been a moot question in Illinois and also was raised years ago when Chicago passed a tax on pinball games. The tax was never put into effect because officials feared the city had no legal power to pass such an ordinance. In following years more than one movement was started to present a bill to the State legislature which would empower cities to pass ordinances licensing coin machines. Now the whole question will apparently be decided at last by the State Supreme Court.

### Charge Fee Prohibitive

In the meantime, a number of cities in the State have gone ahead and passed ordinances taxing coin machines of various types. Chicago is also collecting a tax on juke boxes and amusements of certain types. Other arguments used in the Fleming petition attacked the fee as prohibitive and confiscatory. It was stated that many locations do not derive more than \$50 a year in profit from juke boxes and even on many machines operators do not make much more than that.

Technical features of the ordinance were also attacked, alleging that it could not be sustained as a regulatory law because juke boxes did not involve any question of health, morals or general welfare. The main attack in the first hearing was on the legal power of Chicago to pass such an ordinance. In the second petition the attack was based on the confiscatory tax rate. The same general arguments were made in the petition before the Supreme Court.

While the above court proceedings were going ahead in Chicago, another and somewhat unusual attack was made

on the ordinance by the American Beverage Congress, representing tavern owners. Since the tax on juke boxes was assessed against the location, the owners of such places took the front seats in fighting the ordinance. The A.B.C. made a vigorous attack on the high fee being asked by the city. Officials of the tavern organization said they would fight the ordinance to the limit. Their petition before the Supreme Court followed the general lines of the argument used in the petition made before the municipal court in Chicago, and it is reprinted in full as follows because of its unique form:

### Details of Arguments

"1. The ordinance of the City of Chicago, a violation of which the defendant is charged with, is repugnant to the provisions of Article XIV of the Amendments to the Constitution of the State of Illinois, in that it deprives the defendant of property without due process of law and the equal protection of the law in the following respects:

"(a) Said ordinance, requiring an exorbitant annual fee, containing no provisions for regulating or inspecting the licensed premises or machine, and containing as 'regulations' only a prohibition against acts which are unlawful in the absence of said 'regulations' (i.e., disturbing the peace and behaving with indecent conduct), is in fact an unlawful attempt by said City of Chicago to raise revenue under the guise of a license measure;

"(b) The annual fee required by said ordinance has no reasonable relation to the enforcement and regulatory provisions of said ordinance, and the amount thereof is arbitrary, unreasonable and excessive;

"(c) The ordinance unjustly, arbitrarily and without reasonable basis, discriminates against plaintiff and persons keeping the specified automatic musical instruments and in favor of persons who keep for gain and profit from operation any of the following automatic musical instruments:

(i) Juke boxes and other phonographic reproduction instruments controlled by the operation of a coin, which juke boxes have screens upon which appear motion pictures of the vocalists or instrumentalists whose recordings are reproduced by the juke boxes;

(ii) Juke boxes, piano players, phonographs and other phonographic reproduction instruments whose coin deposit mechanisms have been taped or otherwise covered or made inoperative, and whose operation are controlled either by a hand-operated switch or by plugging the cords or wires attached to the instrument into electric sockets.

"(d) Said ordinance, stripped of its verbosity, actually requires a license only for the keeping of automatic musical instruments that have coin-operating mechanisms (excepting motion picture sound machines), and in effect licenses the keeping of coin mechanisms on non-pictorial musical instruments; said ordinance in no manner provides for the regulation or inspection of the coin mechanisms; therefore said ordinance has no reasonable relation to the objects, if there be any other than raising revenue, sought to be accomplished by said ordinance;

"(e) If the object of said ordinance is to keep the peace and prevent immoral conduct, there is no reasonable basis for exempting coin-operated motion picture sound machines, and regulations have no reasonable relation to said object;

"(g) If the object of said ordinance is to raise revenue, said ordinance is an

## Modern Music Co. Detroit Firm Sold

DETROIT, Sept. 30.—One of the largest transactions in the coin machine field here in several weeks was completed this week with the sale of the title to the Modern Music Company to Phil Berman and Al Schweitzer, both well known for a number of years in the music field.

Eddie Clemons, who founded the company seven years ago, recently sold out his coin machine route of 500 machines to the Atlas Automatic Music Company, and has been specializing in wired music locations together with his retail music and record store. It is these remaining operations which have now been taken over by Berman and Schweitzer, using the same firm name.

Clemons plans to retire, and will take several months' rest, perhaps in the South for the winter, but plans to resume activity after the war, with another organization.

Berman and Schweitzer were also partners in the Ross Music Company, retail music organization, in Livernois Avenue, together with Irving Schonberger. They are merging the Gem Music & Appliance Company, music machine operating firm, into the new Modern Music Company title.

## OPA Checking Re-Issue Disk Price Jumps

WASHINGTON, Sept. 30.—OPA phono record section today was preparing check-up of charges that makers are slipping old platters out under new labels and with price jumps of 20 to 25 cents per plate.

The *Billboard* checked situation with OPA after OPA declared his record section noticed practice was becoming prevalent with 39 centers appearing with 59-cent price tags and 50 centers coming out at 79 cents and dressed up like new stuff.

Only price jump permitted by OPA was a year ago when industry explained album practice whereby three of four best platters were bunched for re-sale in album style. With price increase over original issue.

This was permitted as legit practice but new scheme of slipping oldies out under new dress and upping price is one that will bring OPA pouncing if charge holds up.

OPA snoops will go to work on alleged violation this week. If charge is substantiated, crack-down will follow, OPA promises.

unlawful discrimination against the plaintiff, and is repugnant to the provisions of Article IX, Sections 1 and 9 of the Constitution of the State of Illinois, as well as the Articles mentioned in paragraph 1 above.

2. Said ordinance of the City of Chicago is beyond the legislative authority of the City of Chicago; said ordinance exceeds the legislative authority granted to the City of Chicago under Sections 23-54 of the Revised Cities and Villages Act; and said ordinance exceeds the legislative authority granted to the City of Chicago under any other section of the Cities and Villages Act."

Operators and attorneys declined to express a view as to whether they felt sure of a favorable decision. They were very hopeful, they said, because the question has long been raised as to whether cities in Illinois had authority to pass license ordinances such as the juke box tax in Chicago. In any case, there is general agreement that the marshalled facts and arguments used in these court tests will be useful to the industry as a whole in fighting exorbitant tax rates.



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4 PANORAMS WITH MILLS  
SOLO-VUE CONVERSIONS  
\$310.00 EACH

**FOR SALE**

Complete Rockola Mystic Music System, consisting of one, ten turnable switchboard, with 5 Walnut Supers and 5 Walnut Masters; used very little mechanically priced at \$4000.00. Write to the **Sheboygan Music Service** 813 No. 8, Room 207 Sheboygan, Wis.

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10 DAYS SERVICE \$8.00  
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ELECTRICAL COMPANY  
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**SINGING TOWER**

Excellent Mechanical Condition and Appearance.  
Serial #100692.  
Plays on Machine, 17850  
\$300.00

**JOE WIGINGTON**

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**NEW RECORDS FOR SALE**

10% off list price. State needs in general.  
No lists sent.

**RECORD SHOP**

110 Washington St. East Stroudsburg, Pa.

# Oversea's Hit Parade Builds Music Post - War Market; All Parts of Business Profit

Europe Being Sold U. S. Tunes

(Continued from page 13)

musical output. These Turkish hep cats can't seem to get enough of our short-wave and recorded musical programs, which indicates a whooping export market for disk companies when the firing ceases.

Since the beginning of the war, the French underground groups have met for the purpose of "listening to music." One Frenchman meeting another in the street would ask, "Etes-vous swing?" If the answer was "Oui," or "Yes, I like swing," both knew they were of the underground members.

They had the word "zazoue" for their swing clubs, all underground cells. They met and listened to American programs for hot music and news and to their own underground broadcasts for instructions internal and news.

Any recorded works of "Fats" Waller or a Count Basie or Duke Ellington broadcast in Australia go over big. These entertainers are high faves Down Under.

**Hitler's Europa Likes It, Too**

The Hitler crusaded against hot jazz, he couldn't keep Germans from going for it. His propaganda minister tacitly admits this as his propaganda station now beams the hot stuff to get listener attention.

The underground German radio station also uses this music because of its popularity among the masses.

The Berne, Switzerland, station plays American jazz most of the time, as does the Stockholm station. Like the station operators of the U. S. They are giving the public what it wants.

Too, Russia's demands for our Hit Parade tunes are large. They have their own composers turning out songs, but they sing ours along with Russian hits.

The top song at the moment is *Wait for Me* from the poem by Konstantine Simonov. There are several musical versions, a number of composers setting the catchy words to their own music. The Russians take their pick.

An awareness and appreciation of American music is evident in the recent Moscow concert where a number of American compositions were featured. Reports as to how *Begin the Beguine* was received are conflicting. They go for our sweet stuff more than U. S. hot jazz.

Alexander Tszfisman, Russian composer, recently wrote an intermezzo for clarinet and jazz ork dedicated to Benny Goodman and sent the original to the leader. Tszfisman was the first to play Gershwin's

**Rhapsody in Blue in Russia.**

Another pop in Russia right now is *Sascha, Pascha, Yascha*, about a soldier who gets a present in the trenches addressed "For Dear Sacha, Dear Pascha or Dear Yascha—it doesn't matter which." It's a gay song. The Russians have a comic version of *Wait for Me*, called *Don't Wait for Me*.

Two of the country's outstanding jazz band leaders are David Geigner, who has a 25-piece jazz ork using American-type instruments and instrumentation, and Leonid Utyosov, who is leader of the Moscow State Jazz Band. Their libraries are largely American *Hit Parade* with part devoted to their own composers' works.

**OWI Music "Well Rounded"**

The OWI's programing is aimed to give overseas listeners a well-rounded diet of all kinds of American music from full-length symphony concerts to folk and hillbilly tunes. When a definite trend develops in a country, as indicated by the cabled advises and requests from the 26 overseas outposts, the programs are slanted to satisfy the demands. For instance, they send out three different nightly programs to England, France and Italy. The music is divided into various categories giving each area a program in each category regardless of requests that have come in. But they double up on the best liked music. If requests are heaviest for swing from one area they send out one standard program giving a smattering of all our music but double up on swing and give two full programs of it.

As a country hears our pop stuff their demand for it grows. It takes a little time for them to develop a real taste, but once the desire is stimulated, they usually go all-out for the *Hit Parade*.

What the OWI is attempting to do, and from all indications, its program has been successful, is to beam out a variety and let the people take their pick. The urbanites of the Far East, including Japan, go for our pop tunes. They want the music so that they can adapt it to their own musical needs and traditions, playing it on their native instruments.

**Folk Tunes for Mountaineers**

The older people and the ruralites in this section like our folk music and the folk music of European countries. All thru the world this holds true. There seems to be an affinity which is felt by all mountaineers with our hillbilly and mountain music.

A quick look at various countries reveals some interesting likes and dislikes. For instance, Cairo goes for Kostelanetz, the Mediterranean area is interested in Latin-American music, the cosmopolites of Western Europe can't understand our hillbilly tunes, but the masses do. The Far East loves our Negro spirituals.

In Persia only the wealthier citizens own radio sets. They are anxious to become Westernized and assimilate Western culture. Their colleges teach only Western music. The man in the Persian street, however, has not had the advantage of education and knows only Eastern music. Our programs have not reached the average Persian and therefore their knowledge of our musical culture is practically nil.

India is fond of our middle-brow music and gradually learning to like our *Hit Parade* type of music. Iceland loves Lutheran hymns, and will probably take some musical propagandizing to bring 'em around to our pop stuff.

Albania, an isolated country, has been amazed that we were familiar with its native music. The OWI programed music of Albanian tunes and slowly added our music to create an understanding and appreciation. It takes time here, too, since the country's knowledge of foreign music is scant.

Frances Cassard, soprano, recently returned from three months in the Persian Gulf where she went at the request of the commanding general, reports that the Russians in the Caucasus have a new song, *Evening in the Harbor*, which is the top tune of the moment.

The singer went over armed with such songs as *Meadowland*, with the Harold

## Macy's Features Juke Box in Ad

NEW YORK, Sept. 30.—Macy's here, the world's largest department store, recently featured a juke box in one of its ads.

Describing a junior clothing department as a "Deb Shop," Macy's featured a juke box as part of the equipment. This all took place under the general heading: "Macy's keeps up with the younger generation."

**Rollini Waxes for Feature**

NEW YORK, Sept. 30.—Another recording of *Lili Marlene* is due for early release by Feature (WOR recording company). It was one of four tunes waxed by Adrian Rollini Trio recently. *Hesitation Blues*, one of early blues, and *Is You Is?* also waxed at same time. *First-Class Private Mary Brown* was fourth platter.

**AMOA DISCUSS**

(Continued from page 63)

locations know that new machines are out of the question. Other AMOA members expressed the view that such a situation would not continue indefinitely even should the war be prolonged.

AMOA members were urged to make every effort to keep the machines in perfect working order. The maintenance of good relations with the location owner today when he is more or less dependent on the op was recommended as tending to pay dividends at post-war. On the whole, all ops, it was suggested, should avoid moves dictated by expediency and think of the future.

Rhyme words. She was accepted as one of the guys when she sang it in both Russian and English, sang *American Hit Parade* songs especially translated for the entertainment of the Russians in this area. They loved our songs, she says, and were whistling the tunes in mess halls the day after she had introduced them.

It seems that all the other countries need is a slight acquaintance with our pop output to take to it. For the most part they have been indoctrinated. "A" Day will mark the beginning of the musical rehabilitation of most of the world. Diskers, sheet music publishers and the rest of the music biz stand to share in a beautiful bonanza. Music has blazed the trail. The music biz will follow thru.

**RECORD DISCS**

For 61, 71 and all other Wurlitzer Counter Models, reconditioned. I will make your old discs the same dimensions as when new and guarantee them to give satisfaction. Price \$7.50 for set of 12, or \$6.00 a set in lots 5.

**HUGO JOERIS**

3208 Jackson St. AMARILLO, TEXAS

**SMALL PHONOGRAPH ROUTE FOR SALE**

All machines mechanically perfect. Sold only in lot at Ardmore, Okla. No crating. Have parts and speakers. Lots of Records, P.A. System, some Slots and Peanut Vendors.

**R. E. GARRETT**

221 N. Wash. ARDMORE, OKLA.

**TALK ABOUT HILLBILLY GROSSES**

Why strictly off-the-cob music is packin' 'em in and hanging them from the chandeliers in so many sections of the country will be one of the many questions answered in the 6th Annual Edition of The *Billboard Music Year Book* (to be published as a separate volume for the first time in 1944). And everybody in the stix and on the main stem will be talking about the '44 MYB.

**PERMO POINT ROUND**

PERMO POINT ROUND relieves those needle headaches. Ask your Columbia, Decca or RCA distributor about this great new needle. It costs no more. Gives trouble-free service. Permo Point Elliptical needles will continue to be available through regular distributors.

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A NEW COIN PHONOGRAPH NEEDLE  
★ TO MEET ★ TODAY'S CONDITIONS ★



# AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

By Nat Green

All Communications to 155 N. Clark St., Chicago 1, Ill.

## Neighborville, U. S. A.

It's an intriguing title the Ozark Rangers have adopted for their broadcasts over KWTO, Springfield, Mo. Well known thru the Southwest and Midwest, the Rangers are gaining wider popularity in their new program, *Neighborville, U. S. A.*, written by Betty Herman and produced by Al Stone. The Rangers group consists of Ozark Red Loveall, bowing the fiddle and doing a fine job on his square dance tunes and accompaniment; Jerry Fronek, pulling the accordion and giving the act its polkas and background; Floyd (GooGoo) Rutledge, strumming his guitar and vocalizing American folk tunes, and Bill Mason, who joins Rutledge in singing and also plays bass fiddle. Show is sponsored by Malt-o-Meal. Don Harvey, Rangers' emcee, does the commercials.

## Among the Tunersmiths

*I'm Sending Half of My Heart-Shaped Locket*, by Edward Tabor and Lew Mel, published by Moreland, has been recorded on Allied Transcription by Grady Cole and his group.

Pearl Clark, Seattle songwriter whose *Shoot a Dime for Victory* has been widely sung, has a promising new tune, *Lone Star Rose*, that is slated for immediate publication by La Casa Del Rio.

A Barnhart number, *It's the Truth, Ruth*, lyrics by Ernest Fleury and music by Roscoe F. Barnhart, is being heard with increasing frequency on hillbilly programs.

Margaret Mallory, of Key Music, writes that many cards are being received from folk artists thruout the country regarding the tune *She's That Kind of a Girl*, which has been popping up on many programs recently.

Ernest Benedict and Roy West, of WGAR, Cleveland, have been trying out a couple of their new numbers on the station and on personal appearances and have had a good reaction on them. The tunes are *Take My Heart With You* and *G. I. Polka*.

Cliff Japhet, heard on WENT, Gloversville, N. Y., has been quite active lately, and among the tunes he has turned out are *Just Forget You Ever Knew Me*; *Don't Be Jealous of Me, Darlin'*; *When We Set That Rising Sun*, and his latest, *Ain'tcha Sorry, Ain'tcha Blue?* Japhet has just placed *My Sierra Serenade*, written with Lew Mel, and *Tonight's Our Last Night Together*, by Japhet and Benny Doss, with La Casa Del Rio.

## Judie and Julie Climbing

Not long ago two West Virginia lassies, Judie and Julie Jones, made their radio debut on WJLS, a little 250-watt station at Beckley, W. Va. Their harmonizing of folk tunes soon brought recognition, and they moved on to WKRC, Cincinnati. A few months ago they joined the staff of WLS, Chicago, and have become a popular team on the *National Barn Dance*. The girls also are heard on the *Smile Awhile*, *Dinner Bell* and *Merry-Go-Round* programs on WLS. In their spare time they turn to songwriting and have turned out several excellent tunes.

## Texas Tumbleweeds

All over the Southwest the Texas Tumbleweeds, heard on WOAI, San Antonio's 50,000-watt clear channel station, are favorites with thousands of listeners. Singing and playing Western and folk tunes, they are on the air Tuesday, Thursday and Saturday mornings at 7:30 and have a daily program at 11:45 a.m. The group is made up of "Curly" Williams, "Knee-High" Holley, "Rusty" Locke, "Sleepy" Short and Walter Kleypas. They play for dances in their territory and have a large following. Bill Shomette, known on the air as *Cowboy Bill Wesley*, is announcer and also has his own folk tune program on WOAI three times a week. Peer International has just accepted Shomette's new song, *Did You See My Daddy Over There?*

## Western Singers at Phila Rodeo

The Riders of the Purple Sage, Western singers, appeared at the Texas Rodeo staged at the Philadelphia Arena week ending September 30. The outdoor show featured Roy Rogers, movie land's slinging cowboy, who highlighted the program with a group of cowboy songs. Rogers

also brought a folk tune treat to the lads returned wounded from the wars. Took time out between shows to sing for the vets at the Naval Hospital and Valley Forge Army Hospital in Philly.

## Tunester Tattle

Red River Dave, of the talent staff of WOAI, San Antonio, recently completed a Western musical, *Swing In the Saddle*, for Columbia Studios.

Stoney Cooper and Wilma Lee are now broadcasting three programs daily over WMMN, Fairmont, W. Va., Columbia network station. The duo is among top favorites with listeners in West Virginia and adjoining States.

Toby Stroud, heard on WWVA, Wheeling, W. Va., is a real cowboy entertainer. Toby began seven years ago with his own act, the Red River Ramblers, when he was 14. Between radio stations, where he was a featured fiddler, mandolin player and comedian, he was with the George V. Adams rodeo, riding bucking horses and Brahma steers.

Skeets Cross, Fred Oliver, Don and Helen, and the Down Homers, all members of the *WOWO Famous Hoosier Hop*, recently made a personal appearance at the station hospital at Baer Field, Fort Wayne, Ind., for the benefit of wounded servicemen.

## POP RECORD REVIEW

(Continued from page 19)

### THE MERRY MACS (Decca)

*Let's Sing a Song About Susie*—FT; V. *Up, Up, Up*—W; V.

The rhythmic harmonies of the four Merry Macs make for fairly innocuous dinking with this doublet. And without creating any undue enthusiasm one way or another for either the songs or their singing, the sides are as easy to leave alone as to take. The mixed foursome, backed by a large band with the vibes pronounced, make it lively enough for the familiar *Let's Sing a Song About Susie*, and make it a fast waltz novelty for the Swiss-styled *Up, Up, Up*.

It will take extreme devotion to the Merry Macs among the phono fans to create a coin flow for either of these sides.

## Popular Album Review

### BOOGIE-WOOGIE IN BLUE (Musicraft)

Not since Fats Waller and Louie Armstrong have the waxes produced such a refreshing and individualistic jazz hound as personified in the "hipstering" of Harry Gibson, whose mad maneuverings at the 88 plus a scat style for his original linguistics in rhyme that rocks, has added another colorful chapter of the "characters" created by New York's 52d Street. In assaulting the Steinway keyboard, Gibson is strictly a barrelhouse, whether it be on the bounce or for his boogie-woogie. And for his eight-to-the-bar talents, he displays fine conception and execution for *Riot In Boogie* and *Barrelhouse Boogie*, with his right hand breakaways showing off a weak sister on the left. For the other six sides in his album, his first time on wax and a definite scoop for the label, The Hipster gives out more effectively for some delightfully humorous jive ditties, all his own creations. Altho a paleface, he fills the niche left vacant when Fats Waller departed with his display at Steinway and song for *Stop That Dancin' Up There*, a zany rhythm ditty that holds wide popular appeal and should even prove a winner in the juke boxes. Is in that same state of buoyancy for *Get Your Juices at the Deuces*, a jive picture of the swing street's Three Deuces, and for the self-personification contained in his *Handsome Harry, the Hipster*. Steeped in jive stuff packed with humor, with lack of full appreciation only because of the poor diction, is his 4-F *Ferdinand, the Frantic Freak*. For the remaining two sides, the Gibson guy gives the low-down race blues a fine whirl. Tells the tragic tale of the two-timing pater for *The Hipster Blues*, Opus 6 1/2, while his story for *The Hipster Blues*, Opus 7 1/2 is perfumed with "weed" extract. In all, the album certainly blazes a swing personality that is definitely fresh with something new to offer. And once his musical madness catches on, which should be easy, it will spread like a prairie fire.

# RADIO TUBES

for the  
COIN MACHINE TRADE

(Tubes Offered to Consumer Market Only) (OPA May 20 Retail Prices)

Tube	Net Price	Max. num per order	Tube	Net Price	Max. num per order	Tube	Net Price	Max. num per order	Tube	Net Price	Max. num per order
01A	\$.90	50	6C5	\$1.10	50	6Z5	\$2.35	50	27	\$.70	10
0Z4G	1.60	1	6C6	1.00	2	7A6	1.30	5	31	1.00	50
1A5GT	1.10	1	6E5	1.10	25	7B4	1.30	5	33	1.30	10
1A7GT	1.30	1	6F6G	.90	2	7B5	1.30	5	34	1.30	25
1H5GT	1.10	3	6F8G	1.30	50	7B8	1.30	3	35Z3	1.30	1
1LA	2.35	10	6G6G	1.30	50	7C6	1.30	2	35Z5GT	.85	1
1LH4	2.35	50	6H6GT	1.10	5	7C7	1.30	1	41	.85	4
1N5GT	1.30	2	6J5	.90	50	7F7	1.60	50	42	.85	5
1Q5GT	1.80	10	6J7GT	1.10	50	7H7	1.95	25	43	1.10	1
1R5	1.80	1	6K6GT	1.00	5	7Q7	1.30	50	45	.80	3
2A4G	2.35	50	6K7G	1.10	15	12A6	1.95	1	57	.90	25
3Q5GT	1.80	5	6L6G	1.95	50	12J5GT	1.00	5	75	.85	1
5U4G	1.00	50	6Q7GT	.90	2	12J7GT	1.10	1	76	.90	50
5V4G	1.60	1	6SA7GT	1.10	50	12SK7GT	1.10	3	80	.70	10
5Y3G	.70	5	6SC7GT	1.30	50	12SQ7GT	1.10	1	83	1.30	25
5Y4G	.75	3	6SK7GT	1.10	50	14A7	1.95	3	84	1.10	50
5Z3	1.10	5	6SQ7GT	1.10	50	24A	.90	50	117L7GT	2.35	3
6A7	1.00	1	6SR7GT	1.10	20	25L6GT	1.10	50	XXD	1.60	50
6A8GT	1.00	1	6V6GT	1.10	50	25Z5	1.00	1	XXFM	1.95	15
6B8G	1.30	50	6X5G	1.10	2	26	.75	50	XXL	1.60	15

Write for Our Twice-Monthly Tube Inventory Release

## IMPORTANT INSTRUCTIONS

1. Send no deposit with your order—shipment will go forward express C. O. D. for full amount.
2. Minimum order filled is for 25 tubes, each type within rationed limits shown above.
3. Do not phone or wire for tubes—shipment cannot go forward until receipt of Supplier's Certificate.
4. Tear out, sign and attach to your order the Supplier's Certificate at bottom of this advertisement.
5. If you personally cannot use the minimum shipment of 25 tubes, contact another operator and place a single order including your friend's needs.

## FEATURES OF OUR SERVICE

All tubes are in individual cartons. Shipment goes forward within 48 hours after receipt of your order. An Airmail copy of invoice reaches you at least 24 hours ahead of shipment. We never substitute types, but will forward G's or GT's for the Metals you order. We've operated 17 years, and know your machine problems. Our list of tubes is revised every 15 days and we are filling over 95% of orders completely which are placed in compliance with current lists.

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I hereby certify that I am entitled to purchase the items specified above under the provisions of Limitation Order L-265, with the terms of which I am familiar.

Name (In Ink) .....

## A Sound Post-War Investment



Here is a profitable business of interest to all operators—SOUNDIES. They're thrilled-packed, professionally made films ideal for ALL motion picture machines . . . with the greatest names in show business working for you! Prepare now for post-war's greater profits.

All films in our library are approved by City and State Censorship Boards.

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No Shipment Too Big . . . None Too Small

Popular • Hillbilly • Race • Polkas

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# BIG BOYS SAVE VENDER OPS

## Would Keep Price at 5c

OPA price boost will result in smaller bars by candy manufacturers

CHICAGO, Sept. 30.—Vending trade circles throught the country will be heartened by the result of a recent survey of candy bar manufacturers concerning the proposed price increase on retail sales by OPA.

Manufacturers agree that if the boost in price is allowed they will not establish a 6-cent bar, but rather keep the old price level of 5 cents by offering a smaller bar, which would have the same result as the 6-cent price.

Vending operators realize that if candy bars were increased to a retail price of 6 cents it would be almost a death blow to the routes; however, this increase is unlikely since too much money, time and effort have been spent building up these items at the nickel rate to permit any change. Study shows that if price revision upward is allowed it will take the form of reducing the size of the bar rather than raising the price. So it seems that vending ops will be offering smaller bars in the near future if OPA action goes thru.

Unless larger supplies of sugar, chocolate and other rationed items are released or shipments to the armed forces are substantially reduced, manufacturers do not (See **BIG BOYS SAVE** on opposite page)

## N. Y. Cig Merchandising Assn. Confab About Shortage Problem

NEW YORK, Sept. 30.—Ways and means to ride out the severe cigarette and match drought plaguing the New York area were threshed out at the first fall-winter season meet held by the Cigarette Merchandisers' Association at its headquarters at 103 Park Avenue here recently. The meet was preceded by a session of the board of directors which took up a considerable part of the evening, but the general gathering made up for a late start by bringing to the fore the more pressing problems confronting cigarette ops at the moment.

Ops gave details of encounters with a tight supply market which they held often disclosed inequalities in allocations. These route men admitted that they were not in possession of all the facts on this score, but said that they were forced to their conclusions because repeated whittling down of their allotments seemed to them out of all proportions to publicized shortages. Other ops supported this view, but a substantial number of CMA members insisted that, by and large, suppliers to the trade were doing the best job they could and were not to blame for the present scarcity of merchandise. These coinmen offered up the thought that many wholesalers were even worse off than the ops. The wholesalers were also subjected to severe temptations to sell at above the established prices which, however, they consistently resisted. Instead of censure they merited praise for supporting a legitimate mar-

ket, especially as their efforts seems to have earned them only abuse and misunderstanding.

That cigarette manufacturers might put themselves out a little more for the venders was put forward by ops. Hard pressed as these producers are and as the statistics bear them out, it is known that the cigarette leaf crop was plentiful this year and there was also registered a loosening of available labor in the tobacco producing areas. Such developments, CMA members held, seemed to argue greater liberality in allocations of the finished products rather than greater stringencies as has been proclaimed. In connection with military and lend-lease requirements, the ops inclined to the view that this aggregate still left enough to ease the pinch, at least, in such volume consuming territories as New York.

Difficulties arising from locations insisting upon undue quantities of known brands was another problem that cigarette route men highlighted. CMA members related that the pulling of machines in such locations which has been resorted to perhaps is not the best answer to the headache since aside from the loss of revenue it represents it also adds another drain to that which is already being exerted upon the op's time and man power. According to some of the cigarette operators, it might be more advisable to allow machines to remain standing empty in these locations and thus incur inquiry on the part of a location's patrons as to why no cigarettes of any kind were being supplied. Smokers, obliged to choose between no cigarettes and off-brands, much prefer the latter choice and if arguments will not convince a location owner on this point, an empty machine on his premises might.

Raids upon the machines still offering favorite brands which often leave these units empty a few minutes after being refilled was another problem CMA members aired. It was generally conceded that the situation offers no easy solution and would seem to lie more within the realm of the location owner than the op. However, several ideas were suggested for which some success in this

(See **N. Y. CIG. ASSN.** on page 68)

## Outlook Not Bright For Increased Candy Supply, Says Council

BALTIMORE, Sept. 30.—The Baltimore candy industry was warned not to be over optimistic about the amount of candy to become available once the war with Germany is over, because sugar allocations bordering on shortages will continue and the large number of men in service to remain in the theaters of war demand this, it was stated by Philip Gott, president of the National Confectioners' Association, at the industry meeting held in the Florentine Room of the Lord Baltimore Hotel here.

This meeting, attended by members of the manufacturing, jobbing and salesmen's groups, was held by the Candy Council of the National Confectioners' Association under the sponsorship of the Manufacturing Confectioners' Association of Baltimore. Representative groups from Washington and Virginia candy markets also attended.

The meeting was termed a signal success and was one of a series of industry meetings held under auspices of the Candy Council of the National Confectioners' Association.

Ralph J. Klotzbaugh, president Manufacturing Confectioners' Association and president of Joselyn's, Inc., bar goods makers, presided at the gathering.

J. Fred Birkmeyer, president J. F. Birkmeyer & Sons, Inc., local candy manufacturer, was chairman of the committee on arrangements.

## Twin City Ops Pull Machines In Cig Crisis

MINNEAPOLIS, Sept. 30.—Cigarette vending ops in this area were reported taking their machines from locations in order to combat the army of hoarders which has appeared since the cig shortage has become so acute.

Some of the vending operators claiming that hoarders were robbing the machines as soon as they were filled, decided to take their machine out as a means to help stop the hoarder practice.

Most machines in this area were being emptied as fast as they are serviced and the hoarders were depriving legit customers of the normal purchases they make via venders.

Then, too, the supply of cigs has been none too good and this coupled with the fact that the hoarder is cutting in on them brought the decision by the various ops.

## Vending Machines Wanted

WE NEED 1000 VENDORS AT ONCE. LET US KNOW WHAT YOU HAVE, GIVE COMPLETE INFORMATION AS TO CONDITION, MODEL, MAKE, AMOUNT ON HAND AND LOWEST PRICE WANTED.

### FREE PLAY GAMES

Thumbs Up	\$ 85.00
New Champ	69.50
Jolly	25.00
Pole	29.50
Bosco	79.50
Home Run, '42	89.50
Alert	89.50
Show Boat	49.50
Spot-a-Card	65.00
Wild Fire	39.50
Gobs	110.00
West Wind	75.00
Texas Mustang	79.50
Line Up	32.50

### NEW REVAMPS

2 Streamliners	\$199.50
3 Arizonas	199.50
1 Grand Canyon	199.50

### SLOTS AND CONSOLES

Bally Hi Hands	\$169.50
Bally Bell	200.00
Watling Rotatop, 5¢	89.50
Jennings Chief, 5¢, 2/4	100.00
Jennings Club Bell, 10¢, 3/5	275.00
Jennings Silver Chief, 5¢, 3/5	200.00
Jennings One Star, 5¢, 3/5	110.00
Jennings 4 Star, 5¢, 3/5	125.00
Mills Brown Front, 25¢	300.00
Vest Pockets (Green)	44.50
Vest Pockets (Blue & Gold)	59.50
Vest Pockets (Chrome)	79.50

### ARCADE EQUIPMENT

Keeney Submarine	\$149.50
Supreme Gun (New Rev.)	250.00
Ten Strike	39.50
Exhibit Card Vender	35.00
Erle Digger	39.50
Microscope Windmill	25.00
Kickers & Catmills	29.50
Peek Show	25.00
Viewscopes	25.00

### PHONOGRAPHS

Wurlitzer Model 61, Counter	\$110.00
Mills Empress	325.00

Large Selection of New and Used Machines in Stock. Send for Complete List!

1/3 Deposit, Balance C. O. D. Full Payment Must Accompany All Orders Under \$10.00.

## RAKE COIN MACHINE EXCHANGE

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## BALL GUM

800 Balls of American Maid Ball Gum and one brand-new Columbus Ball Gum Vender all for \$8.00, 25% or more cash with order, balance C. O. D. (no checks). Limit 5 to a customer.

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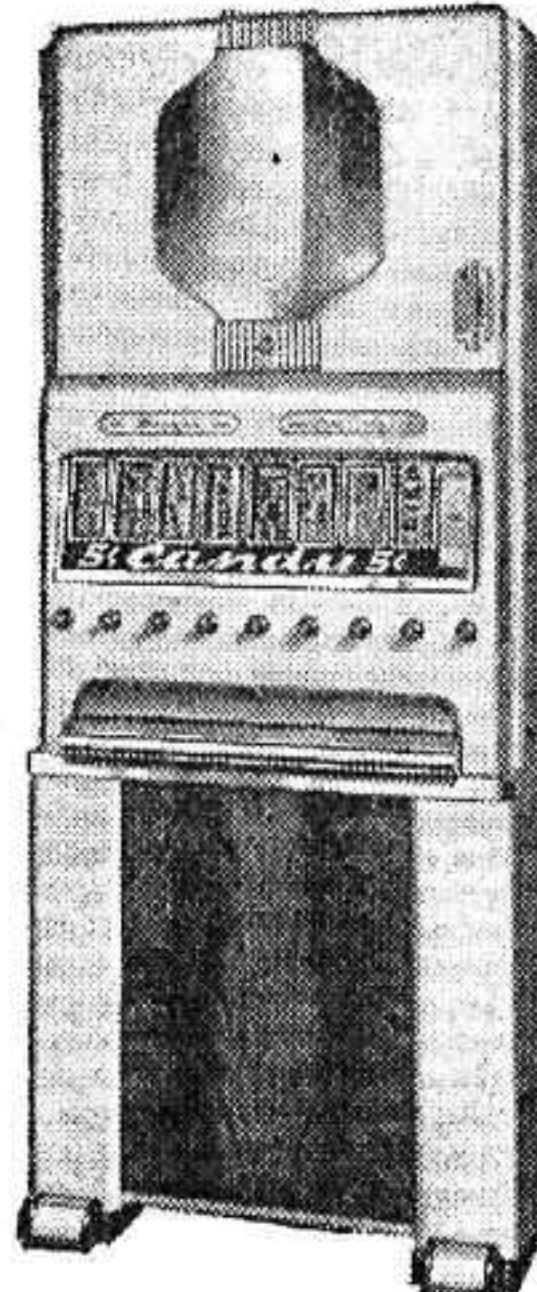
No! There will be no Univendors sold for the duration. The entire facilities of the large Stoner plant are now engaged 100% on important war work for Uncle Sam.

However, there are brighter days ahead... and with Victory Stoner will again be manufacturing the popular line of Univendors—the finest in candy vendors.

KEEP BUYING... BONDS



**STONER**  
MFG. CORP.  
AURORA, ILLINOIS





# Detroit Vender 'Robbers' Object Of OPA Inquiry

DETROIT, Sept. 30.—Suitable control for distribution of cigarettes sold thru vending machines has become a major problem here, in view of the great cigarette shortage.

This problem has led to various ingenious methods, including that of one suburban operator who put a time lock on a vender so that it would give out a maximum of two packages of cigarettes at a time and then require a definite waiting period before it would work again. This foiled the usual type of casual hoarder.

Meanwhile, the local OPA office sought to crack down on resales from vending machines, according to Theron Hall, head of the enforcement division. The practice that aroused OPA resentment was that of waiters or other employees in locations taking cigarettes from the machines themselves, after it had been freshly stocked, and then reselling them at an advanced price to customers, pocketing the difference.

Such practice constituted a definite violation of retail price control regulations, according to Hall, and presumably could be subject to prosecution as much as more systematic operations by licensed retailers.

It was indicated that the practice is believed to be widespread, altho no statistics are available. It is general experience here that cigarettes, at least of any of the popular brands, do not last long in a machine after the stock is placed in them, and it is probable that this practice, systematically followed by employees who get to know the servicing schedule, is partially responsible.

# Newspapers Flay Cig Venders for Mixing of Brands

MILWAUKEE, Sept. 30.—A newspaper here publicly called attention to a practice in cigarette vending machine circles now being agitated in a number of places by reprinting an article from *The Detroit Times*.

The article calls attention to the fact that many cigarette vending machines, due to cigarette shortages, now mix different brands in the same columns and the customer does not know exactly what brand he will get when he deposits his coin.

Criticisms of this practice have recently been made public in Detroit and New York as well as here. In New York government officials urged cigarette operators to avoid the practice of mixing brands. The Detroit newspaper said the practice was really a form of gambling because the customer deposited his coins in the cigarette venders and then took his chances on what brand he would get. Among other things, the Detroit paper said: "It's the cigarette machines. From a vending affair they can be changed to a guessing affair. As usual old Mr. Cause and Effect—or should it be Mr. Supply and Demand—is to blame. For a short time after the cigarette shortage made its unpleasant appearance, the unprincipled and nimble-footed smokers had the advantage."

In most cases the public criticisms made of vending machines usually called attention to the fact that the severe shortage of cigarettes is the real cause of mixing brands in cigarette venders. Because of the criticism, however, cigarette operators are undertaking to avoid this practice as much as possible.

## BIG BOYS SAVE

(Continued from page 66)

see how the amount of low-priced candy available to consumers can be increased. If OPA is planning such an increase and present conferences are discussing the matter, larger quantities of rationed items must be allowed for manufacture.

In the past many national candy manufacturers relied on bulk sales for a large part of their business, if not all of it. Candies retailing for 20 cents a pound were sold by the manufacturer at 12 cents. When the price was frozen at this level, experiments with candy bars brought the realization that a box of 24 bars weighs three pounds and brings the manufacturer 68 cents against the 36 cents received for an equivalent amount of bulk candy. Many new bars were made by bulk candy manufacturers, and efforts were made to establish them firmly thru advertising and distribution in the usual channels. As they were the product of such reputable manufacturers as Brach Candy Company, Chicago; Luden's, Inc., Reading, Pa., and others, the efforts were successful.

With the shortage of established brands newcomers crowded into the market. The desire for candy was so great that practically any product received a ready reception. Wholesalers, anxious to have something to pass along to dealers, were eager to accept anything that was sweet. There was a flood of candy bars, many of them made of inferior ingredients, with no sanitary inspection at the plant, and at prices and weights that did not comply with OPA regulations.

The publicity given to suits against manufacturers, charging low weight, high prices and unhealthy conditions under which they were made, may have been partly responsible for the change in public attitude which began early this year, but the inferior candy was itself largely the reason. Wholesalers noticed that products of the newcomers did not move from the dealers' counters, for within 1944 there has been a distinct alteration in the acceptance of these war babies. Unless they are good they are not wanted.

Wholesalers who a year ago gladly bought 1,500 boxes of candy bars from an unknown maker now hesitate to buy 200. They feel that his product may

not move from their shelves. If it does, it will probably remain on the counter of the dealer.

Reputable manufacturers are taking steps now to re-establish their brands, for they see the end of the war in sight. A national manufacturer last week made a comparatively large shipment to every wholesaler, knowing it would be accepted even if it was not on order. Another made equally unexpected shipments, altho not quite as large.

Radio programs are telling the public the virtues of I. Q., O. Henry, Baby Ruth, Swing bars and other 5-cent candies. Commitments are made for more intensive promotions in the future.

Newcomers to the field are not far behind established firms in preparing for the time ahead. All plans are based on the assumption that ingredients may be bought in the open market on a freely competitive basis. If sugar, chocolate and flavorings are obtainable by newly established candymakers on the same basis as by the older well-known houses, two paths are open to the war-created manufacturers. They may continue to put out inferior candy bars, cutting prices and offering premiums or other inducements—thus demoralizing the field. Or they may move in and take over the bulk candy business, which is now wide open.

The possibility of establishing themselves thru cutthroat competition is be-

ing seriously considered by some of these firms. One manufacturer has labels and plans ready so that he can put out his present 5-cent bar at two for a nickel when the field is open. Another is preparing to sell his product at 2 cents a bar. However, the long established candy-bar makers are not particularly afraid of this competition.

## Bulk Market Wide Open

Since these newcomers are, in most instances, solely interested in the money they can make and are not trying to establish their names or brands, they can easily move into the bulk market. There they can be established before manufacturers who dominated this market are ready to return, if they ever want to return. That is doubtful in view of the larger profit they are making with candy bars than was possible with bulk sales.

This history of bar candies shows that even if price changes are permitted, they will not be made, except by reducing the size of the bar. These bars were first 1 ounce each, then became 1½ ounces, moved up to 1¾ ounces and were 1¾ ounces each when materials became scarce. All advertising, on the air, in publications, direct mail, displays and other promotional material as well as labels and wraps features the nickel price. In the past price changes have been made by fluctuations in size. There is no reason to believe there will be a change from this practice in the future.

**BALL GUM SUBSTITUTE**  
**MARBLES—GLASS—ASST. COLORS**  
 Barrel of 50,000 ..... \$59.50  
 Keg of 15,000 ..... 19.50

★ ★ ★  
 CHARMS, Best Grade, 15 Gross Carton,  
 \$13.25 Parcel Post Paid.

★ ★ ★  
 COIN COUNTERS, 1c or 5c Cast Alumi-  
 num, \$1.25 Each While They Last.

★ ★ ★  
 WINGS, Counter Game, Rebuilt,  
 \$7.95 Ea.

Full cash with order—f.o.b. factory

**TORR** 2047 A - SO. 68  
 PHILA. 42, PA.

## For Immediate Disposal 25 BALLY BEVERAGE VENDERS

Complete carbonating unit with filter and cooling device. Extra refill drums.

**BEST OFFER TAKES LOT**

Write, Wire or Phone Today.

**TRIMOUNT COIN MACHINE CO.**

40 Waltham St. BOSTON, MASS.  
 LIBerty 9480

## Ball Gum Operators, Atten!

Many operators have changed to VENDING MARBLES and have found them to be more profitable. Send Your Order in at Once! Keg of 15,000 only \$18.50; Barrel of 50,000 only \$59.50. A solid cherry red to be used as prize, \$4.00 per 1000. Full cash with order.

**VICTOR VENDING CORP.**  
 5711 W. GRAND AVENUE, CHICAGO

## WANTED TO BUY

Nab Diner Cookie Vendors, North Western De Luxe Peanut Vendors, Chewing Gum Machines, Candy Machines.

**NEPTUNE VENDING CO.**  
 800 Sixth St., S. W. WASHINGTON, D. C.

## WANTED

Six-cup Vending Machines. Prefer "Thirst Quencher" or "Frigid Drink."

**ROY C. SMITH-NEHI BOTTLING CO.**  
 Toccoa, Ga.

# MODERNIZE with the "POPMATIC"

ALL ELECTRIC—COMPLETELY AUTOMATIC  
 5c COIN OPERATION ELIMINATES ATTENDANT

## NOW LESS THAN HALF PRICE



You may possibly have hesitated to install this type of machine because of the cost. NOW WE ELIMINATE THAT DIFFICULTY by offering you a genuine "POPMATIC" machine at LESS THAN HALF THE ORIGINAL PRICE. BRAND NEW. NEVER UNCRATED.

**BEAUTIFUL DESIGN:** The Popmatic is designed to harmonize with the finest of fixtures. Brilliantly illuminated, it sparkles like a gem and instantly attracts attention. Passersby and customers alike stop, marvel and BUY.

**AUTOMATIC OPERATION:** Fully Automatic, it feeds the corn automatically, pops it, seasons it and delivers it to your customers hot and fresh. All unpopped grains are separated and customer receives only fully popped fluffy corn. All you need do is see that the machine is filled. It will work for you hour after hour without personal attention. Continuous operation for 10-hour period costs less than 10c in power consumed.

**STURDY CONSTRUCTION:** Sturdy construction of the best materials available, the Popmatic is built to endure and to give many years of trouble-free dependable service.

**DIMENSIONS:** 60 in. Height; 15 in. Width; 15 in. in Depth. Shipping weight, 150 lbs.

**CAPACITY:** 12 lbs., enough to pop and sell \$25.00 per filling. Size of Bag of Popcorn vended can vary from 6 to 12 oz. size.

Originally \$250.00 **NOW \$99.50**

F. O. B. Cambridge, Ohio. Terms: ½ Deposit, Balance, or 5% Discount if Full Cash is Sent With Order. We Buy Music Routes.

**WE BUY AND SELL ALL MAKES OF POPCORN MACHINES. IF YOU HAVE ANY TO SELL, WRITE US.**

—Exclusive U. S. Distributors—

**THE P. K. SALES CO.** 6TH AND HYATT AVE.  
 CAMBRIDGE, OHIO

## CIGARETTE AND CANDY MACHINES

DuGrenier "S" Model, 7 Col., \$32.50 Ea.

DuGRENIER "W" MODEL, 9 COLS..... \$58.50 EA.

DuGRENIER "R" MODEL, 5 COLS..... 25.50 EA.

With King Size, \$2.00 Additional

REFINISHED LIKE NEW—PERFECT WORKING CONDITION!

1/3 Deposit, Balance C. O. D.

**ALL MAKES AND MODELS OF  
 CIGARETTE AND CANDY MACHINES**

Attractive in Appearance—Mechanically Perfect—  
 Ready for Locations.

Complete Stock of PARTS and MIRRORS!

**UNEEDA VENDING SERVICE**

100-102 Scholes Street, Brooklyn 6, N. Y.





# New York Arcade Owners Explain Post-War Plans

NEW YORK, Sept. 30.—Frank and Jack Marcus, brothers who operate two arcades on the Boardwalk at Rockaway Beach, are going about quietly laying the foundation for a post-war resort arcade which they are sure will click. Their certainty is based not on good intentions but on practical experience plus constructive thinking, a combination which goes a long way in most businesses.

Before the brothers went into the arcade end of coin machine operation they ran a juke box route. It was while engaged in this enterprise that they picked up two fundamentals of successful management of amusement games which has stood them in good stead in the arcade trade.

1. The brothers believe in keeping machines in perfect working order and make sure that every unit gets the eye.
2. They are careful that equipment depreciation never runs too far behind income.

Discussing the first principle by which they go, they agree that it seems

a very obvious one. Yet many ops will be found who believe that it is the number of their machines not the maximum average take of each piece of equipment which makes for aggregate high income. As a result the brothers point to routes over extended, each extra stop representing so much dead wood, whereas if the op had given as much attention to building an old stop up as he had to collaring new ones, the story might be different.

Concerning point two, the brothers hold that this is what is known as keeping your assets liquid and often adds up to a sort of insurance on a route. They explain by calling attention to ops who, blinded by big returns on a route, fail to ask themselves whether the equipment will continue to stand up indefinitely. When good times cease and the op either wants to sell his route or have it financed there comes a rude awakening. Locations that netted this op about \$5,000 or \$6,000 a year are appraised as worth only a few thousand dollars, if that.

Getting back to resort arcades, both Frank and Jack Marcus stress that the seasonal aspect of this type of arcade places a premium on wrong moves. At best there are only about five months in the year during which you have to earn enough for the year or else. If to the possibility of wrong moves you add unfavorable weather, acts of God, etc., it is plain that the owner of the resort

arcade simply cannot afford to make a mistake either in connection with his equipment or his location.

### New Games as Key

It is interesting, therefore, to note that the Marcus brothers are selecting for post-war spotting such machines as Panorams and Pilot Trainer. They say that they have tested Panorams and found them excellent arcade material. With a better type of film slated for post-war and greater selectivity in the cards, Panorams will offer even greater opportunities for resort arcade owner, according to these brothers.

Commenting on Pilot Trainer, the brothers hold that this game, born out of the war, offers a definite educational slant at the same time that it affords maximum amusement. They feel that it is a combination which makes the unit an ideal one for the resort arcade. In fact, Pilot Trainer, the brothers say, fulfills a basic requirement of all arcade equipment from which no arcade owner should swerve: Namely, that all equipment in the arcade should appeal to people of all ages and types; should be simple and offer entertainment at an extremely low price.

### Avoid Sensationalism

That too many resort men lean backward in an attempt to ward off charges of sensationalism is maintained by both Frank and Jack Marcus. They are on record against sensationalism themselves but make the point that the taboo applies more to the city arcade where the restrictions are so much more severe than for the resort arcade where the very nature of the setting argues grandstand appeals and of necessity rules out sotto voice addresses to the crowd. It is their thought that where the low state of finances forbids extensive arcade exteriors the next best thing to attract patrons are artistically contrived color combination with the accent on the gay side. If possible, the spirit of play and exuberance inherent in the very existence of a resort, should be expressed in the arrangement of the colors.

Resort arcade owners might try some of the gimmicks and dress-ups used by the rides in resorts with profit to themselves. In contrast with the rides, arcades really offer much more diversity and facets of amusement, yet nearly always the rides get the major play. The brothers ask what is wrong with grafting on the resort arcades the idea of a series of adventures as seen with tunnel and similar rides, each adventure rotating around one or more devices which point to still greater offerings with the climax ending in some outstanding game or device?

This is a thought which may bear fruit sooner than some think if the Marcus brothers have their way—which they will.

## Forbes Article Sees Arcades in Post-War Boom

CHICAGO, Sept. 30.—Amusement concessions in the post-war period will be a mighty profitable business, is the thought expressed in an article printed in the September 1 issue of *Forbes*.

This article "by the editors" has gone into detail explaining the various kinds of concessions which are expected to be available during the coming era of peace.

According to the authors, the coin operated machine concession in addition to being "extremely profitable," requires the least amount of investment. Of course wartime devices will be adapted to the amusement game field as some manufacturers are already laying plans to put them on the market. There seems to be little doubt but what arcades will come into their own after the war and the comments of *Forbes* bears out this opinion. Super arcades in other places beside amusement parks are in the files of many farsighted individuals.

Coin-operated movies which were going so well before the war are expected to also experience an upsurge of play. These are said to be an excellent addition to the modern arcade.

In describing and recommending the amusement park business, which includes the coin-operated arcade, *Forbes* said: It's a good business for anyone who enjoys excitement, crowds and outdoor work.

### N. Y. CIG ASSN.

(Continued from opposite page) direction was claimed. Among them was that of using labels headed "caution," the labels noting that only one pack in the machine was available to each customer. Another idea claimed to have produced results concerned the use of a placard placed in a prominent spot in the location and bearing the same message. Thirdly, cigarette route men said that by impressing upon a location owner that he should personally urge his customers not to extract more than one package from the machine, it tended to conserve the known brands.

Among those attending the first fall-winter meet were Al Denver, Mrs. G. Weiner, Sidney Bruck, Tom Vola, Sam Yolen, Aron Gosch, Max Weiss, S. Greenberg, Benjamin Gottlieb, Angelo Lento, Edward Eisner, Harold Jacobs, Matthew Forbes, and Jackson Bloom, CMA prexy, who presided.

law unwittingly. These still are among the gully but it is probable that the law might prove less severe with such malefactors than with established cigarette outlets who knew the score yet did not hesitate to milk the market for all it was worth. Inquiry as to whether the former or the latter predominate among the cigarette black marketers is parried with the reply that final presentations will disclose a mixture of both types.

Ops who know about the OPA investigation hold that the only thing wrong with it is that it has been going too long and should have produced results long ago. They point to machines being pulled left and right with many top spots falling by the wayside due to lack of cigarettes, yet OPA, which might help, takes its time. The view generally is that instead of going about collecting evidence in all instances known to have witnessed black market doings, if the OPA picked one or two big violators and offered evidence to make an example of them, the small fry would fall back in line and maybe more cigarettes would be available for the machines.

### ARCADE EQUIPMENT

- 4 Eric Diggers .....\$29.50
- 6 Buckley Treasure Island Diggers .. 49.50

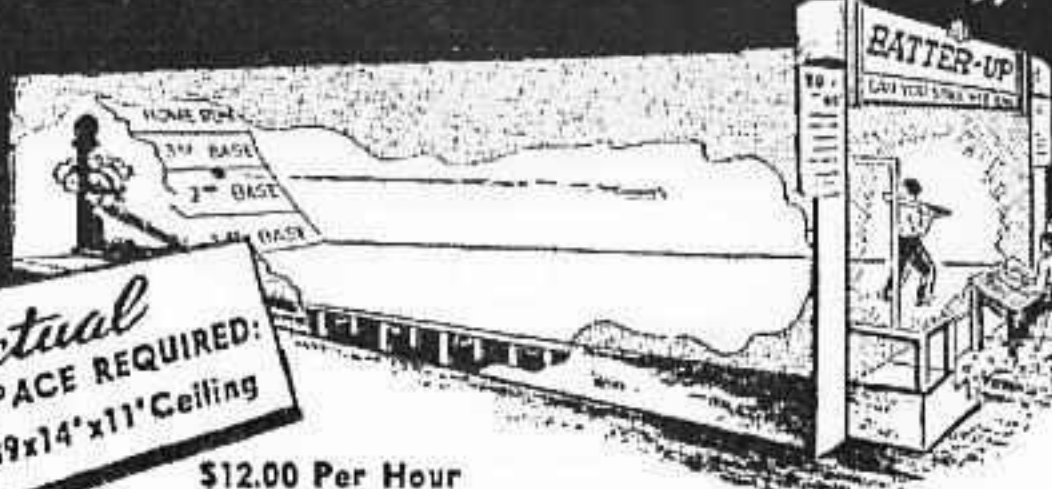
**United Amusement Co.**  
310 S. Alamo San Antonio, Texas

### FOR SALE

Short Range Shooting Gallery Targets, the original, the best made, \$10.00 a thousand for Circles and \$12.00 a thousand for Dots. Rules and regulations on targets.

**RED CIRCLE GUN CLUB**  
354 Asylum St. HARTFORD, CONN.

**WORLD'S TOP MONEY GETTER!**  
**Batter-Up** is available again!



Actual SPACE REQUIRED:  
39x14"x11" Ceiling

- \$12.00 Per Hour Year after Year.
- No Coin Slots
- No Service Headaches
- Legal Everywhere
- Exclusive Territory Franchise

**ARCADES FAIRS, PARKS OR BATTER-UP STORES**

**30 DAY DELIVERY**

Write or Wire

**BATTER-UP**

General Offices  
231 W. Wisconsin Avenue  
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(Counter Model Only)

**ONLY 45 LEFT!**

**Better Act FAST If You Want These Profit Making**

**GLAMOUR GIRL CARD VENDORS**

ALL METAL—SIMPLE MECHANISM

**1c CHUTES**

Special Deal #2

FREE 3000 1c Sellers—Your Choice of 24 Different Card Series with Purchase of One Vendor .....\$55

**2 FOR 5c CHUTES**

Special Deal #1

FREE 3000 Full Color Glamour Girl Type Cards (2 for 5c Sellers) with Purchase of One Vendor ...\$60

ALL PRICES F. O. B. LONG ISLAND CITY, N. Y.

SEND 1/3 DEPOSIT—BALANCE C. O. D.

WRITE for Latest Releases on Available Supplies and Factory Reconditioned Penny Arcade Machines.

**INTERNATIONAL MUTOSCOPE CORPORATION**

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# CLUB FINANCING SPOTLIGHTED

## Execs To Guide Post-War Plans Named by Mfr.

CHICAGO, Sept. 30.—Officials of Lion Manufacturing Corporation, producers of coin-operated equipment marketed by Bally Manufacturing Company, today released details on the organization which will direct speedy reconversion of the Bally plant to civilian products.

Ray Moloney, founder of the organization, continues as president and is actively directing post-war plans. Executive vice-president and general manager is Roy Guilfoyle, who is assisted by Andy Renn, comptroller.

Coin-operated machine sales are under the direction of George Jenkins, vice-president and general sales manager of Bally Manufacturing Company, assisted by Clarence Gillett. Herb Jones, formerly advertising manager, is vice-president and works manager in direct charge of engineering and manufacturing. He is assisted by Bill Billheimer, formerly purchasing agent. Development and engineering continues under the direction of Bud Breitenstein, chief mechanical engineer, and Don Hooker, chief electrical engineer, both of whom have won enviable reputations for technical contributions to the war effort. Ralph Nicholson, who developed the Bally Beverage Vender, is in charge of beverage dispenser engineering, and Stuart Lyon, vice-president, is in charge of contract accounts in the beverage dispenser division.

## Nebraska Releases State Tax Figures On Coin Machines

LINCOLN, Neb., Sept. 30.—The State tax commissioner has released a report on personal tax assessments which gives some data on the coin machine trade in the State. According to the tax report, Douglas County showed the biggest tax assessments reported in the State on coin-operated machines. Valuations of machines in the county were \$38,870.

Next highest tax report was about \$15,000 in Adams County. The tax assessment valuation covered juke boxes and vending machines. Assessed value of juke boxes and vending machines for the State as a whole totaled \$136,100. This was an increased valuation of nearly \$18,000 in 1943.

## Several Coin Machine Patents Issued by Gov't

WASHINGTON, Sept. 30.—A coin chute mechanism was covered in a patent recently granted to Pitney Bowes Postage Meter Company, Stamford, Conn., according to the September 19 issue of the U. S. Patent Gazette. The Pitney Bowes postage vending machines have been widely publicized as a new convenience for the public, and also cigarette operators are well acquainted with the tax stamp machines made by the same firm. The coin mechanism Patent No. 2,358,424 included six claims and also was issued to L. A. Thatcher and F. J. Rouan, both of Stamford. It is not known at the present time whether the firm will place this mechanism on the market or whether it will be reserved exclusively for use in their own machines.

A vending machine was covered in patents issued to J. R. Donaldson, of Dallas, with five claims granted. The description in *The Gazette* indicates a vender with six merchandise columns and a moving belt mechanism to deliver the article into the dispensing chute. The description would indicate that the vender is not selective but apparently it could easily be made a selective machine.

A coin-controlled racing game is covered by Patent 2,358,604, issued to Andrew H. Stewart, Shields, Pa. The racing game apparently offers three circular tracks, and the racing objects are similar to motor cars. Applications for this patent were filed in April, 1937.

While not mentioned specifically as belonging to a coin-operated machine, yet the description of a dispensing apparatus patented by R. F. Sickles, Springfield, Mass., apparently is intended for a vending machine. According to the description, the device is intended "for separating and delivering the lowermost relatively thin object from a stack of such objects." This apparently means a mechanism for taking out a very thin article into the dispensing chute. The patent has been assigned to F. W. Sickles Company, Chalcopee, Mass.

Considerable space is given in *The Gazette* to patents issued to Sherwood Hines, Columbia City, Ind., on a device apparently for vending liquids of some kind. The description refers to it as "coin-operated liquid dispensing apparatus. Twenty-six claims are allowed on one group of mechanisms. A second patent of 28 claims was also allowed on a same device but described as having a pre-selecting mechanism. One set of patents has been assigned to the Wayne Pump Company, Fort Wayne, Ind. Some parts of the description would indicate a pump for vending gasoline.

## Brazilian Cocoa Imports

Since January 1 the United States has imported approximately 400,000 bags of cocoa from Brazil.

## Federal Tax Reports Show Big Use of Gaming Devices

City officials disturbed at fact so many machines are operating in territories under reform jurisdiction—Louisville lists 90 locations

MILWAUKEE, Sept. 30.—Some of the most popular civic and fraternal clubs in Wisconsin have figured in feature news stories here and in Madison during the week. News reports were based on investigations and threats of investigations by State and local officials, and the use of slot machines and payout games in these clubs to finance their operations. Due to the political situation in the State, when crusades start here they seem to coincide with similar drives in the State capital at about the same time.

Information about the gaming devices in these popular clubs came from the Internal Revenue collector's list here in Milwaukee. The reports are convincing evidence of the wise use of slot machines and payout games in private clubs of all kinds. Even some religious clubs are included in the list. It has long been known that an increasing number of clubs have been using gaming devices to help finance activities. Since practically all of these clubs are open only to members, it was felt that gaming devices would provide amusement for members while at the same time they would be contributing to the cause.

The reports also show that making public the lists of those who pay the federal tax on gaming devices may eventually cause so much unfavorable reaction that the law may have to be repealed and the federal government would also lose its \$100 per year tax on each gaming device. This question of making the list public was discussed in Congress in 1943. Originally, when the law was passed, it provided, on the basis of general tax statutes, that the list be made public. Private clubs in all parts of the country objected to this publicity. When Congress considered the coin machine tax section again, the obligatory publicity provision was stricken out.

### Newspapers Get Lists

It still remains true, however, that newspapers can get tax lists when special excise taxes are involved, and so the publicity still continues in those centers where there are strong reform groups or newspapers.

The list of clubs and organizations, as published by Wisconsin newspapers, shows the following as having paid the \$100 federal tax on slot machines or payout games in their clubs:

Steuben Society of America, Germantown. The society headquarters are in Milwaukee.

American Legion posts at Antigo, Appleton, Ashland, Eagle River, Eau Claire, Forestville, Gillett, Green Bay, Janesville, Racine, Kenosha, LaCrosse, Marinette, Mayville, Peshtigo, Oshkosh, Rhinelander and Superior.

Elks' clubs at Antigo, Appleton, Ashland, Baraboo, Beaver Dam, Beloit, Eau Claire, Green Bay, Janesville, Kaukauna, Kenosha, La Crosse, Marinette, Manitowoc, Marshfield, Menasha, Platteville, Oshkosh, Racine, Stevens Point, Superior, Two Rivers, Watertown and Wisconsin Rapids.

Eagles' clubs at Ashland, Baraboo, Beaver Dam, Beloit, Berlin, Janesville, Kenosha, La Crosse, Marinette, Green Bay, Manitowoc, Marshfield, Oshkosh, Prairie du Chien, Racine, Rhinelander, Sheboygan, Sturgeon Bay, Superior and Wisconsin Rapids.

Knights of Columbus units at Beaver Dam, Janesville, La Crosse, Manitowoc, Superior and Two Rivers.

Moose clubs at Appleton, Beloit, Chippewa Falls, Eau Claire, Green Bay, Janesville, Kenosha, Racine and Watertown.

Veterans of Foreign Wars posts at Racine,

Beloit, Green Bay, Janesville, Kenosha, La Crosse, Marinette, Oshkosh, Sheboygan, Superior and Two Rivers.

Labor Temple Association and other labor groups at Beaver Dam, Sheboygan, La Crosse, Manitowoc, Superior, Racine, Kenosha, Janesville and Laona.

Golf clubs at Park Falls, Portage, Racine, Reedsburg, Rhinelander, Richland Center, Neenah, Sheboygan, Menominee, Port Washington, Stoughton, Madison, Lake Mills, Berlin, Appleton, Columbus, Beloit, Kenosha, Manitowoc, Marshfield, Hartford, Green Bay, Somers, Minocqua, Beloit, Platteville, Fox Lake, Mayville, Viroqua, Watertown, Stevens Point, Marinette, Menasha and Cambridge.

Yacht clubs at Green Bay, Kenosha, Racine and Oshkosh.

### Other Clubs, Societies

Other organizations included:

Booster Athletic and Cribbage Club, Beloit; Catholic Club Association, Appleton; Farmers' and Sportsmen's Conservation Club, Sheboygan; Ferndale Rod and Gun Club, New Auburn; Garton Toy Goodfellowship Club, Sheboygan; Knights of Pythias, Racine; Merrill Social and Sick Benefit Society, Merrill; Hamlyn Society, Racine; Humanity Club, Beloit; Hungarian Club, Racine; Madison Club, Madison; Park City Lodge No. 103, Kenosha; Roma Lodge No. 1196, Racine; Plattdeutscher, Verein, Watertown; Polish National Building Association, Kenosha; Russian-American Home, Kenosha; Sons of Norway Lodge No. 206, Kenosha; Swedish-American Club, Kenosha; Wergeland Society, Racine; Improved Order of Red Men, Superior; Italian-American Brotherhood, Racine; Italian-American Club, Beloit; Italian-American Society, Kenosha, and Odd Fellows, Janesville.

The above list is evidence enough that some very popular clubs use gaming devices to finance their activities and that they contribute considerable revenue at the same time to the federal government. State and local officials say they will carry out a thoro investigation of the operation of these gaming devices and will prosecute wherever sufficient evidence is obtained. At the same time, district officials here say there are many so-called social clubs in the district that are organized for no other purpose than to circumvent the law in operating slot machines.

### Investigation Certain

A thoro investigation of this situation is promised, and prosecuting officials say they will move to have the State charters of all such organizations annulled. Private and social clubs in the State operate under a State charter which protects their private rights, and officials say where evidence of gambling is found they can have the charters revoked. The allegations that social clubs have been formed here chiefly for the purpose of operating slot machines are similar to charges made in other States in times past.

LOUISVILLE, Sept. 30.—City and county officials here say they are disturbed by reports that at least 90 different locations have taken out licenses for payout games and slot machines under the federal law since July 1. Twenty-eight of the machines are said to be operating in the city limits. The information concerning these machines came from the district office of the Internal Revenue collector whose records show the places that have paid the \$100 gaming device federal tax. Some of the places listed are private clubs.

## FIVE BALL GAMES

14 Attention	\$ 40.00
1 All American	39.50
1 Big Chief	39.50
3 Bola Way	49.50
3 New Champ	49.50
11 Five-Ten-Twenty	100.00
2 Four Roses	39.50
3 Horoscope	49.50
2 South Paw	49.50
4 Sea Hawk	44.50
1 Silver Skates	39.50
4 Victory	80.00
2 Towers	59.50
2 Velvet	29.50
1 Ten Spot	29.50

## NOVELTY SERVICE CO.

1333 W. Burleigh MILWAUKEE, WIS.

## MAIN GEARS

For Wurlitzer and Seeburg Phonographs

Now available for immediate shipment . . . brand-new fibre main gears . . . less steel hub . . . for Wurlitzer and Seeburg Phonographs . . . all models . . . factory guaranteed against defective workmanship and material.

ONLY \$6.50

Quantity prices to distributors and jobbers. Write or wire—do not delay—place your order now—terms as usual. One-third deposit, balance C. O. D., shipment F. O. B. Los Angeles.

## E. T. MAPE MUSIC CO.

(Manufacturing Division) 1701 W. Pico Blvd. Los Angeles 15, Calif. (DRexel 2341)

## FOR SALE

500 PIN BALL MACHINES Ready for Location

## OUR REPAIR SERVICE

We Have Parts to Repair Any Type Amplifiers, Speakers and Motors.

Hard To Get Tubes — We Have Them. Rock-Bottom Prices.

## Mills Music Service

503 PITTSBURGH STREET SPRINGDALE, PENNSYLVANIA



OPERATORS:

Quality Considered, You Can't Beat Our Low Prices!
WRITE—WIRE—PHONE—OR
SEE THEM AT OUR 4 BIG SHOWROOMS!

FREE PLAY GAMES

Table listing various free play games and their prices, including All American, Miss America, Attention, Bowling Alley, etc.

ARCADE EQUIPMENT

Table listing various arcade equipment items and their prices, including Western Baseball, Rockola World Series, Chicago Coin Hockey, etc.

PAY TABLES, CONSOLES, ETC.

Table listing pay tables, consoles, and other items with prices, including Rockingham Automatic, Watling Big Game, etc.

COUNTER GAMES

Text describing counter games and their pricing, including Penny Pack, Mills Tickette, etc.

"THE HOUSE THAT CONFIDENCE BUILT"

Advertisement for Southern Automatic Music Co. featuring the slogan 'IT PAYS TO KEEP WATCHING' and listing various locations.

JONES SALES—SPECIAL NOTICE

For tops in Mills Slots on today's market write us for our special list, consisting of the following machines, all with knee action, club handles and drill proofed cabinets, etc.:

- List of special machines: MILLS GOLD CHROMES, MILLS BLUE FRONTS, MILLS BROWN FRONTS, MILLS CHERRY BELLS, MILLS BONUS BELLS.

CONSOLES

- List of console machines: EVANS '41 JACKPOT MODEL GALLOPING DOMINOS, EVANS '41 JACKPOT MODEL BANGTAILS.

Address all future communications, such as mail, wires and telephone calls to our Hickory, N. C., office only. Do not address any further communications to Bristol, Va.-Tenn.

JONES SALES COMPANY

Office Telephones 107 and 73 Night Telephone 402 1330 TRADE AVE. HICKORY, NORTH CAROLINA

ORDER NOW—SPECIALS

Table listing special offers on various machines and accessories, including Wurlitzer 412, Seeburg Commander, etc.

NEW YORK DISTRIBUTING CO.

630 10TH AVE. (Circle 6-9570) NEW YORK 19, N. Y.

THOROUGHLY RECONDITIONED AND READY FOR LOCATION

Table listing reconditioned machines and their prices: Knockout, Five-Ten-Twenty, Seven-Up, Ten Spot.

1/3 With Order, Balance C. O. D., F. O. B. Philadelphia

"You Can Always Depend on Joe Ash All-Ways" ACTIVE AMUSEMENT MACHINES COMPANY

900 NO. FRANKLIN ST. PHILADELPHIA 23, PA.

Ten Years Ago

Convention Plans

Chicago coinmen were making early plans to hold the annual coin machine convention. February 18-21 was tentatively set for the affair at Hotel Sherman.

British Coinmen's Picnic

Annual outing of the British Automatic Machine Operators' Society was hailed a success. Members from all parts of England attended.

Game Room

A unique game room was opened in a ballroom at Eastwood Amusement Park, Detroit. The soda fountain was moved to another place and the space—about 30x15 feet—converted into a game room.

New Development

Eastern Machine Exchange was featuring a peanut and confection merchandiser of its own development. The vender was of the globe type, holding eight pounds of merchandise.

Razor Blade Venders

Hercules Sales Organization purchased the entire remaining stock of the Amco razor blade venders. These ma-

Something New
In Jar Deals
3 for 25c
Red, White and Blue



Tickets in Bundles of 3, Take In \$170.50, Pay Out \$120.00

Profit \$50.50

Sample 2.50

Add 25c If You Need Glass Jar. Jobbers, Write for Quantity Prices. Mfg. Tip Books, Jar Deals. MUNCIE NOVELTY CO., INC. 2704 S. Walnut St. MUNCIE, IND.

WANTED

ABT Rifle Range, 3 or 6 gun. Must be in perfect condition. Also advise where it can be seen. Will pay top cash price.

PLAYLAND AMUSEMENT CENTER 616 Adams St., TOLEDO, OHIO

MARKEPP VALUES

SLOT MACHINES AND CONSOLES

Table listing slot machines and consoles with prices: Jumbo Parade, Shape, 5c Mills Futurity, etc.

PHONOGRAPHS AND WALL BOXES

Table listing phonographs and wall boxes with prices: Seeburg 3-Wire Baromatics, Seeburg Wireless Baromatics, etc.

ARCADE EQUIPMENT

Table listing arcade equipment with prices: Seeburg Chicken Sam, Scientific Batting Practice, Keeney Submarine Gun, etc.

FIVE BALL PIN GAMES

Table listing five ball pin games with prices: Doughboy, Landslide, Dude Ranch, etc.

ALL EQUIPMENT THOROUGHLY CLEANED AND CHECKED. HALF DEPOSIT WITH ORDER.

WANT TO BUY PHONOGRAPHS—ALL MAKES ALSO SLOTS

THE MARKEPP CO. Established 1928 3908 Carnegie Ave. Cleveland 15, O. (Henderson 1043)

LET US OUTFIT AN ARCADE OR AMUSEMENT CENTER FOR YOU

OVER 500 MACHINES ALWAYS IN STOCK—REPAINTED AND REFINISHED LIKE NEW!

ATHLETIC

Table listing athletic equipment and prices: Ball Grip, Barnhardt Dial Striker, Combination Grip and Lift, etc.

POKERENOS

1/3 Dep., Bal. C.O.D., F.O.B. N. Y. Free! Price Lists: Parts—Supplies. Complete Line of Arcade Machines!

MIKE MUNVES

510-514 W. 34th St. NEW YORK (2 Blocks From Penn. Station)

WANTED

SKEE BALL MACHINES

Wurlitzers and Bank Rolls—Any Model. HIGHEST CASH DOLLAR PAID. Banner Novelty Co. 8109 Trumbull Ave. Detroit 8, Mich.

MECHANICS WANTED

Experienced for Phonographs, Wall Boxes and Pinballs. Permanent position. Salary \$70.00 to start. Excellent post-war future.

UNITED AMUSEMENT MACHINE CO. 389 East Main Street Bridgeport, Conn.



**READY FOR LOCATION**

**IMMEDIATE SHIPMENT  
ONE BALLS**

1 '41 Derby	\$300.00
3 San Anita	275.00
1 Dust Whirls	525.00
1 Whirlway	425.00
2 Fortunes	275.00

**CONSOLES**

1 Four Bell, Hi Hand, Late 4-5c	\$850.00
5 Jumbo Parades, Cash, Late	175.00
3 Jumbo Parades, Free Play	75.00
2 High Hands	150.00
1 Super Bell, 5c	275.00
1 Paces Races, Brown Cabinet, Cash	150.00
1 Silver Moon, Free Play	89.50
3 Jennings Fast Times	50.00
1 Saratoga, Rails, Cash	85.00
2 Jennings Daily Double	35.00
1 Square Bell	75.00

**SLOTS**

4 Blue Fronts, 5c	\$150.00
1 Blue Front, 50c	475.00
1 Blue Front, 25c	325.00
1 Blue Front, 10c	175.00
1 Jennings Chief, Late 5c	150.00
1 Roman Head, 5c	125.00
2 Melon Bell, 5c	175.00
1 Brown Front, 5c	225.00
1 Watling Rotatop, Cherry 5c	100.00
2 Watling Rotatop, 5c M. Front	75.00
5 Watling Treasures, 1c	45.00
1 Silver Chrome, 10c	400.00
2 Gold Chrome, 10c	375.00
1 Bonus Bell, 5c	250.00
1 Bonus Bell, 10c	275.00
1 Columbia Bell, 5c	50.00
1 War Eagle, 5c	100.00
4 Glitter Gold, 1c Q. T.	90.00
5 Blue 1c Q.T.	50.00
1 Silver Chief, Melon, 5c	200.00
1 Jennings Triple X Bell, 5-10-25	200.00
1 Jennings Cigarola XVV	125.00
5 Mills Round the World, Q. T. Size	30.00

**ARCADE**

1 Rapid Fire—No Gun	\$125.00
1 Chicken Sam Gun	150.00
2 Sky Fighters	275.00

**ROY MCGINNIS CO.**

2011 MARYLAND AVE.,  
BALTIMORE, MD.

**INTERNATIONAL  
FOR EXPORTING:**

**FIVE-BALL FREE PLAY**

ABC Bowler	\$54.50	Repeater	\$55.00
Big Chief	49.50	Seahawk	55.00
Crossline	44.50	School Days	49.50
Duplex	60.00	Slap the Japs	55.00
Four Diamonds	55.00	Spot Pool	89.50
Gold Star	49.50	Stratoliner	45.00
Landslide	45.00	Ten Spot	49.50
Legionnaire	64.50	Twinkle	19.50
Metro	49.50	Wildfire	54.50
Pan American	49.50	Wings	39.50
Paradise	52.50	Captain Kidd	79.50
Punch	39.50		

**BOWLING LEAGUE—NEW!  
STREAMLINED BOWLING  
ALLEY WITH PLAYER  
APPEAL GALORE...\$295.00**

**VENDORS**

10 DuGrenier Model 6 7-Col. Cigarette Vendors	\$29.50
10 Advance P-Nut Vendors	8.75
5 Northwestern Trl Selectors, 1 & 5¢ Coin Slots	29.50
4 Electric Popomatic Popcorn Vendors	64.50
5 National 9-30, 9-Col.	69.50
5 National 9-50, 9-Col.	89.50

**MUSIC**

4 Rockola SpectraVox with Play Masters	\$350.00
1 Rockola Standard Dial-a-Tune Head	325.00
1 Wurlitzer 71 C.M. with Wurl. Stand	179.50
1 Seeburg Envoy, E.S.	400.00
2 Seeburg Classics, R.O.	425.00

TERMS: 1/2 Deposit with all orders for Domestic Purposes.

Full cash with orders for Exports.

FOREIGN INQUIRIES INVITED!

**International Coin  
Machine Distributors**

2115 Prospect Ave. Cleveland 15, Ohio  
Main 5769

**FOR SALE!**

50 LBS. NAMEPLATE TAPE  
Used in Roovers Nameplate Machine.  
\$1.75 Per Lb.  
Send 1/3 Deposit on All or Part.

GEORGE PATERSON

6 West 190th St. BRONX, N. Y.

**I Want Your Mills  
Silent Bell Parts**

WHAT DO YOU HAVE FOR SALE?  
HOW MANY AND HOW MUCH?  
Send Your List To:

**MILTON BRAUN**

"A Wizard on Mills Silent Bells"  
Route #3, Ferguson Av., Savannah, Georgia

chines were widely advertised upon their first appearance during the depression, in *The Saturday Evening Post* and other magazines, also with full-page advertisements in such daily newspapers as *The Chicago Tribune*, *New York Journal* and *New York Times*. The purchase, announced by M. S. Gisser, of the Hercules firm, included 880 vendors, which he said could be used to vend small items.

**Fights Slugs**

*The Dallas (Tex.) News*, daily newspaper, gave the war against slugs good publicity, saying that hundreds of Dallas people who had been trying to outwit marble machines, vending machines and pay telephones by using lead, brass or candy slugs had been suffering a wave of apprehension during the drive, since the arrest of a man on a complaint charging him with violation of a federal law prohibiting the manufacture of tokens or slugs intended to be used in place of money.

**New Association**

Amusement Table Division of the National Association of Coin Operated Machine Manufacturers took shape with the appointment of Walter A. Tratsch as chairman. Discussion was also held held by the manufacturers toward forming the merchandise machine division of the national organization.

**County Fair**

One of the largest crowds in years helped make up for falling off in attendance the first three days of the 79th annual Carthage (Cincinnati), Hamilton County (O.), Fair. Dates heretofore had been in August and the smaller gates were attributed by many to the September slowing and return to school of many children. Concessionaires and showmen on the midway, with a few exceptions, declared their business had been below normal for the event.

**Louisville License**

Licensing of Louisville's 2,000 pin table games was delayed following a meeting of the board of aldermen. A commit-

tee of operators had requested a license as a protection to the legitimate operator. The ordinance as passed assessed an annual fee of \$10 on each game but a legal flaw was found in the bill when it fixed the penalty of \$125 for violation. It was pointed out that the police court only had jurisdiction in cases involving fines up to \$100, so the ordinance was repealed. A new ordinance was introduced but some changes were proposed and final action had to be deferred.

**Coin Manufacturers**

The secretary of State (Illinois) announced the incorporation of the Daval Manufacturing Company, Chicago, with 300 shares of common stock. Incorporators were listed as A. S. Douglas, William J. Shafran and David Helfenbeln. Another new incorporation announced was the Sana Corporation in Chicago, with 20,000 shares. Incorporators were A. H. Mueller, Leo B. Lowenthal and Rose Green.

**Trade Gets Set**

Cool weather swept down out of the Rockies upon Texas and operators were rushing pell-mell, whipping their winter indoor spots into condition. The first few cool and crispy "snaps" always injected new life into the industry and everyone got set for the gun. General business outlook for this area was good and the trade looked forward to a busy season.

**WANTED!**

**WILL PAY FOLLOWING PRICES**

A.B.T. Big Game Hunters (Late)	\$15.00
A.B.T. Challengers	15.00
A.B.T. Model F (Blue)	15.00
Pikes Peak	7.50
Cubs and Aces	2.00
American Eagles, 1¢	5.00

All Machines must be in working condition, no parts missing or broken.

**RAKE COIN MACHINE EXCHANGE**

2014 Market Street  
PHILADELPHIA 3, PA.

**ATTENTION! ATTENTION!**

**OPERATORS OF WIRED TELEPHONE MUSIC!**

**PHONOTONE 5c WALL BOX**

**\$34.95 EACH**

- ★ Beautiful New 6 Color Screening!
- ★ Microphone for 2-Way Talking!
- ★ Simple to Hook-Up!
- ★ Marbletone Plastic Cover!

Here Is the Box You Are Waiting For—Made for Booth or Bar in Your Hostess Locations.

NEAT — COMPACT — EFFICIENT

WIRE, WRITE, PHONE YOUR ORDER!  
DO NOT DELAY! SUPPLY LIMITED!



**Automatic Equipment Co.**

919 N. BROAD ST., PHILA. 23, PA. PHONE: POPLAR 1333

**ARCADE EQUIPMENT**

3 Exhibit Foot Easers	50.00	1 Collie Large "Grip and Push"	50.00
5 Texas Leaguers	50.00	1 Collie "I Defy You"	50.00
1 A.B.T. Large Astrograph Scale	150.00	2 View-a-Scopes	10.00
3 Kirk Astrograph Scales	75.00	1 A.B.T. Challenger	20.00
1 Large Exhibit "Electric Is Life"	100.00	2 A.B.T. Game Hunters	10.00
1 Hand Vibrating Machine	25.00	4 A.B.T. Target Skills	10.00
1 Bally Defender	250.00	2 Red, White and Blue	10.00
1 Exhibit Motor Racer	50.00	1 Radio Rifle, Complete with \$40.00 Worth of Film	70.00
1 Evans "In the Barrel"	50.00	1 Large Grip-Strength	35.00
1 Keeney Submarine	175.00	1 Large Fist Striker (10 Ft. High)	50.00
2 Scientific Batting Practice	130.00	1 Evans Playball	175.00
1 Rockola Baseball	90.00	1 Bally Bull	125.00
1 Air Raider	200.00	1 Seeburg Shoot the Chutes (Newly Painted), Complete with Console Base and Extra 2051 Tube and 1489 Gun Lamp	179.50
1 Western Baseball	90.00		
1 Advance Shocker in Console Cabinet	20.00		
1 A.B.T. Pot Shot	50.00		

**PIN GAMES—CHEAP**

A.B.O. Bowler	\$35.00	Attention	\$35.00	Ten Spot	\$35.00
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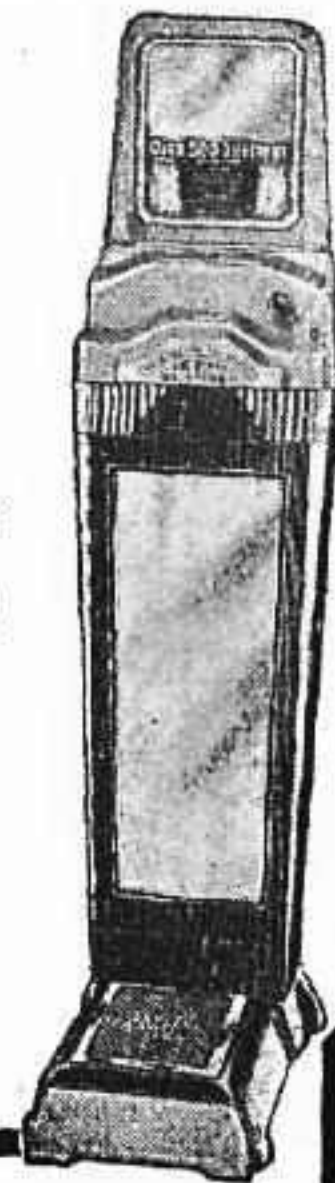
**PHONOGRAPH ACCESSORIES**

Seeburg Duo Remote Consoles, Wireless Selection and Wired Sound	\$125.00	Seeburg Transmitter	\$ 15.00
Rockola Tone Column, Equipped with Seeburg 5¢, 10¢, 25¢ Wireless Wallomatic and Wired Speaker	125.00	P.M. Speakers, 12"	10.15
Seeburg U.S.R. 2 Universal Units, Brand New	65.00	Seeburg Stroller, Equipped with Wireless Wallomatic and Wired Speaker	35.00
Seeburg Wireless Receiver for Wireless Speaker	15.00	Jap Targets for Shoot the Chutes. Pat Set	4.00
		Seeburg Wireless Speak Organs	40.00
		Metal Colling Speaker, Newly Painted	30.00
		Wurlitzer 2 Wire Baromatic, Late Model	35.00

Terms: 1/3 Deposit With

**W. B. NOVELTY CO., INC.**

1903 WASHINGTON AVE.  
ST. LOUIS 3, MO.



★  
**PUT THE AXIS  
AWAY WITH A  
BOND TODAY**

**WE CAN REBUILD  
YOUR OLD SCALES  
AND MAKE THEM LOOK  
LIKE NEW**

Get your Scales rebuilt now and have them ready for your big season.

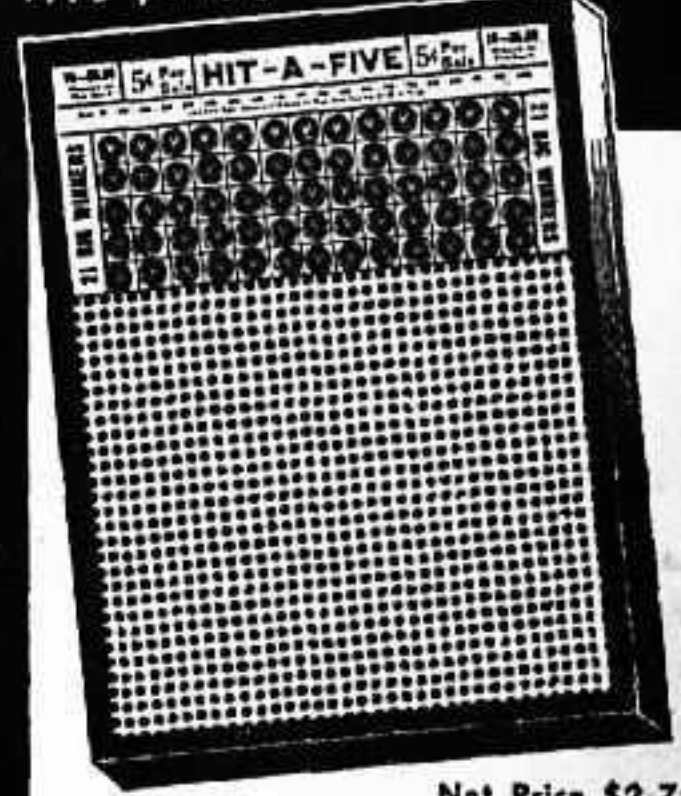
**WATLING MFG. CO.**

4650 W. Fulton St.  
CHICAGO 44, ILL.

Est. 1889—Tel.: COLUMBUS 2770.  
Cable Address "WATLINGITE," Chicago.

**RED HOT!  
FAST PLAY!**

★ Quick Sellout Means  
**VOLUME PROFITS**  
**TEN \$5.00 WINNERS**  
**FIFTY \$1.00**



Net Price \$2.78  
This board a SUPER THICK with 65 sewed seals  
1184 Holes—Average Profit \$25.60

Write for COMPLETE PRICE ON FULL LINE OF FASTEST SELLING BOARDS  
TIP BOOKS—JAR GAMES

**LC SALES CO.**

855 PEARL STREET  
BEAUMONT, TEXAS

120 Tickets—Consolation Tip Books	\$27.50 Gr.
1836 Jar Tickets	1.75 Set
2280 Jar Tickets	2.25 Set
2520 Jar Tickets	2.75 Set

**SALESBOARDS**

Holes	Name	Def.	Profit	Price
800	5¢ Deluxe Charley	Def.	\$10.00	\$ .72
1000	5¢ Nickel Charley	Def.	17.00	.98
1000	5¢ Double Finn	Def.	24.50	.98
1200	5¢ Bingo	Def.	20.80	1.39
1800	10¢ Lulu, Thick	Def.	40.00	2.88
1000	25¢ J.P. Charley, Thick, Avr.	Def.	52.04	1.55
800	5¢ J.P. Bell Boy, X Thick	Def.	20.40	1.85
1200	25¢ J.P. Texas Charley Avr.	Def.	108.28	2.86
1000	5¢ J.P. Rose Bowl	Def.	25.40	2.39
1000	5¢ J.P. Boat This Card, Avr.	Def.	33.00	2.59
1500	5¢ J.P. Scotchman	Def.	38.25	2.88

Operators—New Line 5¢ to \$1.00 Play—Write.

**DELUXE SALES CO.**  
BLUE EARTH, MINN.



# WURLITZER-ROCK-OLA USED PARTS-NEW ACCESSORIES

Wurlitzer 71 Cabinets	\$27.50	5 Ft. Shielded Wire (Tone Arms with Posts), New	\$.40
Wurlitzer 61 Cabinets	16.50	10 Watt Resistors, New	.30
Wurlitzer 61 Front Glass, New	1.35	20 Watt Resistors, New	.50
Wurlitzer 71 Front Glass, New	.90	16 MFD Condensers, 450 V., New	.85
Rock-Ola Drive Motors	18.50	8 MFD Condensers, Tubular Can, 600 V., New	2.50
Rock-Ola Turn Table Motors	12.50	Transformers for Any Amplifiers, New	6.00
Seeburg Motors	19.75	Fibre Gears for Wurlitzers or Seeburgs	6.00
Wurlitzer Tone Arms for 24, 500 and 600	18.50		
Crystal Pick-Ups (Metal), New, for Rock-Olas and Mills	4.75		

**WE HAVE EVERYTHING FOR THE AMPLIFIER!**

### TUBES FOR THE COIN MACHINE INDUSTRY

OZ4	\$1.50	5Y3	\$.70	117Z6	\$1.60	26	\$.75
1A5	1.50	5Z3	1.10	70L7	1.95	30	.70
1A7	1.60	6C5	1.00	12A8	1.00	37	1.00
1H4	1.00	6C6	1.00	12K7	1.00	33	1.00
1H5	1.30	6A6	1.50	12Q7	.90	38	.95
1LA4	2.35	6B5	1.75	12SK7	1.00	41	.85
1LN5	2.35	6F6	.90	12SR7	1.30	43	1.10
1N5	1.60	6H6	1.10	12Z3	1.00	45	.80
1P5	1.60	6K7	1.10	14A7	1.60	46	1.10
1Q5	1.60	6L6	1.50	14C7	1.40	47	1.10
2A4G	2.25	6Q7	1.10	25L6	1.30	56	.80
2A3	1.60	6SC7	1.25	25Z5	1.00	57	.90
3Q5	1.60	6SK7	.85	25Z6	1.00	76	.85
5V4	1.50	6SL7	.75	35A5	1.30	77	.90
5U4G	1.00	6V6	.60	35L6	1.00	78	.90
5W4	1.00	6X5	1.00	35Z3	1.30	79	1.40
		2051	2.25	35Z5	.85	80	.70
		117L7	2.35	50L6	1.10	83	1.10

**WE HAVE MANY MORE TUBES TOO NUMEROUS TO MENTION!**

**SUPPLIER'S CERTIFICATE MUST ACCOMPANY ORDER!**

When you need critical tubes we are always glad to accommodate. In all fairness, you should reciprocate by giving us ALL your tube business, including the less critical tubes marked with an (\*) above. Our prices are right and warrant your orders!

**Deposit required with all orders!**

## ALBENA SALES CO.

587 10th AVE., N. Y. C.  
LONGACRE 5-8334

### FOR SALE-SACRIFICE

Mills 5c Cherry Brown Fronts, Club Handles, A-1 Condition	\$200.00 Each
Mills 5c Blue Fronts, Club Handles, A-1 Condition	200.00 Each
Mills 25c Blue Fronts, Club Handles, A-1 Condition	300.00 Each
Paces Races, Factory Rebuilt, A-1 Condition	300.00 Each
Jennings Silver Moons, Cash Pay	100.00 Each

One-Third Deposit Must Accompany Each Order.

**R & M NOVELTY CO.** 1605 PACIFIC AVENUE, VIRGINIA BEACH, VA.

### ATLAS MEN IN SERVICE

#### PARTS FOR ALL YOUR NEEDS!

PLEASE ORDER BY PART NUMBER

801-Concertina Needles	\$.40
548-Aeropoint Needles	.50
550-Permo Point Needles	.35
551-Tone Dart Needles	.40
648-Rubber Pad for Gun Butts	.50
169-Title Strips, 20,000	5.00
338-Perfection Cleaner, Qt.	.75
351-Turf Champ Balls	.25
209-Bally Escalator Belts	.75
180-Chicken Sam Toggle Switch	2.50
1489-Gun Lamps	.80
172-Pin Game Locks	.60
603B-30 MFD 450 V. Condenser	1.75
604B-40 MFD 450 V. Cond., Dry	1.75
391-Mills Clock Springs	.15
384-Mills Knee Action Stop Arm Springs	.25
396-Contact Benders	.45
923-Seeburg & Bally Photo Cells	2.50
928-Non-Directional Cells	3.50
171-3000 Ohm Variable Resistor for Chicken Sam	2.25
Panoram Projector Bulb	4.75
Wurlitzer & Seeburg Casters, Set of 4	1.50
ABT Coin Chutes, Reg. & F.P.	3.75
Case (120) 25 W. Bulbs	9.60

1001 OTHER ESSENTIAL PARTS. WRITE FOR COMPLETE LIST.

Western Baseball	\$109.50	Bally Club Bell	\$289.50
5c Super Bells	315.00	Ace Bomber	Write
5c Twin Super	525.00	Panoram	395.00
5c 25 Twin Super	575.00	Chicoon Hockey	249.50
5c 5-25 Super	825.00	Bally HI Hand	169.50
Bang Talls, JP, '41	450.00	Single Safe Stand	21.50
Sky Fighter	395.00	Jenn. Cigarette	
Mills 5c Club Bells, Fact. Rebuilt	450.00	Model XVV	129.50
5c Big Game, P.O.	139.50	Jumbo Parade, PO, Late	129.50
5c Pace Saratoga, Comb.	169.50	Shoot the Chutes	159.50
Owl Pin Game	89.50	Slap the Jap	159.50
Three Bells	Write	Jenn. Lo Boy Scale	69.00

1/3 Deposit With Order.

**EXTRA SPECIAL ATLAS MASTER PARTS KIT, \$4.75**

**FOUR BELL GLASSES, Set of 5...\$8.75 (Part No. 325)**

**PANORAM PHOTO CELLS ....\$2.80 (Part No. 852)**

**NEW MIDWAY, \$209.50. NEW MARINE, \$195.00.**

**MILLS MAIN CLOCK GEAR, \$3.50 Complete**  
**JENN. CLOCK GEARS, Complete, \$3.50**

## Calif. Distrib Fetes Ops at Dinner Party

LOS ANGELES, Sept. 30.—Operators from far and near gathered here this week to attend the first anniversary party sponsored by California Amusement Company at their sales and service headquarters in Venice Boulevard. Firm kept open house on both days from noon until late at night. While chatter was featured, it went well with the enormous repast of cold turkey, ham and other accessories.

On hand in the capacity of hosts to the visiting operators were Chet W. Garton, general manager of the firm; Max E. Thiede, sales manager, and Frank Butterfield, head of the service department, with Tom Lewis, shipping clerk, and L. E. Kelly, Anona Gates, auditor, also assisted in the entertainment.

Bill Wolf, owner of the firm, made a special attempt to attend the party. Off on an Eastern business trip, Wolf had to cut short his transactions in order to be on hand.

Operators who attended voiced that it was one of the most informal affairs that had been staged in the coin machine business here. Business talk was taboo, but there was some drifting around to it now and then. Firm is a past master at entertainment, having thrown a similar affair when it entered on this venture last September.

Operators are already looking forward to the second annual party, which, it is said, will be bigger and better than this one.

Reason for the party was summed up by one of the firm's executives as "we are just trying to show our appreciation for the business and consideration given us during our first year in business."

Over 75,000 New Giving Trouble-Free Service!

### IMP

BRAND NEW

\$9.90

WHILE THEY LAST!

Regular Price \$12.50.



BRAND NEW

Wings ..... \$11.50 | Yankons ..... \$11.50

Zephyr	9.00
Champion	14.00
Vitalizer	69.50
Evans Playball	195.00
Love Testers	149.50
Exh. Merchantmen	49.50
Fan Front Mutoscope Diggers	79.50

BLISTER GUNNER CONVERSION FOR AIR RAIDER	\$12.50
TOKYO RAIDER CONVERSION FOR DRIVEMOBILE	16.75
KLIP-A-NIP CONVERSION FOR SKYFIGHTER	16.75

1/3 Deposit With Order.

## MAX GLASS

DISTRIBUTING COMPANY  
(Successors to Gerber & Glass)  
914 DIVERSEY - CHICAGO 14, ILL.

### PARTS-SUPPLIES

6/8 Volt Bulbs, 40, 44, 46, 47, 50, 51 and 55. Per Hundred	\$5.40
3 A0 Fuses Per Hundred	\$9.00
1/2 Amp.	
1, 1 1/2, 2, 2 1/2, 3 Amp.	3.50
5, 6, 7 1/2 Amp.	3.00
10, 15, 20, 25, 30 Amp.	2.50

PHONOGRAPH TITLE STRIPS (Red Border)

1000	\$5.00
5000 Per M	4.00
10000 Per M	3.50
25000 Per M	3.00

### 6SC7, 5Z3, 80, 2A4G, 70L7

Tubes are almost impossible to secure, but we have adapters for making the change-over to available tubes that require no change in the amplifier.

#100 6SC7 to 7F7		#205 2A4G to 2051	
103 6SC7 to 6SL7		(Seeburg Guns)	
110 5Z3 to 5U4G		210 2A4G to 2051	
125 80 to 5T4,		(Seeburg Music)	
5V4G, 5Y3 or		215 70L7 to 7A4-	
5Z4		7A5	
126 83 to 5U4G		(Seeburg Remote	
or 5X4		Boxes)	
\$1.50 Each		\$3.50 Each	

These have been tried and proven thoroughly satisfactory. We guarantee satisfaction. Absolutely no worry, anyone can make the change. Carry these in your service kit as standard equipment.

Ask Us for List Available Records  
**HERMITAGE MUSIC CO.**  
416A Broadway, Nashville 3, Tenn.

GUARANTEED USED GAMES  
**OLIVE'S SPECIALS THIS WEEK**  
SOLD ON MONEY BACK GUARANTEE

#### FIVE BALL FREE PLAY

A. B. C. BOWLER	\$ 57.50
ACTION	127.50
ATTENTION	57.50
CHAMPS (Old Style)	50.00
FIVE & TEN	135.00
FLYING TIGERS	175.00
GUN CLUB	75.00
INVASION	150.00
JEEP	127.50
KNOCKOUT	125.00
MAJORS, '41	60.00
MASCOT (Plastic)	40.00
MONICKER	85.00
PIN UP GIRL	150.00
PLAY BALL	42.50
REPEATER	50.00
SEVEN UP	60.00
SLAP THE JAP	67.50
SLUGGER	60.00
TOWERS	65.00
TEN SPOT	57.50
UMP	30.00

**MARINES** Rebuilt By Westerhaus \$199.50

**ARCADE EQUIPMENT**  
AIR RAIDER .....\$175.00  
PLAY POOL ..... 295.00

**MISCELLANEOUS**  
PANORAM PROJECTION LAMPS, (200 Hour) .....\$5.75  
PANORAM PROJECTION LAMPS, (25 Hour) ..... 4.25  
PRE-WAR RUBBER COVERED GUN CABLE, 7 Wire ..... 20¢ Ft.

Terms: 1/3 Dep. With Orders, Bal. C.O.D.

**OLIVE NOVELTY CO.**  
2625 LUCAS AVE. ST. LOUIS 3, MO.  
(Phone: Franklin 8620)

### ARCADE EQUIPMENT

2 Sky Fighters, Ea.	\$325.00
Drive Mobile	325.00
Bang a Deer	75.00
Stream Line Pop Corn Machine	75.00
Keeney Submarine	175.00
Mutoscope Moving Pictures	50.00
Western Base Ball, F.P.	85.00
Periscope, New	325.00
Keeney Anti Aircraft Gun	65.00
Challenger	20.00
Poison the Rat	15.00
International View-a-Scope	25.00
Pikes Peak	20.00
Kicker & Catcher	20.00
Hula	5.00
Electricity (Shock Machine)	10.00
Wizard Fortune Telling Machine	10.00

Terms: 1/3 Deposit, Balance C. O. D.

Phone 4-1109 between 12M and 1 P.M.  
**AUTOMATIC COIN MACHINE CORP.**  
338 Chestnut St. SPRINGFIELD, MASS.

There is no substitute for Quality  
Quality Products Will Last for the Duration  
**D. GOTTLIEB & CO.**  
CHICAGO

**LOOK!**

1 Wurl. 750E	\$615.00
2 Wurl. 24's	210.00 Ea.
1 Wurl. P12	65.00
2 Chicken Sams	85.00 Ea.
1 25c Cherry Bell, Like New, 430,000 Series, Original	275.00

**JULES OLSHIN & CO.**  
1100 Broadway Albany, N. Y.

# ATLAS

NOVELTY COMPANY

2200 N. WESTERN AVE. - PHONE ARMitage 5005 - CHICAGO 47

Assoc. (ATLAS AUTOMATIC MUSIC CO., 4704 CASS AVE., DETROIT 1  
Offices (ATLAS NOVELTY CO., 2219 FIFTH AVE., PITTSBURG 19

FRIENDLY PERSONAL SERVICE



## SLOTS

**MILLS...JENNINGS...WATLING...PACE**  
RECONDITIONED—Guaranteed

By Our 48 Years of Experience  
WRITE FOR PRICES

- 2 50c GOLD WAR EAGLES
- 3 5c GOLD CHROMES
- 7 10c GOLD CHROMES
- 9 25c GOLD CHROMES
- 2 5c SILVER CHROMES
- 5 10c SILVER CHROMES
- 8 25c SILVER CHROMES
- 2 5c BROWN FRONTS
- 4 10c BROWN FRONTS
- 12 25c BROWN FRONTS
- 3 5c BLUE FRONTS
- 5 10c BLUE FRONTS
- 8 25c BLUE FRONTS

All above Machines have Knee Action, Club Handles and Drill Proof.

- 12 5c Q. T.'s Originally Blue Made Glitter Gold .....\$89.50
- 6 10c Q. T.'s, Same as Above ..... 99.50
- 8 5c JENNINGS FOUR STARS
- 2 10c JENNINGS FOUR STARS
- 6 5c WATLING ROL-A-TOPS
- 2 10c WATLING ROL-A-TOPS
- 4 5c PACE COMETS
- 1 5c-25c PACE COMET Comb. (Cabinet Model)
- 2 10c JENNINGS CLUB BELLS (Cabinet Model)
- 2 25c JENNINGS CLUB BELLS (Cabinet Model)

We have all types of Coin Machines. Tell us what you want.

### SICKING, INC.

1401 Central Parkway Cincinnati 14, O.

## "V-E" Day Will Bring Release Of Copper Wire

WASHINGTON, Sept. 30.—Unless projected requirements for copper wire and cable are materially altered, the reduced military demands, after "Victory in Europe" Day, will permit copper wire and cable mill facilities to accept and deliver orders other than authorized controlled material orders in a pattern and of a copper content approaching pre-war levels, the Copper Wire and Cable Industry Advisory Committee was informed at a recent meeting, the War Production Board reported today.

WPB plans elimination of all unnecessary governmental controls, reports and directions on cessation of European hostilities, officials said. Retention is intended only for those controls needed to insure fulfillment of military requirements for victory over Japan, it was emphasized.

Industry members recommended that allocation of refined copper and directed production and distribution of intermediate shapes should be continued until victory is achieved over both Germany and Japan. The basis for this recommendation was the possibility that the supply of copper after "V-E" Day will be less than the amount needed to take care of military and civilian requirements. Allocation of material would then assure all wire companies, independent and producer, controlled, of a fair share of the copper available for civilian use, industry members pointed out.

The pre-war pattern of orders for wire and cable consumed considerably more copper than present patterns of orders, a government official said. However, man power and manufacturing costs now considerably exceed the pre-war pattern.

Tin, crude rubber and certain chemicals used as components of copper wires and cables are still in tight supply and it is likely that strict control of these materials will continue after the defeat of Germany, a copper division representative said.

Removal of all restrictions on deliveries to and from warehouses of copper wire mill products, after "V-E" Day, is also contemplated, the industry was informed by WPB.

Production of copper wire and cable, with the exception of certain communication wires, is at a level high enough to insure the completion of all military programs, and the progress made by the industry was most gratifying, government representatives said.

**STILL HAVE A FEW LEFT!**

## ROCK-OLA MASTERS

GUARANTEED BRAND NEW MECHANISMS!

**\$375.00** F. O. B. Phila.

★ **DAVID ROSEN** ★

855 NORTH BROAD STREET  
PHILADELPHIA 23, PA.  
STEVENSON 9943

## LIBERAL OPERATING DEAL

We furnish 5-Ball and 1-Ball Tables, Consoles, etc. Finest equipment obtainable. Ex-service men, formerly operators, as well as those now operating, have a wonderful opportunity with us. Write, giving references and full particulars, number of machines you can place and type of equipment permissible in your locality. BOX 611, The Billboard, 155 N. Clark St., Chicago 1, Illinois.

## 2 PACE DUCK PIN ALLEYS

Completely Automatic

**BOTH FOR ONLY \$375.00**

### ATLAS NOVELTY CO.

2200 N. Western Ave.  
Chicago 47, Illinois

## DID YOU SAY SLOTS?

Machines Completely Reconditioned.

- Mills 1c Blue Fronts, 3-5 Pay .....\$50.00
- Pace 1c All Stars, 3-5 Pay ..... 25.00
- Mills 5c Blue Fronts, 3-5 Pay .....130.00
- Mills 5c Extraordinary, 3-5 Pay .....125.00
- Mills 5c Blue Gold Vest Pocket ..... 40.00
- Mills 5c Q.T., Exceptional ..... 50.00
- Pace 5c All Stars, 3-5 Pay ..... 60.00
- Mills Chrome Tickettes ..... 3.00
- Columbia, Perfect, 1c-5c-10c-25c ..... 65.00
- Chicago Metal Double Safes, A-1 ..... 40.00

**SPECIAL**

One 25c Pace Deluxe, Sluggproof Brand, Now, Never Used ..... 200.00

50% Deposit With Order.

### MANCHESTER VENDING CO.

BOX 787, MANCHESTER, CONN.

2 Western Center Smash	1 Gottlieb Miss America
1 Western Derby Time, 6 Coin Mul.	1 Bally Photo Finish
1 Gottlieb Derby Day	3 Bally Preakness
2 Gottlieb Speed King	1 Bally Belmont
1 Gottlieb Daily Races	1 Bally Stables
	2 Jennings Pheasants

**SLOTS**

- 1 Mills 5c Futurity, 3-5 Payout, Like New.
- 1 Mills 5c Extraordinary, 3-5 Payout, Like New.
- 1 Watling 5c Twin J.P., in Good Condition and Looks Good.

**PENNY COUNTER MACHINES**

- 2 Daval 21
- 2 Liberties
- 5 American Eagles
- 1 Keoney Fortune Combination, Like New.

1 Mills Twin Steel Cabinet, Front and Back Doors Slide Up and Down, Bottom Space Inclosed for Weights, Like New.

All or any part of the above Machines, etc., will be sold to the party making the highest offer.

### CENTRAL SALES CO.

106 E. Beaufort St. NORMAL, ILL.

## 12 YEARS EXPERIENCED COIN MACHINE SALESMAN

Desires connection with reputable manufacturer. Available now or for post-war program. Excellent references. Prefer making headquarters in St. Louis, Mo. Address:

BOX 424, care The Billboard, 390 Arcade Bldg., St. Louis 1, Mo.

## 120 SERIES TIP TICKETS

120 Series Daily Baseball Tickets. Large Stock. Prices Right.

### IMPERIAL NOVELTY CO.

P. O. Box 378 LA CROSSE, WIS.



# Pilot

## TRAINER



★

Visit Our Showrooms and See It in Action! Send for Complete Circular!

★



## TRAINER SALES CO.

GEORGE PONSER — JACK GARLINER

2 Columbus Circle, New York 19, N.Y.

## FACTORY REBUILT AND REFINISHED

ALL MILLS SLOTS, DRILLPROOF WITH KNEE ACTION AND CLUB HANDLES, CASTINGS AND CABINETS LIKE NEW—MECHANISMS GUARANTEED PERFECT

BLUE FRONTS	CLUB CONSOLES	GOLD CHROME BELLS
5c .250.00	5c \$400.00	5c \$350.00
10c. 275.00	10c. 450.00	10c. 400.00
25c \$325.00	25c \$500.00	50c Hand-load, 3/5
50c. 600.00	50c Hand-load 800.00	25c. 425.00
		.. \$750.00

### MILLS BUYS

1c Refinished Gold Glitter Q.T. ....\$ 39.50	10c Brown Front, D.P., C.H., K.A. ...\$300.00
5c Original Gold Glitter Q.T. .... 125.00	25c Brown Front ..... 325.00
10c Blue Front, #461279, D.P., C.H., K.A. .... 350.00	5c Original Chromes ..... 350.00
1 Four Bells, 3-5c, 1-25c Play ..... 850.00	10c Original Chromes ..... 400.00
5c Brown Front ..... 275.00	4 5c Play Four Bells, Serial Over 1600 ..... 575.00

### JENNINGS CHIEFS

1c Redskin .....\$125.00	2 5c Club Consoles, Ea. ....\$175.00
5c Redskin ..... 175.00	10c One Star, 3/5 ..... 125.00
5c Century, 2/4 ..... 60.00	5c Silver Chief ..... 200.00
25c Century, 2/4 ..... 100.00	10c Silver Chief ..... 250.00
1c Club Special ..... 100.00	25c 1941 Silver Chief ..... 350.00

<b>PACE COMETS</b>	<b>WATLING ROL-A-TOPS</b>	<b>CAILLE</b>
5c Deluxe, S.P. ....\$99.50	5c 3-5 Payout .....\$85.00	5c D.J. 2-4 P.O., Red .....\$50.00
5c All Star ..... 85.00	25c 3-5 Payout .....175.00	10c D.J. 2-5 Payout ..... 60.00
10c All Star ..... 95.00		25c S.J. 2-4 Payout ..... 40.00

### ACCESSORIES

5c-10c-25c Baromatlo \$47.50	Wurlitzer Model 120, 2 Wire .....\$37.50	Wurlitzer 30 Wire Box .....\$24.50
------------------------------	--	------------------------------------

### CONSOLES—PAYTABLES—MUSIC

Santa Anita .....\$250.00	Lucky Lucre, Lt. Hd. \$275.00	412 Wurlitzer ....\$ 85.00
Long Shot ..... 350.00	Paces Reels, Rails . 135.00	616 Wur., Lt. Up Fr. Sides ..... 135.00
Kentucky ..... 375.00	Silver Moon, Aut. P.O. 135.00	61 Wur. & Stand .. 125.00
Jockey Club ..... 475.00	Bobtail, Aut. P.O. . 135.00	71 Wur. & Stand .. 175.00
Turf King ..... 500.00	Jumbo Parade, Late Hd. .... 135.00	1942 Victory ..... 485.00
Race King ..... 275.00	War Eagle, G.G. Castings ..... 17.50	Rockola 16 ..... 69.50
Jennings Good Luck. 69.50	New Q.T. Box Stands 19.50	Seeburg: Envoy, R.C., E.S. 425.00
Saratoga, Aut. P.O. . 85.00	1 '41 Evans Bangtail, J.P. Model, Two-Tone Cabinet ... 375.00	Major, R.C., E.S. 425.00
Paces Races, Black. 85.00		9800, R.C., E.S. 550.00
Royal Draw ..... 125.00		Mills Empress .... 285.00
High Hand ..... 150.00		
Galloping Dominoe, Lt. Hd. .... 150.00		

TERMS: 1/3 DEPOSIT, BALANCE O. O. D. WRITE, WIRE, TELEPHONE TODAY.

## TWIN PORTS SALES COMPANY

230 LAKE AVENUE, SO. DULUTH 2, MINN.

## MECHANIC WANTED

Must know Remote Control, Amplifiers and Guns. Permanent position. Good hours. Salary \$85 to start.

BOX D-226, The Billboard, Cincinnati 1, Ohio





# AUTOMATIC COIN GIVES YOU TOP VALUES! PARTS



Knee Action for Mills, Set of 3	\$4.95	Bottom P. O. Slides for Mills 5¢, 3/5	
Idle Pinion Gears for Mills, Ea.	2.50	Pay, Ea.	\$1.95
Main Clock Gears for Mills, with Attachments	3.50	Coin Advancing Bar Lever for Mills	3.50
5¢ Jackpots for Mills	\$22.50	Plastics for Rock-Ola, '39, '40 Models, Top Corners, Lower Sides, Ea.	\$12.75
Standard Handles for Mills	2.00	Plastics for Seeburg 1941, 1942 Models, Lower Sides, Each	14.50
Club Handles for Mills	4.50	Sheet Plastics, 20x50, Red	12.50
Jackpot Glasses for Mills	1.25	Corner Plastics for Mills Throne, Ea.	12.50
Reel Glasses for Mills	.50	New Locks for Pin Balls	.85
Escalator Glasses for Mills	.50	5, 10, 15 Amp. Fuses, Each	.04
Award Cards, 2/5 or 3/5, for Mills	.25	Bulbs, No. 40-44-46-47-51, 1456-1458, Each	.07
Set of 5 Four Bell Glasses for Mills	12.50	Cash Boxes for Mills	2.00
Glass for Mills 3 Bells	17.50	Prat Steps for Super Bells	.40
Spring Kit (55 Springs) for Mills	9.75		

### EXTRA SPECIAL

Mills Four Bells	\$550.00
Evans Lucky Lucre	199.50
Bally Royal Draw	69.50
Brown Paces Races	189.50
Paces Races Red Arrow, J. P.	319.50
Late Head Jumbo, P. O.	129.50
Late Head Jumbo, F. P.	129.50
Keeney Skylark	195.00
Jenn. Silver Moon Totalizer	119.50

WRITE FOR COMPLETE LIST 5¢, 10¢, 25¢ BLUE FRONTS, BROWN FRONTS, GOLD CHROMES AND MANY MORE!

BRAND NEW Scientific Basketball \$139.50

WE REPAIR MILLS SLOT CLOCKS—SEND THEM IN

All machines reconditioned and refinished by experts. Write for complete list and quotations on parts and equipment not listed. Order, Balance C. O. D.

**Automatic Coin MACHINES & SUPPLY CO.**  
3834 W. Fullerton Ave. (Phone CAPitol 8244) Chicago 47, Ill.

# GUARDIAN

## SERVICE KIT FOR PIN GAME OPERATORS

The Original Contact Kit Made by the PIONEER ELECTRICAL ENGINEERS of the Industry.

**BEWARE OF IMITATIONS**

Buy Guardian and You Won't Come to Grief

No. 1200—New Service Kit . . \$14.50

This New Kit Contains a Very Handy and Useful Contact Switch Assembly 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 #450 Guardian Contact Kit, \$7.50.

### MILLS CLOCK GEARS

COMPLETE WITH DOGS AND SPRINGS AS ILLUSTRATED. QUANTITY LIMITED! RUSH YOUR ORDER! **\$3.50 EACH**



Send for our Complete Catalog!

**BLOCK MARBLE CO.** 1527 FAIRMOUNT AVE. PHILADELPHIA 30, PA.

GET IT FROM BLOCK—THEY HAVE IT IN STOCK!

**TWO BILLION**

## RED and BLUE RATION TOKENS

ARE YOU GETTING YOUR SHARE?

Yes . . . More than your share. So are 10,000 other operators. 20,000 of these little trouble makers find their way into 10c coin chutes each day. In round figures . . . \$2,000,00 per day . . . \$14,000.00 per week . . . \$72,800 per year . . . What will it be when rationing is lifted? . . . You figure it out . . . we don't have the paper.

Token Ejectors now ready for immediate delivery for Mills 10c Bell Escalators. Guaranteed to eject 100% Red and Blue Tokens, aluminum and paper slugs—50% of all car tokens.

Install it yourself right on location in a few minutes. No drilling, cutting or fitting—no special tools necessary.

Model A—Token Ejector for Brass Coin Chutes . . . \$5.00  
Model B—Token Ejector for Late Steel Coin Chutes . . . \$5.00

Send full amount with order—we ship prepaid.

### VALLEY SPECIALTY COMPANY, INC.

1061 Joseph Avenue

Rochester 5, New York

## NEW FIELD FOR CHUTES

(Continued from page 59)

home is staggered by the probable cost of all this array of appliances.

The possibility is suggested that a central coin meter may be placed in the home by a service organization which will also install the various electrical devices and service them, getting its fees thru the coin meter just as coin box telephones are operated. Or, the coin meter can be used as a form of installment selling so that the average family can make daily payments by depositing a coin in the coin meter rather than paying monthly fees. It is well known that monthly payments have proved to be a great service to the average family, and the smaller payments by means of the coin meter might prove a greater economic advantage.

Enough precedent has already been established in attaching coin meters to electrical appliances to show that it will work. Standard refrigerators have been placed in the home with a coin-meter to operate on 25 cents for 24 hours' service. Coin-operated washing and ironing machines are now well known to the trade. Coin-operated radios have been installed in hotels and to a small extent in homes. The coin meter can either be used as a form of collecting rent or as a form of installment selling.

### Face High Cost

With many new entertainment devices for the home now being widely discussed, the average family will again be confronted with the big cost of installing all of these devices which it will certainly want as soon as possible. Entertainment devices promised in the future include television, radio, FM, short wave, facsimile, phonographs and others. An official of one of the big radio manufacturing firms in Chicago foresees a package cabinet which will include practically all of these entertainment devices in one group. The very idea of all of these entertainment devices being grouped together in the home again suggests the possibility of using a coin meter, either to collect the rental fee or as a form of installment selling. All this array of devices would certainly cost considerable money, and the average family would not be able to make the outlay and monthly rental fees would also discourage the installations in many homes. A coin meter would provide for daily payments and could be used not only to operate the entertainment device, but also the most modern electrical appliances in the kitchen.

This visionary dream of the coin-operated home of the future has a lot of precedent to show that it can be made practical. It would also make the manufacture of coin meters and mechanisms of great importance. It would also call for well-financed service organizations that would install devices in the home just as coin-operated machines have been installed and serviced in retail establishments.

## BUY WITH CONFIDENCE FROM ATLANTIC!

Your Authorized Distributor in N. Y., N. J. and Conn. FOR THE J. P. Seeburg Corporation

### PHONOGRAPHS

Rock-Ola Masters	\$325.00
Rock-Ola DeLuxe, 1939	300.00
Mills Empress	295.00
Mills Throne	250.00
Wurlitzer 24s	235.00
Wurlitzer 500—'42 Victory	550.00
Wurlitzer 500	385.00
Wurlitzer 600 Keyboard	385.00
Seeburg Colonel, E.S.	385.00
Seeburg Rex	220.00
Seeburg Casino	285.00

Each Machine Checked by Factory Trained Mechanic!

### TUBES

2A4G	\$.20	6A8	\$.10
5U4	\$.80	6J5	\$.75
5Z3	1.00	6S07	1.10
6X5	\$.80		

**Atlantic Distributing Co.**

583 Tenth Ave. New York 18, N. Y. Phone: LAckawanna 4-8193

## MECHANIC WANTED

By WURLITZER DISTRIBUTOR Must be thoroughly experienced Wurlitzer Phonographs and Wall Boxes. Top salary—48 hour week. Unlimited opportunity.

MARTIN DISTRIBUTING CO. 1911-1917 First St. Detroit 28, Mich.

## ATTENTION!

### CANADA AND LATIN AMERICA:

We can continue filling your coin machine requirements promptly!

### MUSIC

1 Rockola Imperial	\$175.00
2 Rockola Spectrovox & Playmasters	325.00
1 Seeburg Gem Wireless Remoted	
Hideaway with Brand-New WC-1Z	
Remote Wall-o-Matic Console	550.00
1 '41 Rockola Super	360.00
1 Rockola Imperial 20, Buckley Remoted	195.00

### BOWLING LEAGUES \$295.00

WRITE FOR SPECIAL PRICE IN QUANTITY LOTS! WE ARE IN POSITION TO FINANCE PURCHASES IN NORTHERN OHIO—CONTACT US FOR PARTICULARS!

### CONSOLES

1 Jumbo Parade, Combination	\$155.00
6 Jumbo Parades, Free Play	95.00
1 Pace Saratoga, Payout	110.00
1 Mills Rio, Payout	50.00
4 Beulah Parks, Payout	95.00
2 Black Paces Races	125.00
6 Kentucky Clubs	115.00
2 Jennings Liberty Bells	50.00
1 Jennings Multiple	75.00
1 Sugar King, Payout	75.00
1 Galloping Domino, Early Model	125.00
1 Sun Ray, Free Play	135.00

### ARCADE EQUIPMENT

1 Shoot the Chutes	\$135.00
3 Slap the Japs	135.00
1 Bally Convoy	195.00
2 Bally Rapid Fires	195.00
3 Keeney Submarine Guns	185.00
1 Shoot the Bull	135.00
1 Western Deluxe Baseball	95.00
1 '39 Western Baseball	85.00
1 Mills Solovue Panoram	350.00
1 Chicago Coin Hockey	195.00
1 Batting Practice (No Dome)	110.00
2 L.D. Ten Strikes	50.00
1 World Series	95.00

### COUNTER GAMES

6 Bombers	\$ 12.00
1 Shoot the Penny Target Skill	15.00
1 Blue Bonnet	10.00
1 Blue A.B.T. Target	20.00

20 LATE SERIES PANORAMS—ALL WITH WIPERS—\$350.00.

### MISCELLANEOUS SPECIALS

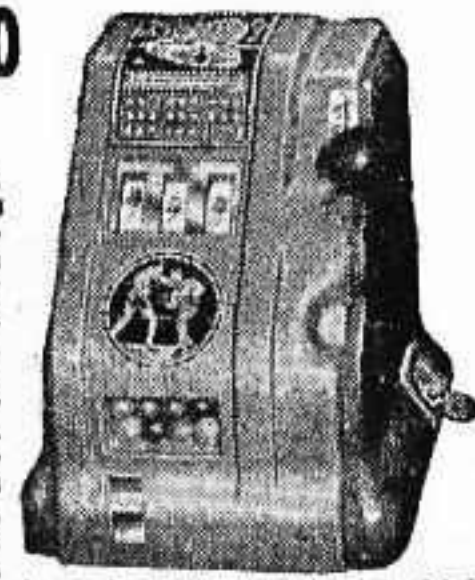
2 5c Wells Gardner Selective Bottle Drink Vendors	\$495.00
2 Bean the Japs, Conversion of Bean 'Em	40.00
250 Advance Duetette Nut Vendors, complete but as is with loads of extra parts. ENTIRE LOT	500.00

TERMS: One-Half Deposit With All Orders, Balance C. O. D.

**CLEVELAND COIN MACHINE EXCHANGE**  
2021 PROSPECT AVE.  
CLEVELAND 15, OHIO  
Phone: Prospect 6316-7

## "LIBERTY BELL"

\$39.50



For 5¢ Play. Has fruit reels like slot machine. Takes in real money and pays out a flashy metal token (25¢ size), automatically when winning combination such as two cherries, etc., appears. Complete with 121 tokens, bearing odds low as 3 to 1, high as 100 to 1. Brand new in original cartons. Size 9x9 in., ht. 10 in., wt. 16 lbs. Send \$10.00 deposit, balance express C. O. D. While They Last—Each \$39.50.

**WEBB DISTRIBUTING CO.**  
612 N. Michigan Ave. Chicago 11, Ill.

### FOR SALE

5¢ JENNINGS CHIEF, 3/10 P. O. \$185.00  
WRITE FOR PRICES ON  
\$1. JENNINGS CHIEF  
50¢ JENNINGS CHIEFS  
50¢ MILLS BLUE FRONTS  
50¢ JENNINGS CENTURY  
Also Other Machines, Stands and Parts.

**GENERAL NOVELTY CO.**  
521 N. 16th Street Milwaukee 3, Wisconsin

### FOR SALE!

5 CASES .22 LONGS  
5 CASES .22 LONG RIFLE  
Will Sell All or Part to First Reasonable Offer!

BOX 990, The Billboard, '564 Broadway, New York 19, N. Y.



## WE TAKE THE GAMBLE WHEN YOU BUY FROM US!

ANY MACHINE WE SELL IS GUARANTEED TO SATISFY OR THE SHIPMENT CAN BE RETURNED WITHIN FIVE DAYS AFTER DELIVERY FOR FULL CASH REFUND OF PURCHASE PRICE LESS THE TRANSPORTATION CHARGES.

### GET OUR PRICES

- MILLS GOLD CHROME BELLS
- MILLS SILVER CHROME BELLS
- MILLS BROWN FRONT BELLS
- MILLS BLUE FRONT BELLS
- MILLS CHERRY BELLS
- MILLS BONUS BELLS
- MILLS MELON BELLS
- MILLS CLUB CONSOLES
- BAKERS PACERS

ALL MODELS — ALL COIN PLAYS  
WE SPECIALIZE IN REBUILDING  
MILLS SLOTS and PACES RACES

SEE US FOR PACES RACES  
Service and Supplies

**BAKER NOVELTY CO.**  
1700 WASHINGTON BLVD., CHICAGO 12, ILL.

# MILLS

*Serves the Industry*

**MILLS NOVELTY COMPANY**

4100 FULLERTON AVE., CHICAGO 39, ILL.

CENTURY'S

## "SUPER TORPEDO" THE MOST SENSATIONAL REVAMP OUT!

IT'S NEW! IT'S UNIQUE!  
IT'S DIFFERENT!

- ★ Animated torpedos actually travel under water to sink moving enemy cargo ship!
- ★ Scoring device registers tonnage sunk!
- ★ Colorful mirrored backboard and surface glass!
- ★ A phenomenal success on location!
- ★ Cabinet beautifully designed and screened!

★  
Revamped and Built  
by AL SIMON

★  
WRITE OR WIRE  
YOUR ORDER TODAY!

★

CENTURY ENTERPRISES 215 W. 64TH ST., N. Y. 23, N. Y.



Circular  
On  
Request

### PARTS FOR MILLS SLOTS

	Each	In Lots of 25 or More
Large Clock Gears, Complete with Brackets and Springs	\$3.00	\$2.75
Idler Pinion Gear	3.25	
Reel Strips, 3-5 or 1 Cherry Payout	.55	.50
Reward Cards, 2-5 or 3-5	.20	.15
Club Handles, Painted and Chromed	4.50	4.00
Payout Disc, 1 Cherry Payout	7.50	6.75
Payout Disc, S.P., 1, 2 & 3	7.50	
Disc Plugs	.25	.20
Oval Frames to Use Paper Reward Card on Brown Front	2.00	
Cash Boxes	2.25	
Vest Pocket Coin Chutes, 1¢ or 5¢, New	3.25	
Payout Tubes, 25¢ Size (with Hopper)	3.75	
Bottom Main Slide, 5¢-10¢-25¢	4.25	
20-Stop Star Wheel	3.00	
Large Clock Gears Comp. with Brackets & Springs for Jennings Slots	4.25	3.75
Back Board Glass for Jumbo Parade, Cash Model	3.50	
Top Glass for Jumbo Parade, Cash Model	3.50	

We Have All Types of Springs and Other Parts for Mills Slots.  
1/3 Deposit Must Accompany All Orders.

**SICKING, INC.** 1401 CENTRAL PARKWAY, CINCINNATI 14, O.

### Watch for the Announcement of Our Removal to New and Larger Headquarters

Knee Action with Springs (3)	\$5.25	Spring Kit for Mills	\$9.50
Idler Pinion Gears for Mills	2.50	Club Handles	4.00
Main Clock Gears (complete)	3.00	Standard Handles	2.00
Bottom P. O. Slides, 5c	3.50	Reel Strips, #236 and #356	1.00
Jackpot Glasses	1.00	Reward Cards 3/5 and 2/5	.15
<b>SPECIAL CASH BOXES</b>		<b>\$1.50</b>	

#### ONE-BALLS

Keeney Fortune	\$350.00	Pimlico	\$435.00
Longacres and Thoroughbreds	550.00	'41 Derby	345.00
Club Trophy	345.00	Sportsman	345.00

#### BRAND NEW

Bonus Castings—Complete.....\$25.00 Per Set

#### CONSOLES

25c Jennings Club Bell (like new)	\$375.00
10c Mills Club Bell (completely refinished)	450.00
25c Mills Club Bell (completely refinished)	525.00

#### SLOTS COMPLETELY RECONDITIONED, READY FOR IMMEDIATE SHIPMENT

5c Mills Blue Fronts	\$245.00	5c Bonus Bells, brand new castings	\$325.00
10c Mills Blue Fronts	275.00	10c Bonus Bells, brand new castings	375.00
25c Mills Blue Fronts	375.00	25c Bonus Bells, brand new castings	450.00
5c Mills Brown Fronts	275.00	5c Chrome Bells	425.00
10c Mills Brown Fronts	350.00	10c Chrome Bells	450.00
25c Mills Brown Fronts	400.00	25c Chrome Bells	500.00
50c Mills Blue Fronts	550.00	50c Jennings Chief	395.00

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- 5c Superbells, Comb., A-1 Write
- Mills Four Bells, A-1. Write
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- Lucky Lucre ..... Write
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- Super Track Times. .... Write

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- 10c Blue Fronts. .... Write
- 25c Blue Fronts. .... Write
- 5c Brown Fronts, 3/5 Write
- 5c Cherry Bells. .... Write
- 5c Club Consoles, like new ..... Write
- 5c Chrome Bells, 2/5, orig. .... Write
- 5c Gold Chromes, 3/5, orig. .... Write
- 5c Pace Deluxe, 3/5 Write
- 5c Pace All Stars, 3/5 Write
- 5c Jennings Club Special Write
- 10c Extraordinary, 3/5, C. H. .... Write
- Jennings Cigarollas XVV. .... \$109.50
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**CENTRAL OHIO COIN MACHINE EXCHANGE**

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**Scribe Comments On Numerous Pin Games in Wash.**

CHICAGO, Sept. 30.—Robert E. Kennedy of *The Chicago Daily Times* staff covering the Presidential campaign speeches recently, commented on pinball games and slot machines which he observed in Spokane. Spokane has a city license system, and officials have long been favorable to the trade because of the important revenue received from licenses on machines.

Kennedy in his news report made the following comment: "There is a gambling tradition about the West which still lingers, even in large cities such as Spokane. Pinball machines have pay-off slots and, altho slot machine operation is now a felony, they abound in the private clubs, Washington's way of getting around its State law against open bars."

Apparently Kennedy did not know that the State of Washington licenses slot machines in private clubs and derives considerable revenue from such licensing.

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Converted to 5c, 10c, 25c and 50c Play. A proven big money maker. Cheatproof. Ready for location. Price \$1100.00.

Also 50c SUPER BELL SINGLES (Comb.) \$450.00

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- 1 Mills 50c Gold Chromes, 3/5
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- 2 Mills 10c Brown Fronts, Drillproof, Knee Action, C.H.
- 6 Mills 25c Blue Fronts, Drillproof, Knee Action, C.H.
- 3 Mills 10c Blue Fronts, Drillproof, Knee Action, C.H.
- 2 Mills 25c Club Consoles
- 2 Mills Four Bells, 4-5c
- 1 Mills Four Bells, 1-25c, 3-5c
- 5 Mills 5c Blue Front Q. T.'s
- 3 Mills 5c Q. T.'s, Originally Blue, made Gold Gitter
- 2 Mills 10c Q. T.'s, Originally Blue, made Gold Gitter
- 2 Mills 25c Q. T.'s, Originally Blue, made Gold Gitter
- 7 Mills Blue & Gold Vest Pockets
- 4 Mills Green Vest Pockets
- 1 Walling 50c Rolatop, Like New
- 1 Jennings 25c Club Special

10 War Eagle Gold Gittered Castings (top & bottom) per set \$18.50

- 1 Paces Reels
- 1 Paces Races Red Arrow
- 2 Mills Spinning Reels
- 1 Keeney Tokio Gun
- 3 Sheffler Loboy Scales
- 1 Walling Scale-Mirror
- 5 Organ Type Speakers

**PHONOGRAPHS**

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- 1 Seeburg Royal
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- 1 Wurlitzer 616
- 2 Wurlitzer 412
- 1 Wurlitzer 61 Counter Mod.
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- 25c Mills Melon Bell, like now ..... Write
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25c BLUE FRONT ..... 295.00	JUMBO PARADE, F.P., HIGH HEAD 89.50
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1 Mills Bl. Fr., 10c, Clean ..... \$175.00	4 Mills Glitter Gold Q.T., 5c, New .. \$139.50
1 Mills Bl. Fr., 10c, Like New ..... 255.00	7 Mills Glitter Gold Q.T., 5c, Used . 85.00
1 Mills Bl. Fr., 5c, Gold Award, Clean 150.00	3 Mills Orange Q.T., 5c, Like New . 100.00
1 Mills War Eagle, 5c, Rebuilt 3/5 . 195.00	3 Mills Green Q.T., 5c, Used ..... 65.00
1 Mills War Eagle, 10c, Rebuilt, 3/5 240.00	4 Mills Blue Q.T., 5c, Used ..... 70.00
1 Mills Hand Load, 25c, Like New.. 345.00	3 Mills Free Play Q.T., 5c, Used ... 55.00
1 Mills Gold Chrome, 5c, Rebuilt .. 310.00	1 Jennings Victory, 5c, Like New .. 325.00
1 Mills Melon Bells, 5c, Excellent .. 175.00	1 Jenn. Triplex, 5-10-25, Like New 200.00
1 Mills Wolf Head, 10c, Clean .... 125.00	1 Pace Kitty, 5c, Ex. Cond. .... 85.00
1 Mills Wolf Head, 25c, Rebuilt ... 225.00	1 Watling Rolatop, 5c, Rebuilt .... 105.00
1 Mills Golf Ball, 25c Vendor, Ex. ... 225.00	1 Watling Rolatop, 10c, Rebuilt ... 125.00

## WESTERHAUS' GREATEST REVAMP IMMEDIATE DELIVERY FROM STOCK --- MARINES AT PLAY ---

3 Exhibit Vitalizer ..... \$ 65.00	1 Mills Punching Bag ..... \$ 65.00
1 Genco Playball ..... 155.00	2 Supreme Guns ..... 225.00
1 Evans Tommy Gun ..... 125.00	3 Keeney Air Raiders ..... 245.00
5 Bally Rapid Fire ..... 225.00	6 Sky Fighters ..... 325.00
1 3-Pc. Set Monkey Meters with Std. 130.00	1 Keep Punchin' ..... 85.00
1 Scientific Batting Practice ..... 110.00	2 Red, White & Blue ..... 20.00

15 PACKARD WALL BOXES ..... \$30.00 Ea.

2 WURLITZER WALL BOXES, Wireless. \$32.50 Ea.

1 TURF KING, Excellent Cond. ... \$550.00

1 KEENEY FORTUNE, Exc. Cond. .... \$275.00

### IN STOCK FOR IMMEDIATE DELIVERY—ORIGINAL CASES

Shangri-La ..... \$149.50	Oklahoma ..... \$209.50
Production ..... 149.50	Grand Canyon ..... 209.50
Midway ..... 189.50	PIN-UP GIRL ..... 189.50
Arizona ..... 209.50	FLYING TIGERS ..... 189.50
Sky Rider ..... \$189.50	

1 WURLITZER, '41, EXCELLENT THROUT, \$109.50

"BOWLING LEAGUE" 9 Ft. Skce Ball Return Ball Feature Immediate Delivery \$299.50

300—65C7 TUBES, \$1.15 EACH

### Service—Reliability—Cooperation

One-Third Deposit Required.

FRED IVERSON **EASTERN SALES CO.** JOHN BILOTTA  
1824 E. MAIN ST. CULVER 5278 ROCHESTER 9, N. Y.

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### SLOTS AND CONSOLES

5c-25c Twin Super Bell, CP ..... \$495.00
Four Bells, Late Head 850.00
Four Bells, Old Head. 595.00
Four Bells, Old Head, 3-5c, 1-25c ..... 895.00
Four Way Super Bell, 3-5c, 1-25c ..... 850.00
Three Bell ..... 995.00
Jumbo Parades, Conv. 179.50
Jumbo Parades, Late Heads, CP ..... 159.50
Jumbo Parades, Old Heads, CP ..... 109.50
1941 Bangtails ..... 425.00
1941 Lucky Lucre, 3-5c, 2-25c ..... 425.00
1941 Roletto Jr. .... 400.00
Lucky Lucre ..... 225.00
Roletto Jr. .... 225.00
Roletto Sr. .... 350.00
25c Bally Roll 'Em . 169.50
Triple Entry ..... 139.50
Royal Flush ..... 85.00
Royal Draw ..... 124.50
Paces Reels ..... 124.50
Saratogas ..... 124.50

### ONE BALL FREE PLAY

Saratoga, Conv. .... \$159.50
Bally Club Bells .... 249.50
Bally Hi Hands .... 149.50
5c Mills Blue Fronts 225.00
10c Mills Blue Fronts 275.00
25c Mills Blue Fronts 350.00
50c Mills Blue Fronts, Rebuilt ..... 650.00
5c Orig. Chromes .. 395.00
25c Orig. Chromes .. 525.00
25c Orig. Glitter Golds 525.00
50c Orig. Glitter Golds 850.00
50c Orig. Chromes .. 850.00
5c Bonus Bells .... 235.00
5c Cherry Bells .... 250.00
25c Brown Fronts, Rebuilds ..... 325.00
5c Jennings Chiefs.. 200.00
5-10-25c War Eagles
5-10-25c Grey Fronts
4 Used Double Steel Safes, Heavy Duty. Ea. .... 150.00
2 New Double Steel Safes, Heavy Duty. Ea. .... 200.00
All Slot Machines Are Overhauled and Refinished.

### PHONOGRAPHES

Longacres ..... \$575.00
Thorobreds ..... 575.00
Pimlicos ..... 395.00
Club Trophies ..... 325.00
Derby, '41s ..... 325.00
Blue Grass ..... 159.50
Dark Horse ..... 149.50
Whirlaway, New ... 475.00
ARCADE EQUIPMENT
Chicken Sams, Conv. \$169.50
Keeney Submarine . 195.00
Chicago Coin Hockey 195.00
Keeney Anti Aircraft 79.50
Rapid Fire ..... 210.00
Radio Rifle ..... 95.00
Mills Punching Bag . 89.50
World Series ..... 75.00
PHONOGRAPHES
Wurlitzer 780E .... \$675.00
Wurlitzer 850 ..... 775.00
Seeburg Gem ..... 325.00
2 Seeburg Regals ... 375.00
2 Seeburg Vogues ... 375.00
2 Seeburg Mayfairs . 375.00
2 Seeburg Concert Grands ..... 350.00

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## 1836 Tip Combination

2050 and 1950 Red-White-Blue

Standard Printing—Protected Numbers—Banded With Tape. Distributors and Operators, write for special prices.

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25—500 Keyboards ... \$375.00	10—24 A's ..... \$240.00
15—600 Keyboards ... 375.00	20—71 Counter Models. 159.50
15—600 Rotaries ..... 340.00	10—41 Counter Models. 109.50

1/3 Deposit, Balance C. O. D.; F. O. B. Newark

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FOR

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"SHOOT THE JAP," "CHICKEN SAM," "JAIL-BIRD," "SHOOT THE CHUTES"

★ WRITE FOR COMPLETE LIST ★

TOGGLE SWITCH ..... \$2.50	PHOTO ELECTRIC CELLS (All Directional) ..... \$3.50
3000 OHM VAR. RESISTOR ..... 1.75	2A4C TUBES ..... 2.35
GUN LAMPS, #1489 ..... .90	38 TUBES ..... 1.10
MUZZLE LENS ..... 2.00	80 TUBES ..... .70
SHOULDER LENS ..... 1.00	2051 TUBES ..... 2.55
AMPLIFIERS (Complete with Tubes). Write	GUN CABLE (8 Feet) ..... 1.90
MOTORS ..... Write	MAIN CABLE (40 Feet) ..... 9.90
PHOTO ELECTRIC CELLS (CE #23) .. 2.50	3rd Rail Wipers ..... .70

All orders for above must be accompanied with signed consumer's cert. L265

KEENEY AIR RAIDER ..... \$225.00	"SHOOT THE JAP" (Chicago Nov.) \$179.50
KEENEY SUBMARINE ..... 215.00	SHOOT THE CHUTE (Conv. to Jap) 139.50
BALLY BULL (Conv. to Jap) .... 109.50	BALLY RAPID FIRE (Newly Painted) 225.00
Keeney Anti-Aircraft (Brown) ... 59.50	BALLY BULL ..... 79.50

SEEBURG RAY GUN AMPLIFIERS REPAIRED 24-HOUR SERVICE

RIFLES For All Seeburg Ray Guns Complete With Cable and Lamp. ... \$35.00

# COIN MACHINE EQUIPMENT CO., INC.

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Here is "Blackie" No. 1

NEW THRILLS!  
NEW ACTION!  
NEW IN PLAYER  
APPEAL!

IT'S JUST  
ENTIRELY  
NEW AND  
REVOLUTIONARY!

**Black Gold**  
**BLACKIE**  
No. 1

25¢ TICKET  
125 PUNCHES  
25¢ TICKET  
125 PUNCHES

ALSO TICKET PRINTED "KID FREE PUNCHES"

1 PUNCH ON BLACK TICKET "BLACKIE" REVEALS ONE PUNCH IN JACKPOT—ALL OTHER BLACK TICKETS "BLACKIE" WITH WINNING COMBINATIONS RECEIVING DOUBLE AMOUNT OF REBUILT HEADS

LAST PUNCH ON BOARD RECEIVES ONE PUNCH IN JACKPOT

Here is "GOLD" in all its glory. A "Blackie" board with sensational awards. "Jackpot" contains two \$25.00, \$10.00 and \$5.00 awards. "Blackie" ticket receives two punches in "Jackpot" that is possible to win \$60 - \$50 - \$40 - \$35 - \$20 - \$15 and \$10. Takes in 624 sales at 25c - \$156<sup>00</sup> Pays out \$105<sup>52</sup> Average profit \$50<sup>48</sup>

**SUPERIOR PRODUCTS**  
14 N. PEORIA ST. CHICAGO

**FLOOR SAMPLES, REBUILTS & SLIGHTLY USED SLOT MACHINES EQUIPPED WITH SPECIAL DISCS AND REELS. OFFERED FOR RESALE ONLY**

6 5¢ Gold Chrome	\$400.00	2 Longacres, Brand New	\$600.00
3 5¢ Copper Chromes	400.00	1 50¢ Gold Chrome, New	750.00
17 5¢ Original Chromes	375.00	6 10¢ Original Chrome	400.00
12 5¢ Brown Fronts	225.00	8 25¢ Original Chrome	425.00
5 5¢ Melons	200.00	13 25¢ Brown Fronts	\$350.00 Up
5 5¢ Cherries	200.00	6 25¢ Blue Fronts	250.00 Up
6 5¢ Blue Fronts	200.00	2 50¢ Blue Fronts	Write
1 5¢ War Eagle	125.00	1 10¢ Cadet	\$ 69.50
1 1¢ Watling Twin Jackpot	27.50	2 Columbia Bells, Cash	49.50
1 1¢ Pace Bantam	27.50	18 Columbia Bells, Ch. Scp.	42.50
1 1¢ Mills Goose-neck, Single J.P.	49.50	17 Super Track Times	335.00
1 Keeney Super Bells, 5/5/5/25¢	750.00	2 Pastimes	225.00
		5 Kentucky Club	115.00

21 Galloping Domino, Cash, J.P., Dark Cab., Factory Rebuilt	\$225.00	1 Mills Four Bells, 5/5/5/5¢	\$050.00
8 Galloping Domino, Chk. Sep., Dark Cab., Factory Rebuilt	235.00	9 Mills 5¢ Jumbo Parade, F.P., Blue	89.50
8 Galloping Domino, Cash, Light Cab., Like New	335.00	2 Mills 5¢ Jumbo Parade, Cash	159.50
15 Galloping Domino, J.P., Chk. Sep., Light Cab., Like New	345.00	2 5¢ Paces Races, Black Cabinet, Painted Brown	69.50
1 Mills Four Bells, Original Style Head, 5/5/5/25¢	800.00	1 5¢ Paces Races, Jackpot, Brown	190.00
		1 5¢ Paces Races, Brown Cabinet	175.00
		2 25¢ Paces Races Red Arrow	250.00
		1 Drivemobile	300.00
		1 Penny Smokes	\$ 6.50
		1 Watling Scales	100.00
		4 '41 Derby, Free Play	300.00
		1 Club Trophy, Free Play	300.00
		2 Fortunes, Cash or Free Play	300.00

**SUPPLIES**

5,000 Ft. 2-Wire Metal Covered Cable, Per Ft.	\$.05	2 Chicago Metal Safes for Bally Slots	\$ 50.00
		Slot Machine J.P. Glass, Per Doz.	13.50

**NEW MACHINES IN ORIGINAL SEALED CRATES**

25 Mills Copper Chrome, 10¢	\$425.00	3 Mills Jumbo Parade, 5¢ Cash	\$200.00
10 Mills Copper Chrome, 25¢	Write	2 Mills Jumbo Parade, Conv. 5¢	200.00
25 Mills Brown Fronts, 5¢	385.00	2 Keeney Super Track Times	Write
15 Mills Brown Fronts, 10¢	395.00	4 Galloping Dominos, J.P.	425.00
3 Mills 5¢ Handload Emerald	400.00	6 Columbia Bells, Gold Award	99.50

**FACTORY REBUILTS IN ORIGINAL SEALED CRATES**

9 Mills Brown Fronts, 5¢	\$250.00	10 Mills Consoles, 5¢	\$375.00
10 Mills Brown Fronts, 10¢	265.00	2 Mills Consoles, 10¢	385.00
10 Mills Brown Fronts, 25¢	350.00	1 Mills Console, 25¢	450.00
10 Mills Gold Chrome, 5¢	400.00	5 Mills Mystery Bonus, 5¢	275.00
		4 Mills Mystery Bonus, 10¢	285.00

**PHONOGRAPHS AND SUPPLIES**

1 Wurlitzer 616	\$125.00	2 Cadet, RC, ES	\$385.00
1 Wurlitzer 600	350.00	2 Playboys	25.00
3 600 Wurlitzer Victory Model, New	525.00	9 1939 Wall-o-Matics	17.50
1 Wurlitzer 416	125.00	3 -430 Wurlitzer Speakers, New	125.00
1 Wurlitzer 416, Marble Glo	135.00	1 Seeburg Vogue, MS	350.00
1 Seeburg Commander, ES	395.00	3 Rockola Commando, New	Write
1 Seeburg Commander, RC, ES	425.00	Mills Four Bell Cabinets, New	20.00

TERMS: FULL CASH MUST ACCOMPANY ALL ORDERS IN THE FORM OF POST OFFICE, EXPRESS, TELEGRAPH MONEY ORDERS OR CERTIFIED CHECKS.  
If We Are Unable To Fill Your Order We Will Make Refund of Your Deposit Promptly.

**MOSELEY VENDING MACHINE EXCHANGE, INC.**  
60 BROAD STREET, RICHMOND, VIRGINIA. DAY PHONE 3-4511—NIGHT 5-5328.

**\$30.00** SEEBURG GUNS—BALLY GUNS COMPLETELY OVERHAULED and REBUILT

PLUS PARTS F. O. B. Chicago

All Work Guaranteed. Work Done By Mechanics of 15 Years' Experience.

**"MANOR BARGAINS"—FOR SALE**

Bally Rapid Fire Guns	\$200.00	3000 Ohm Adj. Resistors	\$1.30
Seeburg Shoot-the-Jap	150.00	Gun Cables	1.25
Seeburg Shoot-the-Chutes	125.00	Toggle Switches	1.75
Main Cables	8.00	Adapters—2051 to 2A4G	.75
10 MFD "Illinois Condensers", Ea.	.75	Other Ray Gun Parts In Stock.	

All Merchandise Guaranteed. All Machines Are Overhauled and Refinished.

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8L6G	\$1.50	6SC7	\$1.20	6J5	\$.90
80	.70	2A4G	2.35	5U4G	1.00
5Z3G	1.10	5Y3GT	.70	25L8GT	1.10
38	1.10	39J44	.80	6V6GT	1.00
2051	2.55	45	.80	6J7GT	1.10

Consumers' Certificate Must Accompany All Orders.

**WE REPAIR ALL TYPES OF AMPLIFIERS**

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IN SLOTS, PINS, MUSIC OR ARCADE EQUIPMENT!  
WE HAVE IT! ALL MACHINES GUARANTEED, WITH THE PRIVILEGE TO RETURN IF NOT SATISFIED. WRITE US FOR YOUR NEEDS!

**SPECIALS**

Original Chrome, 5¢	\$325.00	Original Gold Chrome, 5¢	\$350.00
Original Chrome, 10¢	375.00	Original Gold Chrome, 10¢	400.00
Original Chrome, 25¢	425.00	Original Gold Chrome, 25¢	450.00
Club Console, 25¢	650.00	Original Gold Chrome, 50¢, 1 Cherry	
Club Console, Hand Load, 50¢	900.00	2/5 P.O.	\$50.00
		50¢ Hand Load, 3/5 P.O.	950.00

WRITE FOR PRICES OF ALL TYPES OF SLOTS, CONSOLES, PINS, ARCADE, ETC.

**NOW DELIVERING "MARINES" \$199.50**  
REBUILT BY WESTERHAUS  
4 WAYS TO WIN

**WANT—WILL PAY TOP PRICES!**

**PIN GAMES**  
FLICKERS need not be in working condition, but all parts must be included.  
MILLS 1-2-3, F.P.

**MUSIC**  
RECORDS—no quantity too large, none broken.

**CONSOLES**  
HI HANDS, SUPER TRACKS, SUPER BELLS, THREE BELLS, CLUB BELLS, FOUR BELLS (LATE HEADS).  
SEND US YOUR LIST TODAY!

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**READY FOR IMMEDIATE SHIPMENT!**  
SENSATIONAL 5-BALL FREE PLAY "UPRIGHT" PIN BALL GAME . . . . **ZINGO**

Small Quantity Still Available **LIBERATOR** Outstanding Arcade Shooting Game **\$395**

FACTORY REBUILT SLOT MACHINES AND CONSOLES  
Mills Brown Fronts, Originals, 5¢, 10¢, 25¢—Mills Club Bell Consoles, 5¢, 10¢, 25¢—Mills Bonus Bell, guaranteed as new, 5¢ only—Mills Gold Chrome—Original Chrome—War Eagles—Jenn. 1944 Victory Chirp, 5¢, 10¢, 25¢—Mills 4-Bell—Mills 3-Bell—Jumbo or Jumbo Comb.—Keeney Super Bell, all models—Bally Hi Hand, F.P. & P.O.—Pace Saratoga, F.P. & P.O.—Buckley Latest Model Track Odds—Evans J.P. Domino—Bangtall, J.P.—Bally Roll 'Em—Bally Club Bell, F.P. & P.O.—Evans Latest Lucky Lucre—Pace Twin Reels, 5¢ & 10¢ and 5¢ & 25¢—Baker Pacer, DDJP—Pace Saratoga, latest, 10¢—Keeney Super Bell, 3-5¢, 1-25¢.

WRITE, PHONE OR WIRE FOR GAMES NOT LISTED  
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14 Jumbo Parades, \$ 67.50 Ea.		4 Polo	\$25.00 Ea.
6 Silver Moon, F.P.	79.50 Ea.	1 Red Hot	15.00
2 Super Bells	275.00 Ea.	10 Sky Line	30.00 Ea.

**PINBALLS**

1 Air Circus	\$80.00	9 Snappy	35.00 Ea.
1 Airliner	15.00	2 Sports	20.00 Ea.
1 Blackout	15.00	2 Sporty	15.00 Ea.
1 Box Score	15.00	1 Supercharger	20.00
3 Buckaroo	15.00 Ea.	1 Super Six	20.00
1 Big Parade	80.00	1 Topper	15.00
1 Cadillac	20.00	4 Victory (Bally)	35.00 Ea.
2 Commodore	20.00 Ea.	1 White Sails	20.00
2 Cowboy	15.00 Ea.		
1 Follies	15.00		
4 Home Run '40	20.00 Ea.		
1 Lone Star	20.00		
2 Lucky Strike	15.00 Ea.		
2 Majors '40	15.00 Ea.		
1 Nippy	15.00		
8 On Deck	30.00 Ea.		

**MISCELLANEOUS**

7 Imps	\$8.50 Ea.
2 Aco	6.50 Ea.
17 Cubs	6.50 Ea.
6 American Eagles, 1¢ and 5¢	6.50 Ea.
4 Marvels	6.50 Ea.

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**EAST COAST MUSIC CO.**  
10TH AND WALNUT STS. CHESTER, PA.





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CONVERTED FROM  
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WE ARE ALSO REVAMPING  
**STREAMLINER**  
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You'll Get and  
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**PHONO PLASTIC**  
**REPLACEMENT PARTS**  
**FREE REPLACEMENT IF BROKEN WITHIN 3 YEARS**

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NON-BRITTLE

SHRINK-PROOF

RIGID MATERIAL

EXPERTLY MOLDED

PERFECT FIT

GUARANTEED

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	Each
24 Top Corners	\$ 1.20
24 Lower Sides	4.00
61-71-41-600, 500 Top Corners	4.00
700 Top Corners	7.00
700 Lower Sides	9.50
700 Back Sides	8.50
800 Top Center (Right or Left, Red)	8.00
800 Back Sides (Green)	9.50
750 Top Corners	8.75
750 Lower Sides	8.75
750 Top Center	4.25
750 Middle Sides	2.00
850 Top Corners	9.50
850 Lower Sides	8.75
850 Top Center	11.00
950 Lower Sides	10.50

**ROCK-OLA MODELS**

	Each
Standard, Master, DeLuxe or Super	
Top Corners	\$12.75
Lower Sides	12.75
Top Door Plastics	6.75
The Above Available in Solid Red, Yellow, Green	
COMMANDO	Each
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Lang Sides	12.75
Combination Yellow and Red Color Scheme	

**SEEBURG MODELS**

	Each
"Hi tone"—Model 9800, 8800, 8200,	
Lower Sides	\$14.50
"Classic"—"Colonel"—"Major"	
Top Corners	6.00
"Envoy"—"Cadet" Top Corners	2.50

The Above Available in Solid Red, Yellow or Green

**MILLS**

Available in Red, Yellow or Green	
Throne-Empress Top Corners, Each	\$14.00
Throne-Empress Lower Sides, Each	14.00
<b>BUCKLEY BOXES</b>	
Side Plastics, Per Set	\$ 7.00

**SHEET PLASTIC**

	Per Sheet
50 Gauge Red, Yellow or Green (Thickness of new penny)	\$12.50
60 Gauge Red, Yellow or Green (Thickness of a new half dollar)	14.50
80 Gauge Red or Yellow (Thickness of a new silver dollar)	16.00

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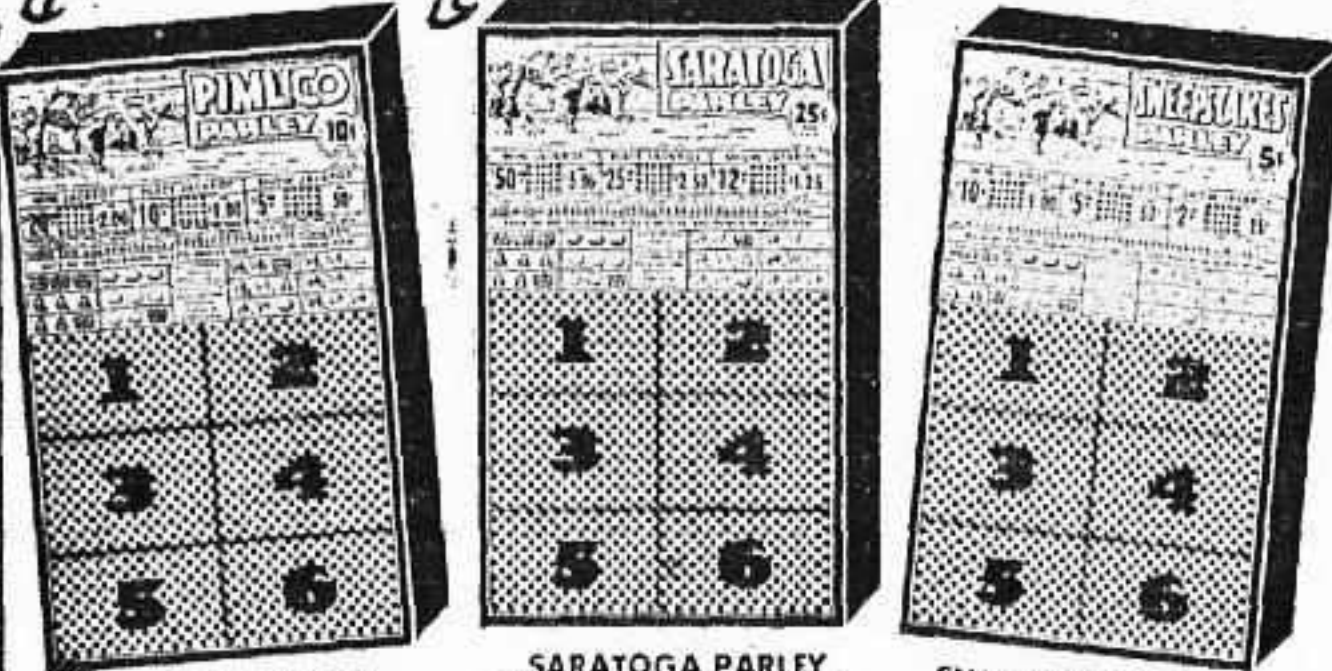
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No. 11895 10c PLAY 1056 Holes  
Takes in \$105.60  
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**SWEEPSTAKES PARLEY**  
No. 11894 5c PLAY 1056 Holes  
Takes in \$52.80  
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**HARLICH**  
BOARDS

They're off! Here's the start of one of the biggest profit runs in board history. Every one an odds-on favorite! Made in our special thick style with large slot symbol tickets and the popular large hole. Write or wire for "Dope Sheet" today.

SEND TODAY FOR CIRCULAR ILLUSTRATING OTHER HARLICH MONEY-MAKERS

**HARLICH MFG. CO.** 1413 W. JACKSON BLVD. CHICAGO (7) ILLINOIS

**FOR SALE**

1 Keoney 4-Way Super Bell, 5¢, Complete Except for Cabinet, or Will Buy Original Cabinet for Same.

**PARTS FOR SALE**

Original Parts for Mills 4 Bells  
Original Parts for Keoney Super Bell  
Miscellaneous Parts—Write for parts needed or send worn-out parts for replacement. Will supply whatever we have. Mills Original Bottom Castings for Brown Front and Cherry Front and Extraordinary. Keoney 27 Volt Bulbs.

**AUTOMATIC CIGARETTE SALES CO.**

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**CANADIAN AND NEW ENGLAND OPERATORS**

We Can Supply Your Needs In

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Also Complete Line of Parts for These Machines. Write for Prices and Information.

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A Complete Casino Game in Deluxe Junior Size—Top Attraction for Big Play on Counter Locations!

All the Zip and Play Appeal of Galloping Dominos!

Colorful, flashy cabinet and layout panel set up conveniently on counter. Button control spins pointer on dial. 32 combinations—odds from 2 to 1 up to 20 to 1. Also operates on wall or back bar with remote control. Built to last... hardwood cabinet, simple mechanism. 115 V., 50 Cycle A.C. operation. Size 17 1/2" high, 13 1/2" wide, 4 1/2" deep. Shipping wt., complete, 16 lbs.

Ideal Counter Game—No Slot—No Tax!  
Write for Information

**H. C. EVANS & CO.** 1520-1530 W. ADAMS ST. CHICAGO 7, ILLINOIS

BERT LANE SAYS . . .



ONLY A FEW LEFT!  
"LIBERATOR," \$395.00—"SHOOT-A-BAZOOKA," \$42.50  
ORDER TODAY!

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GEMS	\$175.00	500	\$350.00	8800	\$450.00
VOGUE	285.00	700	425.00	8200	475.00
ENVOY	310.00	800	425.00	750E	475.00
COLONEL	320.00	780	425.00	780E	475.00
600	240.00	750	425.00	850	525.00
CLASSIC	305.00	9800	425.00	950	525.00

We Buy, Sell or Trade Any Coin Operated Equipment.

**ACE COIN MACHINE COMPANY**

2125 CEDAR SPRING AVE. DALLAS, TEXAS



# THANK YOU

**Coinmen:** O. D. Jennings & Company is grateful for your tremendous response to our 6 Per Cent Post-War Priority Plan which is scheduled to end on September 30. If you have not obtained your Priority Number for delivery of brand new Chiefs, Consoles and Refrigerated Venders from our first production run after the war, please act immediately. Send bonds or your check for the purchase of bonds before September 30.

**Your Bonds!** And your checks for the purchase of bonds are helping to bring V-Day nearer. Also thousands of machines reserved under this plan will mean full employment for even more workers after the war.

**O. D. JENNINGS & COMPANY** SINCE 1906  
RATED AAAI  
4309-4339 WEST LAKE STREET · CHICAGO, ILLINOIS

## WE WILL ACCEPT ALL TYPES OF USED COIN MACHINES AS PART OR FULL PAYMENT

FOR  
**The Most Thorough and Complete "CHICKEN SAM"—Change-Over to "JAP" Ray Guns**

\$179.50

**"SHOOT THE JAP"**

\$179.50

**RAY-O-LITE GUNS**

1/3 Deposit, Balance C. O. D.

Appearance and performance equal to a brand new machine. Factory-trained mechanics—expert cabinet makers see to it that every re-conditioned Seeburg "CHICKEN SAM" Ray Gun leaves our shop in perfect condition. Amplifiers—Tubes—Cables—every part is thoroughly checked and tested, and cabinets finished in solid blue lacquer with black trim. Our "Jap" Ray Guns make friends with every operator because they look and perform like new and make money right from the start. Send us your Certified Check for \$175.00 to save C. O. D. charges or \$60.00 with your order—balance of \$119.50 C. O. D.

## BALLY RAPID FIRE GUNS

**WE REBUILD RECONDITION REFINISH**

For

**\$49.50**

F. O. B. CHICAGO

MADE TO WORK AND LOOK LIKE NEW BY FACTORY TRAINED SPECIALISTS

**WE RE-BUILD— RE-CONDITION— RE-FINISH—**

**MACHINES COMPLETELY PAINTED TO LOOK LIKE NEW!**

for **\$59.50**

Your old run down "CHICKEN SAMs" and "JAIL-BIRDS" and convert them into "SHOOT THE JAP" Ray Guns.

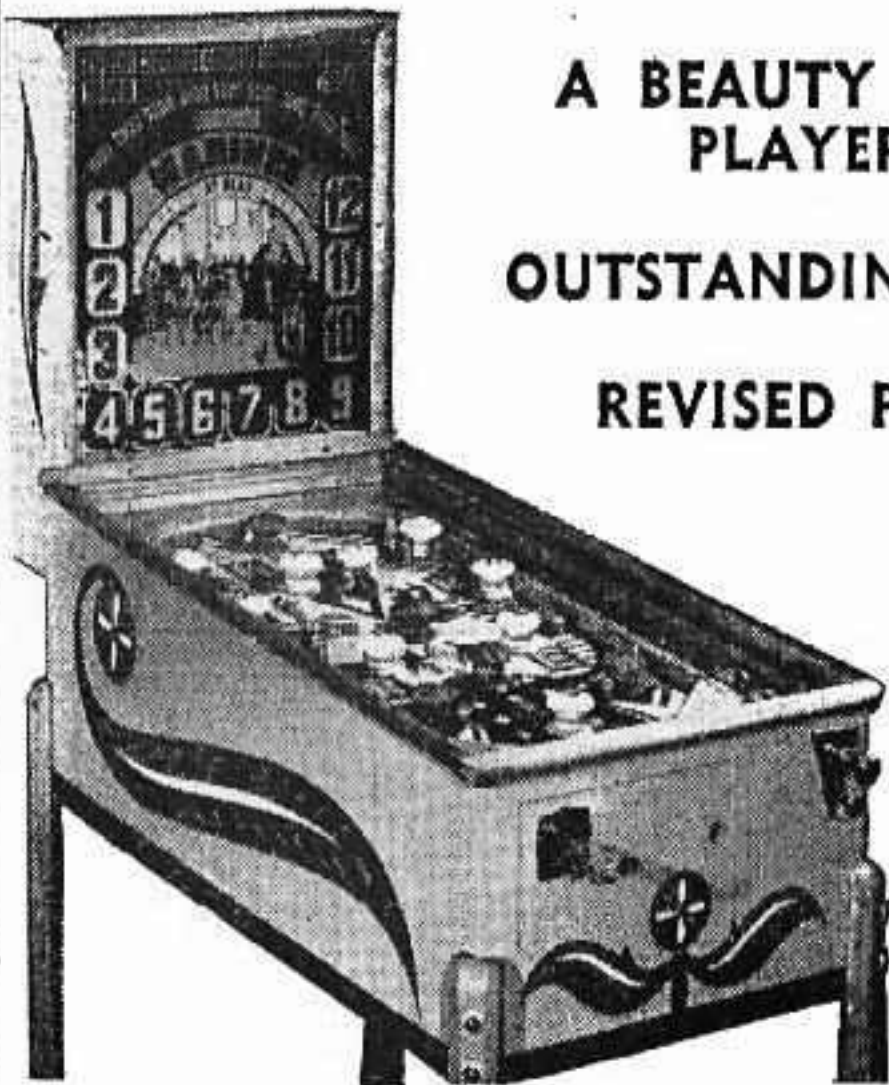
F. O. B. Chicago

## Chicago Novelty Company, Inc.

1348 Newport Avenue

Chicago, Ill.

## HERE IT IS—THE LATEST WESTERHAUS REVAMP GAME



A BEAUTY With Lots of  
PLAYER APPEAL  
OUTSTANDING MONEY-MAKER!  
REVISED PLAYING FIELD!

FREE BALL FEATURE!

JACK POT FEATURE!

**READY FOR DELIVERY NOW**

# MARINES

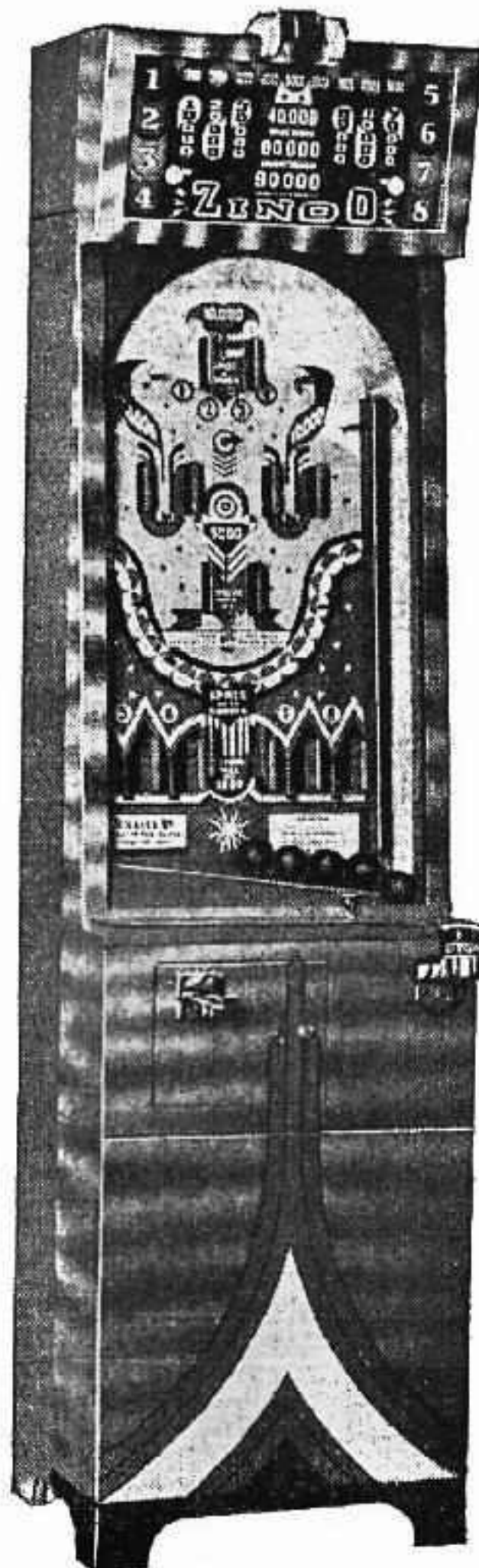
See them on display at any leading distributor today

**WESTERHAUS AMUSEMENT CO.**

3726 KESSEN AVENUE

CHEVIOT 11, OHIO

Phones MONTana 5000-1-2



## ZINGO

**1<sup>ST</sup> FREE PLAY UPRIGHT PIN GAME!**

ZINGO PACKS MORE PLAY APPEAL THAN A PIN GAME  
—IT'S A KNOCKOUT!

### FEATURES

- BALL IS HELD IN HIGH SCORING POCKETS, COUNTS SCORE THEN RELEASES BALL!
- LITES OUT ACTION
- 10,000 POCKETS, 5,000 POCKET SPECIAL CHANNEL
- BALL RETURN
- SPOT ROLL OVERS
- TERRIFIC FOR ANY TERRITORY, FREE PLAY OR REGULAR
- ABSOLUTELY THE GREATEST REVAMP IN THE INDUSTRY!



## WILLIAMS

MANUFACTURING COMPANY

161 West Huron Street  
CHICAGO 10, ILLINOIS



**PAPER IS A WEAPON OF WAR**



**SAVE WASTE PAPER!**

**BACK THE ATTACK...BUY U. S. WAR BONDS**

LION MANUFACTURING CORPORATION, 2840 BELMONT AVENUE, CHICAGO 18, ILLINOIS

HOME **FAMOUS Bally GAMES AND VENDERS**

\*Distributed by Bally Manufacturing Company

**REBUILDING AND REFINISHING ALL TYPES OF MILLS SLOTS, \$95.00**

Special Prices for Conversions  
SEND US YOUR MACHINES

**SLOT MACHINES FOR SALE**

Mills 5c Blue Fronts	Mills 10c Brown Fronts	Mills 5c Vest Pocket Bell
Mills 10c Blue Fronts	Mills 25c Brown Fronts	Watling 5c Roll-a-Top
Mills 25c Blue Fronts	Mills 5c Gold Chrome	Watling 10c Roll-a-Top
Mills 50c Blue Fronts	Mills 10c Gold Chrome	Watling 25c Roll-a-Top
Mills 5c Brown Fronts	Mills 25c Gold Chrome	

Also complete line Jennings and Pace Machines. Write for Special Prices.

**ARCADE MACHINES**

Supreme Tokyo Gun	\$330.00	Cupid's Wheel	\$295.00
Rex Bowling League	299.50	New Supreme Skee-Roll	317.50

**PIN GAMES**

Mills 1-2-3, P.O.	\$ 97.50	Keeney Contest	\$135.00
Keeney Super Six	50.00	Thistledown	75.00
Keeney Skylark	225.00		

**MUSIC EQUIPMENT**

Buckley Boxes, New	\$ 35.00	Wurlitzer Model 100	\$20.00
Buckley Boxes, Rebuilt	25.00	Perforated Program Sheets, Per 1000	4.50

**WE PAY CASH for YOUR MACHINES**

We are still optimistic about buying and selling machines—and we will pay top market prices. We can buy now as we have several buyers in the market for good equipment. We will continue this policy until the final whistle blows. Send your complete list with your lowest price—now—before the whistle blows.

**BUCKLEY DIGGERS**

REBUILT TREASURE ISLAND .....\$55.00 | REBUILT DE LUXE .....\$100.00  
Our Rebuilt Machines Are All Sold on Our 10-Day Trial Plan—Satisfaction Guaranteed or Your Money Back.

**CONSOLES**

Buckley Daily Double Track Odds.. Write	New Paces F.P. Reels	\$260.00
Jennings Bobtail, P.O.	New Saratoga Jr.	250.00
Mills Jumbo, F.P.	New Saratoga Sr.	260.00
Mills Jumbo, P.O.	Paces Reels Jr.	175.00
Mills Jumbo (Comb.)	Paces Saratoga	175.00
Keeney Kentucky Club	Paces Races, Red Arrow	267.50
Keeney Skill Time	Mills Four Bells	Write
Bally Club Bells	May-Bell, 3-5c & 1-25c Chutes	Write
Bally Royal Flush	Jennings Fast Time, P.O.	152.50
Evans Bangtails, '40	Bally Roll-Em, 25c	175.00
New Paces Reels Sr.		

All Prices Subject to Prior Sale. Terms: 1/3 Cash With Order.

**BUCKLEY TRADING POST**

4225 W. LAKE ST. CHICAGO 24, ILL. PH: Van Buren 6636

**LOS ANGELES SEE BILL HAPPEL MILWAUKEE SEE CARL HAPPEL**

**BADGER'S BARGAINS**

"OFTEN A FEW DOLLARS LESS—SELDOM A PENNY MORE"

**RECONDITIONED SLOTS AND CONSOLES**

IMMEDIATE DELIVERY

4 Mills Gold Chrome, Rebuilds, 5c	\$350.00	2 Mills Four Bells, Late Head, 5c, 5c, 5c	\$875.00
2 Mills Gold Chrome, Rebuilds, 10c	395.00	5 Mills Three Bells, Late Models, 5c, 10c, 25c	975.00
1 Mills Regular Chrome, Orig., 25c	495.00	6 Keeney Super Bells, 4 Ways, 3-5c, 1-25c	850.00
4 Mills Regular Chrome, Orig., 5c	350.00	4 Keeney Super Bells, 2 Ways, 5-25c Cash	495.00
18 Mills Blue Fronts, Refinished, 5c	225.00	2 Keeney Super Bells, 2 Ways, 5c-5c Cash	425.00
14 Mills Blue Fronts, Refinished, 10c	275.00	8 Keeney Super Bells, 5c Comb.	325.00
6 Mills Blue Fronts, Refinished, 25c	350.00	5 Buckley Track Odds, Late J.P. Model	795.00
2 Mills Blue Fronts, Refinished, 50c	650.00	2 Evans Bangtails, D.D., J.P.	395.00
2 Mills Brown Fronts, Rebuilds, 10c	300.00	4 Evans Dominoes, Late Two Tone D. D., J.P.	395.00
5 Mills Brown Fronts, Rebuilds, 25c	350.00	5 Bally Club Bells, Free Play, Pay-out	249.50
8 Jenn. 4-Star Chiefs, Refin., 5c	200.00	12 Mills Jumbo Parade, Comb.	189.50
4 Jenn. 4-Star Chiefs, Refin., 10c	225.00	9 Mills Jumbo Parade, P.O.	139.50
4 Mills Clitter Gold, 5c	125.00	3 Bakers Pacers Daily Double	299.50
1 Mills Extraordinary, Refin., 5c	195.00	2 Jenn. Silver Moon, P.O.	129.50
2 Mills Cherry Bells, Refin., 5c	250.00	4 Pace Saratogas, Late	129.50
1 Mills Cherry Bell, Refin., 10c	300.00	1 Bally Hi-Hand, Refinished	149.50
10 Weighted Slot Stands, Refin.	29.50		
2 Mills Four Bells, Late Head, 3-5c, 1-25c	Write		
4 Mills Four Bells, Orig. Head, 3-5c, 1-25c	875.00		
6 Mills Four Bells, Rebuilds, 5c, 5c, 5c, 5c	675.00		

**PHONOGRAPHS IN STOCK—IMMEDIATE DELIVERY**

2 Wurlitzer Victory, 500 Model; 2 Wurlitzer Victory, 24 Model; 2 Seeburg Victory with Regal; 3 Rock-Ola Commandos; 5 Rock-Ola Spectravoxes; 5 Rock-Ola Play Masters; 4 Rock-Ola DeLuxes; 4 Rock-Ola Standards; 4 Seeburg Gems; 2 Seeburg Regals; 1 Mayfair; 1 Plaza; 1 Rex; 3 Twin 12 Hideaways; 2 Wurlitzer 24 Hideaways; 3 Mills Thrones of Music; 75 Packard Plamor Boxes; 32 Late Buckley Boxes—Write.

**RECONDITIONED ARCADE EQUIPMENT**

Muto. Skyfighter	\$345.00	Bally Rapid Fires	\$195.00	New Liberator	\$395.00
Muto. Drive Mobiles	325.00	Seeburg Axis Rats	179.50	New Play Pool	295.00
Muto. Punching Bag	275.00	Keeney Air Raider	225.00	New Periscope	295.00
Keeney Submarines	195.00	Set. Knotty Peeks	124.50	New Bowling League	299.50
Seeb. Shoot-the-Chutes	179.50	Evans Play Ball	189.50	New Selectorscope	295.00
O. K. Fighter	159.50	Jenn. Barrel Roll	159.50	New Tail Gunner	295.00

All Prices F. O. B. Los Angeles. Write Milwaukee for Special Price Quotations.

**BADGER SALES COMPANY**  
1612 WEST PICO BLVD.  
LOS ANGELES 15, CALIF.

**BADGER NOVELTY COMPANY**  
2546 NORTH 30TH STREET  
MILWAUKEE 10, WISCONSIN

**RECONDITIONED Like New...**

**ARCADE MACHINES**

Anti-Aircraft	\$ 75.00	Bally Lucky Strike	\$ 75.00	A.B.T. Target	\$ 20.00
Candy Venders	50.00	Panoram	300.00	Ten Strike	50.00
Drivemobile	350.00	Photoscope	50.00	Ten Pin	50.00
Advance Elec. Shocker	15.00	Rapid Fire	190.00	Foot Ease, 1c	65.00
1c Grip	10.00	Selectorscope	225.00	West. B.B., Novelty	75.00
Chgo. Coin Hockey	250.00	Skyfighter	325.00	West. B.B., '39 F.P.	85.00
Bally King Pin	225.00	Conv. Chicken Sam.	115.00	West. B.B., Deluxe	125.00

**3 NEW HITS**  
**PIN-UP GIRL**  
Created from Silver Skates  
**FLYING TIGERS**  
from Play Ball  
**SKY RIDER**  
from Pan American  
**\$149.50 Each--and your game**  
Now Ready for Immediate Delivery

**BALLY ONE BALLS**

Payouts and Free Plays  
Thoroughly Reconditioned.  
Cabinets and bases rebuilt, reinforced and new fronts installed on cabinets when necessary. Old rails replaced with new set of side and front rails. Cabinet and base repainted by experts. Mechanism thoroughly checked and overhauled, worn parts repaired or replaced.

**FIVE BALLS READY FOR LOCATION**

ABC Bowler	\$60.00	Dixie	\$35.00	Majors, '41	\$65.00	Sluggo	\$60.00
All American	40.00	Double Feature	25.00	Majors, Old	35.00	South Paw	70.00
Attention	50.00	Duet	50.00	Masoc	25.00	Sparky	35.00
Bandwagon	35.00	Five & Ten	145.00	Monicker	95.00	Sport Parade	50.00
Bang	15.00	Fleet	35.00	Natural	15.00	Sporty	25.00
Big Chief	40.00	Flight	15.00	New Champ	60.00	Spottem	25.00
Big Parade	145.00	Follies, '40	20.00	Pursuit	45.00	Stratoliner	50.00
Big Show	25.00	Four Roses	55.00	Red, Wh., Blue	35.00	Super Twelve	25.00
Brite Spot	25.00	Gun Clubs	35.00	Rotation	30.00	Tex. Mustang	75.00
Broadcast	45.00	Hi Dive	85.00	Roxy	25.00	Toplo	85.00
Cadillac	25.00	Hold Over	40.00	Sara Suzy	35.00	Topper	25.00
Champ	55.00	Horoscope	50.00	School Days	50.00	Trio	25.00
C.O.D.	25.00	Jolly	25.00	Scoop	25.00	Triumph	25.00
Commodore	20.00	Jungle	75.00	Score Champ	25.00	Vacation	30.00
Crossline	40.00	Knockout	145.00	Sea Hawk	50.00	Variety	25.00
Crystal	35.00	Limella	30.00	Seven Up	55.00	Victory	95.00
Defense	110.00			Sky Ray	40.00	Yacht Club	25.00

**MISCELLANEOUS EQUIPMENT**

Euroka	\$ 45.00	Rays Track	\$ 75.00
Sport Special	135.00	Pace Comet, 10c	75.00
Fairgrounds	30.00	Royal Comet, 5c	75.00
Gold Cup	40.00	Sugar King	50.00
One-Two-Three	45.00	War Eagle, 5c	110.00
Sport Page	35.00	Parlay	75.00

**JUMBO '44**  
Rebuilt from  
**GRAND STAND and GRAND NATIONAL**  
**\$185.00 EACH**

In the rebuilding of these games, we have done the following:  
1. A new panel which has been redesigned is added to each game.  
2. The cabinet and base has been reinforced and new fronts have been installed on cabinets where necessary.  
3. Old rails have been replaced with a new set.  
4. Each cabinet and base has received a newly designed paint job by experts in this type of work.  
5. The mechanism of each game has been thoroughly checked and overhauled. All worn parts have been repaired or replaced where necessary.

**BELL PRODUCTS CO.**

2646 W. NORTH AVE. CHICAGO 47, ILL.



ON THE MARK

GETTING SET...



During these war years many adjustments had to be made by the music operator. The problems that arose were anticipated and through intelligent planning and action the music operator was able to continue his business.

Again, the music operator must intelligently plan for the post-war future. The "starting point" is working in close cooperation with a reliable music distributor and manufacturer . . . "getting set" to "go" with a music line of reputation, stability and acceptance.

After Victory, Seeburg will again pioneer major advancements that will create expanded operating opportunities for music operators.

BUY WAR BONDS

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  
FINE MUSICAL INSTRUMENTS SINCE 1902





★

# WHEN IT COMES TO MAKING MONEY

*they're*  
MINIATURE  
MINTS

★

Today, people have the money to spend. Make it easy for them to spend it with you. Install Wurlitzer Selective Speakers in your large or multi-room locations.

Their colorful cabinets emphasize the presence of a Wurlitzer Phonograph even if it is in another room. They reproduce Wurlitzer music just as clearly as if the phonograph were in the room.

They'll coin extra profits for you. They've proved that to hundreds of Music Merchants. Only a limited supply left. See your Wurlitzer Distributor now. Hear Wurlitzer Model 430 (above) and Model 580 (right) Selective Speakers in action. You'll know why they're money makers. Rudolph Wurlitzer Company, North Tonawanda, New York.

# WURLITZER

*The Name That Means Music to Millions*

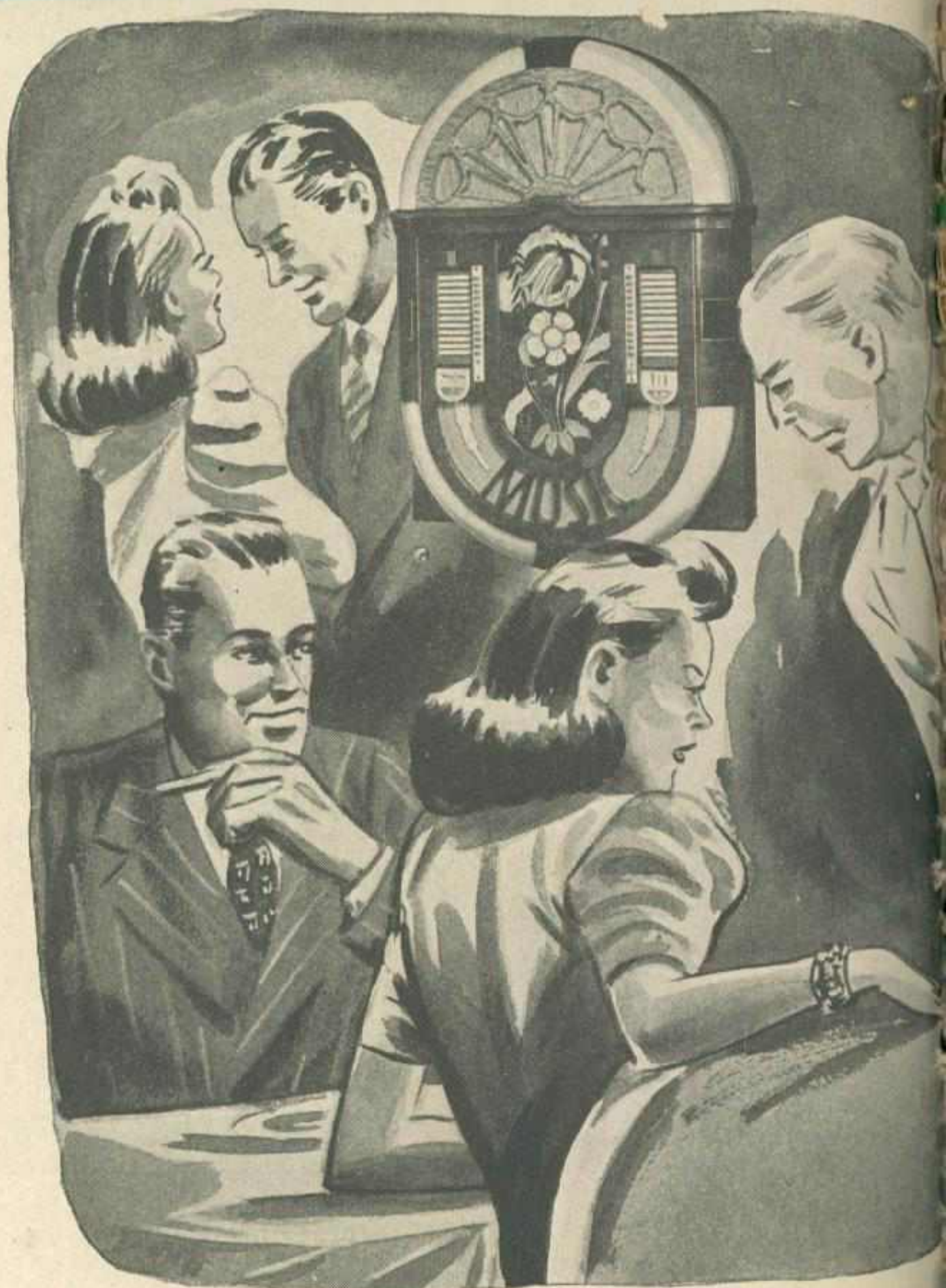
*Selective*

## SPEAKERS



Awarded De Kalb Division

Awarded with Star-N. Tonawanda Division



**BUY MORE WAR BONDS!**

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