



# OUTDOOR WAR JOB SOLID

## Chi Op Sounds Off on Bioff's ShakedownStyle

NEW YORK, Nov. 20.—Wily Willie Bioff was still the star on whom the spotlight played this week in the continued trial of eight men charged with conspiring with Bioff and ex-IATSE Prexy George E. Browne to mulct the movie moguls of more than \$1,000,000. Witnesses testified to more of Bioff's depredations, one showing how he operated as a "partner."

This witness was Nathaniel (Jack) Barger, Rialto Theater op in Chicago. Barger testified that Bioff and two of the defendants had mulcted him of \$80.-000 which he was afraid not to shell out. He said that he had been paying tribute to Browne prior to 1935, but in that year Bioff walked into his theater one day and said: "How's business, partner?" This was Bioff's only warning that he had come to share in the moolah pile. Barger protested, but to no avail. He offered to divvy up monthly. No soap. He threatened to close the house. Bioff was unmoved. So he started paying, he said.

Meanwhile, Bioff brought in Nick Circella (another gouger now behind bars) "to look over the books," Then, Barger testified, he was forced to hire Bioff's brother-in-law as stage fireman, and Theresa D'Andrea as a clerical worker.

He paid Bioff \$9,000 in 1935, but that was only the beginning. Bioff was back for more and introed Jack McGurn, whom he sent regularly to pick up money. Then Bioff or Circella—the witness wasn't quite sure which-rang in Frank Diamond, whom Barger identified in court as Frank Maritote, one of the defendants. He gave Maritote-Diamond money, and recalled having seen him at the home of Ralph Capone, Al's brother. Later, he said, Phil D'Andrea (also a defendant) replaced Maritote on the pay roll.

Payments to Bloff, outside of the first \$9,000, included \$5,500 in August, 1936; \$7,200 in November, 1936, and \$10,000 in March, 1937. Barger also identified 241 checks for \$175 and \$200, which he said 1, 1937, and May 7, 1942. He sald that before D'Andrea received this money it had to be given in cash to Maritote-Diamond.

Under cross-examination Barger denied that he made payments to get political preferment in Chicago First Ward to stifle competition.

The next witness, G. Bernard McLane, former official of a bartender union in Chicago, whose diabetic Illness brought a recess during the morning session of the trial Friday (19), got a sudden lapse of memory when he got on the stand and couldn't identify anybody in court. He wandered around the courtroom staring at the defendants, spectators and even the press, unable to pick out Paul De Lucia and Louis Campagna, two of the defendants. He couldn't identify pictures of the two men either.

McLane couldn't recall whether he had identified the two men during his grand jury testimony. Asked if he were afraid of bodily harm, he said he didn't understand the question. Pressed further, he admitted that the phrase "bodily harm" had him stopped. When that was explained, he said he wasn't afraid. He sald that the man he met as Campagna wasn't among the defendants.

Harry Cohn, Columbia Pictures boss, (See Biojf Shakedown on page 4)

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## Congress Learns The ABC's On:

CONNELLY CORWIN CROUSE FERBER KILGALLEN KRONENBERGER LINDSAY

ODETS O'NEILL PALEY (\$1) RICE SHIRER STICKNEY WILDER

Of War Writers' Board

WASHINGTON, Nov. 20.—The names of Howard Lindsay, Russel Crouse, Norman Corwin, Louis Kronenberger, William S. Paley, Dorothy Kilgallen and others identified with Broadway were introduced in a recent Congressional hearing by economy-minded congressmen who wanted to know what these people were doing for the Office of War Information.

As usual, Congress was not particularly disposed to treat showbiz names with a great amount of respect, but the hearing ended and no one's name had suffered damage and apparently everyone was

Howard Lindsay, it developed, had written an article entitled The American Theater, which originally appeared in Transatlantic Magazine and which was done as an assignment for the Writers' See Congress Learns ABC's on page 5)

## Best Year's Takes Go Along With Great Selling Deal in Support of Nation's Fighters

biz has had its greatest season up to now. Not only in grosses is it something for the book. Not all branches have been up there with the pacemakerscircuses and carnivals. Profits were bound to soar, as they have in so many other lines, with billions of loose simoleons looking for a place to light. But show people now have that satisfaction which comes from accomplishments more vital than netting fat pokes. For the second war year the industry has proved an accredited, tangible force in the fighting cause against world anarchy.

Circuses, fairs, carnivals and parks and their kindred attractions have been in, with their storied grit and go, on every aim promulgated by the high councils of war to speed the peace. Again they have been the means of selling millions of dollars' worth of War Bonds and War Savings Stamps, Again they have sent to the nation's Treasury fabulous sums in taxes and other excises. As of the

CINCINNATI, Nov. 20.—Outdoor show- record, not a war-effort activity has been slighted by the workers of the sawdust, the midways and the malls.

> True, the rigors of curbed operation and tough trouping have rewarded them beyond erstwhile box-office dreams, They have shared their gains in more than proportionate measure for those things which will bring victory-shared them in the "take-some-and-leave-some" spirit which has perpetuated traveling amusements thru the ages. Had the feverish season lent less of financial success, the outdoor segment would have been in there trying just the same. When it was given the word to go last spring its practically unanimous chorus was something like: "Let's go; win, lose or draw!" Its members knew that it could do a job for a continent threatened with the slough of war dread. The job was done and will be repeated, providence and the powers on the Potomac being willing.

## Big Year for Big Tops

It has again been a great year for the big tops, most of the circuses coming in blg winners. This condition has prevailed for the past two years. The money has been there and the shows have been getting it. The same conditions prevailed during last winter, when the Polack Bros., Hamid-Morton and Orrin Davenport organizations played to big crowds. Independent promotion dates, also, were to the good.

The two rail shows, Ringling-Barnum and Cole Bros., had lengthy seasons and played longer engagements in some cities than heretofore. They often had difficulty in getting up in time, due to shortage of labor, but on the whole they fared well in this respect. Both had cracker-jack seasons. Cole again made a trip to the West Coast and did big biz, (See Outdoor War Job Solid on page 91)

## Entertainment Is Third---Mail & Food 1-2, of Course-in So. Pac. Theater: Run Gamut of Travel

turned here Thursday (18) from a six chase them away. months' stint for USO-Camp Shows in (SPTO).

son had the singing chore, comprised the Wesson Brothers, comics; Johnny Barnes, tap dancer, and Roger Warren, accordion- light operas are all sure-fire, too. he turned over to D'Andrea between July ist. Troupe left New York early last summer and has since trekked over 35,installations in the Australia-New Guinea

> and on the second day got a taste of Jap "daisy-cutter" bombing. The whole cast and the motorboat ran out of gas just as

NEW YORK, Nov. 20 .- Earl Wrightson, a flock of Zeros appeared. However, the ex-Blue net and Music Hall soloist, re- Spits were on the job and went up to

A singer, says Wrightson, has to be the South Pacific theater of operations ready to chant anything from Carmen to White Christmas. The latter is a prime CSI Offshore Unit 61, for which Wright- favorite with the boys "no matter how much they're sweating." Any song with a humorous twist and the old faves from

The troupe found general morale high thruout the area. Mail from home and 000 miles and played to over 250 regular food are the prime factors in troop morale building, says Wrightson, with entertainment running third. Members of the air Unit, according to Wrightson, came in corps, he says, are the most wonderful for considerable excitement. The group audience in the world, particularly just was the first to play the Port Darwin area before they are about to take off on a bombing mission.

The unit played practically every reachtook headers into a freshly dug 12-foot able installation in the SPTO, frequently latrine, and came out to find all sur- giving as many as seven performances a rounding trees sheared to the ground by day, when hospital wards were included bomb slugs. Another time, Wrightson re- in the itinerary. Jumps were made from lates, they were crossing Darwin harbor one area to another via cargo plane and (See Entertainment Third on page 4)

## War Plants Get Showbiz Yen & Spend Dough

PHILADELPHIA, Nov. 20 .- Apart from drain on talent pools on part of armed forces, camp shows and industry, talent buyers now face additional competition from many war plants. The Lunchtime Follies Idea has caught on so fast here that war plant personnel managers are now becoming talent scouts. The gates of the defense plants are being thrown wide open to anyone who toots a horn or can lift a leg for a dance routine. And as an added inducement, such "war workers" are being assigned to "light" jobs, with hours and pay in keeping with what they'd ordinarily get in grease paint.

In addition, many of the larger war plants are letting themselves get bit real seriously by the show bug and going in for extravagant musical productions. RCA-Victor recently staged a glant revue at Town Hall for a threenight run and now the Sun Shipbuilding and Dry Dock Company is becoming a show angel. A pro staff will produce a Sun's Fun revue with a war worker cast. Morcover, the shipyard plans to have the show go on tour, preeming at the plant's hometown at near-by Chester, and then coming to Philly.

## Blackface Revival-Bert Swor Heads-Up Tulsa Show With Old Minstrels, New Boog-Woog

be seated!"

That once-familiar injunction of the Swor (in person).

Swor, veteran star of the Al G. Field tury, will emerge from semi-retirement

TULSA, Okla., Nov. 20 .- "Gentlemen, to help Hey Rube, Inc., bring back minstrelsy for a new generation.

A native Texan, Swor is one of the interlocutor will be heard in Tulsa De- few remaining survivors from the era cember 9 and 10 in a formal revival of a of the Field, Hi Henry, Lew Dockstader, great American Institution - the black- George Primrose, George (Honey Boy) face minstrel show-headlined by the Evans minstrels. He arrived from his dean of America's minstrel men, Bert home in Dallas and started rehearsals with a semi-pro cast of 100.

Swor will direct and appear in the Minstrels of the Gay '90s era and of his show, assisted in staging by Arthur S. own shows since the turn of the cen- Phillips, erstwhile minstrel and well-(See Blackface Revival on page 4)

## Hungry for Fare, Arena Mgrs. Eye Rodeo in Spring

NEW YORK, Nov. 20,-Arena Managers' Association may produce a rodeo for presentation in their spots. Decision will be made at the AMA directors' meeting next month. If the group okays the venture, the cowboy display will preem in April or May.

This will be AMA's second production venture. First one was Ice-Capades, now in its third edition.

The rodeo idea comes on top of a series of disappointments in getting shows to fill AMA auditoriums. Outfit had been dickering for Frank Sinatra to head an arena show and had previously approached Carmen Miranda to top a layout. Both turned down the

propositions. Sole remaining possibility in the show line is Clifford Fischer's Folies Bergere which is scheduled for the Winterland, San Francisco. AMA will look over the production with a view to staging it in their locations.

Petrill-Armstrong Break-Up

NEW YORK, Nov. 20 .- Publicity and personal management team of Jack Petrill, former General Motors show producer in Flint, Mich., and Ned Armstrong, local flack, has split. Petrill will carry on solo. Duo joined forces early last month for exploitation and management of smallies with talent (The Billboard, October 16). Idea was for aspirants to get team's services for free until their salaries topped \$250 up to \$1,000. After \$250 the team's fee was set at 10 per cent up to \$100 each.

#### "ICE" 9-DAY 117G, PITT

PITTSBURGH, Nov. 20. - First nine days of Ice-Capades at the Duquesne Gardens drew a sock \$117,000, representing about 97 per cent of the spot's capacity. Layout opened with a \$75,000 advance sale.

will continue until Thursday (25) with Buffalo the next stop.

#### BIOFF SHAKEDOWN

(Continued from page 3) denied ever paying tribute to Bioff, and added that his pix went on being distributed thruout the country all the time.

Echoes of this trial were heard in Chicago Monday (15) when six members of us had written to relatives requesting Local 110 of the Moving Picture Machine Operators' Union charged in Circuit Court that the pay of their members had been reduced thru conspiracy involving union execs, film companies and reps of the "Capone gang." Stating that the wage loss might total \$5,000,000, plaintiffs asked an accounting and demanded the books and records be produced for this purpose. They charged that their union members had taken a 20 per cent and a in a few musical instruments. Musi-10 per cent cut since 1932 as the result of collusion between Bioff and the movie companies, and that Bioff and Nick (Circella) Dean had been bribed by the film moguls.

## -A Nazi Prison Camp "B'way" —

## Internees Merged Talents In Series of Productions Behind Hitler's Barbwire

Part II—Conclusion

Stories of entertainers whose moxie under fire and other desperate conditions during this war have been repeatedly told. The ex-trouper folks whose courage has contributed so greatly to the morale of the troops cannot be too highly landed.

The Show Must Go On tradition has probably never been more eloquently demonstrated than in the following report of theatrical productions

in German prison camps.

The teller of the tale was a London actor and dancer before he joined the British Merchant Navy and went to sea, carrying on that job until the German destroyer Von Hepper torpedoed him into a Nazi prison camp. Interned in 1940, he spent almost three years in various barbwired barracks inside Hitler's "Festung Europa."

Returned to England late this summer in an exchange of war prisoners, he immediately re-culisted in the merchant marine. He's back in the fight now, and on a brief shore leave in New York recounted this saga of showbiz in operation under adversity that will bring a thrill of pride to every entertainer.

Concerned exclusively with a description of the comedy, pathos and high ingenuity involved in producing shows inside enemy prison camps, this narrative adheres strictly to that theme, making no comment whatever on the over-all treatment of war prisoners.

This is a story of prisoners, not of prisoners and their guards. Obviously, an extremely close scrutiny was kept of every line of script spoken, and while certain directional liberties were permitted, it must be remembered that the iron heel of Nazi censorship and the grim eye of the Gestapo overshadowed every action of the various groups.

Here is the story in first person, as told to Wanda Marvin, of The Billboard:

OOKING back on our initial prison camp production, the Christmas pantomime, "Cinderella," I realized that it was a crude, amateurish and inadequate job. But the other prisoners loved it. We knew it was feeble, but we were happy to have brought a little ham into Germany.

After lengthy negotiations with the Nazi authorities relative to material and the use of hammers and saws by our ship's carpenters, we set about building a real stage. The guards took no chances with seamen Local run started November 5 and wielding heavy hammers, and stood with drawn guns during the entire to accommodate 2,900. Will operate at construction job.

> With admission fees collected from "Cinderella" we bought sheets from the camp supply store which we dyed red and strung on wire. The resulting curtain, operated by hand for lack of pulleys, was not of a color to please the Nazi guards, but an abundance of red paint dictated

our choice-and we found it very cheerful. Prisoners yied for a chance to draw the curtains.

No scripts had arrived, the several of books of plays. When we

Red were ready to start the next production we solicited Cross ideas and dozens came. Helps Our quartermaster, Cyril Mann, who had directed ship's concerts, proposed that we do a variety show with a thread of plot. We liked that and put Mann in charge.

clans patiently repaired, cleaned and tried to polish the antique horns and string instruments. Most of the boys Algiers. were rusty and it took a deal of practice (Prisoners Merged Talents on page 28)

## Big Names on NBC For USO Birthday

NEW YORK, Nov. 20 .- Plans are complete for the birthday celebration via radio of USO-Camp Shows' second andepartments will air the marker over a Coast-to-Coast hook-up from 12:15 to 1 p.m., November 25. Program will fea-By this time the Red Cross had sent ture stage and film stars who have made officer in charge. the offshore trek for CSI, and pick-ups from units now actively on the job in New Caledonia, Panama, London and

List of top names skedded to take a turn at the mike from Hollywood includes Judith Anderson, Jack Benny, Jim Burke, Jerry Colonna, Andy Devine, Jinks Falkenburg, Kay Francis, John Garfield, Bob Hope, Carole Landis, Frances Langford, Anna Lee, Mitzi Mayfair, Adolf Menjou, Merle Oberon and Martha Raye. From the New York end, Jane Froman will sing and an army man from the Special Service office will speak known scenic artist, and other members on CSI accomplishment.

Tommy Peluso and his NBC ork will furnish the show's musical background from Hollywood.

### TORONTO DRAMA BIG

TORONTO, Nov. 20.-Royal Alexandria Theater is having its best season since the house opened in 1906 with Top of the World. With only one dark week during the year, house is booked solid for rest of season.

A notoriously good Gilbert and Sullivan town, Toronto turned thumbs down on the Boston Comic Opera Company week before last. Its bill proved to be a turkey. Claimed that house was full of sour notes with ork racing chorus to a finish.

scooping applause and house sold out, ters in the Tulsa territory.

## Looks Very Much As Tho Metopera Is Here To Stay

NEW YORK, Nov. 20.—Advance sale for opening week of the Metropolitan Opera Association's Diamond Jubilee season will top the org's best record for the last 15 years. Earle R. Lewis, assistant general manager, reports a virtual sellout for Monday (22) grand opening, with Boris Godunoff, to the tune of \$12,000. The same holds true for Wednesday night's Tristan and Isolde, and the Thursday, Friday and two Saturday performances have the house already threequarters taken.

Lewis declares it is a safe bet that not a single seat will be available for any performance next week by curtain time. At least, a part of this situation, it was pointed out, can be attributed to the cut in the Met's price scale. This year's b.-o. requirement calls for \$1.10 to \$6.05 per ducat, with plenty of good seats selling in between at \$2.20, \$3.30 and \$4.40. So opera fans can now get their favorite dish at the same prices as a good Broadway musical. The result has been that police have had to be called on for the first time in the Met's history to block off the mob.

### Fischer Readying "Folies Bergere'' on West Coast

SAN FRANCISCO, Nov. 20.—Clifford D. Fischer was here this week to advise on transformation of Winterland, which has housed Ice Follies, to scenes of French gaiety for Folies Bergere, which opens November 30.

Fischer show will be a two-and-a-halfhour affair with some vaude names and scores of beauties in a cast of 120. Rehearsals started Monday. Fischer himself is producing, with Ada Broadbent directing the girl ensemble.

Show will be run off on a 120 by 220 maplewood floor, with seating arranged \$2.75 top.

### ENTERTAINMENT THIRD

(Continued from page 3)

PT boats. One day's travel included the use of jeep, amphibian truck, PT boat, weapons carrier, plane and command car to get them to destination. It was often a matter of three hours to reach a nearby spot. Beaches were used for travel at low tide, as road facilities are few in the islands.

Wrightson relates one instance of a hitch on an amphibian truck which was carrying a load of Coca-Cola. Somebody niversary. NBC's news and special events forgot to close a rear hatch and the "Duck" started to sink. The crew and the troupe crowded up forward to keep it afloat. "Save the coke, boys," yelled the

> "Right there," grinned Wrightson, "I realized that CSI troupers were 'expendable."

> Unit will rest for a few weeks and shake off touches of malaria picked up in the islands. All have volunteered for another off-shore jaunt. Wrightson hopes that they will be routed next to England and Africa.

#### BLACKFACE REVIVAL

(Continued from page 3)

of Hey Rube's production staff. Phillips, who appeared on bills with Swor a quarter of a century ago, conferred with him at Dallas last week.

Preferring to revive his minstrel show "in the flesh" rather than accept offers for a film production, Swor decided to cast his lot with Hey Rube after learning of the showmen organization's freeshows-for-servicemen program from Glenn Condon, Hey Rube president.

Cast will include outstanding singers, dancers and blackface comedians from among the minstrels of yesteryear, augmented by talent from the generation of five and boogie-woogle, according to Swor. A uniformed trombone band will blare its way thru Tulsa's business section in a daily parade promptly at noon on the two days of the show.

Every seat in Convention Hall will be reserved for both shows and profits will be devoted to further extension of the Tops this season was last week's free shows for service men and women Blossom Time, with Barbara Scully at Camp Gruber and other military cen-



## New Pattern of Overseas Camp Shows Will Be Set By "Great Invasion" Itself

So Says "ETO" William Dover

By BOB FRANCIS

of offshore Camp Shows (CSI) activities they will. are called for by recent home-office decisions. More units and longer contracts for actors are in the works.

William Dover, administrative exec of CSI's European Theater of Operations, has about finished the series of conferences which brought him over from London three weeks ago. Dover went to Hollywood upon arrival to talk over CSI-ETO futures with Abe Lastfogel. org's prexy, and is now back in New York for wind-up discussions with Lawrence Phillips, CSI's executive director.

There are now 12 complete shows touring ETO, according to Dover. The aim is to double that number by Christmas. Also, CSI has decided to make a definite pitch to increase the minimum contract for artists volunteering for overseas stints, from six to nine months. Naturally, the question still remains, says Dover, as to whether actors will sign up

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NEW YORK, Nov. 20.—Wide expansion for the longer period. CSI believes that

#### Circuit 46 Weeks Long

The necessity for more units and longer working stretches has become vital by reason of the mushroom growth of entertainment installations. As it stands now it would take 46 weeks of playing time for a unit to cover all ETO installations, not to mention another 15-week stretch for Iceland and, if the African and Middle Eastern theaters are included, an additional six months must be added.

A third important decision, which is still under discussion, relates to the setting up of further overseas CSI administrative bases. From its London office ETO has been supplementing the talent sent direct to the other theaters from the United States. The tentative plan is to clear all units thru London. Dover points out, however, that distance may prove the idea unwieldy. In such a case separate bases will be set up in Africa and the Middle East.

Camp Shows' ETO section has made substantial strides since pioneers Pat Morrison, Merle Oberon, Al Jolson and Allen Jenkins went over to give 77 shows during the first month of its organization. Now it is averaging from 650 to 700 performances a month, with 65 artists constantly on the go. And that doesn't begin to fill the bill.

#### "Showmobile" for Units

The London administrative office has worked out a system of unit operation to obtain the maximum efficiency and ground coverage. The army provides each group with a technician, a driver and a "Showmobile." The last is a specially designed truck, containing a piano, p.-a. system, foots, spots and props, and accommodating 15 people. Twelve of these trucks are in service now, and more will be delivered as new units arrive. The tours originate in London and the troupes are routed to various towns and billeted in hotels. They stay there until all surrounding spots have been covered, which may take several weeks.

The usual procedure is to arrive at a camp in time for evening chow; one show goes on from 7 to 8:30 and a repeat from 6 to 10:30. The average is two shows a night, six days a week. One rule strictly enforced is that all performers must leave camp no later than midnight. This is to insure that they get proper rest. Every sixth week the troupe is brought back to headquarters for a week of complete rest to let the members get their laundry and cleaning done, facilities for which are nil on the trek, and to let femme troupers get a new hair-do. This practice, says Dover, keeps them on their toes for a sustained drive. They are usually champing at the bit to get back into it again before the week is out.

Heavy stress is also put upon playing all evacuation hospitals where they fit into a group's route. Matinees are given in the general assembly rooms for convalescents and followed up by individual ward visits to the boys still in bed.

#### Bomber Down Beat Reversed

No one who hasn't actually seen it in operation can realize the need and appreciation of entertainment by the lads overseas, states Dover. He cites a performance given at a bomber command which had that day suffered heavy losses. The show got off to complete quiet. The boys were on the down beat from their bad break. As it went on they started to laugh and at the finish about tore the roof off the building. Their colonel, an old hard-shell army man, came back after the show. "I've never thought much of entertainment," he grunted. "Makes creampuff soldiers. But I take my hat off to you ladies and gentlemen. You've done something for my youngsters tonight that would have taken me three weeks to put over."

When the kids know a show is coming, they get all keyed up. The actual per-

### News Without Repetition

NEW YORK, Nov. 20 .- A novel style of news presentation was inaugurated this week (19) by local Station WOV in a regular five-minute newscast Monday thru Saturday, 6 and 10 p.m.

The idea is news without repetition. Against a background of a ticking clock, news is heard hot off the ticker. When lack of news would necessitate repetition, newscaster will play a record or give a round-up of facts about anything and everything; news events around the world this minute, i.e., "This minute-crime will cost the United States another \$3,000," or "This Minute-United States women are spending \$35 in beauty parlors."

Since 50 per cent of news broadcasts are repeats of what has been on the air from the station before, newscasters are watching to see how listeners take to this variation.

formance is just a final bang. CSI checked with the censors and found that 85 per cent of the home-going mail is lcaded with references to the average show. When a "jumbo name" heads the bill, the percentage jumps to 99.

#### "Flat" and "Round" Actors

But all the acts, little or big, are showstoppers. A huge percentage of these kids have never seen a live show before. One of them walked into a camp Special Service office one night and asked the astounded officer: "Are we going to have the round actors or the flat actors in this show?" The stunned s.s.o. finally gathered that "round" actors were alive and "flat" ones were the kind you see on a screen. What the boys want most are gals and comics. Reauty and laughs come first. The third preference is music. An interesting post-war angle will come out of this, Dover believes. Thousands of these kids are developing a taste for live advisory council of the Writers' War Board, entertainment and will offer a huge post- a unit of OWI. war audience for new variety circuits.

development for offshore entertainment was paying William S. Paley, president is that the pix studios are now willing to of CBS, who recently became a member arrange their schedules for players so of OWI's overseas staff. Elmer Davis, OWI that they can plan a 9-to-12-week off- director, replied that Paley was on a dolshore trek for CSI. This is one of the lar-a-year basis.

main reasons for Lastfogel's stay on the Coast. Lastfogel and Col. Sam Briskin, ex-executive producer for Columbia pix, are working on plans to sign up as many players as possible. Each studio in turn is giving them office space where volunteering actors are being fingerprinted and furloughs from the films discussed. When Lastfogel and Colonel Briskin have worked thru the entire studio list, they will have a complete roster of all the Hollywood talent available for the coming year.

When the big push comes, as it must one of these days, offshore CSI has got to be ready to go along, says Dover. Safety zones will have to be established where entertainers can be right with the boys at the front. It's a big job and must be carefully planned. As a first step CSI is arranging to train three or four field men with showbiz experience who can go in and take charge at any given spot.

Just when Dover plans to return to his overseas duties is a "military secret," but he admits that he expects "to eat turkey in London."

### CONGRESS LEARNS ABC's

(Continued from page 3)

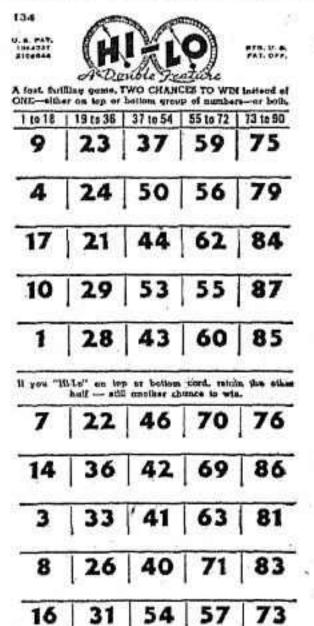
War Board for OWI. Dorothy Kilgallen entered the hearing via the same route, having written a piece called Broadway and the War for OWI overseas distribution.

Russel Crouse had a project to prepare platters of speeches for Iceland for the Overseas Branch, and on this job he was to be assisted by Edna Ferber, Dorothy Stickney and others. Crouse was also listed as a columnist for Parade Magazine, published in Cairo, a post which he shared with Paul Gallico.

Among others who were to contribute to OWI's overseas operations were Louis Kronenberger, drama critic of PM, who completed an article on The Meaning of Democracy, and William L. Shirer, who did a piece on Voice of Norway.

Clifford Odets, Eugene O'Neill, Elmer Rice, Marc Connelly, Norman Corwin, Howard Lindsay and Thornton Wilder were all introduced as members of the

One member of the Congressional com-Probably the most important recent mittee wanted to know how much OWI



The TWO indicators will stop on TWO numbers — one on the HI diel — the other on LO diel. Panch there I numbers as cord either top or batton — perhaps both. When you have 5 numbers STARIGHT ACROSS, UP or DOWN or DIAGONALLY, coil "HI — LO". You win. Don't thenweway card eiter first Award. Saill a choice to win.

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# 660PINIONATED

## Commentator Editing Basic In Courses

NEW YORK, Nov. 20 .-- Unforeseen offshoot of the not yet dead "opinionated news" dispute is the spotlight of importance it has thrown on radio writing courses given by various colleges. This is especially true of the schools that include seminars on radio news editing.

Radio staffers and novitiates have long been interested in the radio courses given by University of Chicago, NYU, Minnesota and UCLA, among others. Typical of the current interest in news editing is the course in radio news, special features and public relations offered by the Radio Workshop of New resentatives of the radio industry, the York University.

Instructor of the class is Leon Goldstein, of WMCA, where for many years he has been director of news and special Commission. features. Since the "opinionated news" debate, his classes have become interested mostly in the relationship between technical problems. These were: news editor and commentator.

#### Commentators Need No News

Goldstein points out to his classes that by virtue of their background, knowledge and experience, commentators actually don't need news to comment, that they can and sometimes do comment about nothing. Yet their delivery is such that this trick is not apparent, as a distinctive style is more important to a news commentator or analyst than the actual news.

To prove his point, this practicing news editor breaks commentator styles into six categories and uses an example of the delivery of an outstanding exponent of each to punch home his point. His specimen is radio's version of, "Now Is the Time For All Good Men to Come to the Aid of the Party," namely, "A Black Cat Crossed the Wilhelmstrasse."

#### The Shirer Version

Samples: THE OBJECTIVE DELIVERY as Bill Shirer might do it: "A black cat crossed the Wilhelmstrasse in Berlin tonight and disappeared in the side entrance to the Reichstag Building. The report out of Germany says that efforts to locate the creature by local police proved fruitless, and the Gestapo was called to aid in the search. The London Times points out that Germany today is faced with a serious food shortage and that obviously the apprehension of the black cat is important to the morale of the German people."

#### Swing Stuff

THE BACKGROUND OR RELATIVE STYLE, personified by Raymond Gram Swing: "It was reported out of Germany tonight that a black cat was seen crossing the Wilhelmstrasse and disappeared in the Reichstag Building. In analyzing this news, we must remember the historical significance of the black cat. Thruout the centuries it has been represented to the human mind as an omen of misfortune and disaster. Is it any wonder then that the Nazis view this development with alarm? Obviously the search will continue with characteristic Teutonic thoroness."

#### The Steel Formula

THE EDITORIAL APPROACH, as done by Johannes Steel: "It is to be hoped that the little people of Germany will be inspired by l'affair black cat and rise up against Hitler and his gang of murderers. If a black cat can enter the Reichstag unobserved and elude the Gestapo, what can a group of determined men do? The fact that a frenzied search for the cat is being made only indicates the extent of unrest this episode has created. If the cat is not found, Germany will seethe with revolution in less than 30 days. And I hope the cat stays well hidden."

### Heatter Heats It

## Planning Now a Must for Post-War Broadcasting To Develop Technically, Says Radio Planning Board

By CASKIE STINNETT-

WASHINGTON, Nov. 20 .- The future of radio broadcasting depends to a sizable extent on complete co-operation between government and industry groups in the early study of technical problems, the Radio Technical Planning Board decided at a meeting here this week. The organization includes rep-Inter-Departmental Radio Advisory Committee, the Board of War Communications, and Federal Communications

Three definite conclusions were reached at the conference on radio's

1. Subject to priorities of work related to the war, the technical studies should start as quickly as possible.

2. Government departments concerned with radio work will be invited to appoint observers to work with the Radio Technical Planning Board.

3. There will be an exchange of information between government departments and RTPB so that all concerned

each service-standard broadcasting, police emergency services, international ment will be signed shortly. point-to-point, maritime and government; changes to be made in FCC's present standards of good engineering practice and other technical rules; and the possibilities of utilizing frequencies above 300 megacycles.

The reasons behind the need for speed in undertaking the studies were principally so that the best frequencies for television, FM broadcasting, and other services may be determined, and manufacturers could get ready with plans to both departments.

produce equipment when materials are again made available.

It was made clear that if no change in allocation of frequencies for television is made and large numbers of sets are sold under the present commercial standards, the effect would be to freeze the service without giving the public the benefit of new wartime developments.

A need was also expressed in the meeting for more information to determine the lowest and highest frequencies which are actually useful for television and other services. Likewise, a report was made on the studies FCC is now conducting to determine the possibility of long-distance sky-wave interference in the present FM and television bands.

### AFRA and Chicago Class B Stations Getting Together

in the field can co-ordinate their work, made toward an agreement between the Among subjects to be probed by vari- American Federation of Radio Artists and ous panels of RTPB are: Major changes Class B stations on salaries of anwhich may be required with respect to nouncers, according to Hy Faine, local AFRA rep. Several meetings have been FM broadcasting, television, aviation, held, he said, and it is expected an agree-

#### Theater Ed Doubles in Air

SPRINGFIELD, Mass., Nov. 20.-Elaine Penn, radio editor of The Springfield Republican, has resigned. She is succeeded by Louise Mace, the paper's veteran theater editor, who will handle

## Comedy Night Pitch Used To Build Tuesday Listening for Burns & Allen Soap Variety

### Team Hits Top Rating Since 1938, So Sponsor Buys Ads

vertising appeared in local newspapers len who footed the bill. for the first time calling attention of the listening audience to the pitch that "Tuesday Night Is Comedy Night on the Radio." Spotlight was turned on Burns and Allen at 9 p.m. on WABC (CBS), Fibber McGee and Molly at 9:30 on WEAF (NBC) and the two programs that follow it, Bob Hope and Red Skelton. Advertising had no commercial credits for Swan Soap, Johnson's Wax, Pepsodent or Raleigh Cigarettes, and would have passed for station advertising were it not for the fact that both NBC and CBS were represented.

Tip that the advertising was paid for by CBS or the sponsor of Burns and Allen was indicated by only one CBS show being included. If CBS, however, had paid for the plug then, without a shadow of a doubt, Judy Canova's show at 8:30 would have started the Tuesday

NEW YORK, Nov. 20,-This week ad- had to be the sponsor of Burns and Al-It was.

### Burns and Allen Rating Climbing

Burns and Allen, while 13 in Hooper's top 15 shows, nevertheless has the highest its had since January, 1938, when it hit the beautiful listening index of 30.1.

Lever Bros., the Swan Soapers, naturally feel that when a show's rating is increasing consistently (it wasn't in the first 15 in September nor in October, a year ago) it's time to concentrate some promotional effort on it.

With the No. 1 show (Fibber McGee and Molly) and No. 2 show (Bob Hope) both on the same night, what could be more logical than to build up a new tradition that Tuesday was "comedy night."

#### The Theater Tried It

There's nothing new about the idea, evening comedy parade, as, while it's for it was used several years ago when not rated in the Hooper first 15, it is Thursday was "the" night in radio, (See "Opinionated News" on page 11) edy evening" is built up. Therefore, it (See Comedy Night Pitch on page 11) cost would still be \$75.

## Swoon Platter Battles Bring In the Mail

NEW YORK, Nov. 20 .-- Most successful current platter jockey device is running battles of vocalists. The Smiling Irishman, second-hand car buyer in this area, has been using the device to gather a listening audience on WINS and recently reached the point where the station decided to throw the mail at him instead of tabulating it themselves.

It isn't only the battle of the swooners that pulls in the letters, for competitions between the fem vocalists also load down the mail carriers. Dinah Shore vs. Kate Smith and other hairpulling matches, via records, are turning disk spinning into promotional ses-

Bing Crosby and Frank Sinatra started out the battles but it's gone way beyond them. Every turntable maestro digs a title for his creation that he thinks is unique. Typical is the Battle of the Swooners and Warblin' to Win, the latter a WMIN (Minneapolis) entry in the swoon sweepstakes.

Unique angle in station letter-pulling stunts is that these contests use no come-ons and the voters actually write in because they want their Frankie or Bing to win. Some of the voting is really fan mail deluxe with WINS recelving shirts with signatures on every part of them, including the tails.

## CHICAGO, Nov. 20.—Progress is being Lionel Barrymore To BBD&O; Sinatra Replaces in Jan.

NEW YORK, Nov. 20 .- Lionel Barrymore program, Mayor of the Town, is being handled by Batten, Barton, Durstine & Osborn. Until this week show was Ruthrauff & Ryan's for Rinso, Lever Bros.' product.

Plugs are the same but with time (Wednesday, 9-9:30, CBS) slated to go to Frank Sinatra for Vimms, another Lever product, sponsor moved the production to BBD&O. Switch to Vimms will occur after first of the year, provided of course, that the swooner is rejected by the army.

BBD&O drew the program because it handled Vimms biz from its inception. Sponsor feels the transition from drama to variety should be handled by an agency that is going to wind up with the time instead of making sudden switch and having new program start sans advance bally.

Only problem now is what will happen if Sinatra Isn't available. Will time stay with BBD&O or return to R&R?

## NAB Seeks Fems To Pay for Own Tech Training

NEW YORK, Nov. 20 .- Unlike individual stations thruout the country which have organized free radio technical training courses for men and women, the Washington office of the NAB, in a recent New York Times ad, solicited women for courses-but not for free.

This marks a departure for NAB, which hitherto has confined its ads to technical mags, seeking people who know something about the technical side of the industry. Thus NAB has maintained a pool of experienced technicians on file, cross-indexed to follow their careers right thru.

Replies to the answers reveal that the course for fem tyros is given by RCA Institutes, Inc., at a fee of \$75 for a 12-week training period.

Joker is that this course could be ob-THE HUMAN INTEREST SLANT, a la nevertheless a comedy broadcast that and it was used in the theater when 45th tained by going direct to RCA Institutes. Gabriel Heatter: "A sinister cloud is should be considered when any "com- Street housed hits in most of its 10 Inc., without benefit of the NAB. The

## Newcomers Elected To NY AFRA Board; Unit Now Solvent

NEW YORK, Nov. 20 .- Seven newcomers have won places on the board of directors of the New York local of the American Federation of Radio Artists. Election of the 21 members, to serve one year, took place Thursday (18) at the local's annual membership meeting at Hotel Edison.

Nine actors on the new governing body are Billie Adams, last year's president; Alan Bunce, Ted De Corsia, Eric Dressler, House Jameson, Anne Seymour, Ned Wever, Carl Eastman and Jay Jostyn. Last two have not served be-

Seven singers are Phil Duey, Travis Johnson, Felix Knight, Evelyn Mac-Gregor, Alex McKee, Crane Calder and Jack Keating. Calder and Keating are

Announcers' panel includes Milton J. Cross, Ben Grauer, Hugh James, George A. Putnam and Ken Roberts, Cross, James and Putnam were not on the board last year. M. C. Brackhausen, soundeffects man, will sit in as an observer until such time as the sound men are admitted to the board by an amendment to the constitution.

George Heller, executive secretary and treasurer, declared the local's finances to be in a solvent state, with debts being steadily paid off. Heller announced that \$94,728.80 worth of claims had been collected by the radio union on behalf of its members during the past year. This was spread over a total of 3,261 separate checks.

Earl McGill, CBS director, was guest speaker. He described the work and purpose of the Radio Directors' Guild, and listed some pointers to help actors at auditions. Ben Grauer, vice-president, presided in the absence of Bill Adams, who is out of town.

within the next two weeks by referendum ballot. They will be chosen from among 21 board members elected at the

## N.Y. Proves It Has A Heart and Block Proves Air Power

NEW YORK, Nov. 20 .- Power of radio, and incidentally the efficacy of Martin Block and WNEW, was demonstrated again this week. Pulling power of the station and artist are well known in radio, but Wednesday evening (17) Block got an emergency call from the Officers' Service Club, a volunteer organization serving officers of the armed forces.

Seems they had 150 officers, many with their wives and children, in town and not a room available. OSC wanted Block to ask his listeners to rent their rooms to these people who, otherwise, would wind up sitting in hotel lobbies overnight.

Call came thru just before Block went on the air for his early evening session of recorded music. Block phoned the office of censorship in Washington and, after receiving clearance, aired the appeal. Within 20 minutes the OSC phoned and asked Block to withdraw the appeal; (See Block Proves Power on page 10)

## Note and Beware

Station managers thruout the country might benefit from filing and not forgetting the item on this page on the experience of WHN. With a hot political campaign coming up next year, various parties will be jockeying for advance bally and free time.

By refusing to become involved, stations will not risk their properties and, most important, the public acceptance they have laboriously acquired over the years. It would be well to remember the old story of the passer-by who attempted to stop a fight and got his head bashed in,

### FM Travels—Sometimes

SCHENECTADY, N. Y., Nov. 20. -Standard broadcasting stations (AM) are known to deliver signals all over the world due to skip distances and other electrical phenomena. Frequency Modulation broadcasting, however, is supposed to stay strictly in its own bailiwick. Station WBCA at Schenectady nevertheless is receiving daily proof that there's still a lot that no on knows about this new type of transmission. Cards requesting verification that they had heard this station come from as far as Indiana, Illinois, New Hampshire, Vermont, and Caracas, Venezuela. In other words, d.x. fans which were a part of the early development of regular broadcasting are finding their counterpart in FM.

The cards that come from Caracas are a story in themselves. Some smart salesman sold the South American an FM receiver, despite the fact that there wasn't even a ghost of a frequency station anywhere near South America. However, since he paid for FM the set owner regularly tuned to this waveband and one day heard WBCA and has been writing about the programs ever since.

## **Used Patters** Entertain GI's In North Africa

has found out how to do a good turn with its ever-growing platter stockpile.

Bob Huelster, former Montgomery-Officers of the local will be decided Ward ad-man now in Uncle Sam's army, wrote KSTP some months ago from a West Coast camp saying that "entertainment is sadly lacking" and asking

> Some unsung hero got the idea of bundling up a flock of network and local transcriptions and forwarding them to

Last week Huelster acknowledged different, them-from Africa.

tered the ex-ad-man.

## Philly Dept. Stores Nibble At Radio Time Buying; Only Wanamaker's Not Using Air

Pending Newspaper Ad Rationing Gets Credit

Since all of Philadelphia's key department store advertising men were down to Washington to see the first showing of the NAB retail pitch, some of the anti-radio easing may be credited to the presentation. Threat, however, of newspaper advertising space rationing, which is making advertising managers look for new media, is said to have been more potent. Also helping the good work is Jim Aull, advertising manager of Strawbridge & Clothier department store, who was formerly p. a. for Station KYW.

Antipathy of store ad managers to radio has long been a local major mystery, particularly since Philadelphia radio owes its birth and growth to the department stores. In the beginning, every single station was operated by a store. Since then, the shops have come to look upon radio as a "racket." principally because of time salesmen trying to sell the stores by under-cutting,

In recent years, local radio has made every attempt to break down the prejudice. Every time a magazine article advocated use of radio by department stores, reprints were sent out by local MINNEAPOLIS, Nov. 20 .- KSTP-NBC stations. WFIL, for one, used to fire promotional material at the stores continually which did not stress the advantages of WFIL as an individual station, but radio advertising as a whole. WCAU recently tried to woo the Wanamaker's by originating programs daily from the store in connection with a

#### A Different Medium

realized the air's possibilities as a me-

Progress in recent weeks, however, has The several hundred pounds of been nothing short of miraculous. The e.t.'s, wrote Huelster, arrived okay and ice was really broken this month when the men in his outfit keep playing and N. Snellenburg & Company became the replaying them again and again. "Bet- first local emporium not directly conter than any G.I. entertainment," let- nected with a radio station, to sponsor a series over the Philly air. Store signed

PHILADELPHIA, Nov. 20. - Philadel- a 52-week contract with KYW for a phia's large department stores, long al- Monday-thru-Friday niring of Forbidden lergic to radio, are experiencing a change Diary, a transcribed serial spotted at of heart and timidly are turning to radio 12:15 p.m. for a quarter hour. Precedentas a "legitimate" advertising medium, setting contract, bagged by Hal Lamb, of the KYW sales staff, started November 8.

Jim Aull has been breaking down store prejudices and buying station-breaks on the station for special store sales. He went as far as scheduling 13 Strawbridge & Clothier station-breaks in a special three-day campaign.

WCAU, which has been trying to cultivate the stores for years, finally made its first sale when Strawbridge & Clothier bought two 30-word station breaks on October 28 for the store's Clover Day sale. Not much as sales go, but at least the ice was broken.

#### Gimbel Uses Own WIP

WIP, owned by Gimbel Brothers, carries an average of 10 spots a day for various departments and sales. The store also sponsors four regular program series. Gimbel shows include Uncle Wip, one of the oldest kiddle shows in local radio, and in the past month, has ushered in three new shows. Includes a three-aweek Songs for · Heroes, which started October 10, in the interest of the store's Young Budget Shop; a daily transcribed Radio Sewing Class, which started October 19 for the store's Fabric Center, and a Sunday institutional recorded music show, Sunday Interlude, directed by Edwin H. Schloss, music and drama editor of The Philadelphia Record.

WFIL has three program series sponsored by the Lit Brothers, including a thrice weekly transcribed musical program, Notes of Love; a three-a-week news show, Hot Spot On the Map, and Feeling of radio was that if stores an institutional twice-weekly Let's Learn Spanish, transcribed. Lit Brothers redium entirely different from the printed cently added Jane Richter to its New page, the Philadelphia story would be Business Department to handle the store's radio promotion. WFIL also has Silverman's, one of the largest retail centers outside the center-city sector, for a Monday-thru-Friday five-minute stanza of news flashes.

> Only downtown department store not In radio as yet is John Wanamaker's. The store was a real radio pioneer in the crystal-set days, operating the city's first station, WOO.

## WHN Steps Into Middle Of Republican-La Guardia Battle and Gets Burned

KW indie outlet, this week found itself his talk. This resulted in the "changes" lashed to the whipping post after it getting almost as much space in the had, in the interest of public service, newspapers as did the speech. offered time to the Republican County station, WNYC, as a result of a commentary given by hizzoner on the station after the recent local elections.

The Republicans felt they had been given a going over and asked for time to reply. The mayor, in turn, asked FCC Chairman Fly to judge whether his talk had been political. And in the interim WHN offered its facilities to Thomas J. Curran, head of the local Republican organization.

Everything was satin smooth until Curran released advance copies of his talk to the press. Tacked to each copy was a note to the editor calling attention to "changes made at the instance of WHN." These consisted of two changes and two deletions made in the routine station practice of avoiding slander or libel. The changes in no way affected the tenor of the address, which was on the vitriolic side.

this. Instead it gave, without actually, Curran was entitled to time on city stasaving as much, the definite impression tion for an answer and such time was that WHN was interfering with Cur- made available.

NEW YORK, Nov. 20 .- WHN, local 50- ran's rights to free speech, and censoring

This in itself, as local radiomen see Committee. The politicos were heated it, was okay, as it was not negative pubat Mayor La Guardia and the city-owned licity. But meantime the local American Labor Party, which also felt it had been impugned, asked WHN for time to present its story. The ALP drew time the night following the Republicans.

The very next morning one of the most influential evening papers in New York called WHN and wanted to know why it had censored the Republicans talk and had not censored the ALP speech. The fact that the station had found nothing to cut or change didn't

enter into the story at all. As far as station men in this town are concerned, the situation is a perfect example of a station, to quote one special events executive, "doing a neat job of public service and having the recipient of the favor holler 'copper' even tho he wasn't clipped." The consensus is that politicos in this town will have to have a mighty good reason before they get gratis time again.

Payoff is that FCC Chairman Fly sug-But the note to the editor ignored gested to the mayor that Republican

## Fems Move in On H'w'd News Bureaus

HOLLYWOOD, Nov. 20 .- The news bureau of the Columbia Pacific network, once a man's garrison, has finally been invaded by a "petticoat brigade." The KNX bureau is one of the last West Coast radio male strongholds to fall to what was until recently referred to as the "weaker sex."

Of the eight full-fledged news writers who "man" the 24-hour headline dispensary, three are now women. Katherine Carr and Marion Clark, who came to the bureau after previous news handling experience, underwent intensive KNX training, are now rated as juntor writers and replace staff members now in service. Miss Carr has her own 15minute newscast daily at 6 a.m.

Sicily Ann Maloy, who started as an apprentice at the local CBS station, is now a staff writer at KMPC, Beverly Hills. Carolyn Latham, formerly of the KNX script department, recently moved Into the bureau as an apprentice. June Orr, junior news writer, completes the femme line-up.

Commenting on the success of this new policy of using women on news, Fox Case, director of public relations, news and special events for CPN, said, "While they lack years of practical experience, their enthusiasm, tact, and exacting effort have made the innovation a most successful undertaking."

## Educate and Sell Them at Same Time, Newest Angle In Commercial Pitching

programs which in the past have been restricted to daytime radio and hints to housewives are now wandering all over the face of the broadcast day and the subject matter is just as apt to be a series of language lessons or "How to Win Friends and Influence People." And the allaround-the-clock educational programs are not presented by stations "for free." They're sponsored and actually do a selling job for their bank-rollers.

Cooking hints bounce out of a Bing Crosby show as they do out of a Mary Margaret McBride opera, and even the jingle janglers deliver a little bit of whistling "service" in their allotted eyed as a possible commercial and that minute spots.

Theoretically the air in wartime is divided between frontline news and escape. Actually there's more educational stuff being broadcast now than ever before, and the case histories being written by these why, how, what and when sessions are "for-the-book."

#### "Let's Learn Spanish" Typical

A typical example of educational broadcasts selling is Let's Learn Spanish, which was tested by Time and Life mags on WQXR. It pulled plenty of to underwrite a series devoted to specific mail, Harry S. Goodman took it over, problems. and it's now on 48 stations selling everything from department stores to coffee. It's one of the few programs that delivers a profit to the sponsor from the all offers for this season. Mutual's sale of the giveaway. Wilkins Coffee sold 4,100 booklets at 25 cents after the sec- eral offers, but nothing solid enough to ond broadcast over WTOP, Washington, D. C. WTHT, Hartford, Conn., pulled He's willing, however, to accept a spon-3,000 inquiries after the third broadcast, each inquiry with a quarter in the envelope. The Memphis department store using the feature, B. Lowenstein Bros., sold the booklet for \$1 and pulled 1,000 nothing too corny or too exclusive but sales the first week. That would be real that there isn't a sponsor somewhere air selling of any buck product, not that wants to reach its audience. All alone Spanish lessons. The fact that in that's necessary is to make certain that one area the product sold at 25 cents someone's listening.

NEW YORK, Nov. 20. - Service and in another at \$1 is an indication that the price tag has nothing to do with the sales pull of a good educational program which is geared to do a specific

Educational Programs Sell

Informative programs have always sold once the news of what they were doing for the listener got around. They've been selling ever since more than 15 years ago The Philadelphia Inquirer's Model Kitchen of the Air did a topdrawer job of acquiring food advertising for that publication. However, up to recently education has been restricted to the daytime hours, despite the fact that the evening audiences have as much to learn as the so-called homebodies.

Now every educational stint is being goes not only for the evening segments but for established broadcasts which have been directed at schools. CBS's American School of the Air has had several bids for daily sponsorship of the school broadcasts. Thus far all bids have been turned down. The same is true with features of the Inter-American University of the Air, NBC's adult educational pitch, which while not a daily program, nevertheless has built an acceptance which has had a few sponsors interested in putting dough on the line

The Blue's Town Hall of the Air was recently tempted by several advertisers, but the board of directors thumbed down American Forum of the Air has had sevtempt Ted Granik, who owns the show. sor if the cash is right. Even such an erudite session as CBS's Invitation to Learning has had a nibble or two.

There's nothing too big or too small,

## New York Listening Pattern Changes; Span Between Top& **Bottom Dialers Now Smaller**

#### Carriage Trade Stays Home; Labor Steps Out

NEW YORK, Nov. 20 .- The change in restriction, upped income taxes, etc., the radio listening pattern, which has and as a result is staying closer to home ad men bothered-as witness Procter & at night than those in the lower brackets. Gamble and other soap opera purveyors The latter, with fatter pay envelopes, varying the pitch of their sudsy serials -- finds expression in current survey of lure in the off-hours, and so spend less Manhattan radio audiences by income time at home with the radio. Another brackets, made by the Pulse of New survey finding is that radios that don't York, Inc., local research outfit.

Survey, conducted house-to-house, reveals that within the past year, the divergence between listening habits of upper and lower income groups, althostill wide, is nevertheless contracting. Many reasons, all of them pitched to wartime, are cited for this bridging.

For instance, the canvass of representative homes of all income groups shows that plain folk are surpassed in a number of cases in listener frequency by plush audiences, particularly in the early morning hours prior to 9. Survey reasons that the Zilches have less time than their wealthier fellow citizens to listen before going to work. Most of the lower income group are war workers who have to rise, eat fast and punch that clock. Richer folks can take their time about getting to the day's labors.

At night, the survey finds that it's the well-heeled who listen more frequently after 10:30 or 11 p.m., having less need to hit the hay as early as their assem-

hit by wartime conditions such as car (See N. Y. Listening Pattern on page 10)

3

are finding the bright lights a strong perk affect lower income groups more than their more fortunate fellows, who usually have more than one set around the house and can therefore switch to spares. The poorer group frequently has only one radio to a family and when that goes floory, the family stops listen-

#### Coin Goes for Networks

In general, Pulse finds that shekel audiences are more partial to net programs. Indies have a bigger pull among the masses. One major web, however, which specializes in serials draws a bigger small-income audience, and longhair indies pull the wealthy listeners in greater numbers. Musical disks, from symphony to jive, have their audience among younger men and women, Pulse says, while older femmes, regardless of social strata, prefer bubble dramas. Top variety shows know no social distinctions, however. They pull audiences in all income brackets.

This survey has been confined strictly The ermine audience has been harder to Manhattan, but the pattern developed Three-Way Pick-Up

NEW YORK, Nov. 20 .- Bill Gray handed in his two weeks' notice to Mutual, where he had been comic on Free jor All. Script trouble. . . . Ray Knight directs the Dunninger Show at Blue on the out-of-town airings in Cleveland, Chicago and Washington, Starting Sunday (28) the show will be heard in the 10:30-11 slot instead of 6:30-7. . . . Cecile Roy is voice on the Little Lulu at Famous Studios. . . . Hot Copy's megger, Martin Magner, to New York from Chicago for a gal to play a newspaper woman. Marian Barnett gets the nod. . . . Alfred Hesse brushing up old vaude routine for DuMont television.

Fitch Band Wagon, and Wake Up, America cancel out at the Blue December 8 and 20 respectively. Sweet River, Blue's only soap opera, goes network 10-10:15 a.m. across the board January 3. This will knock Isabel Manning Hewson completely off the net. . . . Radio people currently doubling in legit: Bertram Tanswell rehearsing in Maxwell Anderson's Storm Operations; Alistair Kyle in House in Paris, H. Clay Blaney production; Boris Marshalov in the Guild's Innocent Voyage. . . . CBS's Fun With Dunn has six gag writers: Mimi Wolg, Melba Weiss, Albert Sproul, Michael Cramoy, Ed Reynolds and Norman Paul.

Jone Allison will be Claudia when the show returns to the air produced by Bob Maxwell. Pedlar & Ryan has optioned it. . . . Stefan Schnabel now doing Valiant Lady. . . . Dick Charles, senior director at the Blue, filling Bob Tourmey's spot. . . . Arnold Stang playing Argyle on the Col. Stoopnagle sustainer at CBS. . . . Paul Whiteman mulling a musical show of his own at the Blue besides Hall of Fame.

Storyland Theater, Blue's kid sustainer, starting Saturday, December 4, filling 5:45-6. rected by Bill Marshall scripted by Jule Werner. . . . Out of the Shadows is another Blue series starting December underground stuff. . . . David Kerman now "The Flame" on Dick Tracy. . . . Frank Telford, NBC megger of Valiant Lady, and Dwight Weist, actor-commentator, have finished a play, This'll Kill You which is now touring producers' desks.

FCC okayed the sale of WMCA from Ed Noble to Nathan Straus and the Davega-City Radio, Inc. Donald Flamm was nixed again in trying to break up the deal. . . . Anacin sponsoring Inspector Hawkes and Son, a transcribed show on the 13 stations of Blue's Pacific Network. . . . Music Goes to War will be rebroadcast on WNEW's Milkman's Matinee. . . . Eleanor Audley is one gal who's really praying for victory. In the role of "Aunt Agatha" on Hop Harrigan she was left in the States (and off the show), while the young heroes invaded Sicily. No pay check for auntie till they return from Berlin.

Amanda of Honeymoon Hill at CBS is shifting its time slot from 10:45-11 to 11-11:15. The ad agency, Blackett-Sample-Hummert, gets a rate by sticking Amanda in front of Second Husband at 11:15-11:30. . . . Constance Moore replacing Nan Wynn in America — Ceiling Unlimited at CBS. . . . Joan Brooks writing her own theme for her Columbia show with the help of Ray Merrill, now appearing in Moss Hart legiter. Winged Victory. . . . Helen Lee to WMCA as assistant to flacker Leon Goldstein. . . . Kenneth MacGregor is the new cue-thrower at the WIIllam Esty agency. Was formerly with Benton & Bowles. . . . Lee Graves promoted at Compton agency from radio traffic chief

to manager of radio department. . . . The WOW's at third floor NBC has nothing to do with ordnance. It is the society of "Worn Out Wolves." Carl Post is vice-president.... Mrs. Gertrude Berg throwing shindig at her own home in celebration of NCAC's second anniversary. Among invitees are Gladys Swarthout and Capt. Frank Chapman, Mr. and Mrs. Jan Peerce, Mr. and Mrs. Garry Moore, Mr. and Mrs. Hanson Baldwin, scripter Elaine Carrington, Mr. and Mrs. Ed East and Mr. and Mrs. S. Hurok.

CHICAGO, Nov. 20. - Joseph Timlin, formerly with Branham radio and newspaper reps, now radio director of Schwimmer & Scott agency. . . . It's a boy (No. vember 11) for the Victor Reedshe's NBC news editor. . . . Nate Gross, "Town Tattler" on Herald-American, starts a 15-minute chatter broadcast on WBBM December 4, sponsored by Illinois Commercial Men's Association. Contract thru L. W. Ramsey agency. . . . Edward J. McCrossin Jr., of NBC-New York, now legal light of central division, succeeding Joseph A. Mc-Donald, transferred to New York as assistant general counsel. . . . Alex Drier's Skelly News renewed on NBC. . . . Bennett Scott, ex-Shopping News, has joined the WIND sales staff.

Carl Haverlin and H. Bedford Jones collaborating on new halfhour show, Abe Lincoln's Story, which will be serialized over Mutual starting November 28. Sponsor, selling memberships, is the National Small Business Men's Association. A. W. (Sen) Kaney, manager NBC stations relations department, on a week's tour of NBC affiliates in Indiana and Michigan. . . . William E. Drips, NBC director of agriculture, has recovered from a strep throat. . . . Charlotte Morris has joined WJJD's 1160 Club as straight man for Gordon Van Dover and occasionally doubles as planist and singer, . . . Robert F. Hurleigh, formerly with Press Association, Inc., AP subsid, has joined the WBBM-CBS staff of news analysts and commentators. . . . Judith Waller and Albert Crews will edit, revise four textbooks of the NBC - Northwestern U summer radio institute, for publication by Houghton-Mifflin .

John F. Ryan, manager NBC press department, and Jules Herbuveaux back from a business trip to New York. . . . The Walgreen Company, drug chain, will sponsor a five-minute program on WMAQ starting December 13. . . . John Carey, WIND sales manager, in New York on a week's business trip.

PHILADELPHIA, Nov. 20.-John Corcoran, WFIL news commentator, grabs off a fresh sponsor for his nightly Corcoran Speaking sessions in the local pharmaceutical house of Dr. D. Jayne & Son for cough syrup. . . . Marion Basel, former production man at WBYN, Brooklyn, changes his moniker to Martin Basel in joining the WCAU announcing staff. . . WIBG has sportscaster Franny Murray picking an all-star high school football team with gold engraved footballs carrying the station's call-letters going to the gridders. . . . Nettle Comer moves over to WPEN's promotion department, with p. a. Dorothy Harris coming in to fill her former post as personal secretary to station manager Arthur Simon. . . . John Newhouse quit WFIL's announcing staff to become program director of WSRR, Stamford, Conn. . . Edmund Dawes scripting and producing The Kingdom of Natar kiddies' serial on WFIL. . . Joseph V. Morris, for 26 years with N. W. Ayer agency, joins production staff of Gray & Rogers agency. . . . Elwood Dione newest WFIL engineer. succeeding army-bound George Steinhardt.

## Gala Christmas on Air For Home & Overseas; Nets, Sponsors in Mood

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NEW YORK, Nov. 20 .- With "only 30 more shopping days to Christmas" nets and agencies are already preparing the holly-wreath dressing for the holiday programs. Plans in some quarters are still tentative, due to war pressure and restrictions, but the industry is determined that this third wartime Christmas shall bring listeners the old-fashioned message of cheer and good will. And there will be special emphasis put upon short-waving as much of this peace on earth to men of good will as possible to the boys overseas.

The Blue net sked is typical. Its sustainers will include a series of carolsinging segs by choral groups from colleges, high schools and private groups during the 10 days preceding Christmas. Definite dates for these will not be set until the last minute.

On Christmas Eve, 11:30 to 12:30 a.m., comes a special concert broadcast with the Blue Concert orchestra, Joseph Stopak conducting, and guest soloists and chorus. At 8:15 a.m. the Christmas day address of the Archbishop of Canterbury will be picked up via BBC, and 15 minutes later the United Nation News Review will swing in with holiday reports from England, Australia, China and other allied bases. From 10 to 11:30 a.m. the Christmas Day Show is set with Ted Malone as emsec from New York and the concert ork with two soloists. Tentative plans include pickup of the King of England's Christmas speech and two-way talks between soldiers and their families. The Great Lakes Naval Training Station, the Marine Base at San Diego, and army engineers at Fort Belvoir, Maryland, also have been invited to take 10 minutes each of the show's running time. Immediately following, the Land of the Lost will offer a holiday play and at noon the Blue Playhouse will stage another. At 12:30 the Furm and Home hour will go on the air with "an old-fashioned Christmas on the farm" and at I o'clock there is the probability of another three-quarter hour concert, replacing Horace Heidt.

#### Blind Christmas Dates

On the commercial side of Blue's holiday ledger, the William C. Esty agency is readying a special Christmas Blind Date party for December 20. Instead of individual dates, the party will be a mass stunt to take care of 50 or 60 of the lads in uniform. The Quiz Kids plan a test session with a Christmas flavor and Fred Allen, of course, will be on the air with a typical "Yuletide in Allen's Alley." The Wheeling Steel Family is also plotting an old-fashioned at home.

CBS plans call for a holiday intro from 12 to 1 a.m. on Christmas Eve with a concert of carols by the Columbia Concert orchestra, Bernard Herman conducting, two featured artists and a chorus of 24. Columbia will also definitely present its usual choir programs. Already on the list for December 18 is the St. Cyril and Methodias Seminary choir from Detroit. December 23 skeds the David Lipscomb College a cappella

#### Who Wants a Hostess!

PHILADELPHIA, Nov. 20.— Having plugged its bread, cakes and rolls on WFIL for a year, the Parkway Baking Company, Camden, N. J., celebrated Its first air anniversary with a studio audience shindig the other day. When the birthday cake arrived, Irene Smith, WFIL hostess, greeted the sponsoring Parkway man most cordially, thus:

"Isn't that beautiful! I won-

der who baked it?"

choir of Nashville and December 24 brings forth Burl Ives in Christmas folksongs with the Syracuse Children's

#### "Let's Pretend" at Christmas, Too

Christmas day will likewise be a busy one for CBS. Nila Mack's Let's Pretend will broadcast a holiday fantasy, The House of the World. At 2:30 p.m. Berlioz's cantata, The Injancy of Christ, will be given by Met stars and chorus with Herman again conducting the CBS Concert ork. At 3:30 a half-hour of an Eighth Air Force Christmas party will be picked up from England. Columbia program execs stress that this will consist of interviews with the boys, on the light side with nothing serious to dampen holiday spirits.

The American School of the Air will take no Yule vacation this year. Morning classes will continue thru the two weeks, December 20 to 31, with 10 weekday broadcasts at 9:15 a.m. Repeats will be given at 3:30 p.m. The various subjects, science, music, geography, literature and current events will all be given a holiday twist. CBS is spotting the post-Christmas week, also, with concerts of carols by organ and concert orks. The Church of the Air will also present a Nativity play by the Franciscan Friars of the Atonement. Holiday wind-up comes at midnight, December 31, with the usual three-hour cavalcade . of top name bands participating across the country. CBS, says prog exec, is trying to celebrate a real Yuletide, aiming to retain best of its former features and to add a few new ones.

#### Barrymore Scrooging Again

Net's time-buyers are reaching for a seat on the holiday band-wagon, too. The Silver Theater will offer its traditional Jongleur of Notre Dame with Ronald Coleman and Nelson Eddy, Lionel Barrymore will do his immortal Scrooge of A Christmas Carol on the Mayor of the Town program, December 22. Armstrong's Theater of Today will get a Christmas pitch. Kate Smith will have a program of Christmas music featuring Holy Night and a dramatic sketch called, The Little One, the old tale of the donkey and the manger, and Great Moments in Music plans at least one broadcast devoted to excerpts of all the familiar Christmas airs.

NBC has not yet established a definite holiday schedule. However, the word is out that the net wants to do something a little different this year-a holiday pitch to be pointed more at the boys overseas than the people here at home. No exact report on the method is available as yet, but the fact that a special events exec has been shuttling between home base and Washington, indicates that there are clearances for offshore hook-ups in the wind.

#### Cavalcade's "A Child Is Born"?

Meanwhile, commercials who use NBC time are going ahead with holiday season plans. George Kondolf, co-ordinator of Cavalcade of America advises that the program skeds a repeat A Child Is Born, provided that a pair of stars comparable to Lunt and Fontanne who headed cast last year can be obtained. If this is impossible, then a dramatization by Stanley Young from Ernie Pyle book, This Is Your War, will be substituted. The Hour of Charm plans a December 19 broadcast of The Night Before Christmas with Phil Spitalny's allgirl ork caroling. It may be done as a party for the marines at Quantico, Virginia, but that is still to be set up. All of it, however, will be short-waved to the lads offshore. The Schaefer Review which is, of course, purely local over WEAF will also short-wave Eve concert of carols with the Allen Roth Choir and the Schaefer male chorus.

There is no doubt that the next week or two will find a flock of others added to the holiday roster. The industry is setting itself for an all-out traditional Christmas for the boys over there and the home front gang, too. . . . And nothing is going to stop them.

## Blue 61% Ahead of '42 Says Woods; Affiliates Urged To Climb FM, Video Bandwagon

representatives of the Blue affiliates, who were here for two days (15-16). It was the first meeting of Blue station men since the FCC approved the sale of the net, and the picture which the execs painted was full of promise of better things to come. Woods not only claimed top audiences for the Blue in the a.m. but the lead in many markets during the afternoon. He pointed out that during the children's hour and a half the network was well ahead of all nets.

In the evening, Woods said the Blue ran second to one net during 23 quarter hours and held down second position to another of the major nets during 31 quarter hours. Both in coverage and programs presented, progress has been made, he pointed out, because of incrased revenues due to new commercial programs. More money has been spent on sustainers.

Despite the rosy financial picture, Edward J. Nobie, net owner, explained that while he would like to see the chain owned by 130 million people, it was, unfortunately, not practical. "In the beginning," said Noble, "I will have to assume the financial risks myself, because an additional five to ten million dollars must be invested and the war and uncertainty as to network operations for the next few years make the purchase of Blue network stock a hazardous investment. Under these circumstances it would be unwise to have the stock widely held. I want to keep the property economically sound," he said, wish to make the Blue America's leadtions in the beginning are profitable." Within a year he promised he would present some plans which would make it possible for affiliated stations and management executives to acquire stock. However, he was not in a position to announce any plans and would not be for many months to come, he stated.

#### Blue Sales Up 61 Per Cent

A sales report showed that Blue network sales have increased 61 per cent during the past year, and the ratio of increase was bettering this figure month by month. Ed Kobak, executive v.-p., stated that promotional plans of the Blue called for an expenditure of \$250,-000 to sell the network to audiences. Said Kobak: "Radio is a combination of advertising and show business, and it is our belief that merchandising of programs to our audience is fully as important as the building of the finest programs we know how to build." The quarter of a million is in addition to the money being spent to sell the three stations owned by the network-WJZ, New York; WENR, Chicago, and KGO. San Francisco, to their respective areas.

The stations represented at the meeting, and those not represented, were ad-

## Surveys Explained To Talent in Two Reeler by Hooper

NEW YORK, Nov. 20 .- C. E. Hooper, Inc., survey org, is readying a two-reel color short to be shown to talent. Idea is to inform talent about some of the accessory reasons for program ratings.

Thus when a program rating droops, the performers will not automatically blast the surveying firm. Feeling now, in many talent sources, is that research organizations are a radio hazard.

Hooper org feels that once talent realizes the number of intangibles that can tilt or tip a program rating, this not so sllent animosity may be eradicated.

CHICAGO, Nov. 20 .-- "The Blue net- vised to seek licenses at once for Frework is consistently leading all networks quency Modulation and television transin morning listeners," Mark Woods, mitters. The net itself, it was anpresident of the Noble network, told the nounced, was making applications for FM and video stations for each of its stations because, it was stated, general use of FM after the war was certain and television was certain to follow eventually.

> The meet gave ample evidence that the Blue realized that a net was no stronger than its station affiliations. Keith Kiggins, v.-p. in charge of stations, presided, and Harold Hough, KGKO, Fort Worth, chairman of the Blue advisory and planning committee, spoke for the stations.

## Laff Barriers Must Lift for Pitch in Brit

-Says Hal Block-

NEW YORK, Nov. 20 .- When nations laugh together, they understand each other. However, despite the hundreds of hands-across-the-seas radio programs, the British are not amused at Red Skelton's "I Dood It" and GI's in England can't crack a smile when Tom Handley, top comic of the Tight Little Isle, slays his Tommy audiences with "Shall I Do You Now?" or "I Go Now-I Come Back."

Yank humor is still a little on the acid side for the Limey, and the Eng-"but that is not my only objective. I lish comedy arid for the American palate. The bridge to be spanned is the ing network whether or not the opera- one that separates the British and American funnybones. It can be done, says Hal Block, gag scripter, who has just returned from nine months of working for the British Broadcasting Corporation on scripting programs for our overseas troops. Block thought that he knew all the gag answers from working on Burns and Allen, Sons o' Fun and the Eddle Cantor programs, but he developed a re-educated sense of humor working overseas. He collided with colloquialisms and idloms that threw him and his jokes higher than Nelson's Monument in Trafalgar Square.

> Block is convinced that for the two countries to reach a common humor denominator, each must become familiar with the programs and personalities of the other. So far, our funnymen have a slight edge. Hope, Benny, and others have appeared in pictures shown in England, but few British comics have had that break here. 'The broadcasters' job, as Block sees it, is to ease the gag aches with more transoceanic laughs.

> Differences in the meaning of words are a hindrance and must be broken down, says Block. He tells of dictating a script in which this line appeared: "She was so fat that when I carried her over the threshold I had to make two trips." When his secretary gave him the transcript, "journey" had been substituted for "trip." She explained that "journey" was the proper word in England, and no amount of arguing that the change took the edge off the gag convinced the girl. She was one of those who required gag education.

They're Braces, Bud In one script, he referred to suspenders. The gag died aborning because suspenders mean garters to an Englishman. Braces hold up the pants of the islanders—nothing else. They don't like the Fred Allen-Jack Benny feud-insult type of humor. They can't understand (See U. S.-BRIT BARRIER on page 10)



## SOME SHOWS EVERYTHING

## **B-S-H Soapies** Plug Six Items Per Program

### Triple-Threat Kate

NEW YORK, Nov. 20 .- The tradition that broadcast programs sell best when they're associated in the public mind with a single product is blasted by Blackett-Sample-Hummert ad agency operations. This agency, which parlayed women's vicarious desire to live into top daytime air billing, uses a program to sell as many as six products at one time during one week. Typical of the B-S-H set-up was Young Widder Brown during the late summer and early fall. Official sponsor of the program was Phillips Milk of Magnesia and Tablets, but trailer announcements or hitch-hikes sold Ironized Yeast, Diamond Tint and Dyes, ZBT Powder and Phillips Creams. Cut-in announcements on the show sold Energine Shoe White and Milk of Magnesia Toothpaste. Same line-up of products could be heard plugged on Stella Dallas, with Ayer's Pectoral and Doctor Lyon's Tooth Powder as added starters.

B-S-H had Backstage Wife officially selling Haley's M-O but had leader announcements (cow-catchers) for Double Danderine, cut-ins for Cal-Aspirin and hitch-hikes for Bayer Aspirin.

November sked shows Backstage Wife still doing its quadruple selling job, but anti-hitch-hike and cow-catcher campaigns have had their effect upon Stella Dallas, which currently is only selling Phillips Facial Creams and Diamond Tint Dyes, Ironized Yeast and Phillips Toothpaste. Young Widder Brown has only Phillips Toothpaste and Ironized Yeast to peddle.

Other agencies have started testing even evening programs as multiple-selling vehicles. Reasoning is that if a program builds itself as a selling medium for a number of products, nick on each product is less and there's less possibility of losing a sponsor if one product starts down-grade. Campana Serenade, with Dick Powell, sells not only the balm that started the Campana fortune, but Dreskin, Coolies, DDD and Solftare make-up, all in the femme beauty line.

#### Kate Smith Has Three

Kate Smith, too, this year, to get back her full hour on the air, had to take a couple of extra products to sell. How well a star can sell more than one thing per program will be checked against KS's results this season. She's either Jello-ing her fans or trying to Sanka them. The Sanka pitch is the toughle, for thus far no one has been able to startle the grocers of America with calls for this de-caffeinized coffee. It's on a par with Postum, and just as much a merchandising ache for the radio program that has it as it has been for ad agencies for the past generation. KS also has Jello puddings to sell. Of course, three products per hour is nothing like a B-S-H set-up.

If program disassociation with a product can be handled even when the star does the pitching, then agencies may all follow the Hummert formula and build programs that deliver audiences and stop worrying about the specific product appeal of a unique star-salesman.

#### BLOCK PROVES POWER

(Continued from page 7)

they had received offers of rooms and baths from 370 people, and the 10 trunk lines of their switchboard were still jammed with incoming calls,

Offers came from all over the metropolitan area; no one would accept rent for the use of their homes. Some of the people turned their apartments over bodily and slept with friends. Not only did every officer and his family get billeted that night, but WNEW made no fuss about it. The Billboard only discovered it because it was listening to the station and heard Block thank his audience.

## New Doughtime Before the Dawn

PHILADELPHIA, Nov. 20,-Indicative of the time boom in local radio, WCAU has been able to pawn off this week its predawn hour from 5:30 to 6:30 a.m. Sold across the board to Consolidated Royal Chemical Company, Chicago, for its yeast foam products. Hour is split up into four quarter-hour sessions with a separate show for each. Sponsor using four transcribed series, including Asher and Little Jimmy, Cousin Emmy, The Bell Family and The Country Gentlemen. Listening at that hour is mostly among the farm folk in the neighboring rural communities and such time selling is unprecedented here. Contracts placed thru the United Advertising Companies, Inc., Chicago agency.

### U. S.-BRIT BARRIER

(Continued from page 9)

why the two don't make up. They are great ones for making light of their difficulties or mistakes or failings, but they alone must make the cracks.

Block overcame the difficulties of idiom in BBC's Yankee Doodle Doo, in which Vic Oliver, the Prime Minister's son-in-law, was starred, and on which Adolph Menjou, Yvette and Bob Hope guested. But the piece itself handled the problem by comparing similarities and evaluating and pointing out the differences in words and phrases.

In line with the Englishman's laughing at himself, is the joke on the Prime Minister: "England is the place where Churchill comes after he leaves America" or "Churchill goes to America to see Franklin D. Roosevelt, he can see Eleanor Roosevelt anywhere." But if we said things about their cigar-smoking head man, they'd probably take of-

According to Block, the British rely strongly on understatement for their humor. They love catch phrases-after they are familiar. They admittedly are slower on the up-take than we, and it takes time to establish a comedian, but after he is set they laugh at anything he spouts.

#### There's Some Common Ground

Shortages of essentials proved a common meeting ground for understanding and humor. This patter in a recent radio show appealed to both. American in English gas station: "I would like some gas." Englishman: "You mean petrol." American: "Don't tell me you're reduced to that."

The scripter looks forward to the day when an English audience will howl at some of our pet lines and we will get a terrific kick out of "After You, Cedric," which never fails to put a Limey audience in the aisles. We've got to do it, he points out, if commercial international broadcasting is ever to get to first base or hit the wicket.

#### N. Y. LISTENING PATTERN

(Continued from page 8)

by the survey does mean something nationally. There is every reason to believe that similar listening patterns, with variations, will be found in any major metropolis thruout the country.

Other top research organizations-Hooper and CAB—are unable to confirm Pulse findings, since their surveys are made via the telephone and no chart is kept on listeners on an income basis,

### Wolf Protection

NEW YORK, Nov. 20 .- The girl pages at NBC are learning Judo.

## MBS Shifts Further Toward Standard Net Operation; New Contract Still To Be Sold

### Eight Stations Shift to Fresh Mutual Deal

casting System this week continued its move toward the standard form of network operation with the inauguration of a new and uniform contract for its stations. The pact basically resembled current contracts used by other chains.

Under the old set-up each MBS station paid the line charges and, since these varied, each agreement was the result of a horse trade. Usually the station, after paying agency and network commissions of 15 per cent, wound up with a net of 70 per cent of the network card rate.

Now Mutual carries all the line charges and in return gets all the revenue from the first 16 hours in each 28-day segment. After this, the station gets 25 per cent of the take from the first 25 hours sold, 321/2 per cent of the next 25 hours and 371/2 per cent of commercial time thereafter.

As the web has about 80 hours of commercial time on its books, they figure no one loses insofar as the first 16 hours are concerned. Mutual figures to cover more than the cost of the lines from this time, and many of the stations, thanks to the 80 hours of web commercials, also figure to be pleased.

#### Mutual's Conversion Problems

less line charges which they received on previous contracts. Likewise, the hook-up, may feel the same way. Insofar as the big town outlets are concerned, MBS is pretty well protected, as 10 of these affiliates are stockholders in the web. To the smallles, the network of growing with Mutual.

is still a non-profit organization and to figure out a new one.

NEW YORK, Nov. 20 .- Mutual Broad- since it will henceforth be operating on straight network lines, the profits will be used to build the network, its programs, its promotion and its facilities, and the shareholders (WOR, New York; WGN, Chicago; WKRC, Cincinnati; CKLW, Detroit; WIP, Philadelphia; WHK, Cleveland; WCAE, Pittsburgh; WFBR, Baltimore, and the Don Lee and Yankee networks) have been doing their share by not asking for any melons.

#### Stations Leave Dough in Kitty

They're entitled to withdraw up to the amount of their original investment. Instead they're letting this dough remain in the Mutual kitty. This has financed the current expansion of personnel and facilities and consoldiation; latter including shifting of the accounting department from Chicago to New York.

Another change in the station set-up will have the affiliates working under basic, basic supplementary and supplementary deals. In the past, under the A, B, C categories, sponsors were prone to select just stations. Under the new set-up, as is standard web practice, they'll use entire groups.

Other changes in the station contract are the dropping of the talent rebate clause-whereby the affiliate canceling a chain program had to share in the talent Mutual has a two-fold problem in sell- rebate to the sponsor-and the credit ing the new contract. The big stations, liability charge. Latter is standard biz used on almost every hook-up, may not practice, but not used by all networks; want to forego their lush 70 per cent henceforth Mutual will carry the cost of this insurance.

Station relations men have been on the small outlets, which are not on every road selling the new set-up since late last month. To date eight stations have converted. Only names ready for the record at this time are WRRN, Warren, O; WNOE, New Orleans, and KFXJ, Grand Junction, Colo. Latter also carries Blue will point to the long-term advantage programs. Success or failure of the new Mutual contract will be indicated In fact, this is the big appeal of within the next 60 days. Stations will the new set-up. Since, claims Mutual, it either sign or MBS braintrusters will have

## Current Mutual Business

As of November 1 of this year, the approximately 80 hours of commercial network time on MBS came from the following:

Advertiser	Agency	No. of Stations
American Bird Products	Blackett-Sample-Hummert	
Pall Mall Cigs		
Anacin		
Barbasol		
Bayuk Cigars		
Virginia Rounds Cigs		
Campana	Wallace, Ferry & Hanley	122
Chef Boy-Ar-Dee Foods		
Consolidated Razor		
Conte Prods	Bermingham, Castleman &	Pierce. 9
Blue Coal	R&R	29
Douglas Shoes		
Duffy-Mott	Al Paul Lefton	56
Employees Group Insurance		
General Cigar		
Gospel Broadcasting		
Gotham Silk Hose		
Harvel Watches		
Kellogg Co		
Lee Hats		
Loyal Order Moose		
Lumbermans' Mutual		
Lutheran Laymen's League		
Rel-Rem	Joseph Katz	55
Petri Wine		
Feenamint		
Chooz		
Richfield Oil, N. Y.		
Kreml		
Serutan		
Sinclair Refining		
Wilson Sporting Goods	U. S. Advt. Corp	62
Young Peoples' Church of Air	Erwin Wasey	196
Forhans		
Gillette	Maxon	190
		0

11

## Army Nets Deliver Sports News To Outposts Thruout Globe on 24-Hour Basis

## Play-By-Play Announcer Hit By Taboos

By LOU FRANKEL

casting has, because of the war, become America, and 9 p.m., Australia, a mighty tough job compared to the cushy assignment it has been. According to mikemen, this business of moving around the country airing football games is now subject to all the aches and upheavals confronting any civilian traveler. But, they say, the tough job is really the one being done by U. S. Army radiomen airing sports to the men overseas.

Biggest problems confronting domestic sports announcers are transportation, lack of experienced assistants, extremes in audience reaction and, with so many schools specializing in armed forces training schools, inability to get to know many of the players. They are shifted too often. The army radiomen manage to beat the transportation difficulty but the rest of the headaches affect them also and, in addition, they have a flock of their own hazards.

There are a long list of taboos which cut into the verbiage usual to sports broadcasters. One of these prohibits any mitters overseas and rebroadcast, mention of food, even for color.

The angle here is obvious, since many of the men overseas are in active areas and quite possibly have not, of late, been getting the best of food.

#### Time Differentials

Then again the army men have to feed a steady stream of sports programs to balance the time differentials.

For programs beamed from the U.S.A., London is five hours ahead of New York; Hawaii is five and a half behind San Francisco and Australia is 14 hours away. So the West Coast feeds the Pacific theater of operations 12 sports programs within 23 hours. These are beamed as follows:

Midnight, to Netherlands East Indies; I a.m., to Orient; 5 a.m., to Australia; 8 a.m., to Australia; 10 a.m., to Orient; 12 noon, to Netherlands East Indies; 2:30 p.m., a special weekly round-up; 5 p.m., Australia; 5:15 p.m., Orient; 6 p.m.,

### Lea Committee Investigation Of King Carol CBS Airing Asked by N.Y. Rep. Celler

WASHINGTON, Nov. 20,-Representative Celler yesterday rapped the Columbia Broadcasting System for permitting King Carol to use its facilities Tuesday (23). King Carol will broadcast on "Report to the Nation" from Mexico City.

Celler asked the Lea committee to investigate the skedded broadcast, declaring, "I am amazed that CBS is willing to lend its facilities to an enemy alien." At the same time that he requested the investigation, Celler expressed the hope that CBS would reconsider and withdraw its approval of the broadcast.

If the representative from New York's request does nothing more. Congress believes that it will help the Lea committee to obtain the funds it needs to continue.

### Bodec to J. Walter Thompson

NEW YORK, Nov. 20 .- Ben Bodec, radio editor of Variety, will join J. Walter Thompson under Bob Colwell, the agency v.-p. specializing in radio writing. He moves over the first of next month.

For Bodec this will be in the nature of a reunion, as another former staffer of the same sheet, Joe Bigelow, is one of the top scripters on the agency staff.

Bob Landry, Bodec's predecessor as radio editor, left the trade sheet to join the Columbia Broadcasting System as head of radio writing a year ago.

WASHINGTON, Nov. 20 .- Sports broad - Netherland East Indies; 6 p.m., South

The East Coast feeds five sportscasts daily plus a week-end special and football play-by-play. This set-up is:

2 a.m., to Europe; 7 a.m., to Central Africa; 7:45 a.m., to Central Africa; 8 p.m., to North Atlantic; 11 p.m., to India;

The week-end program is a Sunday afternoon session beamed to Central Africa and Europe. The football games are unusual in that the first half of the game is heard on one frequency, the second half on another. Switch is result of atmospheric conditions which affect reception late in the afternoon. So during halves, the engineers shift frequencies, and the audience moves its dial.

#### News Service Files Scripts

In addition, the army news service files a sports news script, of about 2,000 words, at least once each day to every army transmitter overseas, where they are broadcast by local announcers. Even the play-by-plays short-waved from the U. S. A. are often recorded by army trans-

Possibly the most interesting radio sports development in so far as the army is concerned is what the armed forces networks are doing. These, as has been noted, are networks of limited range transmitters in military camps and posts.

To please their servicemen audience, two of these networks have arranged their own pick-ups from near-by fight arenas. Each Tuesday evening there is a blowby-blow description of the bouts at Rainbow Corner in England. And every Thursday night the Caribbean Area hears punch-by-punch broadcasts of the fights at Balboa Stadium in Panama.

### COMEDY NIGHT PITCH

(Continued from page 6)

houses, from the Lyceum to the Martin Beck. It was always the non-hits that paid for the ads which listed all the attractions on "The Street of Hits."

Broadway shows seldom are able to advertise themselves to solid box office appeal but it may be different on the air. If Mr. and Mrs. America are staying at home to hear Fibber McGee and Molly, Bob Hope and Red Skelton, maybe they'll tune to Burns & Allen right before they settle down to their high spot evening.

Broadcasting has proved itself different in a great many ways from the "flesh" theater, and shows may be able to add to their CAB or Hooperating by paid space in the dailies.

Credit Lever Bros. thru their ad agency, Young & Rubicam, for at least

#### Amos 'n' Andy Showbiz Ad

NEW YORK, Nov. 20 .- Broadcasting took a leaf out of the advertising pitch book of the legitimate theater yesterday when Amos 'n' Andy used paid newspaper space to tell the world that John K. Hutchens called the production "an almost perfectly written radio show."

Only commercial credit line in the copy was three words at the bottom of the ad "Presented by Rinso." It didn't even say that Rinso was a soap.

Program is sponsored by Lever Bros., who apparently have decided to go whole hog in showbiz, as radio is their No. 1 selling medium. It's understood that orders for both this campaign and the Burns and Allen pitch came direct from Cambridge (Mass.) headquarters to the respective agencies handling the accounts, Ruthrauff & Ryan and Young & Rubicam.

### "OPINIONATED NEWS"

(Continued from page 6)

over Germany tonight. A black cat entered the Nazi party headquarters in in training radio's news editors of to-Berlin and up to this moment has not morrow more difficult.

### **DuMont Television**

Reviewed Wednesday, 8:30-10:15 p.m. Style-Variety and films. Sustaining on W2XWV (New York).

DuMont fans had an opportunity to learn much about the audio-video medium if they caught both this program and Tuesday's. Former was a jumpy variety show in which one man tried to be jack-of-all-trades and succeeded in mastering none. This was an organized production in which each portion of the program was delegated to a different group and the over-all sound-picture was perhaps the best W2XWV offering to date.

Press-on mending tape, which has used the station's facilities for its exploitation experiments week after week, is making progress. Past shows used little dramas to demonstrate the tape's uses, but they proved too heavy-handed and obvious. Now they use Irwin A. Shane's Hobby Hall of Fame and describe mending by their process as a

The Shane show is lively and varied. This week there was Pfc. Alden, cartoonist of the U.S. Signal Corps, who drew comics on a blackboard-and laughs with his patter; and Madya Norskaya, Ruban Bieu, singer (collector of Balalalkas), who demonstrated her instruments and sang Russlan songs.

Application of the tape was shown, while Announcer Dick Bradley's offscreen voice plugged the product. Shots of the press-on package at beginning and end of program were brief and nicely backgrounded with music.

Sam Taub's appearance for Adam Hats was heralded by a movie-type visual announcement. He and his guest, sports trainer Ray Areel, overdid "Ray" and "Sam," prefacing practically every line of script with the names.

Three little Canada Dry cartoon shorts were inserted at various times. Three

been heard from. Neither the police nor the Gestapo have been able to locate the animal. What does this foretell for Germany? Many Nazis look upon it as the mark of doom-an omen of retribution for the crimes they have committed upon the weak, the innocent and the helpless. Yes . . . a little cat shall lead them to destruction."

#### The Kaltenborn Subjective

THE SUBJECTIVE TREATMENT, as H. V. Kaltenborn would do it: "There is a strange piece of news out of Germany tonight. A black cat strolled leisurely across the Wilhelmstrasse and entered the Reichstag Building. Now we all know that Hitler is subject to what he calls "inspired" sources and it therefore logically follows that a black cat would upset him. This situation bears watching."

source" analysis as exemplified by Walter Winchell, Drew Pearson and, at one time, Wythe Williams. These people are in a class by themselves.

Fundamentally, teaches Goldstein. most commentary fits into one of these patterns, others fall into a combination of two or more techniques. But all contain opinion, which the public expects and wants, he believes.

The public, however, stresses Goldstein, does not expect its favorite commentator or analyst to withhold or lard in facts to create a favorable balance for his opinion. When this occurs the commentary becomes biased and the news editor goes to work.

With the exception of the "private source" men, the basic news upon which each interpreter bases his opinions is wire service material. This is always handy and available for checking. The value of a news editor hinges on his ability to edit a commentator's copy without affecting its style.

Since most analysts are, or soon become, individualists, the radio news editor eventually gets, "hell, I can't write it like that; it's not my style. If you're so good you rewrite it." When a newsman, claims Goldstein, can do this he is an expert.

And these days, with the war and political events putting some analysts in the position of seeking facts to justify pre-conceived opinions, the news editors' job is steadily becoming more difficult, and the job of the educators

unimaginative Australian travelog films could have been omitted. A decided improvement is station-break announcements, with Dotty Wooton at the mike.

Lever Bros.' offering, featuring Sam Cuff's Face of the War, showed signs of careful planning. Cuff has a new set of maps, with white water and shaded land (until now it was just the opposite), with terrain indicated, which adds considerable interest and aids his audience in understanding the news analysis.

Announcer Pat Murray talked about Lifebuoy Soap; the camera revealed a girl in her Lifebuoy bath after one application of the suds. The phone started to buzz, bringing invitations galore, because she'd discovered the B. O. bouncer.

A fashion show of sweaters created by Alice Maynard, and gags from Georg Jensen, under direction of Glorianne Lehr, was weakest link in the program. Miss Lehr should restrain her enthuslasm and gush.

William Saroyan's Hello, Out There, adapted for tele by Irwin A. Shane, was highly successful. Christine Soulias and Niles Dickson, of the dramatic workshop of the New Schood For Social Research, turned in fine performances under direction of Nathan M. Rudich,

Simple set consisted of jati scene, with boy behind and girl in front of iron bars. The conversation piece had little movement; cameras changing focus from close-ups to long-shots and from one two characters projected the desired impression of animation.

Wanda Marvin.

### "She Troops To Conquer"

Reviewed Thursday, 7:30-7:45 p.m. Style—Dramatic war series, Sustaining on WIP (Philadelphia).

Designed primarily to stimulate interest in WAC recruiting, this weekly dramatic series counts for even more as an engrossing and entertaining feature for comfortable listening. Written, produced and directed by Sidney Paul and Leo Brady, both tech sergeants assigned to special service in this district, the boys show that they have more than a passing acquaintance with radio, Closer inspection finds that both men were radio scripters and producers before putting on uniforms.

Story material for each stanza is original, and in the writing and staging, Sgts. Paul and Brady know how to pull out all the thespic stops without stooping to blatant emotional pulls or barefaced flag-waving. When caught, story was tagged Behind the Lines, with flashbacks as a woman reads a letter from her husband stationed overseas. It packed a powerful dramatic punch as her reading is interrupted by receipt of the telltale missing-in-action telegram from the War Department.

To get its forceful message across in subtle doses, show has further advantage of the dramatic cream in town, Sgts. Paul and Brady grabbing off the visiting In addition, there is the "private legit names to handle the script for each show. Judicious and expert use of background music and sound effects heighten the effect of the script's lines and the story's action.

Terse and punchy WAC recruiting plugs are planted most effectively before and after the play as station-breaks and apart from the play itself.

Maurie Orodenker.

#### Aunt Jemima

Reviewed Saturday, 1:30-1:45 p.m. Style—Variety. Sponsor—Quaker Oats Agency-Sherman K. Ellis Company. Co., Inc. Station-WABC (New York) and CBS.

Even the the copy is okay, this program, expanded from a Sabbath fiveminute spot to a Saturday 15-minuter, suffers from plugs which are too long and too numerous. With the sales spiel pruned, show has plenty to offer in musical entertainment, with good ork arrangements and vocals.

High point of the show was Stormy Weather, which Harry Walsh and his boys, aided by the mixed chorus and chirper, Vera Lane, delivered well. Opener, All or Nothing at All also went over by virtue of a smart arrangement of this over-played pop. The chorus did well by Waitin' for the Wagon, a spiritual. William Miller's touch of

Latin was pleasing, too. The selling is left to Marvin Mueller and Aunt Jemima, Jointly they pound in the virtues of Aunt Jemima Pancake

-BING CROSBY

9 10. PEOPLE WILL SAY WE'RE

-FRANK SINATRA

Columbia 36682

Decca 18564

MORNING

IN LOVE

POSITION Last This



## The Billboard Music Popularity Chart NOVEMBER 18, 1943

#### SONGS WITH MOST RADIO PLUCS

The following are the 30 leading songs on the basis of the largest number of network plugs (from New York outlets WJZ, WEAF, WABC and WOR) for the past week. Position in the list is no indication of a song's "most played" status, since all songs are listed alphabetically,

Compilation is based upon data supplied by Accurate Reporting Service, with plugs per tune omitted by The Billboard.

berrior, man prage per ratio contenta	by The Ellinoana.
Title.	Publisher
BESAME MUCHO	Southern
CANDLELIGHT AND WINE (F)	Miller
DO NOTHING TILL YOU HEAR FROM	ME. Robbins
DON'T BELIEVE EVERYTHING DREAM (F)	DATE OF THE PARTY
FOR THE FIRST TIME	Shapiro-Bernsteln
HOME	Am. Academy of Music
HOW SWEET YOU ARE (F)	Shapiro-Bernstein
I DUG A DITCH (F)	Feist
IF YOU PLEASE (F)	Famous
IN A FRIENDLY LITTLE HARBOR .	Campbell-Porgle
I'VE HAD THIS FEELING BEFORE (F	) Santly-Joy
LITTLE DID I KNOW	Lincoln
MY HEART TELLS ME	Bregman-Vocco-Conn
MY IDEAL	Paramount
MY SHINING HOUR	Morris
NO LOVE, NO NOTHIN' (F)	Triangle
OH, WHAT A BEAUTIFUL MORNING	(M). Crawford
PAPER DOLL	Marks
PEOPLE WILL SAY WE'RE IN LOVE	(M) . Crawford
PISTOL PACKIN' MAMA	Morris
SAY A PRAYER FOR THE BOYS THERE (F)	
SHOO SHOO BABY	Leeds
SPEAK LOW (M)	Chappell
STAR EYES	
STORMY WEATHER (F)	Mijis
SUNDAY, MONDAY OR ALWAYS	F)Mayfair
THE DREAMER (F)	Harms
THE'RE EITHER TOO YOUNG OR	A CONTRACT OF THE PROPERTY OF
WHEN THEY ASK ADOUR YOU	manths.

WHEN THEY ASK ABOUT YOU..... Berlin

#### NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

This compilation is based upon reports from the following retail stores of their 10 best selling records of the past week. While two sides of the same record belong in the first 10, they are listed individually in the order of selling appeal: Atlanta: Cox Prescription Shop; S. H. Kress. Birmingham: Nolen's Radio Service Shop; E. E. Forbes & Sons; Monarch Sales Co.; Louis Pizitz Dry Goods Co. Boston: The Melody Shop. Bridgeport, Conn.: Howland Dry Goods Co.; Whiting Radio Service; Gilman Music Store. Buffalo: Whiteman Song Shop; Broadway Music Shop. Butte, Mont.: Dreilbelbis Music Co. Chicago: Hudson-Ross; Sears-Roebuck & Co.; Marshall Field; Wurlitzer's; Lyon & Healy; Goldblatt Bros. Cincinnati: Song Shop; Willis Music Co.; Rudolph Wurlitzer Co.; Steinberg's, Inc.; Clifton Music Shop. Dallas: S. H. Kress. Denver: The May Co.; Century Music Shop; La Salle Music Shop; Charles E, Wells Music Co.; S. H. Kress, Des Moines: Des Moines Music House; Davidson Co. Detroit: Wurlitzer's; Grinnell Bros. Houston: S. H. Kress. Jacksonville, Fla.: Butler Record Shop. Kansas City, Mo.: Music Box. Long Island: Temple of Shop; R. H. Macy & Co.; Abraham & Straus, Inc.; Broadway Music; Melody Shop. Philadelphia: Wanamaker's Department Store; Downtown Record Shop; Alex A. Gettlin. Pittsburgh: Volkwein Bros., Inc. Raleigh, N. C.: James E. Theim; C. H. Stephenson Music Co. Richmond, Va.: Gary's Record Shop; Walter D. Moses & Co.; Corley Record Co. Salt Lake City: C. Z. M. I. Record Dept.; S. H. Kress. San Francisco: S. H. Kress. Seattle: S. H. Kress. Springfield, Mo.: L. E. Lines Music Co. St. Louis: Acolian Co. of Missouri; Famous & Barr. St. Paul: Lyon & Healy. Tulsa: S. H. Kress. Washington, D. C.: E. F. Droops & Sons Co.; George's Radio, Inc. ess. Youngstown: S. H. Kress.

-Tommy Dorsey

8. Oh, What a Beautiful

-Kay Armen

-Glenn Miller

Morning-Bing Crosby

7. Boogie Woogie

The Dreamer

10. Blue Rain

Pos	NATIONAL	Wichita; S. H Kress. Youngstown: POSITION  EAST
Last Wk.	This Wk.	Last This Wk, Wk,
1	1. PAPER DOLL —MILLS BROTHERS Decca 18318	1 1. Paper Doll —Mills Brothers 5 2. Pistol Packin' Mama
5	2. PEOPLE WILL SAY WE'RE	-Bing Crosby-Andrews Sisters
	-BING CROSBY Decca 18564	2 3. Sunday, Monday or Al- ways—Bing Crosby 4 4. People Will Say We're in
4	3. PISTOL PACKIN' MAMA	Love-Bing Crosby
	ANDREWS SISTERS Decca 23277	7 5. I Heard You Cried Last Night—Harry James 3 6. Pistol Packin' Mama
2	4. SUNDAY, MONDAY OR	-Al Dexter  6 7. Put Your Arms Around
	ALWAYS —BING CROSBY Decca 18561	- 8. People Will Say We're in
6	5. PUT YOUR ARMS	- 9. My Heart Tells Me -Glenn Gray
	AROUND ME, HONEY —DICK HAYMES Decca 18565	- 10. Oh, What a Beautiful Morning-Frank Sinatra
3	6. PISTOL PACKIN' MAMA	MIDWEST  1 1. Paper Doll—Mills Bros.
	-AL DEXTER Okeh 6708	3 2. People Will Say We're in
7	7. I HEARD YOU CRIED LAST	6 3. Sunday, Monday or Al-
	-HARRY JAMES Columbia 36677	9 4. Victory Polka —Bing Crosby-Andrews Sisters
_	8. MY HEART TELLS ME —CLENN GRAY	- 5. Put Your Arms Around Me, Honey-D. Haymes
520	Decca 18567	- 6. Put Your Arms Around
8	9. OH, WHAT A BEAUTIFUL	Me, Honey-Dick Kuhn

#### SOUTH POSITION Last This Wk. Wk. 1. Paper Doll-Mills Bros. 2. Pistol Packin' Mama -Bing Crosby-Andrews g Crosby-Andrews Sisters 3. People Will Say We're in Love-Bing Crosby Bing Crosby Will Say We're in 4. Sunday, Monday or Always-Bing Crosby 5. Oh, What a Beautiful Morning-Bing Crosby 6. My Heart Tells Me -Glenn Gray

Me, Honey---Dick Kuhn 8. If You Please -Bing Crosby 9. Pistol Packin' Mama -Al Dexter

7. Put Your Arms Around

10. People Will Say We're in Love-Frank Sinatra WEST COAST 1. Pistol Packin' Mama

-Bing Crosby-Andrews Sisters 2. People Will Say We're in Love-Bing Crosby Paper Doll

--- Mills Brothers 4. Sunday, Monday or Always-Bing Crosby 5. Put Your Arms Around Me-Dick Haymes

6. Boogie Woogie -Tommy Dorsey 7. I Heard You Cried Last Night-Harry James

8. My Ideal -Billy Butterfield 9. Rhapsody in Blue -Glenn Miller 10. Don't Cry, Baby

—Erskine Hawkins

#### NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

This compilation is based upon reports received from the following sheet music jobbers and dealers of their 15 best selling songs of the past week. Atlanta: Cable Piano Co. Chicago: Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Co.; A. C. McClurg. Detroit: Grinnell Bros. Kansas City, Mo.: Jenkins Music Co. Los Angeles: Morse M. Preeman, Inc. New Orleans: G. Schirmer of Louisiana. New York City: Music Dealers' Service, Inc.; Ashley Music Supply Co. Phoenix, Ariz.: Dawson Music Co.; J. J. Newberry Store. Pittsburgh: Volkwein Brothers, Inc. Portland, Orc.: Sklare Music Co. San Antonio: Southern Music Co. San Francisco: Pacific Coast Music Jobbers; Sherman Clay & Co. Seattle: Capitol Music Co. St. Louis: St. Louis Music Supply Co.

		NATIONAL	
Las	t Th W	ON is	PO Las Wk
2	1.	PAPER DOLL	3
3	2.	PEOPLE WILL SAY WE'RE	3 7 6 12 4
1	3.	PISTOL PACKIN' MAMA	ì
4	4.	SUNDAY, MONDAY OR ALWAYS	8 14
5	5.	THEY'RE EITHER TOO YOUNG OR TOO OLD	11 9
7	6.	PUT YOUR ARMS AROUND ME, HONEY	10
8	7.	OH, WHAT A BEAUTIFUL MORNING	1
14	8.	MY HEART TELLS ME	2
G	9.	I HEARD YOU CRIED LAST	6
9	10.	SAY A PRAYER FOR THE	3
		BOYS OVER THERE	5
11	11.	IF YOU PLEASE	13
10	12.	VICTORY POLKA	8
12	13.	FOR THE FIRST TIME	10
13	14.	HOW SWEET YOU ARE	11 12
15	15.	THE DREAMER	15

78	EAST	ė.
10		8
hi		
k,		8
	People Will Say We're in Love	
2.	Paper Doll	
3.	For the First Time	
4.	My Heart Tells Me	į.
5.	I Heard You Cried	Ţ.
	Sunday, Monday or Al- ways	
7.	Pistol Packin' Mama	ß
s.,	How Sweet You Are	
₹.	Put Your Arms Around Me, Honey	
٥.	Do Nothing Until You Hear From Me	
1.	The Dreamer	
2.	Say a Prayer for the Boys	Ŕ
3.	If Your Please	e.
4.		
	They're Either Too Young or Too Old	
	MIDWEST	1
١.	Paper Doll	ı
2.	Pistol Packin' Mama	i
3.	People Will Say We're in	
4.		
0,00	or Too Old	ľ
5.		
6.	Oh, What a Beautiful Morning	
7.	My Heart Tells Me	L
Ŕ.	Victory Polka	ľ
9.	Say a Prayer for the Boys	ı
	Put Your Arms Around	1
	Me, Honey	١
١.		1
ż.		1
3.	For the First Time	1
4.5		

EAST			SOUTH
TION	POS	STTIC	ON COUNTY
This	Last	Thi	B
Wk.	Wk.		
1. People Will Say We're in			Paper Doll
Love	2		Pistol Packin' Mama
2. Paper Doll	3	3.	People Will Say We're in
3. For the First Time	1020	44.00	Love
4. My Heart Tells Me	4	4.	Sunday, Wonday or Al-
5. I Heard You Cried	0.122	1920	_ ways
<ol> <li>Sunday, Monday or Al- ways</li> </ol>	5		They're Either Too Young or Too Old
7. Pistol Packin' Mama		6.	Oh, What a Beautiful
B. How Sweet You Are	10.00	7920	Morning
9, Put Your Arms Around Me, Honey	7	7.	Put Your Arms Around Me, Honey
O. Do Nothing Until You	12	8.	Victory Polka
Hear From Me	10	9.	If You Please
1. The Dreamer	6	10.	i Heard You Cried
2. Say a Prayer for the Boy	5 14	11.	My Heart Tells Me
3. If Your Please	15	12.	In My Arms
4. Victory Polka		13.	I'll Be Home for Christmas
5. They're Either Too Youn	g 8	14.	For the First Time
or Too Old	-	15.	
MIDWEST			WEST COAST
1. Paper Doll	1 0	360	무슨 아이들은 일반이 되었다고 있었다면 그리는 그래요?
2. Pistol Packin' Mama	1 1	1.	Paper Doll
	n 2	2.	Pistol Packin' Mama
3. People Will Say We're in		3.	People Will Say We're in Love
4. They're Either Too Youn or Too Old	g · 4	4.	Sunday, Monday or Al- ways
5. Sunday, Monday or Al-	5	5	They're Either Too Young
ways			or Too Old
6. Oh, What a Beautiful	7	6	Put Your Arms Around
Morning	1 .		Me, Honey
7. My Heart Tells Me	2000	7	Oh, What a Beautiful
8. Victory Polka	100		Morning
9. Say a Prayer for the Boy	s 10	8.	
O. Put Your Arms Around		9.	
Me, Honey	6	10.	
1. I Heard You Cried	111	11.	
2. If You Please	8		Say a Prayer for the Boys For the First Time
3. For the First Time	9	13.	How Sweet You Are
4. The Dreamer	12	14.	<ul><li>(2) (1) (2) (2) (2) (3) (3) (4) (4) (4) (4) (4) (4) (4) (4) (4) (4</li></ul>
5. I'll Be Home for Christma	. 12	15.	

#### HARLEM HIT PARADE

Following list of most popular records in Harlem is based on sales reports from Rainbow Music Shop, Harvard Radio Shop, Lehman Music Company, Harlem De Luxe Music Store, Ray's Music Shop, Frank's Melody Music Shop, New York; Richards Music Shop, Brooklyn; Groove Record Shop, Melody Lane Music Company, Metropolitan Music Shop, Wright Music Company, Chicago, and G. & R. Company, Record Shop, Newark, N. J.

POSITION Last This Wk. Wk, 1. DON'T CRY, BABY, ERSKINE HAWKINS. . Bluebird 30-0813 2. ALL FOR YOU.... KING COLE TRIO .... Capitol 139 3. PAPER DOLL .... MILLS BROTHERS ... Decca 18318 4. PISTOL PACKIN' MAMA ..... BING CROSBY-ANDREWS SISTERS. Decea 23277 5. SENTIMENTAL LADY ..... DUKE ELLINGTON ... Victor 20-1528 6. A SLIP OF THE LIP ..... DUKE ELLINGTON ... Victor 20-1528 7. FROM TWILIGHT TILL DAWN.... CEELE BURKE ..... Capitol 136 8. BOOGIE WOOGIE. TOMMY DORSEY .... Victor 26054 9. RHAPSODY IN BLUE ..... GLENN MILLER ..... Victor 20-1529 - 10. GET ME ON YOUR MIND ..... JAY McSHANN ..... Decca 4418

For information on the Leading Music Machine Records see the Record Buying Guides in the Music Merchandising Department of the coin machine section.

# WOULD-BE COPYRIGHT CHANGERS

## Ban Cost AFM Mil, Not 7, Petrillo Claimed

NEW YORK, Nov. 20.-Contrasting strongly with previous claims made by Petrillo about two and a half months ago that the then 13-month-old recording ban had cost members of his union \$7,000,000, Columbia Records presented a statement of \$435,000 paid to AFM musicians for recording sessions during the first six months of 1942.

Victor did not have a similar statement ready, but granting an amount slightly above Columbia's, the combined figure would reach about \$1,000,000. Decca, without classical recordings included in Columbia's statement, might come between \$350,000 and \$400,000 for that six-month period. Altho more recordings were made in the six months just prior to the ban, 13 months at the same rate would come to slightly over \$3,000,000.

Columbia's figures were broken down from January 1 to June 1, 1942. One hundred ninety-nine thousand four hundred eight dollars was paid to musicians at union scale, \$39,136 to leaders above scale of rates, and \$295.271 accrued in royalties during the sixmonth period.

Symphony organizations received \$70,-624 as disk royalties for the period, but as it did not go to AFM members, the last item is not used in computing what the 13-month ban cost union musicians.

Coke-less Music Shorts

broadcast its Spotlight Bands programs from overseas, Coca-Cola is bank-rolling a series of musical shorts to be shown to troops on foreign service, with the army handling distribution of the tworeelers. Coke, while backing the series, is not mentioned.

feature Red Norvo and Andre Kostel-

radio-approved lyrics for Pistol Packin' Mama, Capitol Records waxing of that ditty has been okayed for airings by the networks. Disk was cut by Jo Stafford, Pied Pipers and Paul Weston's ork.

Crosby-Andrews Sisters' version of Pistol. Use of original Al Dexter lyrics had previously been banned by the Blue and NBC.

## Victor, Columbia Disk Profit Less Than Last Year's

NEW YORK, Nov. 20 .- Victor and Columbia recordings profits for 1943 have fallen below those of the year before, spokesmen for the two companies revealed at War Labor Board hearings here, in spite of the fact that both companies have maintained maximum. production during the year.

Altho this did not seem to jibe with figures presented at hearings two weeks ago, when the companies claimed they have been producing at full capacity, Victor pressing at the annual rate of 56,000,000 records, and Columbia, 39,000,-000, it was later explained by one recording executive that the discrepancy came about thru spoilage. Disker an amendment to the Copyright Act thru claimed that the use of scrap material and inexperienced labor has raised the percentage of disks deemed not marketable, and counter-balanced the high production level.

statement of profits for the first nine last year.

## AFM, ASCAP, NAPA and SPA--All Would Like To See Act Amended in Their Favor

that a change in the copyright law is the copyrights. only logical method of bringing about the sort of control of recordings Petrillo wants, has touched off a lot of trade discussions on the subject and has brought into focus the many campaigns under way to revise, alter or amend the Copyright Act of 1909.

Aside from the AFM, whose executive board is giving the matter considerable attention, National Association of Performing Artists is once more pushing for bills H.R. 1570-71 which would entitle performers of all mechanically reproduced music to royalties.

ASCAP is also pointing toward the eventual removal of that paragraph in This contrasts strongly to Decca's Section 1-E of the Act which shuts the Society out from collecting royalties on months of this year, which showed an music used in coin-operated machines; increase of \$125,000 over the same period and the Song Writers' Protective Association has long discussed a march on Wash-

NEW YORK, Nov. 20 .- Recent sugges- ington which, it is hoped, would bring tion made by David Sarnoff in an off- about a change granting greater moneythe-record meeting with AFM officials, making possibilities to the holders of

#### Did Sarnoff Know the Score?

Many copyright attorneys claim that Sarnoff didn't know what he was talking about when he suggested that the Copyright Act could be changed to accommodate recording musicians and performers. These attorneys point out that the Act specifically limits copyrights to authors and their writings and says so in the identical language found in Article 1, Section 8 of the Constitution, which states: "Congress shall have power . . . to promote progress . . . of the arts by securing for limited time to authors . . . the exclusive rights to their respective writings."

Question of possible changes to copyright law as it might affect the present disk dispute between Victor, Columbia and the AFM, was injected into the record of the hearings before the WLB panel here yesterday. Arthur S. Meyer, chairman of the panel, asked the diskers whether they didn't hold that copyrights of recordings, if such a thing were eventually granted under the copyright act, rightfully belonged to the record manufacturers.

Robert Myers, attorney for RCA-Victor and chairman of the copyright committee of the New York Bar Association, answered in the affirmative, comparing recordings to motion pictures, which are covered by the copyright laws, holding that a recording is the joint creation of composers, arrangers, directors, engineers and others who contribute compositely. Myers asserted that diskers would ask to be allocated the copyright "title." conceding that the performers would share in the accruals.

The panel requested a memorandum outlining the method used in other countries that acknowledge property rights in recordings and was told that the diskers were already engaged in preparing a brief on the subject and would hurry its completion.

## WLB Panel Ends Hearings of NEW YORK, Nov. 20. — Unable to roadcast its Spotlight Bands programs on overseas. Coca-Cola is bank-rolling. Disk Dispute; Decision in Favor of AFM Is Expected

NEW YORK, Nov. 20 .- Altho summa-Two of the shorts already in the works tions from both sides in the disk dispute will be presented Monday (22), and the WLB panel hearing the case won't be ready to make its report to the national NEW YORK, Nov. 20 .- By using the office in less and two weeks, ringsiders sitting in on the final sessions believe the panel's recommendations will follow the line it used in mediating and approving the earlier agreements between the AFM and the recording companies CBS is the latest web to nix the who settled their differences.

Sessions yesterday and this morning were reserved for questions asked by the panel of both sides, and tenor of the questions seemed to make it clear that

the panel was heading toward a decision in the federation's favor.

Most of the questions appeared to be seeking answers that would support the direct-payment principle already written into the Decca and transcription contracts and justification for the settingup of a union "employment fund" that is called for in those contracts. Naturally, answers from the employers' side disputed the validity of either stipulation, but the discussion that ensued seemed to end at a point of justification.

One of the points the panel wanted discussed was whether it could reasonably recommend a direct-payment clause under the terms of the War Labor Disputes Act which states the WLB can order "terms and conditions customarimly included in collective bargaining agreements."

The word "customarily" became the crux of the arguments, with the diskers claiming subsidization of unemployed unionists is not customary, and the AFM trying to prove that it was "industry custom" by citing theater employment of stand-by orchestras and radio station employment of additional men dictated by the federation. Mention was also made by the panel of a list of "analagous" cases drawn up by the research division of the WLB.

Approval of the federation's proposed employment fund was also indicated by the panel thru its stated interest in the future of musical culture and questions asking whether continued mechanization of music may not destroy the "broad base," the reservoir of young musicians who may leave their profession for lack of employment. While the topic was acknowledged by all a subject worthy of a Ph.D. thesis, the inference was clear that the panel was exploring the possibilities of securing the continuance of that reservoir thru application of an employment fund like the federation's.

It also became manifest that the panel was considering proposing a change in the copyright law when Arthur Meyer, chairman panel, posed a question based on the supposition that "legislation could be passed giving the union a substantial sum from unauthorized commercial use of records by juke box operators" whose annual income was put at \$200,000,000.

Because the Act (and the Constitution) specifically limits the protection of copyrights to "authors" and their "writings," the local Blackstones don't see how the recording industry can deal itself in. According to them, a law can only be amended if its scope is narrower than the Constitution. And in this case it is not only as broad, but identical.

Protection of recordings can only be secured by a statute, believe these lawyers, similar to the one existing in England, which grants a recording company property rights in its disks, and where name performers are cut into the disk royalties by contract. And, attest these experts, there would be little chance of such a statute becoming law if it was thought that the diskers might bargain away their property rights to the AFM in lieu of royalties.

#### It's Gonna Be a Clambake

As a matter of fact, there is not one proposed change to the Act that won't be bitterly fought by other advocates of change, and by all the opponents to any change.

Even if Sarnoff and Paley, as bosses of the Victor and Columbia record firms. did support the kind of changes advocated by the AFM and NAPA, they would be opposed by brother NAB-ers who are adamant against paying extra charges for

(See Copyright Changers on page 16) Materiale projetto da copyright

## Oberstein Pacting Leaders For Single Recording Dates; Dunham Term Deal Near

NEW YORK, Nov. 20.—Engagement of Admittedly, Oberstein's reputation as a Jan Garber for one recording date only by Eli Oberstein has introduced a new angle into the disk business, having been previously used only in the transcription of the lesser-known labels may have field. Contract covering Garber's date for Hit on Wednesday (17) prohibited some convincing arguments at hand. him from recording the four tunes for session.

regardless of the disk label.

with one of the major wax companies, him a better deal on his term contract. trying to reach her on that point.

recording man is on a far higher level than his Hit label, and he can get the ear of a name band leader without any trouble. While recording chiefs of other more of a selling job to do, they have

Oberstein gives every indication of goany other company within the next three ing after the market he built up with years. Oberstein has a similar deal on his Johnny Jones, Peter Piper, Hal Goodwith Abe Lyman for a single recording man and other Joe Blows, with more reputable names. Aside from the Garbers, Other secondary disk companies who Lymans, etc., secured for single dates, Hit do not possess production and distribu- is negotiating a term pact with Sonny tion facilities to bind name bands to term Dunham. Expected to be concluded by pacts, may, under the same conditions, the time Dunham comes into town Detempt impatient names who want some cember 13 for his Hotel New Yorker bookplatters with current tunes on the market, ing. This would give Hit a trumpetplaying name to compete with Columbia's Garber, who is negotiating a disk deal Harry James and Victor's Charlie Spivak,

Oberstein is also talking records with did not hesitate to cut for Oberstein Connee Boswell, who presumably is still They're Either Too Young or Too Old and under contract with Decca. Miss Bos-Shoo-Shoo, Baby. If any of the platters well's recent releases have not included should turn into clicks, it will help get many hits, and Oberstein is probably

## Tiff Looms Between Theater Ops, Union Over Idle Pit Bands in Philly Race Houses

PHILADELPHIA, Nov. 20.-Showdown down entirely for some weeks, under the looming here between the musicians' union and the theaters playing stage ater would be compelled to pay for its bands over employment of pit bands not non-playing 10-piece pit band. used. Fay's Theater, independent vaudefilmer featuring a Negro name band policy, has served notice on Local 77 that it has no intentions of renewing the present contract that expires on December 2. Fay's used to feature white vaude shows, but last year switched to the Negro policy, since then keeping 10 musicians on the pay roll altho their services are used infrequently.

In calling for fresh negotiations on its pit band contract, Fay's Theater points out that should the dearth of available limited seating capacity puts some of the attractions today force the house to close higher priced sepla bands beyond reach.

present contract with the union the the-

sepia names appear on the available booking sheets, Fay's will go dark after a week with the Ink Spots, ending December 9.. The December 10 and 17 weeks are still blank, with nothing in sight until December 24, when Ethel hot and heavy. Waters headlines.

House patronage, largely Negro, has been built up on names, the fans staying away in droves unless a top-notcher is on board. Neighborhood location and

### Help Wanted, But Wanted!

NEW YORK, Nov. 20 .- Plight of band leaders who need sidemen to fill the gaps caused by draft boards is amply dramatized in the Help Wanted columns in this issue. Ad reads: "Wanted-first trumpet player, alto sax doubling clarinet and bass clarinet. Write full details. Lawrence Welk, Cap-Itol Theater, New York."

As a matter of fact, unless suitable Local musicians' union will be called upon to take all these factors in consideration when making its demands for a new pit band contract, and in view of the union's known attitude in theater dealings, negotiations are expected to be

## Maximum Fine Paid By Coleridge Davis After 2-Year Stall

PHILADELPHIA, Nov. 20 .- Negro Musicians' Union here, Local 274, linked with the AFM, scored a major victory in its long-drawn tussle with Coleridge Davis, former leader of the Hardy Brothers orchestra, finally collecting a \$1,000 fine from Davis and \$250 from each member of his band. Friction between the local union and the Colcridge band developed in 1940, when the maestro went into Sim's Paradise Cafe here while the spot was being picketed, resigned from the union and remained at the local cabaret for two years.

Union caught up with the maestro several weeks ago when the Hardy Brothers orchestra was booked into the Club Ball, Washington, and the macstro and his men had to pay the fine before being permitted to start the stand. Hardy Brothers orchestra figured prominently among Negro name bands a decade ago, Coleridge still using the Hardy moniker.

## Capitol-Backed Pub Opens Next Month With Mercer Songs

NEW YORK, Nov. 20.-New publishing firm financed by Capitol Records expects to open its doors for business around December 15, leading off with several Johnny Mercer tunes, including Harlem Butterfly and The Angels Cried. Butterfly, waxed by Bobby Sherwood for Capitol, has been out for more than a year. New pub also has six folios in work, embracing blues and instrumentals.

Firm is tentatively called Transcontinental Music, but that name is already being used by another music publisher. Mickey Goldsen here and Dave Shelley on the Coast are partners in the company which will function independently of Capitol Records, publishing outside material as well.

Goldsen was formerly connected with Leeds Music and Shelley had been recording manager for Capitol on the Coast, and between that, an actor.

## GAC Gets Fio Rito

NEW YORK, Nov. 20.—General Amusement Corporation, continuing its longrange campaign to build its roster of bands, has signed Ted Fio Rito to a new booking contract which becomes effective next May, date Fio Rito's contract with Music Corporation of America expires.

Unlike the deal GAC recently concluded on Tony Pastor with Consolidated Radio Artists, no money will change hands on the Fio Rito transaction. In Pastor's case, the band switched to GAC before its CRA contract ran out.

## **Pubs Face Another** Paper Cut in Jan.

NEW YORK, Nov. 20 .- Music publishers have been warned by the War Production Board to expect further restrictions on paper usage after the first of the year. According to present indications, this will affect sheet music only, folio output to remain at the present limit of 90 per cent of 1942 production.

Pubs have been operating on a 5 per cent cut on paper for sheet music since October 1.

## Two Courts Rule Leader Must Pay Back S.S. Takes

NEW YORK, Nov. 20 .- Two court rulings this week declared band leaders independent contractors, responsible for payment of Social Security and unemployment taxes for their sidemen.

John A. Longo, restaurant proprietor, was awarded \$1,289 on taxes paid for musicians playing at the Biffi night club, Louisville, where he was manager from 1937 to 1941. Federal Judge Shackelford Miller Jr., ruled that Longo was not the employer during that period, prior to the time when the AFM Form B contract went into effect.

Paul Muni, who played at Laube's Old Spain Restaurant, Buffalo, was ordered by the appellate division of the New York Supreme Court to pay back taxes for his sidemen, when that body reversed a decision of a lower court.

Supreme Court ruled that since the restaurant exercised no control over Muni or his band and paid him a lump sum weekly from which he in turn paid his sidemen, Muni was an independent contractor. Court further stated that "Muni considered himself an independent contractor and not an employee, because in filing his federal income tax returns he treated the amount paid to the orchestra weekly as his income and took as a deduction, as expenses, the amount paid by him to the men in the orchestra."

## Theater Tour Set For Vaughn Monroe

NEW YORK, Nov. 20 .- Vaughn Monroe will resume band work shortly with four weeks of theaters already scheduled for January. Monroe plays the Adams Theater, Newark, N. J., January 6; following with Boston (13), Baltimore (20) and Philadelphia (28).

## "DEMOCRACY, DEAR ONE"

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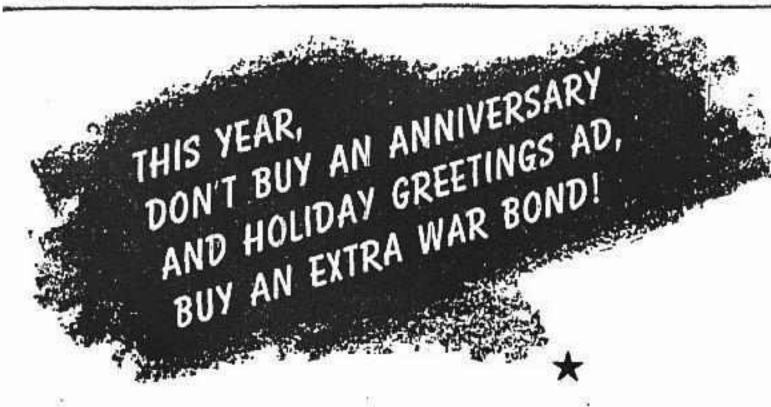
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## ANNOUNCING THE BILLBOARD BONDBARDMENT NUMBER

TA crucial war year replacement for The Billboard's I traditional Anniversary and Holiday Greetings Number



ACH year for more than forty-five years during the Christmas-New Year Holidays The Billboard has published a special Anniversary and Holiday Greetings Number. In this number outstanding stories and articles by leading show business authorities were featured along with comprehensive reviews of the year in every branch of the show business. In this number, too, hundreds of acts, band leaders, singers, radio networks and stations and show business organizations bought advertising to congratulate The Billboard on its anniversary and to extend season's greetings to the show business at large.

In this crucial war year, however, The Billboard is replacing its traditional Anniversary and Holiday Greetings Number with a special BONDBARD-MENT Number. This number will carry a complete SHOW BUSINESS AT WAR section which will feature articles by show business leaders and by editors of The Billboard on the great part the personalities and organizations in show business have played and are continuing to play in the

The Billboard Bondbardment Number will not carry Anniversary and Holiday Greetings advertising!

The Billboard urges every show business personality, every show business organization, to spend the same or a greater amount of money than they would be spending for an advertisement in The Billboard's Anniversary and Holiday Greetings Number for an extra War Bond. Checks or money orders for the purchase of these bonds, made out to the Treasurer of the United States, will be collected by The Billboard. The Billboard will handle the purchase of the War Bonds, and, of course, the bonds will be delivered to the original purchaser.

All buyers of bonds in this special Billboard BONDBARDMENT drive will have their names listed in specially designed pages in the SHOW BUSI-NESS AT WAR section of the BONDBARDMENT Number of The Billboard with the following legend:

"The show business personalities and organizations whose names appear on these pages purchased EXTRA War Bonds in amounts equal to or exceeding money they would ordinarily have spent for anniversary and holiday greetings advertisements in this issue of The Billboard.

"Checks for the Bonds have been turned over to the United States Treasury, and Bonds are now being delivered in person and by registered mail to the purchasers.

"To all these Show Business Bondbardiers The Billboard expresses sincere thanks for their good wishes on its anniversary, and for all of them The Billboard extends the season's best wishes to everyone in the great amusement industry and its allied fields."

The Billboard considers it a privilege to forego the thousands of dollars In revenue which it normally derives from the advertising of its good friends and clients in the traditional Anniversary and Holiday Greetings Number. There is a deeper satisfaction than that brought about by a financially successful special number in the thought that our friends and clients will say it with extra bonds this year and that the special BONDBARDMENT Number will serve as one more indication of the wholehearted, unselfish contribution of show business to the victory effort.

> The Billboard's BONDBARDMENT NUMBER has the full approval of the War Finance Committee of the TREASURY DEPARTMENT of the United States



THIS YEAR, DON'T BUY AN ANNIVERSARY AND HOLIDAY GREETINGS AD, BUY AN EXTRA WAR BOND

## ON THE STAND

Reviews of orchestras playing hotels, night club and ballroom locations and onenighters.

#### Louis Armstrong

(Reviewed at Town Hall, Philadelphia) MONG the giants of horndom, Louie A Armstrong is still the one than whom there is no than whomer. For sheer listening enjoyment, the golden notes that steam out of his gifted trumpet bell and his characteristic cutting of a song's lyrical expressions are definitely worth any price of admission.

vidual instrumental and vocal talents, a small rhythm-bound combo could easily mean as much as the large aggregation Without the maestro, it's just another band that creates no excitement one way over, nothing much else matters, par- enthusiasm that tickles dancers. ticularly when he scrapes the ceiling with the upper-register notes.

the hit parade tunes often, but the ing. special arrangements are no more in-

plays a particularly pleasant set of bari- lines. tone pipes in the romantic mood that swept days. For the blues and jump

items, Ann Baker more than adequately

fills the bill. Extra added with the Armstrong aggregation is Bea Booze, a tiny miss who hails from these parts and has cut a wide circle in sepia sets as a result of her best selling race record, See See Rider. Shouting out the lines to the accompaniment of her guitar twanging, gal listens as a real hot hosannah songbird for those deep-down delta race blues. Scores terrific with the race mobs and a definite attraction for the band on that Maurie Orodenker.

#### Jan Garber

(Reviewed at Roseland Ballroom, New York)

TAN GARBER is back in a New York Jocation after a four-year absence with However, the orchestra that tags along a band that is completely different, not with the master is a story in an entirely alone from the kind he used then, but different tempo. And it ain't so good. from any he's fronted in his multi-styled As background for Armstrong's indi- career. It's jump music the veteran band leader is giving out now, frank, undiluted, scream-on-the-beam jump.

Nine out of 10 tunes are played at a of 14 men rounded up in this instance. lively tempo, and while the fine points found in a Miller or Dorsey score are as yet missing, the six brass, five reeds and or the other. And when Armstrong takes four rhythm riff with the kind of all-out

Liz Tilton sings all the swing tunes and she's going to do the band plenty of Band that Armstrong now fronts com- good. Her vocal tricks are in the most prises five saxes, three trombones, three approved modern style and she sells like trumpets and three rhythm. Only out- a million, establishing personal contact standing feature of the entire gang is with the hoofers as they waltz by. Bob the drumnastics of Jesse Price, the Kan- Davis warbles the ballads with a barlsas City skin-beater who once fronted a tone that reminds more of Vaughn Monband of his own. Band makes a serious roe than the more usual swoon-crooners, attempt to lift itself out of the strict and both join forces with three band jive and jump groove, giving out with boys for some excellent vocal harmoniz-

Aside from the necessary polish that genious than the stocks played. High- will come from more work together, the lights are reserved for the frequent band will want a couple of show-stopperiods when Armstrong gives out with ping routines to plant it with the swinghis many record favorites and other conscious audience Garber is evidently opuses long identified with the master, aiming at. The way Stormy Weather is Of greater interest than the music done, with trumpets and trombones blazmaking afforded by the band is the vocal ing behind the vocal quintet, is a step qualities coming along with it. Jimmy in that direction, as is the hot trumpet-Anderson, last with Les Hite's band, dis- drum duet done along Goodman-Krupa

Garber's appearance belies the 25 years hits such a high mark in these swoon- of band leading behind him but the ex-(See ON THE STAND on page 16)



with these hit songs of the day

- "THERE'S A REASON FOR EVERYTHING"
  - (But Everything's The Reason For You)
- "WONDER WHERE MY BABY IS TONIGHT"
- "JOE-SEE-FUS JONES"
- "TRANSPARENT REFLECTIONS"
- "PORT OF LOST DREAMS"
- "THE DEVIL'S HAND"
- "IN THE GOOD OLD SUNSHINE"
- "I HOPE THERE'LL NEVER BE ANOTHER WAR"
- "WHAT I FOUND OUT BY FOLL'IN' MY BABY"



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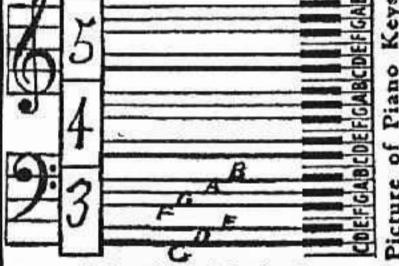
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## Youmans Vs. Miller For 50% Split on Performance Money

NEW YORK, Nov. 20 .- A trial in the Vincent Youmans suit against Miller Music was ordered this week by Justice Carrol G. Walker in New York Supreme Court. Walker denied Youmans's demand for a summary judgment and accounting against Miller on 14 songs, but ruled that Youmans's breach of contract charge should be tried.

Youmans is seeking to win 50 per cent of the profits made by Miller on public performances of 14 of his songs since 1931, year the tunes were assigned to Miller. Youmans claims that Miller failed to account or pay royalties on his

Action, which was started in 1941, involves Smilin' Thru, Time on My Hands, My Man, Without a Song, More Than You Know, Happy Because I'm in Love, Great Day, Open Up Your Heart, I Ain't Scared of Scarecrows, I Want a Man, Haystraw, Say Young Man of Manhattan, Too Good To Be and Tom, Dick and Harry.

## Brito May Front Osborne Ork While Leader Recuperates

NEW YORK, Nov. 20.-Arrangements for Phil Brito to take over the Will Osborne ork, which seemed set the early part of this week, looked doubtful at press time because of Brito's previous theater commitments. Brito worked as a band vocalist before striking out as a radio single.

Even if Brito decides to front the Osborne ork, new dates will have to be lined up, as those Osborne was forced to cancel have already been filled by other GAC outfits.

Osborne will leave his band December 2 after he closes the Circle Theater, Indianapolis, to take a four to six months' rest on doctor's orders.

## Venuti Junks Band In Florida; Will Reorganize in N. Y.

MIAMI, Nov. 20.-Joe Venuti junks the orchestra he has been using in this territory and heads for New York to organize a new band after fulfilling his one-night date at Pensacola, Fla., tonight. Draft has taken away most of the regular sidemen and leader has been filling in with local men.

Venuti closed at the Frolics Danceland here Monday (15) and played out three dates, carrying him to Pensacola. All future bookings were canceled by the General Amusement Corporation from New York at his request.

## ON THE RECORDS

Reviews of the latest record releases. Paragraphs in heavy type are designed for operators of automatic phonographs. Key: FT -- Fox Trot; W -- Waltz; VC -- Vocal Chorus; V-Vocal Recording.

-By M. H. ORODENKER-

#### PAUL WHITEMAN-JOHNNY MERCER (Capitol 137)

The Old Music Master—FT; VC. Waitin' for the Evenin' Mail-FT; V.

There's quite a congregation of talents making up for this coupling, a pre-Petrillo Item that should hold even or better keel with the label's newcomers now that the ban has been lifted. The A side is monopolized by Jack Teagarden, without his band and trombone, and Johnny Mercer, the record company's vice-prexy as well, for the singing of Hoagy Carmichael's and Mercer's The Old Music Master, with Paul Whiteman for the music making. Mated sides spotlights Mercer for Billy Baskette's Waitin' for the Evenin' Mail, with Freddie Slack supplying the musical support. And for the entire spinning on both sessions, it is something to really occupy the attention. Music Master, which stems from the score of the forthcoming Mary Martin-Franchot Tone flicker, True to Life,

(See On the Records on page 103)

### COPYRIGHT CHANGERS

(Continued from page 13)

the use of recordings on the air. And a battle would certainly develop among diskers, NAPA and AFM as to whether the manufacturer, the name performer or the anonymous musicians who remain in the background are the logical recipients of new-found bounty. Or, as the AFM has been arguing in the current disk fight, whether it isn't the musician who didn't play for the recording who is really entitled to the extra money.

#### And the Writer Wants More

SPA's proposed changes which would give the writer, designated by name in the Act as the copyright holder, "divisable ownership," will probably be fought by everyone else engaged in the business of selling music. The songwriters' org would like to be free to sell various parts of its franchise separately, instead of together.

Publishers would fight any effort to separate the right of publication and vending from the clause which also grants them the right to control public performances.

Recorders would fight any proposed change in the statute which presently limits the disk royalty to 2 cents per song. SPA would like that regulation changed to leave writers free to establish graduated fees, depending on the value of a copyright. For instance, it is argued that Pistol Packin' Mama is worth a 5-cent royalty to a disker who wishes

to cash in on its already established popularity.

#### Pity the Poor Juker

There is one group of music users at whom all would-be copyright changers are aiming, and that is the juke box industry. No matter which of the changes were consummated and which proponent won, it would be the juke box operator or owner who would be expected to foot the new bills.

So far, there has been no move from that industry proposing a change in the Copyright Act that would abolish it entirely, but it is more than likely it will have to come up with some gimmick if it hopes to stave off the music boys who are licking their chops in anticipation.

#### ON THE STAND

(Continued from page 15)

perience has added up to a charmingly being forced by law to license all of them casual manner with band personnel and customers alike, and the number of the latter asking for his autograph testifies to the leader's name value.

Elliott Grennard.

If It's in 'TUNE-DEX' It's An Important Tune!

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## No Stem Pre-Holiday Drop; Roxy's Ritz Bros., "Diary" 105G; Other Houses Boom

NEW YORK .- The pre-holiday shopping period is not yet affecting the b.-o. takes. All houses are accounting for prosperous takes, despite the preponderance of holdovers. Only shows to preem this week are the Roxy and, as usual, the State. Both opened with good receipts. The Roxy (5,835 seats, \$50,067 house average) bowed Wednesday (17) with the Ritz Brothers and Guadalcanal Diary and anticipates an invigorating \$105,000. Last week concluded the fourweek term of Danny Kaye. Tommy Tucker's ork and Sweet Rosie O'Grady, which got a hefty \$80,000 after knocking off \$90,000, \$114,000 and \$116,000.

The Paramount (3,327 seats, \$55,687 house average), with the second session of Woody Herman's ork and I Dood It, is looking forward to \$77,000 after opening to a hot \$85,000.

The Capitol (4,627 seats), with the second rubber of Yvette, Truth or Consequences, Lawrence Welk's band and Sahara, is heading for a fine \$67,000 after cracking \$75,000 in the initial stanza.

The Strand (2,758 seats, \$39,364 house average) is expecting \$40,000 for the third and final session. Prior takes were

\$44,000 and \$57,000. Casa Loma ork, Willie Howard and Northern Pursuit are on the incoming layout.

Radio City Music Hall (6,200 seats, \$94,403 house average), in the third inning of Claudia and stageshow, with Lucienne and Ashour and the Walkmirs, expect to run off around \$100,000 after the \$104,000 and \$112,000 of preceeding rounds.

Loew's State (3,327 seats, \$22,856 house average) opened Thursday with Lou Walter's Latin Quarter Revue and Lassie, Come Home, and is looking forward to an okay \$28,000. Last week, with Milt Britton's ork, Tommy Riggs and True to Life, wound up with a fine \$32,000.

## Balto Fat \$14,600

BALTIMORE.—A splendid \$14,600 was grossed by Hippodrome Theater week ended November 17, with bill including Buck Walters's Marimba Queens, Ruth and Billy Ambrose, the Kemmys, Arthur and Morton Havel, and Neal Stanley. Pic, Sahara, a holdover.

## Philly Earle Light \$17,800; Fay's 96C

PHILADELPHIA.—Lack of big names and heavy competition from other booming amusement enterprises is holding grosses at the film fleshers to a minimum. For the first time in more than a half dozen years the Earle Theater (seating capacity, 3,000; house average, \$22,000) turned the spotlight on a local band in bringing in Johnny Warrington for week ended Thursday (11). With Willy Howard, assisted by Al Kelly, supporting, house piled up a light \$17,800. The Berry Brothers and Betty Jane Smith, with Bon Bon and Marion Mason out of the band, rounded out the bill. Screen little help with Dangerous Blondes.

Fay's Theater (seating capacity, 2,200; house average, \$10,000) reached only \$9,600 for week ended Thursday (18), with Ella Fitzgerald in the top spot. Eddie Durham and his all-girl band shared spotlight, with Spider Bruce and Company added. Here Comes Elmer on screen.

## Walters' "Quarters" Whopper 28G in Hub

BOSTON.—Altho name-band policy is the order of the day at the RKO-Boston (3,200 seats, 44 to 99 cents), the house scoops in the shekels no matter what

## Barnet Ork Good 24G; Cool-Burke Show Okay 42G

CHICAGO.-Charlie Barnet and his band, with the Little Tough Guys (2) as a co-feature, grossed a good \$24,000 at the Oriental (3,200 seats) week ended November 18. Barnet has a nice following locally among swing fans and is credited with almost entire take. Screen had The Chance of a Lifetime.

On Friday (19) Oriental had a fair opening with Carl Ravazza and band (just out of the near-by Blackhawk Cafe) and the Modernaires with Paula Kelly (still sold as the Glenn Miller Singers). On screen, a Blondie pic, Footlight Glamour.

Chicago (4,000 seats) did a good \$42,000 week ended November 18 with Metro's Above Suspicion and a stageshow featuring the holdover of Harry Cool and Johnny Burke. House had a good opening Friday (19) with Phil Spitalny's band unit and Paramount's True to Life. Bill is in for two weeks.

Revue opened (11) without fanfare, got good notices and did a whopping \$28,000 for stanza ended November 17.

Show featured Dave Apollon and his Filipino boys, Bobby May, Billy Wells and the Four Fays, and the Mme. Kamarova Ballet. Larry Flint's pit band the show. Lou Walters' Latin Quarter supplied the tunes. Pic, Fired Wife.

## BURLESQUE NOTES

NEW YORK

GRACE O'HARA, singer, who enjoyed a profitable engagement at the Chateau Monterey, Wildwood, N. J., all summer, is back in a Hirst unit that features Valerie Parks. . . . BOBBY (TABLES) DAVIS leaves the Diamond Horseshoe December 6 for the army. . . . MAY BELLE (Mrs. Tom Barrett), straight woman of former Columbia Wheel days, convalescing after an operation in Presbyterian Hospital. . . . DOTTIE DONA-HUE, chorine up to last May, is now Justine, strip principal in a Hirst unit, her first time East in three seasons. . . . JACK COYLE, straight man, recently slated as a teammate for Bobby Morris inea USO unit and later for a Shubert musical, forced to remain in burly due to a prior Hirst Circuit contract. Now with comic, George Lewis. Milt Frome is the new Morris straight, according to Charlie Allen's booking. . . . HAL MAL-VEY AND REBA (Reba Augustine) are making a burly return after 14 years in vaude with a new act, Merry Mixture

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of Mirth. Team is being spot-booked out of the Phil Rosenberg office. Their last burly show was The Best Show In Town, with Lou Costello, on the Columbia Wheel in 1929. . . . NAT MOR-TAN reports that his nephews, Gene and Milton Berk, are producing shows for the

ALYNE PAYNE, featured on the Hirst Circuit, recently in Philly and Union City, N. J., was visited by her Ma, Mrs. George Sauer, and aunt, Mrs. Henry Jacobs, who came up from San Antonio. . . . MAR-SHAN played host to her Ma during recent Buffalo week.

MARY MILLER, stock stripper, is in her 35th week at the Nu-Gaiety, Portland, Ore., her third return there in three years. . . ARTIE LLOYD, Hirst Circuit comic, has come East the first time in four years with a new scene, Home Contest. . . LILI SABINA, formerly of the Hudson, Union City, N. J., is now at the Jacques, Waterbury, Conn. . . JOSEPHINE PHILLIPS, for her initial strip at the Hudson, Union City, N. J., November 14 week, had special music arranged for her by Bill Youmazzo. . . . JACK (CHECK) HAYES, comic, who finished 80 weeks at the Nu-Gaiety, Portland, Ore., and was replaced by Harry Vine, ex-burly straight man, was one of a trio (Hayes, Haig and Howe, knockabout act) in the East back in 1932. Mary Miller, Hayes's teammate, left the Nu-Gaiety at the same time. Both, after a fortnight's vacation, return to Portland, at another house and at a higher salary. Opening with Vine is his comedy-act partner, Ruby Reed. . . . STEVE MILLS, Fred Walker and Mac Dennison are dividing their talents between niteries and independent stock houses. Uno.

## Sunday Liquor Ban Voted Down in Calif.

LOS ANGELES, Nov. 20.-California State Board of Equalization voted down a resolution to ban the sale of alcoholic beverages on Sunday thruout the State by a vote of 3 to 2.

Resolution was presented by William G. Bonelli of the Fourth District. Supporting Bonelli in his attempt to bar the sale of liquor on Sundays for the duration was Harry B. Riley, State Controller, ex officio member of the board. Voting against the resolution were George R. Reilly, San Francisco; James H. Quinn, Oakland, and Richard E. Collins, chairman of the board, of Redding.

Representatives of liquor establishments and associations were present at the meeting held here to voice their objections to the move. Letters from the Army and Navy officials were read stating they were in favor of the present arrangement.

## Philly Nitery Bookers Set Up Own Org; Split With EMA Seen

its organization along the lines of the business trade associations. Members pledge to mutually help each other, particularly with personally managed attractions, along with fostering good fellowship among themselves.

The VBA, while working along with the AFM and AGVA, also alm to provide legal counsel for themselves, providing legal aid when required to the individual members. David Kaliner has been retained as chief counselor. Officers of the new group include: Joe Bardo, president; Bob Bennett, vice-president; Miss N. Casimiera, secretary, and Jolly Joyce, treasurer. Initial membership includes a dozen agents, including the officers. Initiation and membership dues set high to attract the more substantial bookers and rule out the office-in-hat percenters.

One of the most important features of the association will be the setting up of a set of rules and standards for the regulation of the booking business. Feeling is that only by organization can the bookers stamp out the "chiseling" element, both among bookers and per-

Organization of the VBA creates a second association of bookers here. For many years the Entertainment Managers' Association has represented the percenters. For the most part members of VBA are also members of EMA and aim to continue that membership, pointing out that their new group will function solely as a trade association and engage in activities not covered by the EMA. However, it is well known here that the nitery bookers have long been unhappy over EMA, claiming that it is dominated by the vaudeville and club bookers, and at the expense of the more active nitery and cocktail bookers.

At EMA, Florence Bernard, of the Eddie Sherman office, has tendered her resignation as president, effective Decem-

PHILADELPHIA, Nov. 20.-Local night ber 15, bowing out because of her many club and cocktail bookers have banded volunteer war activities. Efforts were together to form a regular trade asso- made recently by Miss Bernard to ciation. Calling themselves the Variety strengthen the EMA by getting a labor Bookers' Association, group has styled union franchise for the unit and eventually developing a national union of bookers. However, plan fell thru when AFL unions failed to sympathize, holding the bookers were essentially employers.

> CANTON, O., Nov. 20.-Club Victory here was destroyed by fire last week, with an estimated loss of over \$30,000, including furnishings and liquor and beer stocks.

> Several performers in the show suffered losses. Ruth Gilpin, marionette act, lost all act props as well as gowns, shoes and costume jewelry. Herbert Leighton, emsee, lost his clothing and music. Sandra, singer, lost her wardrobe, music and traveling bags. Jean Carroll, dancer, lost her wardrobe.



## JACK "CHECK" HAYES AND MARY MILLER

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# PRODUCERS

## Keep Gals in Unison With Humane, Loyalty Angles; Money Not (Too) Important

famine has put the thinking caps on producers who have formerly taken the there are vacancies. average one-two-kick cutie as part of the scenery. A good chorus girl today commands as much respect and attention as a good act, for there are very few around and too many jobs for each available stepper.

The dozen or so line producers in town agree almost unanimously that the only way to hold on to their precious goods is to treat each gal as an individual and to give each one a good, straight deal. That, they say, is proving the best angle in keeping competitors with wild-scheme offers out of reach.

Girls are signed under personal management contracts like acts, guaranteeing specific Jobs and money. Evelyn Mannion, local producer of the Lynn Mannion and Muriel Kretlow lines, is following that practice successfully. In addition, she keeps them happy by treating each one as a personality-quite a job, but it helps hold the horde together.

Dorothy Byton, one of the veteran girlline guides in town, follows her orthodox procedure of keeping girls by cultivating not only their friendship but also the friendship of the girl's families. She has had some steppers for years, having started them in their early teens.

One of the most successful pilots in this field is Dorothy Dorben, of the Edgewater Beach Hotel here, who branches out with lines in addition to her own octet at the holstery. Having graduated from the line ranks herself, she has mastered the art of treating the unbilled gals as individuals.

#### A Break for Models?

It is no longer a matter of paying better money. Girls are getting paid well, the standard line producers are giving out from \$30 and rooms per week to \$75 and up. When the Rio Cabana here (opening December 2) advertised for girls with a \$40 a week offer, not one good prospect showed up. Management finally had to comb modeling agencies and pick up paraders, turning them over to Vic Manfred, the producer, for the

## Hutton, Skylar Sign GAC Pacts

NEW YORK, Nov. 20 .-- Money possibilities in the singing line has caused ops. General Amusement to ink two tonsileers this week. Marion Hutton, ex-Glenn Miller canary latterly heading the Modernaires, switched from the William Morris Agency to GAC, pact to become effective after her current Paramount date.

Sunny Skylar, ex-Vincent Lopez vocalist, also signed with GAC. Skylar is now on a Mutual Network sustainer.

## Army Gives Up 10 **More Miami Hotels**

MIAMI, Nov. 20 .- The army will release 10 more hotels and two apartment houses in Miami Beach for civilian use. There will be 1,080 more hotel rooms and 37 apartments, an increase of 17 per cent January 1, when the increases would apavailable for tourists. Latest survey indicates that by January 1 there will be 7.919 rooms available in 156 hostelries, raise of \$3 per gallon. and 9,253 apartment units in 885 buildings.

ever before, the Miami Beach publicity Most feel they have enough on hand to for a seat in a Stem cafe will bring \$10, bureau receiving 150 inquirles from the tide them over for the holidays. north in one day recently, a larger amount than at any time in 1942. Club enough hollday stocks isn't preventing This is a \$2.50 increase over last year. managers are highly elated and antici- the Cafe Owners' Guild from protesting pate a record season.

CHICAGO, Nov. 20.—The line-girl remodeling job. Club Royale, Detroit, has \$75 a week jobs for girls, and usually

> Mary Taft (formerly of the dance team of Ted and Mary Taft) has three Taftitian lines and admits that she keeps them together by being human.

Merriel Abbott, producer at the Palmer House, sells her line the sense of loyalty. Tho more strict with girls than most producers in town, she manages to hold on to them. Reputation of the job is in her favor, of course.

Other producers in town, working along similar lines, include Selma Marlowe, Dorothy Hild, Florence Sullivan, Gloria Fox, Vee Ames and Dolly Niggemayer (currently with her girls in Warner houses in Pennsylvania).

## Three-Day Vaude Returns to Reading

READING, Pa., Nov. 20.-Vaudeville continues to stage a comeback in the Eastern Pennsylvania territory, with flesh show returning to town at the Stooges Sign With Romm Capitol Theater, J. Morris Green has leased the house for a vaudefilm policy, bringing in six acts of stage fare on Thursdays, Fridays and Saturdays,

### The Money's Better Too

NEW YORK, Nov. 20 .- Marty Barrett, who together with his brother, Irving, used to book RKO one nighters in this area, is a man of action.

While most percenters do nothing but talk of the shortage of comedy acts, Barrett really did something about it. He teamed up with Sid Slate, whose act was broken up by the draft, and is now set to do an off-shore tour after breaking in on a round of USO-Camp Shows.

## Fort Worth Nitery Shuttered by Fire

FORT WORTH, Nov. 20. - Largest downtown night spot, the Clover Grill, with its upstairs Clover Club, were badly damaged by fire at a loss of \$35,000 Friday (12). Odell Allen, manager of both establishments, started plans to reopen both. He said the grill will be ready to re-open within 10 days, and the club within three months.

Ten evening gowns of Helen Crist, club singer, were burned. Defective wiring or a lighted cigarette caused the fire, officials said.

NEW YORK, Nov. 20 .- Three Stooges, who start an eight-week tour November 23 from San Diego, Calif., have signed Booked by the Jolly Joyce Theatrical a management contract with Harry Agency, Philadelphia, initial bill has Slim Romm, act department head of General Timblin and Company, the Cirillos, the Amusement Corporation: Romm, prior Attilos, Sally Rowe, Terry Twins and Bill to this inking, handled them for vaude Morris. Norman Clock in as house dates only, with Leo Morrison, Hollywood agent, making their film deals.

## Upped Liquor Taxes, Senate Probe, OPA Seen Aiding Ops In Getting Holiday NEW YORK, Nov. 20 .- A Congressional feat the lift and has been instrumental

New Year's trade, according to nitery

They figure that there's plenty of schnapps around and point to the black markets, where vast amounts of the stuff can be obtained by paying anywhere up to \$30 per case over the OPA ceilings.

in which orange wholesalers were handed jail sentences and heavy fines for profiteering and the fact that the liquor situation has reached the proportions of a national scandal which was sufficient to mittee to look into the matter. A distrib these circumstances, they say.

Again the proposed hike in liquor excise will also keep an increased flow of the stuff, the bistro keepers say. They figure that any stuff not sold prior to

These factors plus healthy stockpiles granted. in many cafes, are causing a wave of op-Interest in this area is greater than timism among the club impresarios, bring upped cafe prices. Minimum prices

the tax hike. COG campaigning to de- filet mignon, either.

investigation group, the Office of Price in getting the Stagehands' Union, Local Administration and the higher liquor 1 of the International Alliance of Thelevies approved by the House Ways and atrical Stage Employees together with Means Committee are calculated to bring the Central Trades Council to pass resoliquor out of hiding and into the open lutions urging defeat of the higher booze market in time for the Christmas and impost. Matt Shelvey, national administrator of the American Guild of Variety Artists, is sympathetic to COG's predicament and may lend the weight of the performer union to defeat the measure.

But should the bill pass, cafe ops will be faced with a squeeze between being forced to up the price of drinks and They also point to local prosecutions OPA ceilings. Under the present set-up, cafe owners must charge the highest menu price between April 4-10. Obviously, they feel that some price increases must be made to take up the new levy.

At the moment club impresarios have ignite the Senate into appointing a com- all but abandoned the plan to substitute cover charges in place of minimums, with spirits on his shelves would be a because of OPA, which is figured to outchump not to start unloading under law requests for covers where one didn't exist during the base period.

Indication of OPA's feelings in the matter was obtained when Dave Wolper, operator of the Hurricane, applied to increase the Saturday minimum to \$3.50. Wolper eventually got approval when he ply, would have to be sold at an average showed that opening night low was \$3.50. of \$12 a case more because of the tax Since Duke Ellington bowed there during base period, Wolper's request was

Regardless of OPA, New Year's will \$12 and \$15, which will include dinner However, the prospect of getting and cover with drinks being additional.

## Transient Biz Prompts Long San Fran Runs

SAN FRANCISCO, Nov. 20 .- Because of the shortage of new acts many night spots here are getting away from the policy of frequent show changes. Clubs, depending largely on transient population, realize that the "here today gone tomorrow" crowds are not so concerned with changes in show personnel.

The Hurricane, Gay Nineties, Barn, Showboat, Monaco's and La Conga, as well as others along the line, play to the same capacity houses month after month with hardly a change of show. Attitude seems that there will be plenty of scrambling for business after the war, but meanwhile they're making hay while the moon shines with no extra effort for switching shows.

And at the hotels Harry Owens and Hilo Hattie at the St. Francis, Henry Busse at the Palace and Henry King at the Mark Hopkins go on and on.

A few spots, however, have undergone show renovations. The Bal Tabarin brought in an almost entire unit for the Sophie Tucker opening which, incidentally, attracted 700. The 365 Club has an Eastern heavy-mazuma attraction in Chriss Cross and His Singing Dolls. Also opening recently were the Yacht Club Boys at Slapsie Maxie's and Jane Pickens at the Sir Francis Drake Hotel.

CHICAGO, Nov. 20 .- Cafe shows are staying longer these days in most key city spots, not only because biz holds up anyway, but because it relieves the headache of finding fresh shows. The talent scarcity being what it is, the average standard club operator is most anxious to hold on to a good show once he lines up one.

## Felshin, Brooks To Open Miami Nitery

MIAMI, Nov. 20.-Night club activity in this region has taken an upward spurt as cafes in this sector are preparing for the winter season.

Notable entry in the field is Ciro's on the site of the old Nut Club, which will be operated by Al Felshin and Jerry Brooks, former operators of the Famous Door, Beachcomber and Queen Mary in New York. Spot is undergoing a refurbishing and is expected to open shortly with a band policy.

Another new club is the Monte Carlo, located on the old Ruby Foo's Restaurant premises, which will be run by management of Ira's Supper Club. Spot will utilize five acts and a band.

Lou Weiss, Gotham booker, is expected to come in town this week to set talent for the Beachcomber, while Harry Kilby, cafe department head of General Amusement Corporation, left this week after setting a batch of talent for various cafes in this sector.

### Tito Guizar Winds Up 8-Wk. 1-Night Tour; Profitable

CHICAGO, Nov. 20. - Tito Guizar closed an eight-week one-night tour in Pittsburgh last week and moved into the Copley Plaza, Boston, Thursday (18) for a run. Tour was profitable, but transportation was a headache for the 16 people in the unit. Bill Polk, road manager with MCA here, left the show early to take his army physical. He dons khaki December 4.

Guizar, following his Boston date, has picture work lined up with United Art-This year's holiday dinner won't be ists in Hollywood and in Mexico. Then it's a good-will trip to Cuba.

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## NIGHT CLUB REVIEWS

Hollywood Casino, Hollywood

Talent policy: Dance band; shows at 9:30 p.m. and 12:15 a.m. Management: Joe and Frank Zucca, owner-managers; Johnny Paletto, headwaiter: Steve Hardin, publicity; Ray Parsons, producer; Lou Dorn Theatrical Agency, booker. Prices: Admission 75c, \$1 Saturday; dinner \$3.50; drinks 50c up.

The Hollywood Casino, since its inception about 18 months ago, has featured a ballroom policy, all-Negro shows, and now it's a burlesque line-up, featuring Betty Rowland in her torrid strips. Don Carper and his eight-piece orchestra on hand for the show and dancing, and doing a good job on both. Show runs an hour and is drawing business.

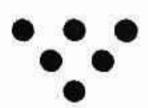
to the flicker berth from burlesque, emsees the show nicely. Tall and good These Days in Spanish was a top goodlooking, Trent starts the show with a monolog, using good material and adapting it to the occasion. Also on the floor stage are Darlene Garner, a neat-looking miss, who does a good job of warbling Don't Get Around Much Anymore before going into her fast cleating step featuring spot somersaults, high kicks and smooth acro work. Taxi Dance gives Joe DeRita, chubby comic, a chance to shine, with Trent doing straight and shapely Mimi Reed excelling as the yokely hostess.

Also on the floor level stage is Renee Andrea and her dance. Back bends and bumps highlighted here. Statuesque Miss Andrea turns in a good performance and gives the boys at the ringside their admission value at the start. Easy to look at, her bubble dance shows off a curvaceous body. Handsprings in good rhythm wind-up. Madelon is also neatly spotted with her gyrations. Dancing entirely in black light to accent brief costume, of which there isn't much, Madeion turns in a good performance.

Much of the comedy is on the upper stage behind the band. These skits feature Married Life, with producer Parsons, DeRita and Rose; The Drug Store, with DeRita as a pill-rolling comic, and Neighbors, with Miss Reed, DeRita, Miss Garner and Parsons. Material is patterned along burlesque lines, except that it is clever and fresher. DeRita is a good comic and his dead-pan antics hit the spot. Rose gives good comedy support, with Trent excellent as straight.

Miss Rowland does a meditation strip and doffs her costume before giving the boys the works with her gyrations.

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Sam Abbott.

### Havana-Madrid, New York

Talent policy: Show and relief band. Floorshows at 8, 12 and 2. Management: Angel Lopez, proprietor; Ed Weiner, publicity. Prices: \$1.50 to 10 p.m.; \$2.50 after 10 p.m.; \$3.50 minimum Saturdays and holidays.

The new winter show frames the return of Diosa Costello to this rumbasamba spot. Latin bombshell jammed the room for opening-night supper stanza and registered her usual solid sock with Lee Trent, RKO film player who moved sultry chirping and hot rhythm calisthenics. Wind-up chant of Some of neighbor pitch with Latin-American customers. La Costello gives a solid

> Remainder of bill features Cuban-Spanish flavor which has been Angel Lopez's success recipe in the past. The seven rumba-ing line gals have been decked out in costumes which are tasteful as well as eye-filling. Pupi and Gwen contrib torrid terp routines to a fine reception, and Rolando, Latin panto artist, is held over for another stretch on the H-M floor. Rolando's offering this time is a comedy skit of a potbellied vaquero. His make-up, as usual, is excellent and his miming amusing. However, the latter is of a type which has a much stronger appeal for his own countrymen than to the average American table squatter.

There is, however, one notable exception to spot's regular talent policy. Jimmy Sutton, ex-United States Army, makes his first New York appearance. Sutton, whose bary chanting was heard by La Costello when the latter was making a USO-Camp Shows, Inc., appearance at a Virginia army base, was recommended by her for a place on the bill. Sutton has a crowd-pleasing mike approach and a set of pipes which stamp him for a comer in any club. Little Did I Know and Paper Doll set him for a solid start with the customers. A combo of I'll Be Home for Christmas, Holy Night and White Christmas, while strictly in the sticky column, was a click wind-up. -It goes to prove that all chill and tobasco aren't necessary sauces for a Lopez entertainment blue-plate. A little maple sirup adds to the flavor of the dish.

Background rhythms are provided by Carlos Varelas' ork, which is fronted by Hilda Salazar. Don Maya's band again provides the relief music. Latest show set-up should be a solid draw for winter Bob Francis.

### Hotel Netherland Plaza, Restaurant Continentale, Cincinnati

Talent policy: Dance band and ice revue at 8 and 12:30. Management: Max Schulman, hotel manager; Richard Elsner, catering manager; Maurice, headwaiter; Toni Lamare, sommelier; Amy V. Pace, publicity. Prices: Dinners from \$1.75; drinks from 40 cents.

This swanky chamber, the town's leading dine, dance and show bistro, continues to pull a walloping business with its steel-blade frolics, a steady feature here since June, 1942. The quality of the room's ice revues has fluctuated little, but the new layout which opened Tuesday (16) shapes up as the soundest offered here since the steady ice diet made its bow.

Starred is Adele Inge, easily the most talented ice principal ever to show here. She uncorks a set of ice-skate surprises that had the first-show clientele applauding almost continuously. Her wizardry on the ice is punctuated with a vast assortment of daring spins, whirls, leaps and acros that made for thrills, and she wraps it all up in a package that spells confidence, showmanship and polish. A highlight is her forward somersault without the use of her hands, but she anti-climaxes things by springing with it too early in her first session. Miss Inge is destined for a long stay.

Also new in the current offering are Genevieve Norris and Gerry Verden, a

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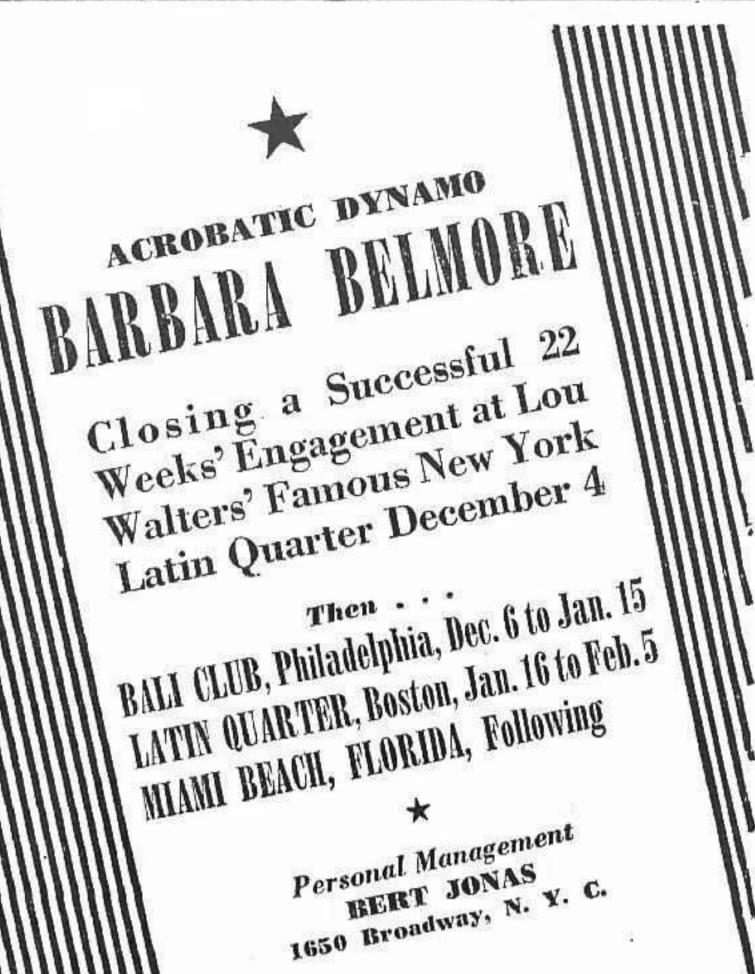
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JIMMIE SUTTON

nice-appearing youthful pair, who fared okay with their adagio niftles and standard skate bits. Need a little more work together to stack up with some of the teams seen here in the past.

Producer Donn Arden has turned in his usual bang-up job with this latest offering. Taking the circus as the locale, Arden has succeeded in capturing the big top spirit with a fine assortment of routines, excellent wardrobe and appropriate circus "business" and music. His best has the Six Lovely De-Icers in a high-school horse routine. Not only is it novel, but the costuming and trappings are outstanding. The Six Lovely De-Icers, incidentally, have never shown to better advantage than in this show. Only holdover from the opening layout is lovely Dotty Rodgers, who has become . prime favorite here. The four Magazine Cover Girls have added a bit of skating ability to their good looks to make for a sounder asset.

Norman Ruvell, who enters his fourth month here as singing emsee, gives the revue excellent pacing with his circusspieler chatter and his quality baritoning of the show's music, both pops and semiclassics. Some of those highly touted singing juves have nothing on this lad, either in looks or ability. Discharged from the army eight months ago and now in 4-F, Ruvell is swoon material and definitely movie timber.

Burt Farber and his ork boys, now in their 17th month here, contribute their usual fine job to both the dance and show chores.

Bill Sachs.

#### Blackhawk Cafe, Chicago

Talent policy: Dance band; shows at 8:30 and 11:30. Sunday matinee. Management: Otto Roth, owner; George Hixon, of the Lou Cowan Agency, publicity. Prices: Minimum \$1.50 (\$2.50 week-ends).

Spot should do well for the next three months with Del Courtney and his easy-to-listen-to music. Catering to out-of-towners who prefer a friendly atmosphere, Courtney is the tailor-made leader for that job. He is a good hand shaker and makes a pleasantly informal appearance on the bandstand. His style does not go in for extremes. The boys play varied tempos that are within mental reach of the average layman who can appreciate them and enjoy them. The commercial style may not stand the jazz fiends or longhairs on their cars, but the routine tab payer will go for it.

The vocals are generously distributed among Earl Randall (trombonist formerly with Jimmy Joy), who does a sincere job on ballads; Jack Milton, who fares fairly well on pops, and Mary Jane Dodd, pert chick whose appearance gives her a 1-A rating for nitery jobs. Other single features include Bob Reid, sideman vocalist, and Guy Dick, comedy pianist.

The two outside acts, which usually fill out the show program, in addition to band specialties, are Billy Rayes, comedy juggler, and the MacArthurs, musical comedy team. Rayes' work is a bit too smart for this room. Chap wastes many a good comedy line on untrained ears. Still carries on a comedy conversation with himself while juggling balls and plates.

The MacArthurs feature a waltz and musical comedy concoctions, with shoulder spins, netting pretty good results. Novel feature about their set is that it is presented to continuous music, one number tying in with another without

## AGVA Sets Meet With Hotel Ops

Village Inn Unfair Dec. 24

NEW YORK, Nov. 20,—American Guild of Variety Artists will attempt to get all local hotel owners down for a minimum basic agreement in one swoop at a series of negotiation meetings to start Friday (26), with the Hotel Owners' Association.

Parley to take place at the HOA offices will mark the first get-together with AGVA, which in the past has attempted to break down hotels individually.

This confab comes on top of the settlement with the Park Central Hotel which has been on AGVA's unfair list for two years. Negotiations have been

(See AGVA SETS MEET on page 31)

interruptions for bows.

A paper tree novelty to Trees, using newspaper cutouts of a tree, is offered by the band during the show. It is novel but clutters up the floor.

Sam Honigberg.

### Frank Palumbo's, Philadelphia

Talent policy: Dance and show band; relief unit; production floorshows at 7, 10, 12:30. Management: Frank Palumbo, proprietor - manager; Bobby Palumbo, manager; Johnny Bazzani, maitre d'; Eddie Suez, booker; Bill Henrique, show producer. Prices: Dinners from \$1.50; drinks from 60 cents; no minimum, no cover.

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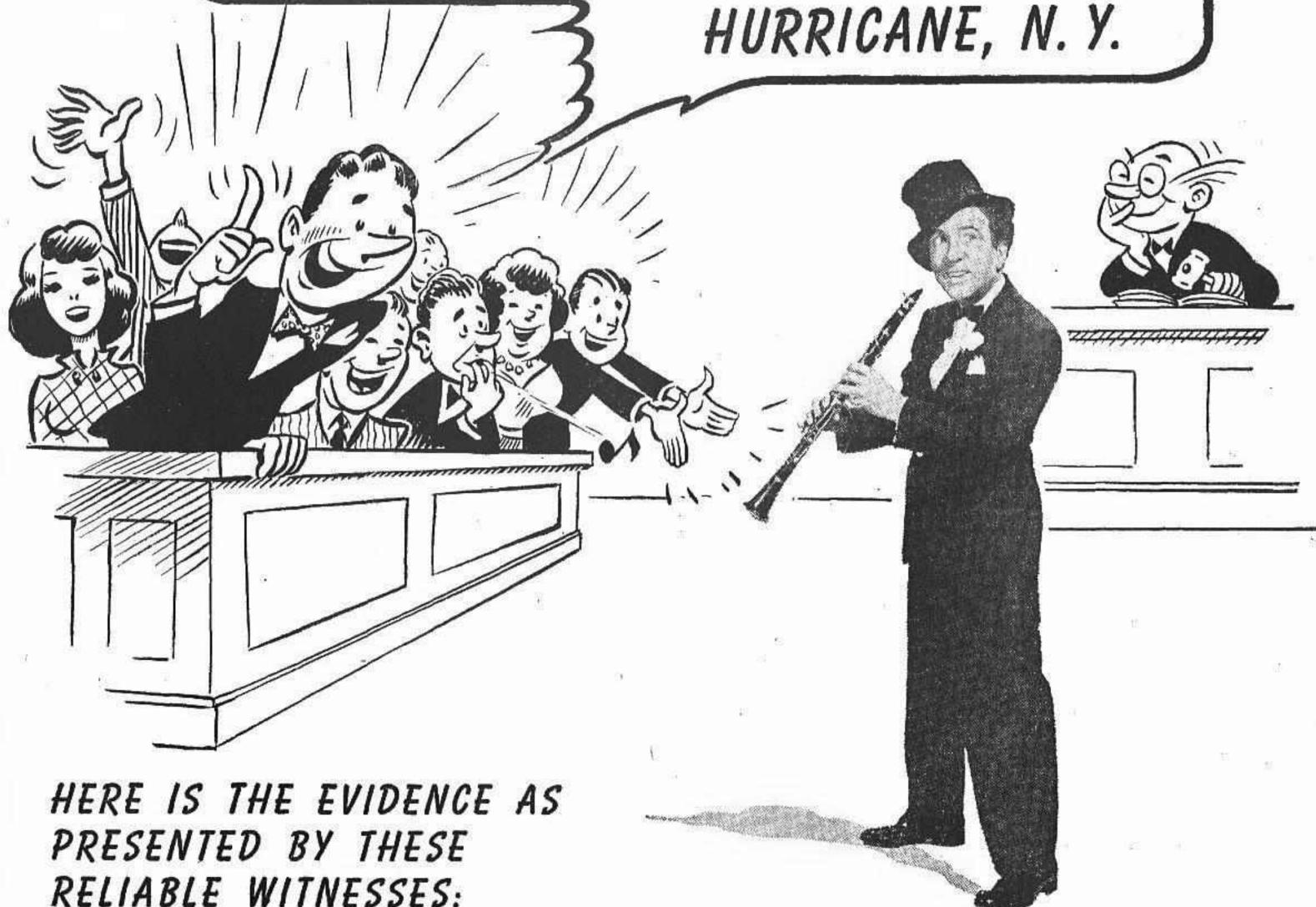
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-Abel Green, Variety

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-Louis Sobol, Journal-American

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-Virginia Forbes, Sun

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-Lee Mortimer, Mirror

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-Paul Martin, World-Telegram

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## Roxy, New York

(Reviewed Wednesday Evening, Nov. 17)

Jack Partington and Sammy Rausch provide another show that will give a huge section of the local population a legitimate excuse to stand in line at the box office. The Ritz Brothers and the film, Guadalcanal Diary, top an outstanding show. Line of waitees outside at show caught indicate that this engagement will be another nightmare for the cashiers.

The Ritz Brothers, absent from the Stem for some time, put over some sock routines that got a top reaction. While their stuff is essentially the same as their screen business, it's fresh around these parts. Harry carries the major burden of the act with his rendition of Dark Eyes and a Latin number, but nonetheless Jimmy and Al provide vital contributions to the fun with their terps and gags. They gave two encores and exited by introducing the finale.

Rest of the bill is also of high caliber, with strong contributions by Bill Bailey, Golden Gate Quartet, Alice Dudley Dancers and Jim Wong Troupe.

the Golden Gates, sole remnants of a show which was to have been built around Cafe Society, offered literate spirituals. The crowd appreciated both acts. The Wong outfit, opening the with their teeterboard and tumbling work.

Dudley Dancers (5), who provide a tasty exhibition of modern ballet with solid homespun qualities. The group are accomplished terpers and have good dance ideas. Arthur Knorr has given them

The Roxyettes, in honor of the film, Cella, one of the chorines, biting out the pockets. orders in the best marine sergeant tradithru the manual they loosened up to grand opera. give out with a prolonged mitt.

Joe Cohen.

#### Oriental, Chicago

(Reviewed Friday Afternoon, Nov. 19)

Hep show with Carl Ravazza and band (popularized locally thru his long stay at the Blackhawk Cafe), The Modernaires with Paula Kelly (who replaced Marion Hutton), and Ray English.

Ravazza is young, good looking, sings a good song, and even plays the fiddle (a rarity these war days). The band works with plenty of bounce, and gives off with particular appeal on the pretty tunes. This the boys proved with Of Thee I Sing, Lullaby of Broadway, and a Berlin medley cleverly presented in musical quiz game style. The instrumentation of four brass, four rhythm, three reeds and three fiddles is sufficient to carry out the Ravazza ideas.

Good prospect for the comedienne corps is Jackie Van, band vocalist, who sounds just like another band vocalist with her opener, They're Either Too, on. Young, but soon does a turnabout with a few impressions (Bonnie Baker, Zazu Pitts, Hepburn, Miranda), and a cute interpretation of He Don't Wanna. Stopped the opening show.

Ray English improves with age. His

comedy acrobatics and talk are sure-fire. Doesn't let down a minute.

The Modernaires (4) are doing their first local stint with Paula Kelly and comparisons with her predecessor, Marion Hutton, are obvious and probably unfair. They are two different types. Paula is a good looking girl and a fine straight singer, but lacks the comedy touches contributed by Miss Hutton, particularly in the act's popular Juke Box Saturday Night. Act is still good, but not as strong as it was immediately after its Glenn Miller term. Quintet starts with Put Your Arms Around Me, then do four tunes that give meaning to the something-old-new-borrowed-blue phrase. Their Juke Box number is followed with a new novelty Milkman, Keep Those Bottles Quiet, timely swing-shift

On screen, a Blondie film, Footlight Glamour. Sam Honigberg.

### National, Richmond

(Reviewed Saturday Afternoon, Nov. 13)

With three brilliant production numbers, the Hal Sands Dancers are still more than holding their own as the stock Bill Bailey, doubling from the Zanzi- line at this house. With the voice bar, tapped and talked effectively, while of baritone Norman Lawrence, who, incidentally, is being held over for his sixth week, providing a musical background, the girls go thru a football specialty, a butterfly ballet and a military routine. Lawrence this week changes show, did an excellent warm-up job here his delivery from the croon-type to more robust presentations. Highlight of the military number, used as a finale, is the New to local vauders are the Alice high-kicking tap specialty offered by the Byrne Sisters, who also appear to good advantage in the opener, a pigskin turn.

Joe Arena offers a different type of knockabout act with his canine partner. an appropriate setting depicting a bleak. He portrays an inebriate who falls conprairie farm. Turn registered excellently. tinually thruout his turn, rising each time to pull a flowing glass of liquid put on a military drill with Lena F. refreshment from one of his trouser

Nancy Dean and Eddie Edwards form tion. The routine seemed a little ludi- a solid comedy vocal team. Most of crous at first to the servicemen spotted their gags are sung, and there's a showthruout the house, but as the gals went stop when they offer their travesty on

Elton Britt, who gets top billing, of-The Ben Yost Singers give out with the fers his usual run of hillbilly tunes, Marine Hymn to set the mood for the rating the most applause with his rendition There's A Star-Spangled Banner Waving Somewhere. Audience approved of the unbelievable length of time he can hold a high yodel, and refused to let him bow out. Did six numbers and could have stayed on indefinitely. Ended his bit with one of his new compositions, I Cry Over You.

House sold out when caught. Pic. Saint Meets the Tiger. Ban Eddington.

### Orpheum, Los Angeles

(Reviewed Wednesday Evening, Nov. 17)

This spot returns to its name band policy with Louis Jordan and His Tympany Five. With Jordan hogging the marquee, the jive cats loaded the place. While this packing may have been good for Sherrill Corwin's box office, it was a bit distasteful to the more conservative patrons. Growing anxious because Jordan was spotted at the finish, the uncouth cats had to be called down during the show as the house lights were turned

Selika Pettiford, held over from last week, does a nice job at the Hammond organ, but leaves out her combination organ and piano work. St. Louis Blues, with outstanding footwork and top accompaniment by Al Lyon's rhythm sec-

tion, was done well enough to bring cheers for more. Anchors Aweigh was the appeasing tune.

Monnihan and Morris, boy-and-girl xylophone team, scored nicely with their hammering. Whispering featured the team, but Tiger Rag was a one-man affair. Taking his post atop a towering stool, the male portion of the team knocked out Put Your Arms Around Me with mallets attached to his feet. Then with the foot-mallets, he beats out Gypsy Love Song. Novely of the stun's draws more applause than the musician-

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ship. Judy Manners, a vivacious lass, follows with her songs. I Got a Touch of Texas, a la San Antonio, is good, as are her imitations of Beatrice Kay and Judy Garland. Has nice delivery, but more time to straight singing would have helped.

Sleepy Williams, a fast-stepping colored boy, turns in an exceptional bit of cleating, with knee-walks, splits and somersault leaps helping out. Brings on his dad, 74, for a good bit of stepping, considering his age. Pop Williams takes the deal from under Sleepy's nose.

Serge Flash is good for a return every six months here. Routine is the same, with the finger-tip spinning ball balance and combo hammer and ball stunts.

Louis Jordan rolled up the show in A-1 fashion. With his rhythm section on a stand and Jordan and his ace-high trumpet man floating around, Jordan turns in a show-stopping act. Five Guys Named Moe and What's the Use of Getting Sober, When You Gonna Get Drunk Again? were used to warm up. You Can't Get That No Mo' lyrics were increased in entertainment by Jordan's rendition. A hillbilly rendition of Pistol Packin' Mama drew laughs, but Jordan's sock rendition of Deacon Jones, with Jordan in cutaway and goggles, put the cats in the aisles. Jordan's adaptation of lyrics is superb. Not only does he have a top musical aggregation but his clowning is superb. Sam Abbott.

### State, New York

(Reviewed Thursday Evening, Nov. 18)

With the appearance of his Latin Quarter Revue at this house, Lou Walters will have the distinction, this week, of operating three Stem enterprises simultaneously. The night club bearing the same name and the legiter, Artists and Models, comprising his other wentures.

This cafe unit, successfully transformed into a vaude proposition, bears the Walters' trade mark, being fulsome, heavily populated and containing a multitude of entertainment vitamins. Home. Okay biz when caught. J. C.

TRADE SERVICE FEATURE

This show had some trouble getting started at this house. Baggage car was several hours late and, as a result, costumes were hurriedly borrowed, and Georgie Price was rushed in to do his act, as several other performers couldn't go on because of the absence of props and settings. First show managed to

By the time of the last display, everything was in order and, consequently, the unit went on in excellent shape. Production itself is flashy. Line has been put thru some imaginative turns by Mme. Kamerova, with the Bolero number being a standout. This item utilizes the talent of Gil Galvan in a colorful cape number, Enrica and Novello in a satisfactory ballroom turn, and an excellent run-thru by the 12-girl line. The opening carnival scene and the patriotic finale also got fine hands.

Rest of the unit contains standard vaude ingredients, each capable of producing encore-getting turns. Dave Apolin an inverted position.

Galvin, in a brief bit early in the show, distinguishes himself with some graceful flamenco work. Also in the dance department, Tari Vance has some nice tap routines but execution seems somewhat stiff. Her looks, tho, elicited the wolf howl from male members of the audiences.

The production singing is taken care of by a Ben Yost group and Marilyn Merkt.

Film is the second run of Lassie, Come lon, who emsees part of the show, and his three Filipinos, as usual, get across in no uncertain terms with Dave's Russ dialect comedy and mandolin work. Billy Wells and the Four Fays similarly get a huge mitt with their dancing and acro work.

Bobby May's juggling was a sensational item as far as this crowd was concerned. His expert manipulation of clubs, balls and an assortment of odd items brought on prolonged applause. He capped his turn by juggling while

## MAGIC

By BILL SACHS

ILBOURNE CHRISTOPHER, now With the 35th Special Service Company at Camp Sutton, N. C., made a hurried hop into New York recently, where he bumped into Victor Farelli, the writer on card magic, in The Sphinx office. Farelli had just returned from Bermuda and was on his way to London. Christopher reports that John Mulholland, Sphinx editor, is feeling better from his recent illness, tho he still has only partial use of his right hand. "Saw Tarbell's Course in Magic, Volume 3, at publisher Lou Tannen's place," writes Mil. "It's on the same high level as its predecessors, plus having more cuts and pages. Stuart Robson was in the throes of arranging his December 11 New York magic show. Talked with Arnold Furst. who is just back from Australia and New Guinea. Hal Haviland played the Broadway Theater, Charlotte, N. C., recently. "I'm hard at work, in my spare time, on a new book of magic." . . . CHARLES A. PASTERNACKI has been elected president of Harry Cecil Ring No. 22, IBM, Detroit, for 1944. Other new officers are Al Munroe, vice-president; John Straub, treasurer; Rev. Ribor Toth, secretary; Al Zink, sergeant at arms. Executive committee includes Dr. Zina Bennett, Robert Ungewitter, Delbert Raymond and Al Munroe. . . . AVIATION CADET DEL BREECE, now at the U. S. Navy Pre-Flight School, Del Monte, Calif., postals

Coy, Johnny (Trocadero) Hollywood, nc. Curran, Vince (Club 18) NYC, nc.

Daniels, Marion (Paramount) NYC, t. De Croff, Ann (Astor) Montreal, nc. Del Rio, Diane (Kitty Davis) Miami, nc. Dennis & Sayers (McVan's) Buffalo, nc.

Dewey Sisters (Ranch & Town House) Scattle 15-27, nc. Dexter, Al, & Gang (RKO Boston) Boston, t. Dick, Guy (Blackhawk) Chi, re. Dodd, Mary Jane (Blackhawk) Chi, re. Dombey, Ken (Puritas Springs Park Rink)

Cleveland, p. D'Rey, Phil (Cafe of Tomorrow) Chi, nc. Drake, Robert, & Little Jeane (Hawaii) Al-

Dubois, Wilfred (Glenn Rendezvous) Newport, Ky., nc. Duffy, Kathryn, Dancers (Belmont Plaza) ROUTES (For Orchestra Roules, See Music Department) NYC, h.

Dupree & Charlo (Stanley) Pittsburgh, t.

Edwards, June (Hurricane) NYC, nc. Ellsworth & Fairchild (Trocadero) Hollywood,

Emilee, Andre (Leon & Eddie's) NYC, nc. English, Ray (Oriental) Chi, t. Evans, Bob (Chez Parce) Chi, nc. Evelyn (Chicago) Chi, t.

Fanchon (Queen Mary) NYC, nc. Faust, Johnny (Club Royale) Detroit, nc. (See ROUTES on page 31)

#### that the recent note on him here brought him considerable mail from old magic friends. . . . L. E. COLLINS (THE GREAT ROBA) writes from St. Louis under date of November 14: "Plenty of magic in town, with the Great Ovette at Scruggs department store, 2-10 Daniel at the

(See MAGIC on page 29)

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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-res-

Albins, The (Chase) St. Louis, h. Allen & Revel (Leon & Eddie's) NYC, nc. Allen Sisters (Queen Mary) NYC, nc. Amazing Mr. Ballantine (Majestic) San An-

tonio, Tex., 25-Dec. 1, t. Alphand, Claude (Blue Angel) NYC, nc.

Bailey, Bill (Zanzibar) NYC, Inc. Baker, Joan (Glenn Rendezvous) Newport, Baldwin & Bristol (Frankie Mack's) Revere, Mass., nc. Banks, Warren (Lincoln Inn) Savannah, Ga.,

until Dec. 1, nc. Barnes & Conklin (Cerutti's) NYC, nc. Barry, Joan (Chez Paree) Chi, nc. Belmont Bros. (Moose) Ft. Wayne, Ind., 26-Dec. 2, nc.

## AMERICA'S FINEST Girl Instrumental-Vocal Act.

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Belmore, Barbara (Latin Quarter) NYO, nc. Bernards (Blue Angel) NYC, nc. Bizony, Bela (Coq Rouge) NYC, nc. Blackstone (National) Loiusville, t; (Oriental) Chi 26-Dec. 2, t. Blake, Arthur (Palace) Cleveland, t.

Blakstone, Nan (Colony) Chi, nc. Blanche & Elliott (French Casino) New Or-

Bolster, Norm (Continental Grove) Akron, nc. Bond, Angie, Trio (Aquarium) NYC, cl. Boran, Arthur (Steel Pier) Atlantic City 22-

Bordens, The (Airliner) Miami Beach, Fla., nc. Borg, Inga (Colosimo's) Chi, nc. Bowan, Sibyl (Strand) NYC, t. Briggs, Bunny (Orpheum) Omaha, t. Brisson, Carl (Blackstone) Chi, h. Britton, Pamela (Latin Quarter) NYC, nc. Brown; Ada (Zanzibar) NYC, nc. Brown, Watler & Jean (Vine Gardens) Chicago 22-28, nc.

Bruce, Carol (Central) Passaic, N. J., t. Buck & Bubbles (Zanzibar) NYC, nc. Burke, Billie (Tower) Kansas City, t.

Burns, Betty (Bismarck) Chi, h.

Capp, Marjorie (Romany Room) Washington,

Carlisle, Charlie (Bowery) Detroit, nc. Carroll, Don (Queen Mary) NYC, nc. Carroll, Jeanne (Chase) St. Louis, h. Castle, Paul (St. Regis) NYC, h. Caston, Bobbe (Lincoln Inn) Savannah, Ga., until Dec. 1, nc. Chang, Katharine Lee (Leon & Eddie's) NYC.

Chase, Rhoda (Boulevard) Elmhurst, L. I., N. Y., nc. Chords, The (Orpheum) Los Angeles 24-30, t. Claudet, Marguerite (Radisson) Minneapo-

lis, h. Colby, Marion (La Conga) NYC, nc. Conn, Irving (Monte Carlo) NYC, nc. Cortez, Florez (Te Pee) Coral Gables, Fla., nc.

THIS HOLIDAY SEASON, THE PROPERTY OF T DON'T SAY IT WITH AN ANNIVERSARY AND GREETINGS AD, SAY IT WITH AN EXTRA WAR BOND! (See page 15 for the full story of show business's greatest wartime publication, The Billboard's BONDBARDMENT Number) Communications to 155 N. Clark St., Chicago 1, III.

## 52d St. Now Develops Units Instead of Name Bands and Steps Into the Tall Dough

Street, once the incubator of name with the Art Tatum and the Ben Webhands, has now relinquished that distinc- ster Trios. This was Tatum's first date tion and is rapidly becoming known as as head of a trio and, as a result of his the developing grounds for cocktail work here, will emerge as a \$1,000 weekly units.

most publicized night club belts in the of name and policy, this club site had a country, has in the past few months history of many failures. All that's been been the proving grounds for the smaller changed now under its new entertainsized units, and this change in format ment format. is seen as one of the deciding factors in the unprecedented prosperity of many the Onyx Club, where Pete Brown is clubs on that lane.

Several institutions there have switched from bands to small name combos which have proven to be just as potent b.-o. factors. These spots have upped their fortunes considerably.

Prior to the change, such spots as the Three Deuces, Hickory House, Kelly's Stables, Onyx Club among others, put on orthodox cafe shows. However, biz was light in many spots for a variety of reasons, including the fact that the street generally lost much of its draw. Switchover to the small swing trios and quartets proved the deciding factor in transforming that area from 77B Lane to its present state of affluence.

Probably the foremost success story on the belt is that of the Three Deuces



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MIAMI HOTEL Dayton, Ohio Mgt.

Music Corp. of Amer.



NEW YORK, Nov. 20. - Fifty-Second since its opening under that name attraction besides giving this club a real That thorofare, probably one of the siege of prosperity. Prior to its change

> Another club enjoying big biz is the attraction. The Hickory House with swing cocktail units and Kelly's Stables are among the others that are reaping the tall coin with cocktail units.

## Jam Sessions Back In Philly--By Day

PHILADELPHIA, Nov. 20.-Jam sessions, an extinct experience here for several years, when the State Liquor Board frowned on hot spots remaining open beyond the legal closing hours, are making their reappearance in cocktail lounges. But instead of the jam juice flowing till early dawning, the swingfests get under way early in the afternoon. Sessions are staged at a number of musical bars around town in order to give the units a chance to hear each other and at the same time blow off a bit of steam themselves. In order not to draw the ire of the musicians' union, jam sessions are held strictly to the units themselves and not advertised to the general public, altho no admittance bars set up.

Most popular jam sessions in town are those staged weekly at Budweiser's, the Show Bar and at the New Crystal Musical Bar. Sessions also give unit leaders a chance to audition replacements for their draft-ridden combos.

## Jack Crawford in Chi at \$450 and Up

CHICAGO, Nov. 20 .- Jack Crawford, leader of a foursome who came in for a date at the Zebra Lounge and moved into the Little Club, was given an extended pact in the latter spot calling for the room's top salary.

Contract is good until July of next year, and calls for \$450 for the first eight weeks, and \$500 thereafter,

### Piersall Joins McKendrick

EVANSVILLE, Ind., Nov. 20 .- Al Piersall, colored bass man who recently disbanded his Three Kings of Rhythm, has joined the Mike McKendrick International Trio. Unit landed a holdover at the Showbar here.

### RKO Buys Fisher's Corn

HOLLYWOOD, Nov. 20.—Freddie Fisher and His Colonels of Corn have been signed for a musical to be produced by John Auer at RKO. Deal was set by Ed Bros.

#### Airlane Trio on Air

NEW YORK, Nov. 20 .- Airlane Trio, current at Jack Dempsey's, have been inked for two Blue Network sustainers on Fridays and Sundays at 12:15 p.m. These 15-minute shots will originate from WJZ.

#### Vernier Managing Eldridge

CHICAGO, Nov. 20. - Frank Vernier, ex-Gene Krupa band manager, has taken a management post with Roy Eldridge's outfit, now at the Preview Lounge here. Eldridge tooted his horn for Krupa before he organized his own six-piece unit.

## PROFILES



### BILL CALDWELL

Caldwell is a likable and talented organist and pianist, a combination that results in good jobs and long runs. He builds trade with his friendly and varied musical sets, alternating between the two instruments. He has been concentrating on smart hotel rooms and cocktail lounges.

Some of his jobs include the Spaulding Hotel, Duluth, Minn.; Silcott's Cocktail Lounge, Kansas City, Mo., and the Trocadero, La Crosse, Wis.

Managed and booked by McConkey Orchestra Company, Kansas City, Mo.

## Off the Cuff

EAST:

FOUR KINGS AND A QUEEN locate at Dick McClain's Alpine Music Bar, Philadelphia. . . . SNUB MOSELY'S unit into Hank Collins' Midway Music Bar, Philadelphia. . . . MANNY SMITH brings his Cosmo-Graf to the Old English Bar of the Abraham Lincoln Hotel, Reading, Pa. . . . DALE SISTERS leave Philadelphla for Don Hutland's, Miami. . . . CARELTON TRIO at the Ace Tavern, Reading, Pa. . . . JEAN Lanier, Belle Irwin and Lee Wampler new at the Hotel Majestic Bar, Philadelphia, with the Three Cats and a Canary carrying on, ... BROWN DERBY BOYS into Sciolla's. Philadelphia. . . . AL CHEVALIER and His Music Makers hold over at Holloway's, Merchantville, N. J. . . . HARRY DELMONT, of the Three Hicks in Philadelphia, army bound this week, as is Alfonso (Fussy) Proscino, one of the Four Men of Rhythm at Palumbo's, his spot going to Romco Delmonico. . . . ART STANLEY brings his piano and songs to Virginia's Peach Orchard, Pleasantville, N. J. . . . BATSON AND LEE, piano-vocal team, new at DuMond's, Philadelphia. . . . PARKER AND KIRK new at Lou's Chancellor Bar, Philadelphia. . . . CHARLES LEE TRIO at the New Crystal Musical Bar, Philadelphia. ... RHYTHM BOYS get the nod at Green Trees Tavern, Philadelphia.

KIDOODLERS open at the Enduro, Brooklyn, Monday (22) for one week. . . JILL ADRIAN, piano and songs, holds at the Mark Twain, Elmira, N. Y., for another two weeks. . . . SNUB MOSELEY follows Art Hodes into the Midway, Philadelphia. . . ELLIS LARKIN TRIO returns to the Blue Angel, New York, December 1. . . . JUDY LANG is new at Burke's, Utica, N. Y. . . . ESTELLE SLAVIN ORK moved into Sandy's, Paterson. . . . THREE MAJORS open at Lou's, Fishman, of the local office of Frederick Newark, N. J., Tucsday (23). . . . BATSON AND LEE, plane and voice team, now at Du Mond's, Philadelphia, are down for the Dubonnet, Newark, N. J., December 2. . . . DOT AND DASH are doing the (See OFF THE CUFF on opposite page)

## ARTIE RUSSEL

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## Varied Jobs, Offers Keep Gal Singers on Move

CHICAGO, Nov. 20 .- Girl singers with cocktail units are more on the move than their professional sisters with larger bands. By checking with booking agencles in the know, it seems that not all jobs want or can afford the additional expenditure of a gal singer. Some spots have their stock intermission singers who take care of all the femme decorations needed on the stand.

The experienced warblers are already familiar with the conditions, and work with three or more units per year. This situation not only gives them a better and more varied training, but also permits the acceptance of jobs as singles. And in a number of cases, such jobs earmarked them for careers as acts or brought them better offers from units and larger bands alike.

Mary Jane Dodd, cocktail warbler, was picked up by Del Courtney's band and she has been his featured singer for more than a year. Neva Patterson has had a number of jobs with large bands.

And the same goes for singers with larger bands who see better opportunities in the small unit field. Adrienne Holland, with Harding and Moss, formerly worked for Bernie Cummins. Adrienne who has appeared with Roy Ward's Modulators has been featured in Joe Sanders' ork.

Latest to pick up her own unit is Billie Rogers, singer-trumpeteer with Woody Herman, who will front a sixpiece group, starting at the Preview Lounge here early next year,

## REVIEWS

#### Dale Jones Sextette

(Reviewed at the Palladium, Hollywood)

Dale Jones, the bass player, needs no introduction in music circles, but he does as the leader of a small combo. As a cocktail sessions at the Latin Quarter, sideman he put in several years with Will Osborne.

Jones paces the group at bass with N. Y., until November 29. good support coming from Frank Simmons, sax and clarinet; Pete Daily, trumpet; Hollis Bidwell; Earl Sturgis, piano, and Eddie Spaniard, drums. Since the tunes run from soft and sweet for the early diners to hot and fast for the jiving youngsters later, group is called upon to run the musical gamut. Dally's hot trumpet is featured plenty as is Sturgis's plane. It is a good blend of music with an easy bounce,

The vocal section is also strong with Imogene Lynn, ex-Ray McKinley thrush, taking over pops in nice style. Jones handles novelties, adding to the band's entertainment value.

A well-assembled group from which plenty more should be heard.

Sam Abbott.

#### Four Men of Rhythm

(Reviewed at Frank Palumbo's, Philadelphia)

For sheer musicianship in the swing groove this foursome paced by Mike Pedicin stands out as tops among the combos clicking around town. Pedicin, alto sax, also has the advantage of an accordionist with a hot style of squeezing that is socko. Guitar and bass, whose rhythmic proficiencies are in keeping with the talents of the other two, rounds out the unit.

While devoted to the hot and jive dit-

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music for the slow and sweet ballads, blending stage drop. Build to a real thrill with Pedichn ringing in the lyrical con- finish with the male member swinging tent of the songs. Also kick out with both of the girls, holding each by one the Latin Iullables in the accepted order. leg. Devoted to the hot rhythms, Pedicin further enhances the beat on the bonga and Bob Fisher) in the closing spot, have drum with wire brushes when not riding out on his sax. And where the jive long way for complete satisfaction. Moreover, the boys are all young and make an attractive appearance.

Maurie Orodenker.

#### McEwen-Murff Musicos

(Reviewed at Drum Room, Andrew Jackson Hotel, Nashville)

Now in its 15th week at this popular downtown spot, the "M" duo of Thelma McEwen and Fred Murff has set a record traveled the South and Southeast.

Thelma McEwen sings and plays the piano and solovox while Fred Murff plays the accordion and plano.

They have a wide-ranged repertoire and get much response for their ability to respond with any selected tune-new or old.

The female part of the pair has a pleasing voice and personality and dresses well, and Murff's finger work is

Drum Room attracts a better than average clientele. Red O'Donnell.

#### Tommy Decker Quartet

(Reviewed at The Dome, Minneapolis)

Decker on the electric gultar; Tony Camarata, accordion, and Dick Bunn, bass, are instrumentalists, with pert Lorie Andrea handling the vocals in ship-

Quartet's library is varied and when caught did Hawaiian, a specialty number and ballads. Decker chimes in on vocals for the specialty.

Gal is a top-looker and makes a good show window. Her voice is good but not Jack Weinberg. powerful.

#### OFF THE CUFF

(Continued from opposite page) Boston . . . ARTIE RUSSELL ORK remains at the Horseshoe, Sunnyside, L. I.,

#### WEST COAST:

BUD SCOTT TROUBADOURS have opened at Jack's "If" Cafe, Los Angeles. Spot was recently purchased by Barney Newman and is being redecorated. . . . GUY BUCK (5), current at the Town House, Los Angeles, features Barney Gravert, piano, and Antoinctte Di Magglo, bass. Both do vocals. . . . RHYTHM RASCALS, after several months at the Town House, now at Casa Blanca under the direction of Jud Conlon. . . . THE TROPI-TONES have opened at the House of Murphy, Hollywood, along with Nancy Andrews. . . . JUAN MAKULA AND HIS GYPSIES at the El Cortez, Reno. . . . KEN WATKINS and his orchestra (5) at the 221 Club, El Cerrito, Calif. . . . HAROLD STONE DUO has opened at Jim Otto's, Beverly Hills, Calif. . . . LEW SALTER TRIO at Melody Grill, Glendale, Calif. . . . ROSE MURPHY has moved from Yours for Fun to the Valley Lodge, North Hollywood. . . . THE THREE LIT-TLE SISTERS have returned to the Showboat, San Diego.

DALE JONES, leader of the sextette at the Hollywood Palladium, has two men recently discharged from the armed forces, and he himself is a discharge. Frank Simmons, sax and clarinet, is fresh from army service and Eddie Spaniard, drums, is out of the forces following five months of active service in Africa,

#### NIGHT CLUB REVIEWS

(Continued from page 20)

tying the specialties together, first click is Deane Carroll, soprano, singing show hits and Victor Herbert standards.

Proper pacing puts on the Brandows (Jerry and Jane) next for a fast and furious session of tip-top and tuneful tapping.

Dick Worth holds down the next spot to display a particularly pleasing set of baritone pipes. A tall and manly gent, and giving out from way deep down, . Worth holds interest handly with his singing of the balled favorites.

Three Flames (male and two fems) on next make for a real flash with their thrilling and breath-taking roller-skating routine. Costumes and fluorescent lighting heighten the "flame" effect in

ties, the Four Men make acceptable their presentation, complete with a

The Barbary Coast Boys (Eddie Gold a field day all of their own with a roundelay of old-time songs and goodgroove is sought these Four Men go a natured clowning on the part of pintsized Eddie Gold at the Steinway. Decked out in iron kelley's of pearl hue, they really go back to the gas-lit era for their song harmonies, peppering with comical novelty ditties, and have to beg off.

Adding rich production auro to the revue at the girlle settings provided by Bill Henrique. Using a dozen of show gals and prancers, and with Peggy Martin for the solo stepping, opening scene has the dolls dressed as waitresses, hat check cuties and ciggie girls, and with for longevity. The couple formerly Henrique as the chef, give out in rhythmic sequence with the tootsies. Closing scene has the girls, in costume and dance, saluting the United Nations.

> Lou Del Rio still on tap for the swell show support and dance music with Mike Pedicin's Men of Rhythm keeping the rhythms continuous.

Maurie Orodenker.

#### Curly's, Shangri-La, Minneapolis

Talent policy: Shows at 8, 10:15, 12; dance and show band. Management: James Hegg, manager. Prices: Dinners from \$1.75; drinks from 45 cents.

With the workers spending their dough hand over fist and demanding good entertainment, Curly's presents one of its top variety shows in many months. Ray Martell, mimic, headlines. Vic Lessine's five-piece ork still holds forth both for show and dancing, and continues to do well.

Because Martell's mimicry is mixed with considerable buffoonery, Jimmy Hegg, perennial emsee (seven years here), has the quietus put on him this week, but manages to get some of his corn in to big hand in handling introductions.

Shangri-La Girls (4), open with a tambouring number. All blondes, good lookers and fine dancers-a rarity, indeed. Madlyn Blake warbles Indian Love Call, altho the patrons would have preferred a more popular tune.

Vicki Lang, acro dancer, is a gal really worth watching. She's put in a few new quirks of her own in her acro routine that are show-stoppers. The girl has plenty on the ball, and thru correct management should go places.

Doris and her trumpet, accompanied at the piano by Ida, knows what to do with a trumpet. Her rendition of St. Louis Blues was tops.

Line returns for fast wooden-shoe

number.

Martell does a top job in his comic capers and impersonations, Handles Charles Boyer, Charles Laughton, Lionel Barrymore and Wallace Beery. All you had to do was close your eyes and you thought you were listening to each of them. For encore he concluded with F. D. R. and Wendell Willkie.

A military number by the line concluded the show. Food and service good. Drinks still plentiful. Jack Weinberg.

### Louise's Monte Carlo, New York

Talent policy: Dance and show band; floorshows produced by Joe Crosby at 8:30, 11:30 and 1:30. Management: Louise Reid, operator; Joe Dee, manager; Al Mernit, publicity. Prices: Minimums at \$1.50 and \$2.

Louise Reid offers an ambitious program for her off-Broadway nitery, which at the prevailing prices looms like a good entertainment buy. The spot offers a fulsome show that includes some interesting moments. Pierre Beauclaire, a fixture here for eight years, tenors

salable tunes and gives luster to the production numbers, but for top spots go to Mlle. Bollette, a French-Canadian chanteuse and Muriel Moore, a personable tapster.

Mile. Bollette has a pleasing personality, a catalog of nicely written doubleentendre numbers and an attention arresting delivery. The girl could be shown to better advantage with better costuming, but nonetheless looks okay on the floor.

Miss Moore, opening the display, has a cute chassis and a fast set of taps, and manages to impress these facts upon the audience. In addition, costuming is in excellent taste. She went over very well.

Lucille Wray holds down the strip spot. Work seems to be somewhat ponderous and takes too long in getting down to essentials. She loses a lot of interest by the pre-shedding contortions. With sharper editing much improvement could be registered.

Shannon Scott effectively ties together the proceedings with her emseeing, but at show caught didn't give out in a regu-

lar spot.

The Joe Crosby line goes thru three routines, best of which is a saucy cancan. Irving Conn plays an expressive novochord for the intermission music, while Jack Rossello four-piece combo backs the show. Patricia Kingsley plays piano for the pre-dinner session.

Joe Cohen.

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## "Turtle" SRO \$18,350 in Boston; "Dough" Hot 19G; "Carmen" Dips To 22G at Low Scale; "Abie" 121/2G

Hub this week has been sellout for two cents to \$1.65). Billy Rose was reported shows and fair-to-middling for three, considering jacking the prices, because Voice of the Turtle was clean before the the lower-scaled seats don't sell very week began, while Doughgirls played to well, just short of capacity. Able's Irish Rose and Blossom Time are middling, while rate at the Plymouth (1,398 seats, Scale: Carmen Jones has done only fair.

the Opera House, way out of town, and, matinee, 55 cents to \$1.65). Opener in tune with the times, the cheap seats ended up at \$12,500. are hard to sell.

ended at \$18,350, absolute top. Philly About \$11,000 indicated for the first advance sale reported as \$12,000. Army Play by Play due December 6. Doughgirls was clean from Tuesday on at the Colonial. First week hit \$19,000, all but SRO. The usually sensitive Boston censor barely touched this one.

Against a \$35,000 possible gross, Carmen Jones racked up \$22,300, just under the opening (2,944 seats. Scale: Weekday evenings, 55 cents to \$2.20; Saturday

## Off-Stem Opening

NEW YORK, Nov. 20 .- The Blackfriars' Guild inaugurated its third season of off-Broadway plays Thursday (18) with Gerard M. Murray's comedy, Career Angel. An all-male, non-Equity cast of 16 will continue the performance thru December 5.

Career Angel was first presented a year ago at Cathedral College, Brooklyn, and has since been revised by the author for commercial consumption. Its appeal, however, is still limited, and unfortunately so because once again the Blackfriars have created a painstaking, well-acted and deftly directed production. It has a professional air about it that puts many a Broadway opus to shame.

Play is set in an orphanage for boys, run by an order of Brothers. They are in financial difficulties until the guardian angel of one of the brothers assumes mortal form to tell his charge that the house in which the orphanage is located has an historical legend attached to it that will make it a profitable landmark for tourists. The angel also walks smack into a spy plot, which is the less effective of the two themes and was probably included for popular appeal.

Whole thing is handled with sophistication and tongue-in-check humor. Angel, in fact, shapes up as a regular fellow who craves some excitement of a secular, but thoroly moral; nature. Murray's dialog is literate, intelligent and amusing most of the evening, althothe tendency is toward over-writing. There's an honest attempt, for the most part successful, to play down the pompousness of the Brothers' speech. The boys are quite natural, however, if a bit more sophisticated than the average youngsters.

Liam Dunn, Joseph Boley, John Young, and Angelo Benedetto are excellent as the Brothers; David Carman Jones gets a lot of proper merriment out of the guardian angel, and Eric Ladd, David. Kelly and Howard Berland stand out among the children. Others in a good cast are John Hickton, Paul Pettit, Jack O'Neill, Eddie Ross, Gerard McLaughlin, William J. Connor, William Russell and C. Fabian Thomas. Dennis Gurney's direction is top-notch.

. Shirley Frohlich.

#### B'way Shortage May Force "Ankles" to Chi

NEW YORK, Nov. 20 .- Guy Bolton-Eddie Davis musical, Ankles Aweigh, being produced by Dave Wolper, may open in Chicago because of the shortage of Broadway houses. Should the Windy City get the preem, it will be held there something good to work with they are for an extended stay.

January 10. Wolper is currently dickering with Gertrude Niesen for the lead. parture.

BOSTON, Nov. 20.—Business in the evenings, 55 cents to \$2.75; matinees, 55

Abie's Irish Rose goes along at a fair Evenings, 55 cents to \$2.20; Thursday Carmen is handicapped by being at matinee, 55 cents to \$1.10; Saturday

Blossom Time, here for the teenth Second stanza of Turtle at the Wilbur time, is a trifle slow at the Shubert.

### Out-of-Town Opening

#### WILBUR, BOSTON

(Opened Monday, November 8, 1943)

### THE VOICE OF THE TURTLE A comedy by John van Druten. Staged

by the author. Setting by Stewart Chaney. General press representative, Jean Dalrymple. Stage manager, William Richardson, Presented by Alfred de Liagre Jr.

Sally Middleton ..... Margaret Sullavan Olive Lashbrooke ..... Audrey Christie Bill Page ......Elliott Nugent

Rejoice, brethren, for the news from Beantown is good this week. On Monday (8) John van Druten's threecharacter conversation plece, The Voice of the Turtle, slipped quietly into the Wilbur Theater. But when the show takes its leave on the 20th it will ride toward Broadway on a swift and bouyant wave of ringing applause.

Van Druten has skimmed off the very best of his talents for this stage piece and he has written it right out of his sleeve, for it has the easy flow, the lightness and the warmth of inspired composition. It glistens with high style and wit. But this is neither the sheer fantasy of Coward nor the brittle epigram of Lonsdale. Sympathetic qualities there are galore, but chiefly an infectious, human gayety which never becomes purely frivolous.

In the spring comes love. As Van Druten has it, a young soldier on weekend furlough in New York, seeking pagan joy in amour and other fine things, finds himself ditched by a tony floozy for a lieutenant commander. But he is left in the tender hands of a young actress who longs for that good role and also for escape from remorse, for she has conscience twinges over two past love affairs. Having been something of a playboy, the soldier is used to taking love where he finds it. But in this encounter it becomes real.

It all begins as a pleasant evening with a nice girl. But the end is the awakening of love for both at the close of three days. With the utmost adroitness, Van Druten postpones seduction for two acts. As the first act (and day) ends, the young soldier retires for the night, alone on a day bed. But the second-act (and day) curtain finds the day bed left quite unmussed.

The characters are developed with unerring skill and understanding. Here is some of Van Druten's most refreshing dialog, one moment delicate with charm and the next warmly amusing. To engage three characters in conversation about love for three acts (it's a long play) and still observe basic drama principles might obviously be considered a tour de force. But this is no stunt and Van Druten has shied away from the usual tricks. The whole business is perfectly natural and shows very little strain. Van Druten has not gone far afield for his plot, but he has produced a most engaging and artless comedy of love and good manners.

Since Van Druten has given his actors Rehearsals will start in New York effects. All the same, Alfred de Liagre Jr. has found three of the theater's best

### Life With Serlin

NEW YORK, Nov. 20.—Anthony Block Serlin began his life with father Tuesday night (17) at Leroy Hospital. Sire is Oscar Serlin, pappy of Life With Father, long-legged offspring of the late Clarence Day. Mother is Babette De Sheim, Chicago steel heiress, who came to New York in 1941 to be Serlin's production assistant. They were married in 1942 at the Charlevolx, Mich., home of the bride's parents, Mr. and Mrs. L. E. Block.

It is not known whether the new-born is red-haired. If he is, Serlin pere saves a salary come circa 1949, and Father is still running. (Any bets that it will be?)

## See Costume Org As ILGWU Local After Reshuffle

NEW YORK, Nov. 20.—Theatrical Costume Workers' Union, which has been in a turbulent state since last June, when its former business agent and president, Louis Hollander, was indicted on two extortion counts, is expected to be re-chartered shortly as a local of the International Ladies Garment Workers' Union (AFL). Costume org's current status is that of a federal union chartered directly by the AFL.

New set-up will be proposed at a general membership meeting next week by officials of the ILGWU, who have been considering the move for some time.

Of the many contenders (said to number 14) for the job of business agent of the theatrical needle-workers group, Feigel Levine, business agent of Local 38, which covers the swank mid-town gown shops, seems to be the candidate favored by the ladies' garment union.

Costume workers' affairs are currently being handled by Elias Bernstein, president of the Wholesale Candy and Tobacco Salesmen's Union, who has expressed a desire for expedient settlement of the TCWU matter so that he can get back to his own organization. Bernstein recently won a 10 per cent increase for the costume union, retroactive in some cases as far back as last Novem-

## Philly Shows Push Calendar Into Jan. and Feb.

PHILADELPHIA, Nov. 20.—In line with the boom, the three local theaters are already lined up in full force for the holiday season, running well into the new year. Forrest Theater brings back Blossom Time December 27, and the same company, headed by Everett Marshall, is staying over for two more weeks, starting January 10 with Student Prince. Walnut St. Theater returns Doughgirls December 27 for a run that is expected to hit into February. Locust St. Theater will see the new year in with Kiss and Tell. A road company opened at the house Monday (15). And with the advance sale exceptionally heavy, the show will linger for eight weeks definitely and maybe more.

Also a strong possibility that Billy Rose will return his Carmen Jones to the Erlanger Theater for Christmas, depending on whether or not he can find a suitable Broadway temple to house his hit show, which preemed here last month for three capacity weeks.

## Sherwood 42d St. Stock Shelved But Reopening in View

NEW YORK, Nov. 20 .- With the lastnever in the position of having to force minute cancellation Wednesday (17) of only two of a promised 10-week season. skedded new play, Crosstown Bus, by Ned Armstrong and Orric Lashins, Mary (See Out-of-Town Opening on page 28) movies, were advanced as reasons for Charles MacArthur, The Front Page.

## "New" Audience Also Factor in Script Rushing

NEW YORK, Nov. 20.-Acute shortage of Broadway houses will force the producing contingent to hold scripts and rehearsals in abeyance. Few managers can tell in advance these days what arenas (permanent) will be available for their product, and in many cases they open in one house and move shortly thereafter to another to make room for commitments by theater owners and lessees.

Despite the fact that a few potential turkeys have got by and made runs which they could not have enjoyed in other than wartime periods, it isn't all a matter of lighting up the house and waiting for the coin to come. There have been plenty of mortalities on the list, and the number of shows since the season's start which have failed to reach even the two-week mark is high if not unparalleled. No use trying to score against big odds when other ventures are screaming for a spot. It's a case of discretion being the better part of valor.

The bases started to become overcrowded when impresarios and their business advisers discovered real early that practically "anything" could score this season with all the fresh money around-and plenty of it. No top was too high; in fact, the higher the better, to judge from the positive popular distaste in many quarters for the cheaper

#### The Sweat Behind the Gun

Several scripts which were good on paper jelled on stage, leading to the belief that some of them, at least, could have made good if more time and the usual sweat were devoted to production. It used to be that way in other seasons, but on this '43-'44 stretch managers are anxious to preem while the moola is not only ready but willing. And talking about moola, that's one of the chief reasons why "too many" shows have taken their vows-bows. This is going to be a peak year for the backing fraternity; the full list is staggering, and a big chunk of the money is coming from people within the business-either in legit itself or closely associated branches, including the nitery owners. When showbiz bets on its own nags, it's news.

One of the decisive reasons why producers and their financial principals were and are being persuaded to continue the struggle against sour notices is the "new" type of first-night reaction-reception. Not all first-night applause is sincere or indicative; it's easy to tell when it rings true. This season it has been less sincere and thus more indicative-in reverse. Reason is that current preem audiences are replete with more people of the strictly lay type; plus the showbiz fringe, relatives, backers and their friends and just plain Janes and Johns (the latter mostly past the "38" class) to whom everything done in a legit stage, particularly if names are involved in production, cast, etc., is ter-

One of the infallible tell-tales is audience laughter not intended in the script -it's almost always the "suckers" who give out at the miscued time. Another, which has become acutely noticeable for about a year now, is entrance applause for nobodies, occurring in cases where the customers, particularly the femmes, fall to follow the "order of appearance" in the program or, of course, when the order is out of sequence—sometimes due to restaging, script tightening during tryouts, etc. To the wise Broadwayites and professional first-nighters, this development is either always embarrassing or always opportunity for smirking and hauteur.

But, after all, compared with what drama criticism in New York use to be, some of the current reviewers are not so show-wise either.

closing. Miss Sherwood has admitted dropping \$15,000 so far, after operating

Frances Hidden, play agent associated with Miss Sherwood, stated that the people. In her first stage role since Elizabeth Sherwood has closed her Broad- closing is only temporary and that the Martha Raye has already turned down Stage Door, Margaret Sullavan is utterly way stock season at the New Amsterdam company will reopen at a ground floor the part because of her desire to do an- captivating as the young actress. Girlish Roof. "Inaccessibility" of the theater theater, after the new year, Negotiations other offshore USO tour soon and will wonder and manner, silken charm and a and inability to get ad space on the are pending for a new house. Opener accept only vaude dates until her de- certain luster of personality are the not house marquee, which is devoted to will be stock revival of the Ben Hecht-

## BEGADWAY OPENINGS

## WINGED VICTORY

The United States Army Air Forces presents a play by Moss Hart in two acts and 19 scenes. Opened November 20 at the 44th Street Theater. Directed by the author.

#### BY THE SERVICE

Sets by Corp. Harry Horner. Costumes by Sgt. Howard Shoup. Original music and arrangements and orchestra direction by Sgt. Dave Rose. Choral director, 2d Lieut. Leonard DePaur. Lighting by Sgt. Abe Feder. General production managers, 1st Lieuts. Irving P. Lazar and Benjamin Landis. Stage manager, Pvt. Jerome Whyte, assisted by Sgt. Charles Atkin. Publicity director, Sgt. Bill Doll. General press representative, Pvt. Joseph Heidt. Company manager, Sgt. Sidney Goldman.

#### BY CIVILIANS

General manager, Joseph M. Hyman. Casting, Jane Broder. Public relations consultant, Monte Proser. Chairman of civilian sponsorship committee, Gilbert Miller.

PRINCIPALS: Corp. Mark Daniels, Pvt. Dick Hogan, Pvt. Don Taylor, Phyllis Avery, Virginia Hammond, Pvt. Aaron Chwatt, Pvt. Bert Hicks, Pfc. Kenneth Forbes, Pvt. Wil-Ilam Nash, Sgt. Kevin McCarthy, Pvt. Elliott Sullivan, Pvt. Barry Nelson, Pfc. Edmond O'Brien, Sgt. Rune Hultman, Sgt. Edward Reardon, Pvt. Alan Baxter, Pvt. Whitner Bissell, Pvt. Grant Richards, Corp. Edward Ashley, Pvt. Henry Rowland, 1st. Lieut. William Neil, Pvt. Harry Lewis, Pvt. Paul Kaye, Pvt. John MacMillan, Corp. Gilbert Frye, Sgt. Frank Kane, Corp. Don Richards, S/Sgt. Cordon Gaines, Pvt. Stuart Langley, Sgt. Robert Willey, Pfc. Anthony Ross, Laura Pierpont, Pvt, Michael Harvey, Pvt. Kent Morrison, Mary Lenhardt, Jean McCoy, Corp. Gary Merrill, Sgt. David Calvin, Pvt. Cy Perkins, 5/Sgt. Daniel Scholl, Corp. Ira Cirker, Pfc, Edward McMahon, Sgt. David Durston, Pvt. James Engler, Pfc. Donald Hanmer, Pfc. Thomas Dillon, Pvt. Phillip Bourneuf, Sgt. George Reeves, Pvt. Walter Reed, Sgt. Zeke Manners, Pvt. Arthur Carpenter, Corp. Jerry Hilliard Adler, Pfc. Ray MacDonald, Sgt. Victor Young, Corp. Fred Cotton, 2d Lieut. Gilbert Herman, Pvt. Damian O'Flynn, Sgt. Ray Middleton, 1st Lieut. George Hoffmann, Pvt. William Marshall, Capt. Raye Bidwell, Capt. Sidney Bassler, Sgt. Joseph Meyer, Elisabeth Fraser, Genevieve Frizzell, Pvt. Richard Beach, Pvt. George Petrie, Pvt. Alfred Ryder, Pvt. Karl Malden, S/Sgt. Peter Lind Hayes, Pfc. Martin Ritt, Olive Deering, Pvt. Archie Robbins, Pvt. Jack Powell Jr., S/Sgt. Sascha Brastoff, Pvt. Henry Slate, Pvt. Jack Slate, 2d Lieut. Donald Beddoe, Pvt. John Tyers. Pvt. Barry Mitchell, Mary Cooper, Pvt. Lee Cobb, Pvt. Michael Duane, Pvt. William Justice, Pvt. John Forsythe,

ARMY AIR FORCES PERSONNEL PORTRAYING SOLDIERS, CIVILIANS, AVIATION STU-DENTS, MECHANICS AND PILOTS: Sgt. John Adam, Pvt. John Andes, Corp. Richard Annis, Corp. Etienne Bauer, Pfc. Kenneth Black, Pvt. Ramon Blackburn, Pvt. Royce Blackburn, Pvt. Robert Blakeman, Sgt. Horace Brynolfson, Pfc. Thomas Burdick, Pfc. James Burke, Corp. Robert Cantell, Sgt. Frank Chamberlin, Pfc. Dick Chandlee, Pfc. Thomas Charlesworth, Pvt. Alfred Cocozza, Sgt. Howard Cranford, 5/Sgt. Frank Davis, Pfc. John Deanc, Sgt. Milton Douglas, Corp. Russell Drewes, Pvt. Ceorge Edwards, 2d Lieut. Frank Egan, Corp. Tommy Farrell, Pvt. Arthur Finne, Pvt. John Ford, Sgt. D. J. Fradenburg, Sgt. Carl Fredrickson, Pvt. Dave Gaber, Corp. Charles Gavek, Sgt. Thomas Grace, Pvt. A. L. Green, Pfc. John Greene, Sgt. George Griffin, Pvt. Cordon Hayes, Pfc. Pitt Hebert, T/5 Jay Hyde, Pvt. Donald Hultgren, Pvt. Milton Hultgren, Pfc. Alan Jason, Pvt. John Kearney, Corp. James Keogan, Pvt. Alfred Kunz, Corp. James Larmore, Corp. John Lawler, Pvt. Louis Magyar, Pfc. James Mattingly, Pfc. Robert Mauch, Pfc. William Mauch, Pfc. Norman Mendelson, Pvt. Robert Nash, Corp. James Polack, Sgt. Jack Proctor, Pvt. James Rafferty, Sgt. Salvatore Randazzo, Corp. Earl Redding, 1st Lieut, Carroll C. Riddle, Pvt. Robert Rose, Pvt. Emanuel Rosenberg, Pfc. Arthur Ross, Pfc. David Scott, Sgt. Wilbur Sheibels, Pfc. Douglas Sibole, Pvt. Dan Stanley, Pvt. Robert Stevens, Pvt. Julian Stockdale, Pvt. Claude Stroud, Corp. Frederick Sullivan, Corp. David Sureck, Pfc. Forrest Thompson, Pfc. James Thompson, Pfc. Kenenth Utt, Pvt. Howard Vanderberg, Pvt. George Walnwright, Corp. Finley Walker, Sgt. Fred Weisberg, Sgt. Frank Whitmore, Pvt. Jack Williams, Sgt. Joseph Williams, Pvt. Jack Willey, Sgt. Jerome Zimmerman,

CIVILIAN MEMBERS OF THE "WINGED VICTORY" CAST PORTRAYING WACS, SOLDIERS' WIVES AND MOTHERS: Miss Florence Aquino, Mrs. Edward Ashley, Miss Faith Avery, Miss Matilde Baring, Mrs. Alan Baxter, Miss Joan Balck, Miss Shirley Chambers, Mrs. Thomas Charlesworth, Mrs. Mark Daniels, Mrs. Milton Douglas, Mrs. Michael Duane, Miss Katherine Eames, Miss Helen Eastman, Mrs. James Engler, Mrs. Abe Feder, Miss Elfin Finn, Mrs. Arthur Finne, Mrs. Gilbert Frye, Mrs. John Gabriel, Mrs. Thomas Grace, Mrs. Dick Hogan, Mrs. William Justice, Mrs. Herman Kantor, Mrs. Paul Kaye, Mrs. Stuart Langley, Mrs. John Macmillan, Mrs. Edward McMahon, Mrs. Norman Mendelson, Mrs. Gary Merrill, Miss Ellen Miller, Mrs. William Neil, Miss Margaret Parmentier, Mrs. George Reeves, Mrs. Carroll Riddle, Mrs. Archie Robbins, Miss Elsa Ryan, Mrs. Julian Stockdale, Mrs. Claude Stroud, Mrs. Elliott Sullivan, Miss Laura Walker, Mrs. Robert Willey.

ORCHESTRA: Flutes-Sgt. Martin Heylman, Pfc, Francis P. Taylor. Clarinets-Pvt, Samuel L. Arons, Sgt. Stanley W. Aronson, Sgt. Robert A. Bunch, Sgt. Harold J. H. Dankers. Bassoon-Corp. Robert J. Wisneskey. French Horns-Pfc. Michael Glass, Pfc. Arthur B. Holmes, Pfc. William Lebedeff, Pfc. Lester Salomon. Trumpets-Corp. Sidney Baker, S/Sgt. Milton Bloom, Pvt. Stephen J. Lipkins, Pfc. Joseph Perrin, S/Sgt. Ruben Weinstein. Trombones-Sgt. Joseph C. Clements, Sgt. Phillip Croughan, Sgt. Marvin W. Lang, S/Sgt. Henry M. Singer. Drums-Pvt. Alan I. Abel, Pvt. Max E. Albright. Violin-Corp. Julius Arluck, Pfc. Noah Bielski, Sgt. James Caesar, S/Sgt. Elias Dan, Pvt. Bernard Gerrard, Corp. Leon Goldstein, Sgt. Jacque Gorodetsky, Corp. Jasper A. Hornyak, Pvt. Saul Pavlow, Pvt. David Sarser, Pvt. Eugene Shepherd, Pvt. Robert J. Sushel. Violas-Sgt. Jerome J. Lipson, Pfc. Joseph F. Maita, Pvt. Joseph Reilich, Pvt. Samuel Ross. Cellos-Pvt. Claus Adams, Corp. Edward Cresswell, Corp. Cesare A. Pascarella, Basses-T/Sgt. Edward Gilbert, Sgt. Harry Coodman. Piano-M/Sgt. Joseph Bushkin. Harp-Pvt. Abraham Rosen.

CHOIR---John Tyers, John Adamy, John C. Andes, R. H. Annis, Etienne Bauer, Kenneth Black, H. W. Brynolfson, F. Chamberlin, T. E. Charlesworth, A. A. Cocozza, Eugene Conley, R. Davis, E. J. Deane, Milton Douglas, Dave Durston, Arthur Finne, J. A. Ford, D. J. Fradenberg, D. Fredrickson, Cordon Gaines, C. S. Gavek, Hayes Gordon, George Griffin, Donald Hultgren, A. P. Kunz, Stuart Langley, John Lawler, J. E. MacMillan, L. J. Magyar, N. M. Mendelson, Eugene Nelson, James Polack, Jack Proctor, J. A. Rafferty, Salvatore Randazzo, E. W. Redding, Donald Richards, E. N. Rosenberg, Daniel Scholl, W. A. Sheibels, D. E. Sibole, R. H. Stevens, K. C. Utt, Howard Vanderberg, George Wainwright, Finley Walker, Fred Weisberg, Frank Whitmore, Joseph Williams, Frank Egan.

ACT I-Scene 1: The Back Porch of the Ross Home in Mapleton, O. Scene 2: A Barrack Street. Scene 3: A Lecture Hall. Scene 4: An Examination Room. Scene 5: A Washroom. Scene 6: An Academic Board Meeting Room. Scene 7: A Classification Room. Scene 8: The Entrance Gates at Classification Center. Scene 9: A Hangar. Scene 10: A Clearing in the Desert. Scene 11: A Parade Ground. ACT II—Scene 1: The Grill's Farmhouse in Oregon. Scene 2: A Flying Field. Scene 3: A Bedroom in a Barrack. Scene 4: A Hotel Bedroom in Oakland, Calif. Scene 5: An Island in the South Pacific. Scene 6: A Near-By Landing Field. Scene 7: A Fortress. Scene 8: Winged Victory.

## "Scrappy" Fights Hard But Loses

NEW YORK, Nov. 20,-Anthony Parella presented a non-pro troupe in Scrappy, a comedy by Gluseppe Di Gloia, at the Malin Theater last Wednes-

day (10), after several postponements, Featured was Max Malin, lessor of the theater, in a leading role. (He's listed under the name of Mark Malinoff). Malin house is still on the union blacklist, which accounts for the non-Equity company.

Di Giola's script is shabby and ama-(See "SCRAPPY" LOSES on page 31)

## Hart's "Victory" Penned, Played From the Heart

Moss Hart has written better plays than Winged Victory. As a matter of fact there are sequences of sticky sentiment in Winged Victory which would make Hart gag in his lighter and more sophisticated moments. However, his twomonth trek to study our young eagles at first hand has obviously moved him profoundly. He writes from the heartand a little sentiment is natural. At all events he has set down a singularly moving document about the boys who fight the planes. It is the epic of the United States Army Air Forces, and probably nothing as good will be along for a long time to come.

Winged Victory is not just another play with soldier actors, designed to entertain. Nor is it a hero-worshiping blurb for the air corps. It packs a powerful message told for the most part in terms of superb theater. No one who sees it will afterward look at a pair of wings on a youngster's tunic without a desire to take off his hat. Those kids win them the hard way, and the way is even harder after they have them.

Hart has traced the careers of half a dozen of them, a bank clerk, a farm boy, a barber, a wealthy youngster from Texas, a steady young guy from a small town and a hardware dealer from Brooklyn. He takes them all the way thru basic training to action in the South Pacific. They don't all make the grade. One is killed in training, another is "washed out" to become a gunnery sergeant, but all of them come to realize that they are a part of one blg team. This is primarily Hart's summing up of this great fighting group-it doesn't matter who you are or where you come from if you've got what it takes.

There's tragedy in Winged Victory, and pathos. There are sweethearts and wives and parents and the bitterness of parting. And there are gay moments, too, barracks comradeship, sympathetic brass hats where no sympathy is expected, a Christmas celebration on a South Pacific island. Homely things, moving things, a laugh with a lump in your throat.

And if Hart's words come from the heart, the playing of the huge cast is likewise. In fact, it is likely that Winged Victory gets its impact as much from the latter as the former. The actors have gone thru or are undergoing exactly what they are portraying. The result is a sincerity and realism which is topped by nothing in the theater today.

The huge cast is literally loaded with bit players each of whom deserves a separate salute. Unfortunately it can't be done. Outstanding are the performances of CPL, Mark Daniels, as the ex-bank clerk, and Pfc. Edmond O'Brien, as the guy from Brooklyn. Pvt. Don Taylor also turns in a bang-up job of acting. Pvt. Phillip Bourneuf and Pvt. Lee Cobb are responsible for several moving scenes. On the femme assistance side there are fine performances by Phyllis Avery and Elizabeth Frazer.

Sgt. Harry Horner's 17 settings pack imagination and realism, and the orchestra, original music arrangements, for which Sgt. David Rose is responsible, are brilliant. Hart's staging thruout, both of scenes big and little, is magnificently paced.

In short, Winged Victory adds up to something pretty tremendous. It is certainly the biggest thing to hit the town Bob Francis. this season.

#### THE CORT

(Opened November 16,1943)

#### LADY, BEHAVE!

A farce by Alfred L. Colden. Staged by the author. Setting by Frederick Fox. Costumes under supervision of Bianca Stroock. Company manager, George Zorn. Press representatives, Nat Dorfman and Martha Dreiblatt. Presented by High Bennett.

Margaret Bannington......Lois Dow Mike Rogers......Thomas Hume 

There may be the elements of a farce in the notion of having a little milquetoast guy turn overnight into a quack medico of applied psychology, and in three acts clear up his own inhibitions as well as everybody else's. If so, Alfred L. Golden missed the boat completely when he set it down on paper. Lady, Behave may cure its characters' complexes but it slaps a stiff one on an audience. Almost anybody will come out of the theater with a bad case of claustrophobia.

Opus concerns a rabbity clerk whose wife has left him and who has subjet the apartment of an absent psychoanalyst. The so-called fun begins when he takes over the latter's business and patients. His wife sticks around to be his secretary. From there on Mr. Golden has peopled the Cort stage with characters unfunny. There is an over-sexed widow with a mania for scissoring gents' apparel, an iceman who wants to throw a bomb, a Park Avenuelte who wants to get hitched and a queen of tragedy who needs a stretch in a burly line to cure whatever it is she's got.

Possibly the author wanted to show how easy it is for a sap to step into a psychoanalyst's shoes. There are a lot of three-dollar words bandied about in Behave, but they don't signify anything, except to hang together a set of situations which range all the way from dullness to bad taste.

There are some excellent players mixed up in these embarrassing proceedings. Jack Sheehan carries the principal burden as the little guy who goes in for amateur psyching. He corrais a laugh or so now and then, but they are based on the Sheehan ability as a farceur and stem from neither situation nor line. Pert Kelton, as the ex-wife, also makes a gallant effort to build something out of nothing. Lois Dow, Thomas Hume, Madge Skelly and Carol Stone make up the roster of the crack-pots. They all seemed faintly apologetic at the final

However, it isn't likely that they will have to suffer long. Lady, Behave is a quickle for the storehouse-just another good sack of production coin unwisely Bob Francis,

#### 48TH STREET THEATER

(Opened Wednesday, November 3, 1943)

#### **OUTRAGEOUS FORTUNE**

A drama by Rose Franken. Directed by the author. Setting by Raymond Sovey. General manager, Buford Armitage. Press representative, Richard Maney. Presented by William Brown Meloney.

Mrs. Harris .........Maria Ouspenskaya Dr. Andrew Goldsmith ..... Eduard Franz Madeleine Harris .......Margalo Gillmore Bert Harris ...........Frederic Tozere Kitty Fields ......Adele Longmire Barry Hamilton ...........Dean Norton Crystal Crainger .........Elsie Ferguson Cynthia ......Margaret Williams Gertrude Goldsmith .....Margaret Hamilton For two stanzas, Rose Franken has a

top-notch show; an absorbing problem,

(See Broadway Opening on page 28)



## Prisoners Merged Talents Behind Hitler's Barbwire

(Continued from page 4) before their fingers and lips limbered up. The others stood around for hours while a former sax man struggled with an old to decide the order in which we would oboe.

went to their heads. When Mann's show, Full Speed Ahead, Sir, was in production, they insisted on being relieved of all fatigue duty (cleaning parade grounds, yards, latrines, etc.). Other prisoners were doing part-time pinchhitting for those in the cast and were glad to do it, but they felt the musiclans were making too much of a demand. They said no-they would do part of the dirty work, but not all. The musicians were adamant, and struck. We let them alone. When the show went on without music other than piano, they were ashamed. Actors made light of the situation and one came on pretending to blow on a contraption which gave no sound. The musicians relented after that, offered their wholehearted cooperation and because of their help, most of our later productions featured music.

Full Speed Ahead, Sir, was a lively rehearsal tonight?" show. It opened with passengers boarding a boat and being Berries greeted by the captain and invited to the ship's con-As cert. The story was about Pearls a beautiful woman who loses a pearl necklace. The "pearls" were white berries strung on thread. Crepe paper was used to make ladies' hats. Their blouses were made from oversize shirts from which the collars had been removed. Drawstrings added fullness; when the garments were worn backward the proper effect was created. Bosoms were added to some which brought low whistles from the boys. Two had fine lace collars made from intricately cut crepe paper. Rough hands had laboriously folded and fashioned the delicate "lace." A non-acting member of the production entrusted with such a task would point with pride at his handiwork from the audience.

The magic of the theater that reached into the prisoners' lives and enriched and gladdened was the only warmth and large hut used for shows. They'd rigged color in their none-too-happy existence. We tried to spread the work over as large a group as possible when we saw what satisfaction and pride resulted from participation.

audience. The second night an amazing thing happened. Lines that had brought little response on the first night this time resulted in wild applauding ending In furious stamping of heavy boots on the wooden floors. The unexpected reaction at first pleased but puzzled the actors and baffled the director. We were a little deflated when we realized that a sudden cold wave had been responsible; the spectators wanted an excuse to keep eavesdropping, but Mollison was furious. their feet warm in the unheated hall.

Despite the other prisoners' enthusiasm for our productions, they were a highly

critical audience. Inaccura-Very Severe Critics half-apologetic notes from our prisoner-public. They loved the stalled shortly after his refusal. shows but were just as anxious as we that the productions reach a more pro- on theatrical productions for several fessional level.

as a director that we gave him full rein cruits turned into excellent actors. That to produce Bright Lights of London, a man has a way of discovering and degay, light-hearted musical. We had a veloping latent talent. He plans to help accepted the gift and passed it on to sprightly chorus line directed by a launch some of these fellows on the "Margo," explaining "the leading lady Frenchman who had been a dancer in stage and in the movies when the war does not chew." Paris. The romantic plot involved a is over. nice English girl and her soldier sweetheart. This production was greeted with Road, Private Lives, Snow White and this year, a small group was singled out high enthusiasm. Escapist material was the Seven Twerps, Jimmy Valentine, obviously the prisoners' choice.

with Red Cross parcel wrappings pasted bostal. to wall and painted. Ingenious reflectors and spotlights made from fruit tins cov- made from cardboard boxes, cut, shaped, ered with colored paper added consider- sewed and painted. Uniform trousers of ably to our new shows. We even had the soldiers were pajama pants painted cressing rooms of a sort and a collection for color and stiffness. The cheap water- to Lisbon via cattle car, and then to of colored cloth and hair for costumes colors flaked off so badly that the trou- Gibralter and England by boat,

and make-up.

sordid murder tale. This time the fe- cut from tin cans. Bayonets and macalled for a gun to snuff out the victim, wood.

lethal weapon to poison.

When the first plays came in we were tremendously excited. It was a problem tackle them. In the next few months The attention given the musicians we did There's Someone at the Door, Bon Voyage, Aladdin, Dancing Thru the Ages and Student Prince.

> Dancing was directed by an Englishman named Wardwell. He had been taken prisoner in Holland where he had been a dance instructor. There were folk dances of various countries and demonstrations of dance styles and types -from the minuet, polka, waltz, lancers, etc., to the bumpsa-daisy. Wardell, who before he started teaching had appeared on London stage, was choregrapher for all future productions using dancing.

> Student Prince was in production when a number of us were segregated at roll call one morning in June. We were told we were leaving, were kept in a group until midafternoon, when we were shipped out. The question uppermost in my mind was "Can the chap who understudied me wear my costumes and know the lines well enough for dress

Another trek in cattle cars ended at Sandbostal (near Bremerhaven). Here we found a smooth-func-Cattle tioning theatrical staff of 72 headed by the film actor Car Henry Mollison. He'd been "Tour" taken prisoner when the

ship on which he was traveling from South America to England was torpedoed and sunk.

Mollison was doing such a good job in so many departments (which commanded the respect of all) that it was hard to realize he was only 35. The cousin of Jim Mollison, the flier, whose wife, Amy, is well known to Americans, was in complete charge of all theatricals. He actively supervised every department miniature mimeograph-type of repro- audience, duction apparatus into the prison camp which was used to print programs.

The boys had a good stage in the up lights with Red Cross fruit tins as we had at Tolz. They were especially proud of a large light in the center of the stage that the Germans had recently installed. It was ornamented with metal Full Speed opened to an enthusiastic filigree and set flush with the ceiling. They could not understand the interest and apparent kindness of their "hosts" until three months later, when it was discovered that a mike arrangement was carefully hidden in the light. Every word spoken on the stage had been heard in some other part of the camp and recordings probably made.

He'd refused to permit the The Gimmick cles in costume, script or He felt that such broadcasts might in with gifts by the audience. Prisoners interpretation were pointed some way become an instrument of Nazi working on farms outside the camp out in carefully written, propaganda in the hands of the Goebbels would smuggle in flowers and rush to gang. The listening-in device was in- the stage with a bouquet for the leading

Mollison had been diligently working usual token for the male actors. Cyril Mann had worked out so well our 11 months there we saw raw re-

Mollison produced and directed Dover Descrt Song, Vagabond King and Ghost Now we had a fine backdrop-covered Train during our internment at Sand-

Legionnaire hats in Desert Song were sers had to be repainted for each per-Our next was Spotlights of London, a formance. Buckles on belts had been

### Liberty's "Barbwired Barracks"

NEW YORK, Nov. 20 .- Up to now there have been few eyewitness accounts of enemy prison camp activities during this war. This week, however, both The Billboard and Liberty magazine have stories simultaneously on the barbwired barracks, The Billboard's A Nazi Prison Camp B'way appeared last week and concludes in this issue.

Liberty's article is by George Ziemer, who is heard on WLW, Cincinnati, across the board in Background Broadcasts. Its slant is to alleviate the anxiety of relatives whose men are interned in German camps. An over-all picture of prison life is described, and recreation and entertainment are touched on lightly,

The Billboard's story, naturally, deals exclusively with entertainment and morale-building theatricals over a three-years period, reveals the handicaps under which ex-troupers operated, and details their presentations.

Liberty material was furnished largely by a French internee now in this country, while The Billboard's source is a former British actor who is at present serving with the British merchant navy.

So the public is getting the inside dope concurrently via the two national publications-one for the trade, the other for the general public.

tually kiss the other instead of faking the closing clinch. Neither, of course, knew of the other wager, and both being anxious to win the precious stake (coffee) went into a passionate embrace and actual kiss. The stagehands let the curtain remain open for a long time to the -make-up, property, program, scenic, unspeakable embarrassment of both acetc. Somehow he'd managed to get a tors and the hilarious enjoyment of the

> Ghost Train was a great success. During sound-effects rehearsal, the German camp commandant wan-Fooling dered into the hut and asked if there were any railthe road men in the theater Naxis group—the sounds were so realistic. An enormous latrine tank beat with wooden mallets served for rail sounds. The camp dentist loaned his sterilizing equipment for steam effect A barrel containing bricks rolled over notched boards furnished tie noises, and a Swanee whistle gave the effect of a

Some of our audience broke down and cried like children at the Ghost Train performances. The longing for freedom No one was surprised at this sneaky represented by the train made temporary weaklings of powerful men.

train in distance.

Mollison's shows had a fine professionshows to be broadcast, fear- alism about them and he always insisted Goebbels ing snide insertions might on observing traditions and customs of be made which would lend the theater. For instance, at the end of an improper interpretation, a run, leading characters were presented "lady." Cigarettes or coffee was the

Desert Song was closing. There was a months before our group's arrival. In collection of smokes for the male lead, but nothing for the character Zury. A prisoner came forward and offered a tin of chewing tobacco. Zury graciously

One morning in the early summer of

at roll call, told we were "Kept being sent home on an exchange quota, segregated Me Sane" from the others while our belongings were thoroly searched; that afternoon we started our homeward journey. We traveled thru Cologne, Essen, Brussels, Paris, Bordeau,

I know that the camp theatricals kept me sane-thru 35 months in Nazi prisons. They are doing the same thing right male lead was a bad girl Original script chine guns were made from printed now for the thousands still behind barbwire. I know, too, that I will never but our German censors cut it out; At the last performance of Desert Song again have an audience like those priswould not permit even wood or paste- bets were made with the male and fe- oners-starved for the theater-immeasboard gun to be used. We changed the male lead that they wouldn't dare ac- urably grateful for our puny efforts.

#### OUT-OF-TOWN OPENING

(Continued from page 26)

quite definable bits of an elusive, winning characterization. She is quicksilver.

Elliott Nugent's portrayal of the easygoing, likable soldier is in perfect tune. In both Nugent and Sullavan there is an awkward naturalness wholly convincing. Audrey Christle's angle-playing, slightly acidulous floozy is tart and bracing. It is a small role handled with distinction.

Van Druten has staged his own play with precision and perceptiveness for his own meaning. It's impeccable. And Stewart Chaney's single, three-section set, showing a Manhattan apartment of bedroom, living room and kitchenette, is stunning.

Seldom in these dogs days of the drama does the theater offer such wholly delightful entertainment as The Voice of the Turtle, To be purely hard-headed about it. De Liagre will be counting chips for a long time. Bill Riley.

#### BROADWAY OPENING

(Continued from page 27)

drama, skillfully written. Then comes the letdown. The third act does a nosedive in trying to solve the pyramided problems of the previous two. The fault is that Miss Franken is troubled over many moot things and tries to condense them all into an average-length play. To round out her evening of anti-Semitism, homosexuality, frustration and sundry other neuroses would need at least five hours instead of the present two and a half. Therefrom stems the cropper.

The action is laid in the home of Bert and Madeleine Harris, a wealthy Jewish family, all of whose members, except Bert's mother, have mental kinks they'd like to iron out. Bert is proud of his race and his family, but is constantly fighting a sense of loss in his orderly life. Madeleine is torn between her husband and a young, slightly effeminate musician, Barry Hamilton. Julian, Bert's younger brother, has homo tendencies to which he succumbs after Mary, his fiancee, quarrels with him and attempts suicide. Dr. Andrew Goldsmith, the family friend, is refused a hospital appointment on racial grounds and even the servants show anti-Semitic tendencies. A great set-up for one household.

Into the middle of this comes Crystal Grainger, a charm-exuding, colorful personality with a past, to straighten out everyone. But Miss Franken's posers seem almost as complicated for her as they are for the audience, which leaves the theater still looking for solutions.

Outrageous Fortune is in expert hands. The cast, individually and collectively, turns in deft, often brilliant performances. The play marked Elsie Ferguson's return to Broadway, and in the role of Crystal Grainger she has a perfect showcase for her bag of tricks. She hasn't forgotten one of them and starts pouring them out from her first entrance to her death. She dominates scenes and holds the audience with her old skill, playing the role to the hilt.

But hers is only one of many excellent characterizations, notably by veteran Maria Ouspenskaya, Frederic Tozere and Eduard Franz. Margalo Gillmore's nervous Madeleine; Brent Sargent's subtle handling of the sex-twisted younger brother; Dean Norton's struggling Barry Hamilton and Adele Longmire as Mary also win deserved plaudits. Margaret Hamilton injects just the right note of comedy into the proceedings.

Despite the final letdown, Outrageous Fortune, by the very nature of its subject matter, is bound to keep people guessing and on that basis bids for a Broadway run. The cast names have a pull, too.

Frank Gill.

#### Youmans Inks Von Grona

NEW YORK, Nov. 20 .- Vincent Youmans has signed Eugene Von Grona, formerly half of the vaude dance team of Bouvier and Von Grona, to do the terps for Good Neighbor. Neighbor, due in New York third week in January, will feature a humorous commentary written and spoken by Deems Taylor.



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## Winstead's End Biggest Season

RALEIGH, N. C., Nov. 20 .- E. S. Winstead's Mighty Minstrels closed its tour at Raleigh, N. C., November 2, with the season panning out the best in the show's history, according to C. E. Mc-Phersen, general agent.

Plans for the 1944 season are already under way. David D. Surles, manager, has bought two trucks and new canvas, and equipment is being repainted in blue and red.

Bill Bailey, inside ticket seller, has taken out a unit to play houses in South Carolina, Georgia and Florida.

## Denver Drippings

DENVER, Nov. 20 .- Larry and Madlin Nolan, who formerly operated the Nolan Players under canvas and on a winter circle from 1929 to 1939, are now located in downtown Denver with a Smile-a-Minute Photo Studio. They report business better than good and say that many former rep people are in Denver and drop in for a chat now and then. . . . Pick and Jean Huston, formerly with Hila Morgan, Ed Ward, Larry Nolan and others, are settled here. Pick is a chemist in a war plant, while Jean keeps house. ... Cecil Kenyon, leading man and trumpet player, also formerly with the Nolans, is stationed at Lowry Field here. The Hustons and Kenyon will be Thanksgiving dinner guests at the Nolan home. . . . Bud Williams and wife, Helen Crago, of the old Crago Players, are in business here. . . . Bill Doughtery, for years director with the Ted North Show, is assistant manager of the local Sears-Roebuck store. His wife, Virginia, is a buyer in the store's ladies' ready-to-wear department. . . . Guy Forrest, old Dubinsky player, is nicely located here and has two shows he books with carnivals in the summer. . . . Ralph Lee, former Denham Stock favorite, is manager for Fox at the Broadway here. . . . Bonnie Burke, now Mrs. A. A. McVittle, is in retirement here but still loves to talk over the old days. . . Louise LaBat, of Fontinelle Stock Company fame, is receptionist in a local dentist's office. . . . Jack Bell, Hoyto Smyth and Tommy Mulally are working steady in clubs in this section. They will leave for a West Coast route the first of the year. . . . Ona Lee, former burly stripper and talking straight woman, is owner and star of the Club 56, one of Denver's brightest spots. . . . Denver has its share of rep and stock players, all of whom are doing well but long for a return of the

## Rep Ripples

THED NORTH SR., and his mother,

heyday of rep.

▲ Genevieve Russell North, widow of the late Sport North, who operated the original North Bros, Stock Company, both in rep and permanent stock, in the Middlewest for many years, are now residing in Milwaukee. "We have enjoyed E. L. Paul's authentic articles on the old-time repertoire business and its progress thru the years," writes Ted from the Cream City, "and I hope you'll be able to prevail upon him to continue his interesting writings." And Ted, good guy that he is, pounded out for us two sheets of typewritten rep news, which follows herewith. . . . DAVE A. HEILMAN. former advance man for the Ted North Players and Jack Kelly show, and agent with the L. Verne Slout Show the past season in Michigan, is reported to have been found dead recently in bed in a small hotel in O'Waussau, Mich. Details are lacking. . . . ANN AND VAL BALFOUR, formerly with the North Players and who more recently have successfully operated Val's Radio Players in Northern Wisconsin, are located in Duluth, Minn., where Val is an announcer on Station WEBC. They also have been operating a part-time; circle out of Duluth this season. . . . ARTHUR J. KELLY, formerly comedian with the North Players for 17 years, holds down a good position with the Kansas City, Mo., Gas Company. . . . ETHEL REGAN. former character woman with the Ted North company, is now residing in Wichita, Kan., having recently recovered from her third major operation in four years. She is staying at the home of Hank Givens, former rep planist, who the Middlewest for many years and for- bar boy at the Palladium.

merly stage director of the North Players for 20 years before his retirement due to ill health, is now a guest at The In Carolina Theaters Wichita Masonie Home. He will be 80 years old April 20, 1944, and is still hale and hearty. . . . VIRGINIA CULLEN, former ingenue-leading woman with the North Players, is in Topeka, Kan., as office manager of the Pennington Theater Corporation, Her two children, Paul Jr. and Patty Ann, are with her. . . . FRANK CHIDDIX, former planist with the North Show, is now in the army, stationed somewhere in Louisiana. . . . ROY AND EVA KINKLE, formerly with the Dubinsky and Wallace Bruce shows in Kansas, reside in Milwaukee, where Roy works at the main post office and Eva operates a rooming and apartment house.

MASON CURRY was given a medical discharge from the army from the Lawson General Hospital, Atlanta, recently, and is now in New York looking things over and seeing a few friends. ... WALTER KIPP reports good business in and around Florence, Ala., with his school show. . . . SCOTT'S SCHOOL SHOW (L. Scott) opened at Ada, Ore., the middle of October and will remain in that territory until the holidays. Unit works afternoons in schools and evenings in halls. After the first of the year the company moves into Idaho where Scott has played the last two seasons. . . DOUG COUDEN postals from Las Vegas, Nev., under date of November 12: "What a spot! More silver dollars around the wide-open gambling emporiums than there are hot dogs on 42d Street. Bob Hope gagged at his show here last week that this town is a slet machine with a mayor. No flesh here, except in night spots. Our first show here in Nevada (Boulder City) netted us \$45, a good mark for a school matinee. We're rolling into California next week." . . . WOODY'S MINSTRELS closed in Starke, Fla., November 13, after 32 weeks in Iowa, Illinois, Indiana, Kentucky and Georgia. Manager J. D. Woody plans to add motion pictures to his show. . . . R. J. McOWEN (Bob Mack) has been operating the Majestic Billiard Parlor and Tavern in Topeka, Kan., since his retirement from the Mc-Owen Stock Company several years ago. . . . LODEMA COREY, former character woman with the Chick Boyes Players, has been producing home-talent musical shows thru the Midwest and South the last couple years for a Kansas City, Mo., producing company. . . . GRACE CON-NELLY and her mother, Lenora Connelly, have been located in San Diego, Calif., since the death of Grace's husband, Martin R. (Chappy) Chapmen, which occurred in Dallas some time ago. Grace was formerly comedienne with the H. R. Seaman Musical Players in Kansas and Nebraska, and also spent a season with her husband on the North Players.

## Derbyshow News

(Communications to BILL SACHS, Cincinnati Office)

JEAN HOBOUGH is back in Los Angeles after a trip to Biloxi, Miss., to visit her hubby soldier, "Hobo."

JIMMIE HORAN drops a line from Hollywood to say that he's on the Universal lot and that Hughle Hendrixson is living at his home.

TEX AND TEDDY SMITH are located in Hollywood, where Tex is driving a cab and doing okay. The missus was formerly Teddy LaMarr.

RAY AND EILLEN PASSO, now the parents of a boy and girl, are also on the West Coast. Mother was formerly Eillen Thayer, who danced with her brother, Mickey, now a marine. Ray is shifting gears in a taxl around the Movie Capitol. Their neighbors in L. A. are Stan and Margie West (Margie Bright). Stan is still tootling his trumpet in night clubs there. Not far from them is the home of Johnny and Roma Crowder (former Roma Terry). They have a son, too. Johnny is working at Technicolor, according to information from Frank Strauss, who further notes that Billie and Maxine Steel (Maxine Lang) have a son and that Billie is working in a dry cleaning plant. Louis and Chad Meredith (Chad Allviso) are working is now managing editor of The Wichita in Hollywood, with the former a bar Beacon. . . . BARNEY WOLFE, who op- boy at the Palladium and the laterated the Wolfe Stock Company thru ter in a cafe. Hughle Hendrixson is a

## Lee's Colored Minstrels

CAMDEN, S. C., Nov. 20.-Lee's Colored Minstrels closed a two-day stand November 16 at the Haigler Theater here, with business reported by the management as good. Personnel includes Billy Hunt, general manager; Leon Long, agent; Joe Brantley, leader of the 12piece band; George Dennis, stage manager and emsee; Bessie Davis, chorus producer; Harry Brock, Lee Bowen, Sparky Jones and Walter Scruggs, comedians; Mickey Martin, dancer, and Madame Julia Peppers, blues singer. Novelty acts include Richard Scott, mentalist; Albertino, acrobatic and rollerskating dancer, and Troy (Dad) Ferguson, 71-year-old guitarist. Band features Fat Scott, trumpeter; Berl Davis, drummer, and D. B. Reeves, sax player.

Show is booked in houses until the middle of February when it opens under canvas at Waycross, Ga., with David Surles as owner.

#### Chick Boyes on Circle

KEARNEY, Neb., Nov. 20.—Chick Boyes Players are now playing their second season of Circle Stock thru Central Nebraska, operating a combination show and dance policy. Boyes also has a daily radio program on a Kearney radio sta-

#### MAGIC

(Continued from page 23)

Grand Leader and Burdette at the Famous Bar. Several of the local magic clubs are giving shows under auspices around the town. My former agent, Clarence Auskings, is still holding down a hotel clerk job in Fremont, O. Am adding some new magic and will be ready to hit the road again when the war ends." . . . DE SEARL, youthful Dayton, O., mentalist, is back on his home grounds after presenting his turn in theaters for nearly a year in conjunction with his movie. Crystal Ball. He plans to launch a magic show soon after the first of the year, billed as Mysteries of the Orient. He is carded to hit out for Los Angeles this week, where the Thayer Magic Company is building several illusions for

L SAAL, popular Toledo trixster, was the subject of the "Mitch Woodbury Reports" column in The Toledo Blade, November 15, a corking piece running 19 inches in which the home-town lad is credited, among other things, of first introducing black-light magic back in 1927, of teaching the late Howard Thurston his version of the linking rings and of contributing a number of original niftles in cigarette magic. Woodbury mentioned that some of Al's improved cigarette stuff had been used in vaude by Cardini, Saal didn't like that. "Cardini is a marvelous performer," says Saal, "and a good friend of mine. Mitch probably brought in Cardini's name to give me a boost, but it wasn't intentional on my part." . . . HERMAN L. WEBER, who has toured the country extensively, and to great success, with his Midnight Voodoo Party, a spook opry, under the direction of Claude H. (Kid) Long, has received his induction notice and reports in his hown town, Allentown, Pa., December 11. The show closes at Tucson, Ariz., December 4. Long has plans for a new show to open in January, and is scouting for a spook expert to take Weber's place. . . . Angeles cafe.

116 E. ROGERS STREET

The World's Foremost Amusement Weekly

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GUY AND EMILIE STANLEY, since closing the summer season with the L. Verne Slout Players in Michigan, have been working the Carolinas with their magic, under the direction of N. P. Patton, of the Carolina Assembly Group, concentrating chiefly on schools and theaters. They're set solidly until Christmas, with six more weeks to follow after the first of the year. At Hendersonville, N. C., recently they had a visit from Bert Boyd, and in Greenville, S. C., they bumped into another veteran magus. George Lang, who now operates a photo studio there, . . . SIR EDWARDS, assisted by Connie, mental turn, opens a week's stand at the Flamingo Club, Louisville, December 6, booked by George Paxton, of the Christine Maguire office, Indianapolis. . . . HARDEEN, aided by Hardeen Jr., is with Thanks Loads, a USO unit playing Southern camps. Featured items are The Flight of Time and Metamorphosis, the original Houdini trunk trick. Hardeen reports some improvement from a lengthy illness. . . . S/SGT. E. J. MER-CER, still presenting magic and vent under the direction of the Special Service Division of the army, is rounding out his first year at Randolph Field, Tex.

ADELE BAYLESS is working in a Los

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## ArmyDefendsOverseasFilms; Tells of Vast 16mm. Circuit

2,250 projectors now in in use "over there" -tures now shown

NEW YORK, Nov. 20 .- To date, 7,368 prints of the latest Hollywood feature films have been sent to the 19 film exchanges around the world by the United States Army. This figure represents the number of prints in 16mm, sent since the service began in February, 1942. The number of actual new films sent totals 260.

These figures appeared in the third regular report made by the army to top movie moguls gathered at the Hotel Plaza here Monday (15).

These figures, according to Major Jack Hubbell, of the Overseas Film branch of Special Services, represent just the new releases shipped over to exchanges in

### SEASON'S GREETINGS.

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Persia, Egypt, Algeria, African Gold Coast, Finland, Iceland, Greenland, Labrador, Newfoundland, Trinidad, Bermuda, Panama, Fiji Islands, New Caledonia, Brisbane, India, Alcan Highway and 7,368 prints of 260 pic- Alaska. They do not include 864 prints used on transports to and from the war theaters nor the 386 rental films (old releases rented to start the film entertainment of troops before the new films were prepared), most of which are now either returned or lost.

> This report backed up the critical editorial in The Stars and Stripes (November 5) which took Jack Benny over the ropes for his remarks on his return from overseas that in the Middle East camp "Shirley Temple hasn't been born yet and Francis X. Bushman has just won a popularity contest."

> Major Hubbell explained that the new films are being seen everywhere and the army, just to prove this point, made a one-night round-the-world survey just to see what was going on with 16mm. films among the armed forces. This survey, taken October 1, showed that audiences in the war theaters totaled 630,000 men at 1,269 movie shows. Attendances ranged from 15,000 in a New Guinea open-air amphitheater to 11 men in a lonely Quonset hut in Alaska. Sixty-two shows were presented in Guadalcanal alone.

> Biggest headache for the army is getting projectors to the outlying posts, altho that has been solved by a record October shipment. Reason for the problem was firstly, procurement; secondly, shipment; thirdly, need for use of projectors in the continental United States for training films. Today, Major Hubbell said, shipments are 90 days ahead. In 1942 there were 270 projectors in use in by the army for shows to men in uniform. The anticipated goal, which is almost reached, for January, 1944, is 2,500. At least 2,250 projectors are in use today.

> Reports from the scattered war fronts show that the men want musicals first, comedies next and war films least of all. In fact, war films bring gripes from the men, unless they're sea or air warfare, Major Hubbell said.

Among those present at the report were Barney Balaban, Nicholas Schenck, Harry M. Warner, N. Peter Rathven, Jack Cohn, Carl Lesserman and John O'Connor, for the movie industry; and for the army, Major General Frederick S. Osborn, Brig. Gen. Joseph Byron, Col. Kirke Lawton, Lt. Col. William Slater, Major Hubbell and Major Orton Hicks.

## Flinn WAC-OWI Liaison Man

LOS ANGELES, Nov. 20 .- John C. Flinn, secretary of the Society of Independent NO GREATER POWER, released by Ca-Motion Picture Producers, will assume the job of co-ordinator for the Hollywood division of the War Activities Committee doing the liaison work between the WAC and the OWI, He replaces Fred W. Beetson, who has retired because of ill health.

## Religious Pictures Strong for Holidays

NEW YORK, Nov. 20 .- The holiday season is with us again. Religious and other typical holiday pictures are being rolled out and shown more often by churches and community groups. Film libraries report that there is perhaps greater action in religious subjects this year than in any recent past year. Many church groups are planning more active holiday programs and the films are a definite part of their augmented schedules.

Advanced as reasons for this is the naturally more prevalent religious attitude during wartime. With millions of boys in the armed forces the families are turning more deeply to religious faith than ever before. Another angle is the juvenile delinquency problems. Frequent pictures are not only keeping children off the street, but are painting a strong moral picture for them.

Roadshowmen report that they are ever before.

## By THE ROADSHOWMAN

WE KNEW IT ALL ALONG, but we're glad to note that a New York newspaper also believes that the film business is doing a great war job. "In time of peace motion pictures are a luxury. In times of war they are a necessity!," The Long Island Daily Press declares editorially. The editorial cites Bob Hope, Bing Crosby, Hedy Lamarr, Marlene Dietrich and other screen stars who have offered "inestimable comfort and cheer to servicemen overseas and here," also stating that the training and instruction films, as well as educational and informational pictures, are a direct help to the services.

JUVENILE DELINQUENCY is becoming more and more a heavily discussed subject. Several items have appeared on this page from time to time. Comes now a statement from M. A. Rosenberg, president of the Allied States Association of Motion Picture Exhibitors. Says he: "I have recently viewed two short subjects -Children of Mars and Youth in Crisiswhich deal with juvenile delinquency. Many exhibitors requested that the producers apply their production departments to such subjects and these reels are the result. A great deal of thought, survey and effort was put into the production of these subjects. They are most timely and should be shown on as many screens as possible. We neither state nor assume that the suggestions contained in these films will entirely solve the problem. However, they will aid materially, and any assistance towards solution is worthy of the effort."

JOHN W. KIRSTON, formerly with Paramount Pictures and Walter Wanger Productions, has joined the Princeton Film Center, Princeton, N. J., as production manager. Kirston has had extensive experience in the production of training films, having completed lengthy production assignment with the U. S. Army Signal Corps, as civilian motion picture expert prior to joining the Film Center.

## NEW AND (Running Times Are Approximate)

Pictures. A vivid presentation of John Steinbeck's prize-winning stage play and novel. A dramatization of the struggles of migratory farm workers forever trudging the roads that lead to nowhere, in the neverending search for work. Features Burgess Meredith, Betty Field and Lon Chaney Jr. Running time, 108 minutes.

thedral Films. A religious picture, it is the story of Zaccheus as related in the Bible. He rose from an impoverished potter to the exalted position of tax collector in Jericho. Using his wealth and power to further his selfish ends, he changes when he comes face to face with Jesus, Running time, 24 minutes.

YOU AND I AT THE GATE POST, released by Skido Productions. A novel film wherein Robert C. Bruce, producer, translates the thoughts of several dogs into our language. It is a study of animal psychology and the narration, as well as action, is laugh provoking. Running time, 9 minutes.

Swank Pictures. A story which dramatizes a page from current hisstory. The Burma Road, most important supply route to Chungking undergoes bombing completed with unerring accuracy. A Chinese school teacher and the Chinese Intelligence find out—why and how—is the story. Length, seven reels.

booking numerous showings of religious pictures and they, too, say that such bookings are greater in number than

## Training and Overseas Pix Set '43 Pace

CHICAGO, Nov. 20 .- During the second wartime year the 16mm, industry was paced by the development in training films and the use of 16mm, to show the latest Hollywood product to our armed forces thruout the world.

Both of these developments have brought interesting factors to light and both promise to leave post-war 16mm. grown in stature and ready to do a better job than in the pre-war period.

Training films are not a war baby in any sense of the word, as they have been in use by progressive manufacturers for years. But it took the war and real scientific study of results to reveal that the eye viewing the film can often be more satisfactory than a combination of textbook and teacher. Film promoters, however, do not visualize the training film as supplanting textbooks and instruction. Rather they see it as an additional aid to impressing upon the mind the problems and work at hand-complementing regular instruction.

In the past year countless manufacturers have taken to the film to more quickly train war workers-many of whom had no previous experience and little training. The results have been good without exception.

Machinery equipment manufacturers and makers of other tools used in war production have been quick to prepare films for use by their customers in the training of employees. Personnel managers, charged with the selection and training of new employees, visualize postwar use of films for training on even greater scale.

#### 16mm. Distribution

Ease of distribution of 16mm, film and equipment has proved to be a boon to the members of the armed forces who now may see the latest Hollywood product before the folks at home view it on the neighborhood screen. Light projection equipment has followed close behind the combat groups and the films have played an important part in morale upholding amongst fighting men. The films itself is easy to transport, taking up much less space than bulkier sizes. The use of 16mm, under all sorts of conditions has shown conclusively that 16mm. delivers a very good image and is success-OF MICE AND MEN, released by Post ful before large crowds. One of the unexpected developments in the showing of 16mm. in the Pacific was the great desire of natives to view the filmsanother way of gaining their good will.

#### Standardization

The Army Signal Corps has contributed its bit with a recent call for a conference of key equipment men and army users to determine what standardization measures could be taken to place projection

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nounced. It is realized that certain parts of projectors must be standardized inasmuch as they are all using standardized projectors alike.

Of the OWI film flasco, little need be said. The facts were shown that 16mm. did a great job in distributing war information films. Greater proof is the current British Ministry of Information flirtation with roadshowmen in the U.S.

#### Post-War Plans

Greater use of 16mm, equipment has future. naturally brought technical improvements. Study by manufacturers during the war period has brought some changes in war models and plans for greatly improved post-war models. Manufacturers have not been wildly promising new models, but the great wartime development of electronics presages their use in film projection equipment. The many

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equipment on a sounder basis. Results ways in which electronic regulators Garretson, Marjorie (Trocadero) Hollywood, of their findings have not been an- could be used on projection equipment means certain great changes in post-war

To date the 16mm, industry has been film. There is no intention to make all amply covered by organizations who have, for the most part, done a fine job. With the great growth of the industry and its post-war probabilities, it will undoubtedly show a need for even greater organizational promotion.

> Everything considered, the people in the 16mm, industry should be justly proud of their wartime achievementsand look happily toward their post-war

## 16mm. Films Ideal For Teen-Age Clubs

CHICAGO, Nov. 20 .- One of the most interesting wartime developments on the civilian front is the great concern of civic and church groups toward the problem of juvenile delinquency. Hundreds of proposals have been made toward solving the problem, which tends to grow greater as the war continues and parents work odd hours in war plants, but one clear-cut solution seems to be coming forth.

This solution is the "teen-age" club. Newspapers from Coast-to-Coast have promoted this type of youth activity to curb moral disruption among the youngsters. The "teen-age" club idea has been adopted in several cities and the results have been very satisfactory, as reflected on police blotters and in the juvenile courts. The club set-up is attractive to the youngsters because it allows them to have real fun, occupying their free time. From the adult viewpoint it is a fine solution inasmuch as careful guidance may save many who would otherwise fall into bad ways.

The club program might be called a junior night club—it is a meeting place where they may dance, view films, work at hobbies or any other thing, depending upon juvenile ingenuity and the Lester & Irmajean (Madrid) Louisville 15-27, NEW YORK 1, N. Y. guidance of adult counselors.

The teen-age movement will probably result in increasing use of 16mm, equipment to show not only entertaining films, but also training and information films.

### "SCRAPPY" LOSES

(Continued from page 27)

turish and most of the acting matches the writing. Malin, who plays the role of a harassed dress manufacturer, and Joseph Lomuto are the only two members of the cast who manage to bring a degree of credulity to their roles. Among the others, there is nothing to interest a commercial producer.

Cast also included Loraine Darlynn

(as Scrappy), Stephen Morrow, Virginia Patane, Eric N. Wells, Diana Jordan, Jack Karl, Jerance Garie, Marcia Man-son and Helen Dupuis. Parella directed.

#### AGVA SETS MEET

(Continued from page 29)

completed and pact is expected to be signed early next week. The Park Central will be put in the A classification,

In the meantime, the Greenwich Village Inn has been threatened with a spot on AGVA's list of forbidden territory unless it signs a contract by December 24. Spot was given that period of grace so that Benny Fields who has contracts with the Inn, can conclude his engagement there. AGVA seeks to put the club on an A rating.

A picket line was averted at the Queen Mary Restaurant when the cafe's management agreed to a B classification.

#### ROUTES

(Continued from page 23)

Fay & Gordon (Statler) Boston, h.
Faye, Frances (Riobamba) NYC, nc.
Faye, Helene (Earle) Washington, t.
Faye, Joey (La Conga) NYC, nc.
Femmesappopin Unit (Kenmore Hotel) Albany,
N. Y., h.
Fiske, Dwight (Versailles) NYC, nc.
Floretta & Boyette (Orpheum) Wichita, Kan.;
(Tabor) Denver 25-Dec. 1, t.
Flowerton, Consuelo (Spivy's Roof) NYO, nc.
Fokine, Leon (Palmer House) Chi, h.
Francis & Grey (Colosimo's) Chi, nc.
Franzell, Gregory (Henry Hudson) NYC, h.
Fredericks, Chester (RKO Boston) Boston, t.
Froeba, Frankie (Club 18) NYC, nc.
Fun for Your Money Unit (La Conga) NYC, nc.

Gabrielle (El Patio) Mexico City, nc. Galante & Leonarda (Troika) Washington, nc. Gale, Gerri (Village Barn) NYO, nc. Gallus, John (Show Boat) Cleveland 26-Dec.

Gardner, Grant (Papianos Cafe) Salt Lake City 15-25, nc.

Gay Blades, The (Edgewater Beach) Chi, h. Gilbert, Ronnie (Queen Mary) NYC, nc. Glass, Bill (Algiers) NYC, nc. Golden Pair (Nixon Cafe) Pitisburgh, nc., Gory, Gene, & Roberta (Kitty Davis Airliner)

Miami Beach, Fla., nc. Gray, Tony (Casanova) Detroit, nc. Grey, Marguerite (Jimmy Kelly's) NYC, nc. Grisha & Brona (Morecco) Chi, nc.

Hall, Dale (El Patio) Mexico City, nc. Hanlon & Clark (Tower) Kansas City, t. Harrison & Fisher (Latin Quarter) NYC, nc. Haukane & Lonya (Windmill) Charleston,

S. C., nc. Hazard, Hap, & Mary (USO-Camp Show) Naval Training Sta., Memphis, Tenn. Healy, Euroce (Albee) Cincinnati, t.

Henning, Pat (Albee) Cincinnati, t. Herriott, Milt (Shrine Circus) Sheboygan, Wis., 22-25.

Hibbert, Byrd & LaRue (Beverly Hills) New-port, Ky., cc. Hi Lo Jack & the Dame (Palace) Cleveland, t. Hoffman Sisters (Orpheum) San Diego, Calif.,

Horn, Rudy (Tie Toe) Milwaukee, no. Howard, Mary (Casablanca) NYC, nc. Hutton, Marion (Paramount) NYC, t. Hyers, Frankie (51 Club) NYC, nc.

Irving, Val (Colony) Chi, nc.

Johnstone, Barbara (Sheraton) NYC, nc. Jules & Webb (Mayflower) Akron, O., h. Juvelys, Two (Beverly Hills) Newport, Ky., cc.

Karda, Nina (Beverly Hills) Newport, Ky., cc. Karson, Maria, Musicales (Plains) Cheyenne, Wyo., h. Keene, Linda (Glenn Rendezvous) Newport.

Ky., nc. Kelly, Paula (Oriental) Chi. t. King, Dolores (Zanzibar) NYC, nc. Knight, Evelyn (Blue Angel) NYC, nc. Kramer, Stan (Chin's) Cleveland, cl. Kretlow, Muriel, Dancers (Mayfair) Boston,

Labato, Paddy (Stevens) Cleveland, c. Lane, Muriel (Henry Grady) Atlanta, h. Lazaro & Castellanos (Leon & Eddie's) NYC,

LaZellas, Aerial (Army Camp Show) Alexan-dria, La., 22-25; Hattlesburg, Miss., 26-Dec. 4.

Lee, Hob (Wivel) NYC, re. Le Roy, Harry (Trouville) NYC, nc. Lester, Frankie (Hurricane) NYC, nc.

Le Verde, Leon (3700) Cleveland, ac. Lewis, Ralph (885 Club) Chi, nc. Lindsey, Laverne & Betty (Hurricane) NYC.

Lorraine, June (Chicago) Cht, t. Louis & Cherie (Palomar) Scattle, t. Lowe, Hite & Stanley (Michigan) Detroit 22-25, t; (Gayety) Montreal 28-Dec. 4, t.

Lucille & Howard (USO Show) Ohau, Hono-lulu, T. H. Lucas, Nick (Roosevelt) New Orleans, h. Lyda Sue (Club Royale) Detroit, nc. Lyon, Ladd (Palace) Columbus, O., t.

McGill, Prof. (Trocadero) Hollywood, nc. McGowan & Mack Ice Revue (Chase) St. Louis, h.

(See ROUTES on page 94)



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## The Final Curtain

headliner, at the Cedars of Lebanon Hos- Inc. Services at Park West Memorial pital, Hollywood, November 13. She retired from vaude several years ago and ing are his widow, a son and a daughter. until recently was in the wardrobe department at MGM, Services November 17, with interment in Forest Lawn Memorial Park, Glendale, Calif. Survived by five daughters, including the Alexander Sisters, of vaude; Mrs. Roy Rogers, Mrs. Lou Greenspan and Mrs. Rose Herrick.

BEGGS-Lee, 73, veteran character actor, in Lenox Hill Hospital, New York, of the late composer, Leo Friedman, who November 18. He began his stage career in San Francisco in 1888, appearing in stock companies for many years. Later he played in Under the Red Robe and Naughty Marietta, and in 1938 in Room Scrvice in London. He was a life member of Actors' Equity Association. Services November 20 under the auspices of the Actors' Fund of America at Walter B. Cooke's Funeral Home, with interment in Kensico Cemetery, Westchester, N. Y. Survived by his widow and a son, Malcolm Lee Beggs, New York actor.

BENNETT-C. Henry, following a brief illness recently in Halifax, N. S. He was chairman of the Nova Scotia Board of Censors for many years.

DECKER-Russell, 52, former vaude booking agent, a suicide at Hotel Rensor, New York, November 15. He formerly ance was in the musical, Strike Up the booked foreign acts for Keith-Albee, Band. Weber and Simon offices.

tenor, in Dallas November 14. He had sung with operatic companies in New York, Philadelphia, Chicago and other November 15. Among his works were American cities.

FRICKER-Dr. Herbert Austin, 74, conductor of the 200-mixed-voice Mendelssohn Choir, in Toronto November 11. The choir toured with the Leopold Stokowski and the Philadelphia Orchestra and later sang with the New York Philharmonic, the Pittsburgh Orchestra and the Cincinnati Symphony. For many years Fricker was conductor of the 2,000-mixed-voice choir at the Canadian National Exhibition. Surviving are his widow and son.

GOETSCHIUS-Dr. Percy, 90, composer, author and music teacher, October 29 at his home in Manchester, N. H. He went to Germany in 1873 where he received the title of Royal Professor of Music from the King of Wurttemberg. He returned to the United States in 1890 and taught at Syracuse University. In 1905 he headed the New York Institute of Musical Art until 1925 when he retired. He was known for his textbooks on music and also composed for orchestra, chorus, piano and organ. Survived by his widow, a son and a granddaughter.

INZUCCHI-Dominick, director of the Inzucchi School of Music, Jackson Heights, Queens, N. Y., at his home there November 11. He was a graduate of the Royal Conservatory of Music in Bologna, Italy, and served as an army bandmaster at the Central Officers' Training School during the first World War. In addition to teaching, he had played in symphony orchestras here. Survived by his widow.

KELLERMAN-Maurice, 60, producer of motion picture shorts, at his home in Long Island, N. Y., November 9 after a long illness. He had recently produced for Paramount' and was also associated with RKO and Universal. He was known best for his shorts on travel subjects. Survived by his sister, Annette Kellerman, who is now in Australia entertaining allied armed forces.

MULLER-Max, 72, vet vaude performer known for his canine act, Max and His Pupils, in New York November 3. Survived by his widow, a daughter and a son, Max Jr., who is at present appearing in vaude with a similar act, Max and His Gang.

KOJAN-Harry, retired concessionaire, following a short illness at his home in Brooklyn October 25. He formerly owned Kensington Baths at Coney Island, N. Y., and produced girl shows for the road for 35 years. Survived by his widow, Grace, and a brother, Edward. Interment in Greenwood Cemetery, Brooklyn.

KATZMAN—Louis, 53, musical director for Station WINS since 1937, at his home in New York November 13 of a stroke. From 1917-1920 he was an arranger for the Edison Phonograph Company and later was associated with M. Witmark & Sons and other music publishers. He

ALEXANDER-Clara, 62, former vaude was also a member of Broadcast Music, Chapel, New York, November 14. Surviv-

> LEDERER-William, 63, operator of the Roseland Roof Dance Hall, Los Angeles, slain by two bandits November 14 as he was on his way to make a deposit in an all-night bank vault. Survived by a son, Henry Lederer, in the army in Texas, and a sister.

> LOWENTHAL-Friedrika F., 90, mother wrote Let Me Call You Sweetheart and Mcct Me Tonight in Dreamland, at her home in Hollywood November 11. Services at Hollywood Cemetery Chapel November 14. Entombment in Beth Olam Mausoleum there. Survived by a son and a daughter.

LYON-Mrs. Louisa, 74, actress, at St. Luke's Hospital, New York, November 12. Among Broadway productions in which she appeared was The Miracle,

NEILSON-Frances, retired legit and stock actress, in Philadelphia November 12 after a long illness. Before appearing in Broadway productions she was a leading stock actress in Washington; Kansas City, Mo.; Toledo and St. Louis. She played the lead in the Pulitzer prize winner, Icebound, and her last appear-

NEVIN-Dr. Gordon Blach, 51, organ-DNEPROV - Ivan, 54, Russian-born ist and composer and a professor of organ and composition at Westminster College, New Wilmington, Pa., in that city concert versions of Stephen C. Foster's and De Camptown Races. He was also the author of a one-act operetta, Following Foster's Footsteps, in which many of Foster's songs appeared. He was a member of the American Society of Composers, Authors and Publishers. Survived by his widow and two daughters.

> MAIZLISH-Lena, 47, sister of Harry Maizlish, KFWB general manager, in Hollywood November 15 after a long

> PARKER - Maj. Harold F., Canadian Army, 35, former manager of the Capitol Theater and Strand Ballroom, Yarmouth, N. S., killed in action in Italy. Survived by his widow, Lillian.

PARKS-Sergt. John W., 29, former musician, recently honorably discharged from the Army Air Corps in Veterans Hospital, Aspinwall, Pa., November 7, following a long illness. He formerly was a member and business manager of the Ceramic City Male Chorus at East Liverpool, O. He also was with the Ed McGraw and Frank Craven orchestras in that city, and

toured with traveling bands in recent years. Survived by his widow and daughter. Services November 9 in Dawson Funeral Home, East Liverpool, with interment in Riverview Cemetery there,

RANK-Joseph, 89, father of J. Arthur Rank, British motion picture theater owner, in Reigate Heath, Surrey, England, November 13.

STERLING—Winthrop S., 84, composer and organist, following a brief illness in General Hospital, Cincinnati, November 17. He was the third graduate of the Cincinnati College of Music and composed many hymns. He founded the national Mu Phi Epsilon musical sorority. Survived by his widow, Mabel Sterling; a son and three daughters.

THAYER-Mitchell (Mickey) Edward Sr., 46, well known in the Derbyshow field, following a brief illness in Veterans' Hospital, Sawtelle, Calif., November 14. Survived by his widow, Mrs. Lella Thayer; son, Mitchell (Mickey), and daughter, Eileen Passo. Services at National Military Chapel, Sawtelle.

THEROUX-Frederick, 49, concert violinist, in Los Angeles November 6. Survived by his widow, Camille Theroux, blind planist-composer.

WARREN—Charles Bobby (Comic), 46, minstrel man, at Nashville November 10 following a brief illness. Warren was with Honey Boy Evans and Al G. Fields minstrels. He also had his own show, Warren's Comedians, which played the Southwest territory in recent years. Survived by four sisters and one brother. Interment in Gallatin, Tenn., November 12.

WERNER—Sam, 69, former motion plcture exhibitor, suddenly in Los Angeles November 14.

songs, I Dream of Jeanie, Carry Me 'Long for RKO studies, recently in Hollywood. Born in Logan, Ia., he moved to California about 40 years ago. He spent many years as a photographer, specializing for some time in the tropics, where he perfected methods of preserving film against the high temperature and excessive moisture. Services November 13, with interment in Inglewood Park Cemetery, Inglewood, Calif. Survived by his widow, Mrs. Mary P. Witt, Hollywood; a daughter, Mrs. Carl L. Bauer, Los Angeles, and a son, Charles Raymond, now serving overseas with the navy.

> ZIMMERMAN-E. R., 47, bannerman and contracting agent for Dailey Bros.' Tex., of a heart attack November 18. He had been in the circus and promotional field for many years, having been connected with John Moore, Bob Morton and others. In the early '30s, together with Paul M. Lewis, he organized the Lewis & Zimmerman Fraternal Circus. Survived by his widow, Julia K., and son, Sergeant Eugene, now stationed at the air base at Stockton, Calif. After brief

services in Waco the body was sent to his home in Columbus, O., for burial.

ZILINSKY—Mrs. Mary, 53, night club operator, in Bridgeport, Conn., November 9 of a heart attack. She owned and operated Brooklawn Grill, Bridgeport. Survived by her husband; a son, George Marcin, and a sister. Mrs. Ella Oburchay, operator of the Fairway, Bridgeport night club. Interment in Calvary Cemetery, Waterbury, Conn.

## Marriages

ANDERSON-FISHER — Marian Anderson, Negro contralto, to Orpheus H. Fisher, nonpro, in Bethel, Conn., last July, it was revealed last week.

CLARK-LUCKEY - Sgt. Robert Lee Clark, Memphis, son of Paul F. Clark, outdoor show promoter, to Alice Luckey, Denver, in Birmingham November 13. Bride is the daughter of Charles and Katy, of Cole Bros.' Circus.

PINNEL-RASMUSSON - Mike Pinnel, sax player with Billy Marshall's orchestra at the Benjamin Franklin Hotel, Philadelphia, to Norma Rasmusson, nonpro, November 7 in Philadelphia.

SEELEY-PETERSON — Lieut. Herbert Barnum Seeley II, grandson of P. T. Barnum and now attached to the army's first motion picture unit in Culver City, Calif., to Arleen Marmon Peterson, nonpro, November 14 in Los Angeles.

WATERS-GREEN—Bunny Waters, film actress to Johnny Green, ork leader, in Beverly Hills, Calif., November 20.

## Births

A daughter to Mr. and Mrs. Jack and WITT-Edwin M., photographic chemist Polly Golding, dance team, in Detroit November 8.

> Twins, John Ted and James Ted, to Mr. and Mrs. Bob Kessler at Grant Hospital, Chicago, November 2. Father is tenor vocalist on the Blue Network's Blue Frolics show.

A daughter to Capt. and Mrs. Paul Chodoff November 6 at Langley Field (Va.) Base Hospital. Mother is the former Selma Blum, who co-starred in the musical, Pal Joey, as Ann Blair.

A daughter, Florence, to Mr. and Mrs. Tony Lopez November 8 at Hahnemann Hospital, Philadelphia, Father is a dancer.

A daughter, Martha Arline, to Mr. and Circus, in Providence Hospital, Waco, Mrs. Arnold Raybuck November 11 at Buhl Hospital, Sharon, Pa. Parents are with the Gooding Greater Shows.

> A son, Andrew James, to Mr. and Mrs. Andrew Mazur in Jameson Memorial Hospital, New Castle, Pa. Parents are known professionally as Fay and Abdre, adagio

> A son, Jonathan Jay, to Mr. and Mrs. Alec H. Hurwitz at Morton Hospital, Taunton, Mass., recently. Mother is the wife of Strand Theater manager there.

> A daughter, Linda Louise, to Mrs. Arthur Lexius, daughter of Charles Repass, manager of Crown Theater, Hartford, Conn., at Hartford Hospital November 7.

A daughter, Vivian Ann, to Mr. and Mrs. Sylvio Parra in Lenox Hill Hospital, New York, November 5. Father is night club emsee, dancer and cartoonist.

A son, Peter Westfield, to Lieut, and Mrs. William Holden in Hollywood November 18. Mother is Brenda Marshall, screen actress.

A daughter, Suanne, to Cadet and Mrs. G. A. Bighbee Jr. at St. Vincent Infirmary, Little Rock, Ark., October 10. Mother is former June Wimmer, niece of Ed and Louise Hall, concessionaires.

A son to Mr. and Mrs. Eugene Stuckmann November 10 in New York, Father is appearing in Othello. Mother is Dorothy Van Houten, legit actress.

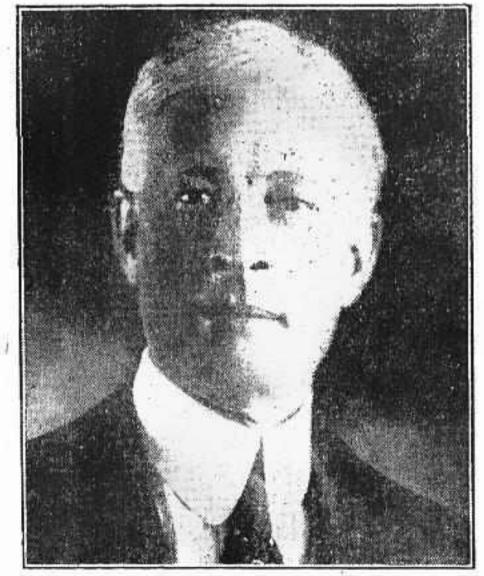
A son, Anthony, to Mr. and Mrs. Oscar Serlin at Lc Roy Sanitarium, New York, November 16. Father is theatrical producer, whose current production Life With Father is in its fifth year on Broadway. Mother is the former Mrs. Babette De Sheim, who was a member of his executive staff, which position she still holds.

## Divorces

Pvt. Armas E. Luoto, former carnival talker, from Florence Ann Jackson, dancer, in Charleston, W. Va., October 28,

Ann Hickey, piano-singer professionally known as Ann Rubert, from Warrant Officer Henry Rickey, nonpro, November 6 in Philadelphia,

In Memoriam



GEORGE E. ROBINSON

Died November 22, 1923 BECKMANN & GERETY WORLD'S BEST SHOWS B. S. GERETY

## The Editor's Desk

## By CLAUDE R. ELLIS CINCINNATI

PATRIOTIC themes and programs, it has been made plain, prevailed at all except an infinitesimal portion of the 1943 galaxy of State, district and county fairs. Returns from boards that furthered the Third War Loan Drive and other means of disposing of War Bonds and Stamps were practically unanimous on this endeavor. There is a good percentage who have yet to adopt the bond and stamp idea in distribution of premiums, but a majority have found the plan sound and desirable. The idea of giving War Bonds as prizes for winning Victory Gardens caught on here and there to good effect.

FAIRS were profligate, considering what pre-war footage rates have been, in giving free space to civic and war agencies for morale building and to emphasize the work and sacrifice of the armed forces. Youth activities were encouraged as never before and had more public attention focused upon them than at any time since the inception of the varied movements. There was a plethora of special entertainment for service men and women and at nearly all fairs a uniform meant open sesame or a greatly shaved rate at the gates. Special days for army navy, marines and other branches were the rule. At a considerable number of annuals that had wartime displays of men and material there was little need for any extra programs for the fighting phalanx, because, as one secretary put it: "They entertained us." Encouragement of local exhibits as against displays from long distances was about 100 per cent, following start of the idea last year in a desire to

curb the use of automotive rubber. Curtailment of all activities construed to be non-essential was again followed out to the nth degree. In some instances bonuses as high as 25 per cent were given to local exhibitors. Home handicraft offerings were welcomed as never before.

AS to the degree of satisfaction felt by officials in the results of the fairs, they almost to a man and woman express gratification in their accomplishments and in a sense of patriotic duty well done. Some typical comments:

"We are proud of the fair. We feel that many more fairs could have operated this year. All fairs, where it is at all possible to do so, should operate in 1944. It should be indispensable in time of war when demands for food production are increased."

"Our attendance and business were satisfactory when, under the strain of war efforts, 95 per cent of

workers feel the lack of time off."

"A large portion of the grounds and entire livestock section, including seven principal buildings have been occupied by the government since June, 1943. The '43 fair was held without horse, cattle, sheep, swine or poultry exhibits."

"We were determined not to break the continuity of 55 years by not having a fair, even if we lost some money. But the fair was very successful."

"We feel that it would have been a great mistake not to have held a fair this year, since it certainly was proven by the fine Junior Livestock Show that youngsters need this sort of a boost and should be encouraged in their efforts. It was also again proven that rural people look forward to this annual vacation and week of enjoyment and relaxation."

"Half of the days of our fair were marked by bad weather but it was very successful, showing that our

people want the fair to continue."

"We had the best horse racing ever held in connection with the fair. Exhibits were mostly up to normal and, had it not rained every day, the gates and grandstand would have exceeded all records."

"We never had any doubt about our fair being

the best ever."

ADD Floral Dept.: From Sam M. Mitchell, secretary of Kansas State Fair, Hutchinson-"Please be assured that I appreciate your interest and the interest of The Billboard in promoting fairs as well as other worth-while amusement enterprises. This assistance, I know, has been a great help to our fairs during the critical period thru which we are now passing, and I venture to say that, had it not been for your optimism, a great many fairs would not have operated in 1943."

DOUG BALDWIN can write as pungently as he talks. We've seen a couple of letters that he sent from down under, and they're pistols! Prexy Charlie Nash, who filled in after DKB donned a Red Cross uniform, will November 30 read a letter to the IAFE that Doug sent especially for the Chi convention from the South Pacific. It should be a high spot on the talk menu. . . . First holiday card of the season comes from Sgt. Mel A. Sober, former Pennsylvania events promoter and carnival musician, who has been many months overseas. . . . Early-day advertising: "Electric Lighted and Waterproofed Tent!" . . . Convention Idea: Juke box with records of last season's jackpots.

## Out in the

THERE will be a lot of shouting and spouting by L the executives who are gathering in Chicago for the annual conventions. Probably one of the most reserved but with as much on the ball in his line as any gent in the country will be Harry Batt, boss of Pontchaffrain Beach Park in New Orleans.

What Batt & Company did to further the war effort this year is in the record-a record that bulges with achievement. A mutual friend who has no interest in Pontch and, in fact, has never been there, and who has no interest in The Billboard except as a steady reader, was kind enough to send us exhibits.

The exhibits, which we assume tell only part of the Batt & Company story but which are enough to constitute a minor sensation in terms of what other playspots have done for their Uncle Samuel, are full-page advertisements from various papers in the Crescent City-most of them in color and not merely for the Sunday readership. The first one was in The Times-Picayune of Tuesday, June 29, and quoting Eddie Cantor, it says: "Remember! Every day you don't work for the man with the whiskers you work for the man with the mustache." A drawing of our Uncle runs the depth of the page, and next to him a small sketch of the swastikad with the vegetation on his upper lip. On the bottom of the ad there is a strip across the page which reads: "Have you bought a War Bond today?"

About 5 per cent of the page is reserved for

these words: "Work first! Then have fun at Pontchartrain Beach." That's all there is to it. Very simple; no selling job, except to drum up trade for Uncle.

By LEONARD TRAUBE

NEW YORK

ON Friday, July 2, Batt & Company blossomed out with another full-pager, this time in The New Orleans Item. This one had a big message about American history in terms of Independence Day, complete with a huge picture of the Statue of Liberty. Then the plea to work first and have fun after thatat Pontch, of course.

On Friday, September 3, the full-page theme (again in The Item) was "blood, sweat and tears." It was a tribute to labor, the drawing being an overalled worker gripping his wrench. "Back the attack with more bonds and sweat . . . so that there may be less blood and tears."

"We at Pontchartrain Beach (says the ad) are proud of our part in providing the means of healthful relaxation . . . so that those engaged in vital war work can do a better job . . . and from here out we can send more machines of war or goods of peace all over the world."

On Sunday, September 5, in The Times-Picayune New Orleans States, the full-pager broadened on the Labor Day theme. The first part of the message says,

"Now is no time to pause in Labor Day celebration." The last sentence reads, "Until we can lift our heads and say that we, too, have given out full measure of sweat and sacrifice-let's postpone celebrations." Pontch is at the bottom with the routine slogan.

On Thursday, September 9, the subject in The Times-Picayune was "one down, two to go." Shows Mussolini crushed beneath the thumb of an American, with Hitler and Hirohito looking on in consternation. "Italy has cried 'Uncle." But the job is today only one-third done . . . with one down and two to go."

IN a small box there is a special message from Harry J. Batt, managing director of Playland Amusement, lessee of Pontchartrain Beach. It reads:

"With only three more days before the close of the 1943 season we are thankful for the part we have been able to play in lightening the training task for thousands of boys who have so nobly fought our battles in Africa, Sicily and Italy. . . . If in these last three days a few hours of fun and healthful relaxation may speed more war fighters and war workers on to greater tasks, we pledge our resources to the utmost. . . . We close the 1943 season with the fervent hope and prayer that we may all be reunited in a truly gala Victory celebration at Pontchartrain Beach in 1944,"

Has anyone, in any part of this country or Canada, seen more important and more consistent advertising by an amusement adventure-with war as its central theme?

Bravos for Batt! The Pontch personality for . president of the park men!

## The Crossroads

CHICAGO

By NAT GREEN

A DVANCE guard of the outdoor showmen's con-ventioneers has arrived in Chi and the boys are cutting it up on the Magic Carpet. Just a few more days and the lobby will be cleared for action, with an attractive Showmen's League registration booth open for business. The League is, as usual, holding open house and an extra room has been taken over to accommodate the influx of out-of-towners. Curtainriser for the conventions will be the President's Party Saturday (27) in the Crystal Room of the Sherman. Art Briese and his committee have doped out an entertaining show that should please the 400 League members who are expected to attend. Memorial services in the Bal Tabarin on Sunday are expected to tax the capacity of the hall, and the banquet and ball on Wednesday assuredly will be a sellout. Sam J. Levy, chairman, isn't revealing just what he's going to offer, but he can be depended upon to spring something new, different and worth while.

A PRESS agent must be resourceful. Witness the ruse of Art Peterson, who publicizes the Actors' Company. Altho Claudia Cassidy, of The Trib, panned the company's Out of This World, Peterson seized on her one lone sentence of praise; "Warm and believable performance of Joseph Mell," for an effective "quote" in his ad of the show. Sam Ward, the not-too-shy press agent of Polack Bros.' Circus, is resourceful, tho

in a different manner than Peterson. In Des Moines, for instance, he took Ted Ashby, the Getting Around columnist of The Register-Tribune, backstage to see for himself the interesting points of the circus. The trip netted Sam and the circus Ted's entire column, which isn't bad.

IF George P. Vierheller, director of St. Louis Zoo, succeeds in bringing back bright hues to the plumage of the zoo's flamingos with that new diet he's trying out, look for some enterprising pitchman to blossom forth with a concentrated essence of same for the femmes under some such alluring tag as "Flush of Youth," guaranteed to produce rosy cheeks and pink fingernails. Of course, his spiel won't have to include the fact that the diet includes a mixture of dried Mexican files, dog biscult, brewer's yeast and codliver oil, which might prove a sales deterrent.

A NOTE from C. C. Day says: "It may be of interest to you to know that there will be a certain show on the road next season (other than any I am connected with) with a parade and they are for and back of the Society for Perpetuation of Circus Street Parades idea, too." The item interests us only as showing that any idea, however impractical, can obtain some backing. Under present conditions shows have sufficient trouble making their jumps in time to

get up on time without further complicating matters by attempting to parade. But there are always some die-hards who let sentiment, rather than common sense, rule.

THAT was a clever cartoon that appeared in a recent issue of The Miami Herald. It depicted a ferocious-looking man behind the bars of a cage beside which reposed a big sign: "Man, fightingest animal in all the universe." Beside the cage sat a huge gorilla, labeled "Guard Gantua," club in hand, while along the railing elephants, tigers, lions and assorted beasts of the field gaped at the caged human.

ERNIE YOUNG celebrated a birthday November 24. . . . Frank J. Lee, after a season with the Clyde Beatty-Wallace Bros.' Circus and now at Playland Park, San Antonio, buying free acts and handling public relations, has been made publicity manager for the San Antonio Elks' Club. . . . Jimmy Rison and Cliff McDougall, of Polack Bros.' Circus, hopped into Chi from the show last week for a couple of days' visit. . . . Joe and Nellie Mercedes, for years a topnotch mental act in vaude (they started 32 years ago), have come out of retirement at their Rhinelander (Wis.) home to start their farewell USO tour. . . . Pat Purcell will relinquish his sports desk duties on The Minneapolis Times long enough to attend the outdoor showmen's conventions here. . . . And Bill Green, now with MGM, will come in for the President's Party. . . . Princess White Cloud, Indian vocalist, is one of Jack Tavlin's star attractions at his holiday Indian show in a State Street department store.

**■Conducted by CLAUDE R. ELLIS.** Communications to 25 Opera Place, Cincinnati 1, O. ■

# VANGUARD SEES BIG MEET

## Flock of Early Birds Promises Heavy Turnout

Advance arrivals to pour in for confabs of IAFE, NAAPPB, AREA, ACA, SLA

CHICAGO, Nov. 20.—Outdoor showmen will turn out in force for the annual conventions starting November 29 in the Hotel Sherman. Advance reservations are heaviest in years, and carnival, fair and park fields will have a large representation.

Here are some of those who will arrive a day or more ahead of the official opening of the conventions: Thursday, November 25, J. W. Conklin, B. S. Gerety, Morris Lipsky, Frances Lockett, Harold (Buddy) Paddock. Monday, November 26, F. E. Bittner, L. B. Cunningham, Dee Lang, Robert R. Kline, A. E. Selden, Sam Solomon, E. C. Velare, William V. (Jake) Ward.

Saturday, November 27, N. S. Alexander, Henry W. Beaudoin, Ray Marsh Brydon, John L. Campbell, Frank Cer-(See Early Influx for Chi on page 36)

## ACA Confabs On Priorities, Taxes Lined Up

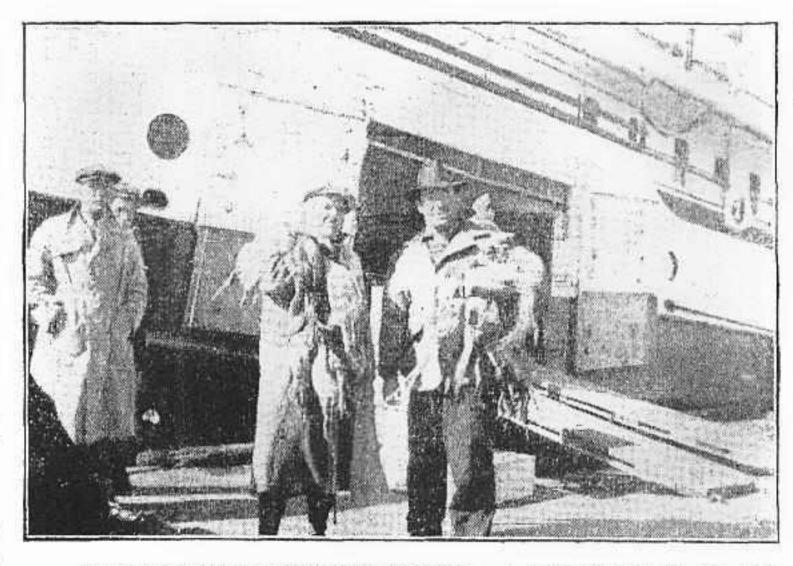
ROCHESTER, N. Y., Nov. 20.-General Counsel Max Cohen, American Carnivals Association, Inc., has indicated that some of the problems to be discussed at the 10th annual meeting in Chicago concern possible changes in the Federal Revenue Act pending in Congress and questions relating to rationing and priorities. In his annual report he will recommend that the members interested in these subjects participate in one or more conferences to discuss them with him and with Associate Counsel Richard S. Kaplan, Gary, Ind.; Louis Herman, Toronto; Paul M. Conaway, Macon, Ga., and Assistant General Counsel Hyman G. Gould, Rochester, all of whom are expected to be at the meeting.

It is planned that these conferences will be held separately from the annual meeting sessions and will be scheduled, so far as possible, to suit the convenience (See ACA TO TALK TAXES on page 36)

## Sheesley Rides For Pensacola

PENSACOLA, Fla., Nov. 20. - Mighty Sheesley Midway closed what was pronounced a very satisfactory season in Gulfport, Miss., November 9 and went into quarters on the fairgrounds here under direction of Manager Ralph J. Clawson, reported Robert North. Gulfport business was good under auspices of the American Legion Post. Five buildings have been leased by General Manager John M. Sheesley. Fire destroyed one of the largest buildings during the Pensacola engagement,

General Manager Sheesley made a \$300 contribution to the Pensacola Community Chest. War activities of the organization have been numerous. The management has bought several thousands dollars' worth of War Bonds and the publicity department put on veterans' hospital shows. Nights were set aside when the members in armed forces were admitted free. Special parties were arranged for underprivileged children. Show lost only two opening nights during the season. General Manager Shees-(See Sheesley Rides on Lot on page 45)



WHILE WORK IN WINTER QUARTERS was progressing okay, the two figures in the foreground took time out for some pheasant shooting on Pelee . Island, Ontario. J. P. (Jimmie) Sullivan (left), Wallace Bros.' Shows of Canada, and Frank R. Conklin (right), Conklin Shows, appear to have been successful. "I must admit that I shot my birds," said Conklin, "but I can not vouch for where Sullivan got his, as I was not with him at the time they were shot."

## Gooding Units Get Record Biz

COLUMBUS, O., Nov. 20.—Greatest business in its history marked operations the past season of the F. E. Gooding Amusement Company, said General Manager Floyd E. Gooding at headquarters here. The organization was able to operate five portable units during the entire season, which closed October 23 at Pickaway County Junior Fair, Circleville, O. As a whole, Manager Gooding said, the gross was up 40 per cent over that

The company also operated rides in amusement parks, among which were (See Gooding Units' Record on page 37)

## Scott Expo Into Atlanta With Peak In 28-Year History

ATLANTA, Nov. 20.—Scott Exposition Shows, in winter quarters on Southeastern World's Fair grounds here, had the best season of its 28 years, reported Esther Miller. Show did not feel a labor shortage to any great extent, most of the personnel having been with the organization a number of years, altho some employees and attaches entered the armed forces.

Manager C. D. Scott, susceptible to colds all summer, was frequently on the (See Scottt's 28-year peak on page 36)

## Crescent Quartered In Gastonia as Best Counts Are Entered

GASTONIA, N. C., Nov. 20.—Crescent Amusement Company closed its most successful season in Bamberg, S. C., November 13 and equipment is put away in permanent brick quarters in Gastonia, home of Owner-Manager L. C. McHenry. Since the opening in Columbia, S. C., March 1, there was not a losing week, reported Louis Bright. Only three Monday nights were lost and two of those were due to rain. Cleveland (See Crescent Counts Best on page 44)

## Strates Trouping Is Credited to Fast, Efficient Attaches

MULLINS, S. C., Nov. 20 .- James E. on the C loop, if possible. Strates Shows are in quarters here after announced. Tour started in Washington, D. C., and closed in Sumter, S. C. In the 311/2 weeks not a Monday night was lost, which the management says was due to sufficient help that co-operated in the barn.

As work will start in about two weeks, about 15 men will remain in Mullins. (See Strates Moves Fast on page 44)

#### League's Red Cross Fund Contributions

CHICAGO, Nov. 26 -Contributions of the Showmen's League of America to the Red Cross War Relief Drive for the 1943 season now total \$5,659.15. More than \$500 was reported last week. Donors and amounts are as follows:

CARLES ATTACAMENT AND
F. E. Gooding\$100.00
Jack Ruback 100.00
Al Wagner 25.00
Rubin & Cherry Expo 272.00
Bennie Bernard 10.00
T. Dwight Pepple 5.00
Jack Galluppo 5.00
2755%

Total .....\$517.00

## History Made On R-C Tour

CARUTHERSVILLE, Mo., Nov. 20 .- A season which made carnival history ended when the Rubin & Cherry Exposition went into winter quarters here October 25. Carl J. Sedlmayr, general manager, and Sam Solomon, business manager, became partners last spring, Sedlmayr previously having been president of the Amusement Corporation of America, and Solomon, 41 years in the business, being owner of Sol's Liberty Shows.

Opening in St. Louis May 8, the show played 16 engagements in nine States, played more large fairs than any other carnival in '43 and at all, except one, had (See History Made by R-C on page 45)

## Casey Switches **Loops With Aid** Of Canada Govt.

WINNIPEG, Nov. 20.—Having been compelled by wartime conditions to switch from Class C to the Class B circuit of Western Canada fairs, the E. J. Casey Shows successfully operated on the latter loop to a record season which closed in September, said E. J. Casey. The show broke all records financially, he reported, and plans are on now to resume on the B circuit and provide some attractions

Work is going on in winter quarters their most successful season, it was in St. Vital in preparation for next season. Some indoor dates will be played as usual, the first having been in Winnipeg Civic Auditorium under United Scottish auspices October 30-November 1. After close of the outdoor season even more fully than in previous years. Owner Casey and Foreman Percy LaBelle Practically the entire personnel came made a business trip to the East, visitinto quarters to help put the equipment (See Casey Switches Loops on page 37)

## Ruback Clicks To Top Takes

SAN ANTONIO, Nov. 20.—Final week of the season for the Alamo Exposition Shows in Del Rio, Tex., gave another good period of business, ending November 6, reported Ted Custer. Joe Rosen will operate 3 rides, 3 shows and 15 concessions in the vicinity of San Antonio till the reopening in February. With all records broken this season, considerable work will be done for 1944.

Owner-Manager Jack Ruback said the show would go out with two more rides. Louis (Blackie) Ringold, who will attend winter fair meetings, said the route will take the show to Northwestern States. People who closed with the show have signed for 1944 and will spend the short lay-off here and near-by fishing and hunting country.

Joe and Babe Palukia went to Aransas Pass for fishing; Ted Custer and family to Houston to visit friends; Albert Wright (See Ruback Has Top Takes on page 44)

## Official Program of ACA in Chicago

All sessions of the 10th annual meeting of the American Carnivals Association, Inc., will be held in Room 118, Hotel Sherman, Chicago, beginning Monday, November 29, at 11 p.m. and continuing nightly until the business of the meeting is completed.

Opening of meeting by President James E. Strates.

Roll call of member shows. Proof of notice of meeting.

Reading of minutes of 1942 Chicago meeting and approval thereof.

Annual reports of general counsel-secretary-treasurer, Max Cohen, and of associate counsel and approval thereof.

Reports of committees; reports of officers. Communications.

Discussion of activities of the association for the past year.

Discussion of industry's contribution to the war effort. Applications for membership and action thereon.

Unfinished business.

New business. Election of directors until the next annual meeting in 1944. Directors' meeting, combined with membership meeting.

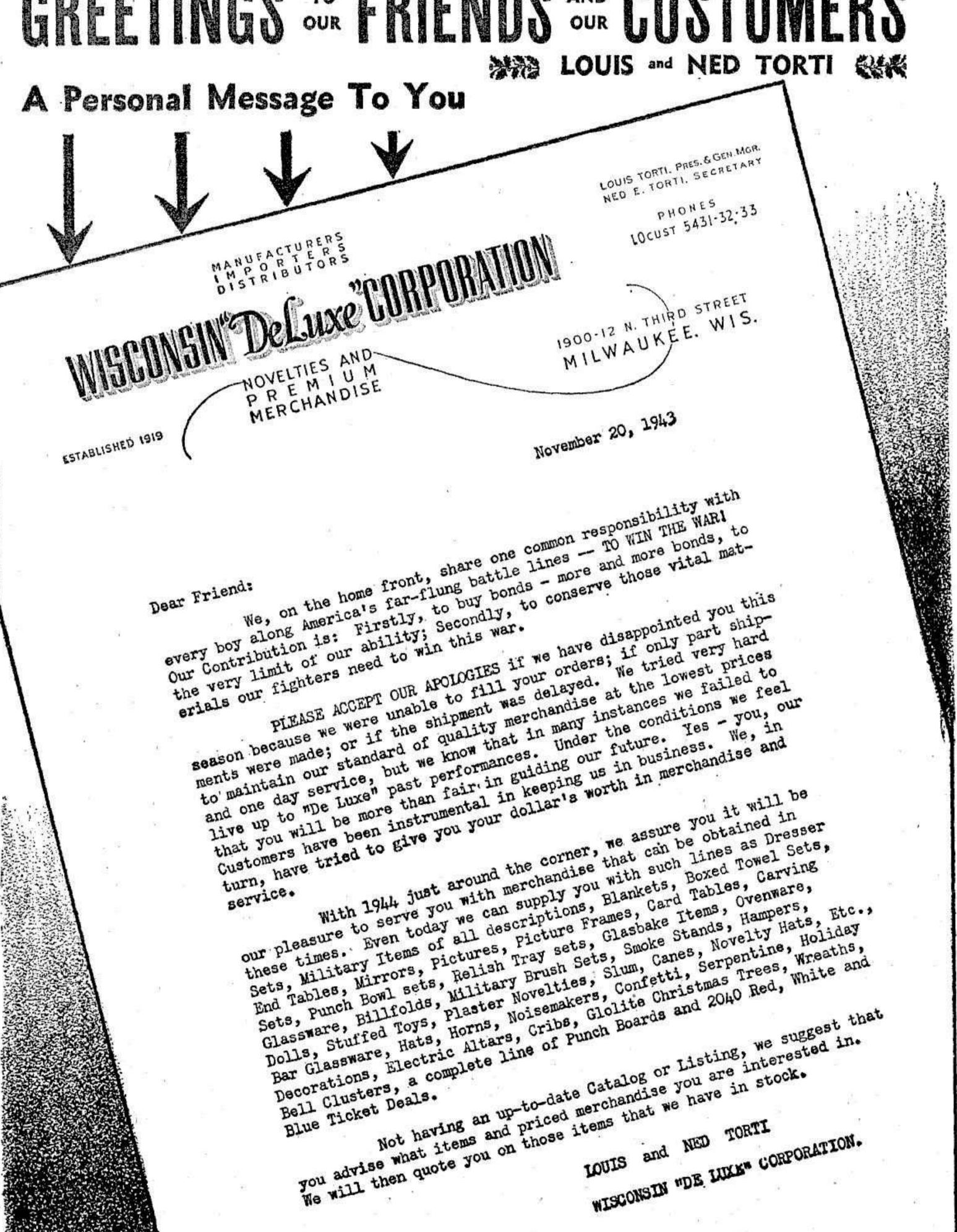
Election of officers.

(See OFFICIAL PROGRAM on page 45)

1

ř.

# GREETINGS TO FRENDS OUR GUSTOMERS



The Billboard

## SPILLMAN ENGINEERING CORP.

As we stand on the threshold of victory and the peace to follow we are looking to the horizon of a happy, fun-loving public who will be eager to again patronize the pleasure spots of this great nation.

Then, and only then, will we be happy to offer to you, Mr. Ride-Owner, the

> NEW CATERPILLAR SILVER STREAK RIDEE-0 **AUTO SPEEDWAY** MAGIC CARPET ' BOB SLED NEW KIDDIE RIDE PORTABLE STAGES LIGHTING TOWERS FLYING TURNS

FORTY YEARS OF RIDE BUILDING COUPLED WITH ALL THE NEWER IDEAS

## SPILLMAN ENGINEERING CORP.

NORTH TONAWANDA, N. Y.

WORLD'S LARGEST BUILDERS OF AMUSEMENT RIDES

## Canada—SIMS' GREATER SHOWS—Canada

15th Annual Tour

Wish to take this means of thanking all Fair Associations, Committees, Members of our Staff, Working Men and all concerned for another Wonderful Year. Now booking for the year of 1944

Want worth-while Shows, will supply tents for same. Want good-looking, attractive Crind Store Concessions that will work for stock. Have for Sale-24-Car Caterpillar, in A-1 shape, \$5000.00; one Kiddle 10-Car Auto Ride, have lots of tires for same, is in A-1 shape but lacks a motor, which was stolen. Will take \$500.00 for it. Also have a Piano Key Calliope or Rolls, complete with engine and blower. Will take \$200.00. All F. O. B. Toronto. Will buy Flying Scooter and Silver Streak. Apply to

FRED W. SIMS

Director General

P. O. Box 85 Toronto, Ont.



GREETINGS TO ALL FAIR MEN

and

OUR FRIENDS IN THE OUTDOOR SHOW WORLD

MAX GOODMAN

WONDER SHOWS OF

Permanent Winterquarters Address: P. O. BOX 21, LITTLE ROCK, ARK.

## **COLEMAN BROS.' SHOWS**

RIDES - SHOWS - CONCESSIONS

WANT for Silver Jubilee Year for 1944, Shows of merit. Help in all departments, Semi Drivers, Foremen for Rides.

THOS. J. COLEMAN

508 Main Street

Middletown, Conn.

#### ACA TO TALK TAXES

(Continued from page 34)

of the membership. It is intended that the conferences will be in addition to conferences conducted by George W. Mc-Murphey, War Production Board Recreation Section, in connection with his address to the annual meeting and discussion of priorities.

Cohen will recommend the formation of a committee on post-war planning to go into the subject during the winter. In anticipation of such a committee, much material has been gathered for study, including data prepared by the United States Commerce Department, Department of Commerce of the State of New York, United States Chamber of Commerce; The Journal of Commerce, New York City, and data on transportation compiled by the Railway Express Agency.

#### EARLY INFLUX FOR CHI

(Continued from page 34)

vone, I. Cetlin, Max Cohen, Frank R. Conklin, Mr. and Mrs. H. L. Fitton, William C. Fleming, Joe J. Fontana, Lloyd E. Gooding, Jack Greenspoon, Arnold B. Gurtler, W. R. Hirsch, Mr. and Mrs. Paul H. Huedepohl, Harry A. Illions, Maurice W. Jencks, E. Paul Jones, E. Lawrence Phillips, A. W. Ketchum, Frank H. Kingman, Dr. John La Marr, Art Lewis, George B. Lux, Bill McClusky, Mrs. Bertha Mc-Daniels, Jimmy Morrissey, J. P. Mullen, L. C. Reynolds, Jack Ruback, L. B. Schloss, Lee A. Sullivan, Ned E. Torti, Al Wagner, Mr. and Mrs. Malcolm Webb, E. W. Williams.

Sunday, November 28, Harry A. Ackley, L. M. Brophy, Oscar C. Buck, W. A. Craft, Mr. and Mrs. Dell Darling, A. H. Dathe, John R. Davies, Mrs. L. Fairweather, H. L. Finke, Roy Freuhof, E. E. Frizzell, Harry J. Frost, Charles W. Green, F. O. Gregg, Mr. and Mrs. Leon H. Harms, E. J. Hayes, W. R. Hayes, Gertrude M. Hayes, Mr. and Mrs. Phil Helde, A. W. Kalbus, Mr. and Mrs. H. L. Lawrence, Raymond A. Lee, William A. Lindemann, Henry Lund, William T. Marriott, Chet Marshall, H. H. McElroy, Frank H. Means, A. D. Michele, S. M. Mitchell, Levi P. Moore, W. S. Moscrip, W. A. Olson, Pat Purcell, H. L. Rapp, O. L. Reddish, Rose Sarlo, C. F. Schmitz, Edward L. Schott, Carl J. Sedlmayr, Bob Shaw, Mazie C. Stokes, James E. Strates, Art B. Thomas, Phil Travis, Flash Williams.

Monday, November 29, Mr. and Mrs. Ralph E. Ammon, Ray Bolger, Richard F. Berger, Charles T. Buell, Mr. and Mrs. F. S. Campbell, R. E. Chambers, Mr. and Mrs. George Cramer, Bert Doss, David B. Endy, Jack V. Eyerly, Mrs. Annie Gruberg, W. D. Jackson, Richard Kaplan, Mr. and Mrs. Harry B. Kelley, Mrs. Abner K Kline, M. H. Lavine, F. M. Lusse, J. F. Malone, Fred L. Markey, Al Martin, George M. McMurphey, C. D. Moore, D. J. Murphy, William Rabkin, John M. Sheesley, Paul D. Sprague, Dan P. Thurber, C. A. Tinscher, R. S. Uzzell, Lee F. Warner, Billy Williams.

#### SCOTT'S 28-YEAR PEAK

(Continued from page 34)

inactive list. Mrs. Scott, acting secretary and treasurer, has performed those duties the past two years, and Garrett Scott, assistant manager, has been back in harness the past two seasons. Banks Thomas has been Merry-Go-Round foreman three years, and Charlie Eads foreman of the Ferris Wheel two years. Levi Switzer, until called to the armed forces, had been three years on the Merry Mix-Up. Eddie Montgomery, on the Mix-Up two seasons, has been foreman since Switzer left. Others of the personnel: Thomas Spates, Tilt-a-Whirl; Buzz Getchell, Loop-o-Plane; Philip Murphy, kiddle rides; Big Apple, Elder Boyd; R. E. (Bob) Stewart, general agent; Al Pennington, advertising contractor and billposter; Carl Espby, chief mechanic; Buell Hayes, front gate; Earl Chapman, in charge of concessions.

The Squeekers' Club has been active and has done much good. Mrs. C. D. Scott, who returned from a business trip to Mobile, brought back her son, Arthur, and wife with her for a short visit. The Arthur Scotts are now residing in Detroit. Dick Gardener, who had concessions at Macon (Ga.) Fair, returned to winter quarters.

Herbert (Sheik) Rosen had his concessions with the show all season. E. H. Rucker, managed the Minstrel Show: L. H. Hardin, Life Show; Blackie Blankenship, Crime-Does-Not-Pay Show and Victory Girls; Carl Espby, Monkeyland; Jane Campbell, Models Show; Harry Sidler, Show Boat.



Many Styles

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With or Without Priority Rating.

ADIRONDACK CHAIR CO. 1140 Broadway NEW YORK, N. Y. Corner 26th St.

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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.

### CARNIVAL TENTS CONCESSION

We have Canvas released by the government that needs no priority. Send in your inquiry today.

UNITED STATES TENT & AWNING CO.

2315-21 W. Huron St. Chicago 12, Ill.

#### **OUTDOOR WIRE** \$12.00 PER 1,000 FEET

Conductor #18 gauge, used on army maneuvers. Good as new, 1/3 deposit with all orders.

WELLS ELECTRIC CO. 4521 Diversey Blvd. CHICAGO, ILL.

have Canvas for your needs. No priorities needed, Charles Driver - Bernie Mendelson.

## O. Henry Tent & Awning Co.

4862 North Clark St. CHICAGO 40, ILL.

#### HIGH STRIKER

MAULS - \$3.50 Each

CHASERS — \$2.25 Each
Some other parts available. Striker Owners—We may be able to supply Hi Strikers in 1944. If interested NOW or later on, write

LAPEER HI STRIKER WORKS

Estab. 1906

LAPEER, MICH.

#### 20 HYPNOTIC TRICKS

3 Rigid Methods. 5 Pulse-Stopping Ideas. Instant HYPNOTIZING! Spirit Taps from WHERE? Palms UP!! Iron Bar Levitation, Temperature at 110 Degrees! Stick to the POINT! SEE the Point? Phantom EYES! PERSPIRE at Will! Glass Crash! Human LIE Detector. PsychoSORCERY. Hat-Pin THRU Arm. Penetration X-ray. Whistle if U Can. Hypnotism Mind Control. Hands UP! Blood Telepathy. Held Down. WHY? See YOUR Brain! 22 page BOOK for \$1. NELMAR, 2851 Milwaukee, Chicago.

## FRANK ORGAN SERVICE

Will buy that Organ standing around in your way. Write me about it. 4948 Waveland Avenue, 'CHICAGO 41, ILL.

NO. 5 ELI WHEEL, OCTOPUS or any other Ride in good condition. Give full and complete details first letter.

3937 Douglas

FRANK WARD DES MOINES, IOWA

WANTED

## For RIO GRANDE SHOWS

Shows with own equipment, Ride Help. W. F. Gates wants Agents. Out all winter, working south. Jasper, Texas, until Nov. 27; Woodville following week.

37

# Now Closing 1943 Season



WANT FOR 1944 SEASON, opening February 1 and closing December 1, in California. Can place useful Winter Quarters Help January 1.

ROY SHEPPERD, Supt., wants to hear from Ride Help—both Foremen and Operators. Extra money paid Driving Trucks and Semis. Can use Wives as Cashiers and Ticket Sellers. Also need Carpenter, Builder, Artist and Electrician who understands Neon, handle Towers. Can place experienced Canvasman for Side Wall and Front Arch. Other capable Carnival People write us at Winter Quarters.

Ruby Gonzales wants strong Freak to feature in Side Show. Fred Mortensen wants to hear from Boxers and Wrestlers. Girl Show Dancers and Talkers, write. Drome Riders, contact Clyde Rawlings. Independent Shows, few more legitimate Concessions not conflicting can be placed for SEA-SON 1944.

WRITE

# Crafts 20 Big Shows

7283 Bellaire Avenue, No. Hollywood, Calif. Phone Sunset 2-3131.



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DATES - POSTERS - CARDS - HERALDS - BANNERS
Type, Engraved Lipho. Stock Designs for All Occasions.
WRITE FOR DATE BOOK AND PRICE LIST

CENTRAL SHOW PRINTING COMPANY - MASON CITY, 10WA

# FOR SALE

Big Eli No. 5, \$1,750.00, or \$1,500.00 less power unit; Allan Herschell 40 Ft. 2 abreast Merry-Go-Round with power unit, no organ, \$1,250.00. Both rides stored here. Write or wire owner.

# TOM HUGHES

215 Parkside Place

JACKSON, MISS.

# WILL PAY CASH FOR

Two-Abreast Merry-Go-Round and Seven-Car Tilt-a-Whirl. Must be in first-class condition. No junk. Write

MAX GRUBERG

BOX 101

PHILADELPHIA, PA.

# AT LIBERTY SEASON—'44 NAT WORMAN

GEN., SUP'T

Handle Building, Train or Rides. Also de Special
Agent, lay out lot, capable in any position.
Sober and can handle help. Would like to hear
from Ralph Clawson. Phone 20969.
120 E. Herndon Ave., Shreveport, La.

#### GOODING UNITS' RECORD

(Continued from page 34)

Summit Beach, Akron; Meyers Lake, Canton, O., and Forest Park, Dayton. Portable units supplied amusements at 54 leading fairs in the Middle West and operated at 48 carnival dates and celebrations. All equipment has been stored at the factory and winter quarters, 1300 Norton Avenue, and work is under way for the coming season.

"In fact, activity at our winter quarters resembles springtime when we are preparing to take to the road," the manager said. "Some two dozen painters, mechanics and carpenters, plus many other workmen, are working full time repairing, rebuilding and painting the assembly of rides and other amusement property. In 1944 we plan to go forward on a scale comparable to the past season. Of course, we will encounter great difficulty in securing employees and certain materials, but other industries have the same problems. However, with the showmen's determination and courage, our industry will prosper."

Managing personnel for 1943 comprised F. E. Gooding, general manager; Mr. and Mrs. E. C. Drumm, Mr. and Mrs. George Boulc, John F. Enright, Blaine Gooding, Charles O'Brien, James Willman, E. W. Weaver, Ora (Buck) Saunders, Jack Lampton and Kathleen Holleran.

#### CASEY SWITCHES LOOPS

(Continued from page 34)

ing Quebec Exposition Provinciale; Belmont Park, Montreal, and Coney Island, New York. Some Eastern Fairs were visited before their return here October 9.

#### Railroad Travel Offered

"The show was booked solid last spring as usual on the C circuit of Western Canadian fairs," said Owner Casey. "We spent considerable money on advertising, for truck licenses and other purposes and we were granted gasoline coupons and tire permits. Then a new government order came from the Wartime Prices and Trade Board under which the show organization was refused permission to travel for distances in excess of 35 road miles from the registered address in Winnipeg.

"The board, however, offered us the alternative of traveling by railroad. But it was obvious that the show could not travel the C circuit by rail and play all the spots, so I had to cancel all 27 contracts on the C circuit. We had many letters of disappointment from the fair boards, most of whom wrote or interviewed their members of Parliament without success. Since the fairs a number of the secretaries have told me that their fairs would never be the same without midway attractions. Our shows had played the C circuit for the past eight years.

"My intention then had been to play the Winnipeg district for two months and then ship to Port Arthur by rail to play one of the beaches there for the remainder of the '43 season. But a proposition came from the Western Canada Fairs' Association, offering the midway contracts for the B circuit, which was accepted. We were granted four boxbaggage cars and one passenger coach for the show personnel and equipment. Our moves were all by regular passenger, freight or stock trains, as special moves had been forbidden. The railroads were very co-operative and in several instances regular trains were held especially for the show and we made every fair on time except the one in Melfort, Sask., where the opening day was missed.

#### Strenuous for Operation

"We considered the show rather small for the B circuit, but it was well received and was praised by fair boards and newspapers. It made for a busy season, crowds were tremendous and most of the fairs broke records. With 4 rides, 2 Side Shows and 18 concessions, we had little time for anything except work. In several spots we operated until 2 o'clock in the morning and then prepared to reopen at 10 a.m. The help situation was not bad, altho some of our boys were called for military service during the season."

A large file of letters are in the Casey offices, indicating how fair secretaries interceded with the WPATB, asking that the show be allowed to travel by trucks on the C circuit, and there are newspaper clippings from around the loop lauding the organization for efficient and clean operation. Owner Casey said that he would attend the Chicago meetings.

# Allan Herschell Co., Inc.

Manufacturers of

# amusement Devices

Modern Design-Streamlined-Distinctive Appeal

Moon Rocket
Sky Dive
Carrousels
Kiddie Auto Ride

We are doing 100% war work now. Look forward to sensational new designs and improvements after the war.

Order repair parts now to assure safe operation for the 1944 season.

# Allan Herschell Co., Inc.

North Tonawanda, N. Y.

KEEP BUYING MORE AND MORE WAR BONDS

# IMMEDIATE DELIVERY

ON FLYS—BALL GAME HOODS—
GRAB JOINTS—CONCESSION

# TENTS!

IN KHAKI, GREEN OR BLUE

- NO PRIORITY NEEDED
- NO PRIORITI N
- SUPERIOR

ANCHOR QUALITY

GET YOUR ORDER IN NOW FOR SPRING DELIVERY ANCHOR SUPPLY CO. EVANSVILLE, IND.

Greetings to our

friends and customers

# R. E. CHAMBERS COMPANY

Beaver Falls, Pa.

# C. F. Zeiger United Shows

Bosses and Help for all Rides. Two to four weeks in each city. Can also use Ride Help for Park Rides. Will furnish equipment for money-getting Shows. Legitimate Concessions, write. Can place useful Carnival People in all departments.

C. F. ZEIGER, Commonwealth Hotel, Kansas City, Mo., until Jan. 8th.



#### PENNY PITCH GAMES

Birs 46x46", Price \$25.00. 8|10 48148"

PARK SPECIAL WHEELS 30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-80-number

BINGO GAMES

100-Player Complete ..... 7.00

1/3 Deposit on All Orders. Full of New Games, Blankets, Dolle, Canes, etc.

SLACK MFG. CO. 124-126 W. Lake St. CHICAGO, ILL.\_\_

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All Readings Complete for 1943

#### NEW DREAM BOOK

Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P. P. Extra.

19 West Jackson Blvd. CHICAGO Instant Delivery. Send for Wholesale Prices.

Shrunken Japanese Soldier Shrunken Japanese Nurse Shrunken Japanese Heads

See the Shrunken Body, once a mighty fighting soldier, now a shrunken midget; once a tender nurse, now a shrunken beauty. A reproduction of the Japanese body in shrunken condition, every detail true to life. Crowds flock to see them. Everyone wants to see a dead Jap. Black burnan hair avalances brown Campillala actually human hair, eye lashes, brows. Cannibals actually shrink human heads and bodies. We send lecture telling all about it. Fill your show house every night. Biggest window attractions in America. Shrunken bodies, length over all about 3 feet; wt. about 8 lbs. Shipped in nice casket, post paid, each only \$15.00. Shrunken Jap Heads about half life size, postpaid \$5 each; the three post paid only \$35.00. If C.O.D. send one-half, Order today, Address: TATE'S CURIOSITY SHOP, Safford, Arizona.



#### NO SHORTAGE On Our Ensy Money-Making BUDDHA PAPERS

Blank sheets of paper magically turn into written Fortune Telling or Character Rendings.

Send Stamp for Catalog. S. BOWER, Bellemead, N. J.

# HUBERT'S MUSEUM ₩

228 W. 42d Street, New York City WANT NOVELTY ACTS OF MERIT. State salary and all details in first letter. Open all year round. SCHORK & SCHAFFER.

# LOOK—LISTEN

Order Dolls, Cats, Bottles and other supplies for next season. Prices higher beginning Jan. 1st, 1944. Get catalogue today.

TAYLOR GAME SHOP Columbia City, Ind.

BUSINESS FOR SALE—Est, over 50 Years, THE W. H. J. SHAW LIFE SIZE WAX FIGURE BUSINESS—Consists of Plaster Molds, representing Presidents, Generals, Characters of the "West,"

Beautiful Women, Outlaws, etc. A wonderful op-portunity. Will teach business to buyer. Figures are gold to Carnivals, Amusement Parks, Museums, Road Shows and Educational Exhibitions. Write for particulars. MRS. W. H. J. SHAW, 3196A South Grand Blvd., St. Louis, Mo.

# RIDES ★ RIDES ★ RIDES

Want to huy Octopus, Tilt-a-Whirl, Little Beauty Merry-Go-Round, Smith & Smith Chair-Plane, Write, giving full details to

M. A. BEAM 2507 Graham Ave.

Midway Confab

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

CHICAGO or bust!

LOUIE AND LIZZIE SELZER are wintering in Monticello, Ark., with their Monkey Show.

MR. AND MRS. JOHN QUINN, owners of the World of Pleasure Shows, are spending a month in Hot Springs prior to the Chicago meeting.

VI AND AL PETKA are wintering in their new home in Detroit after a successful fair season, where he is recuperating from a broken shoulder,

AFTER closing with the Buckeye State Shows, Mr. and Mrs. Jack Berry went for the winter to East St. Louis, Ill., where they have placed their daughter, Joan, in school.

HAVE you already applied for a lower berth for 1944?

DOROTHY AND EDDIE MALBIN closed with Moore's Modern Shows and joined Dodson's World's Fair Shows with their concessions. They expect to spend a few weeks in Aransas Pass, Tex.

Exposition Shows, who are spending a death, will retire.

ton, Fla., that he is now employed as guard in the McCloskey Shipyard and hopes to be back on road again next season.

JOHN W. SWISHER, concessionaire, truck corporation and looks for an early tion of food concessions. start on the road next season.

SIDE SHOW consisting of 17 people and featuring Rosa Lee, armless girl, is with the All-American Exposition and will be out until Christmas, carded Frank Zorda from Bainbridge, Ga. Show will then be placed in a storeroom in Jacksonville, Fla.

AFTER meeting thousands of people yearly showmen still apologize for not remembering names and faces.

EDWARD P. WOMACK, former partner in the Mackley Music Publishing Company, has bought the United Novelty and Candy Company, Detroit, and Mrs. H. O. Walters, widow of the founder of the MR. AND MRS. TURNER SCOTT, Scott firm and who has operated it since his



HOSTESS AT A PARTY on her birthday anniversary in the Pine Room of the Daniel Ashley Hotel in Valdosta, Ca., October 22, Mrs. Hattie Wagner, wife of Al Wagner, general manager of Great Lakes Exposition Shows, entertained girls of the show at dinner. A large birthday cake emphasized the carnival motif, being decorated with a replica of a Ferris Wheel and dolls dressed as dancing girls. Smaller cakes were topped with pink and green pennants. In the group shown above are Becky Kaufman, May Margolies, Lillian Stark, Honey Lee Spitzer, Lorraine Brady, Sandra, Brenda and Mary K. Sakobie, Bessie Gramportone, Fay Ayers, Faye Cobler, Nevilon Herndon, Alma Bayliss, Edith Sullivan, Clara Smith, Erna Perry, Audrey Shaw, Martha Wagner, Blanche Lytton and Mrs. Wagner, at the head of the table.

few weeks in their old home town, Orlando, Fla., expect to attend the Chicago meetings.

CLOSING with Hyalite Midway Shows in Mineola, Tex., November 13, H. R. Marteney, former general agent of the show, is managing Sollie Child's Army their concession on the Parada Shows. Show at Camp Bowie, Tex.

LE-OLA, who had the annex in Al Tomaini's Circus Side Show on the James E. Strates Shows, has returned to her home in Portsmouth, O., after closing with the shows.

ATTRACTIVE post card from E. H. Rucker, manager of the Dixie Minstrels on the Scott Exposition Shows, indicates that he closed a good season and is resting in Atlanta.

FOLLOWING the convention we can again openly admire our competitors as we admired them before it started.

CLOSING October 9 in Prescott, Ark., Curt Rea, O'Fallon, Ill., believes he has set some sort of a record by being with one show 21 years. He has operated concessions on the Charles Oliver Shows that number of years.

HARRY E. WILSON, formerly with the PLAZA EXPOSITION SHOWS, in which WINDBER, PA. Gold Medal Shows, types from Gibson- Ralph W. Conley, Wheeling, W. Va., re-

WHILE her husband, Austin L. Phillips, in the navy is taking pictures for Uncle Sam, Mrs. Charlotte Phillips is reported doing well with her picture machine in Pittsburg, Kan., with the assistance of Jessie Mae Short. For the past eight years Mr. and Mrs. Phillips had

W. B. (BILL) STARR, who closed in Austin, Tex., as legal adjuster of Dodson's World's Fair Shows because of ill health, will be back with the show in the same capacity next season. He "cut his season short" to take medical treatment in Corpus Christi, Tex., from where he went to Aransas Pass, Tex., to rest and fish.

"REASON I don't get acquainted with a lot of showfolk," cracked a cookhouse waiter, "is because I save the halves and quarters it costs to know 'em."

TEX FORRESTER letters from Arkadelphia, Ark.: "Leonard Duncan and myself, of the Duncan's Harlem Swing Revue, completed a successful season with the Rubin & Cherry Exposition. We are going deep into Dixle with 30 performers, 40-by-110-foot canvas, 600 seats, two cars and a bus and a truck, making for a complete one-night-stand show."

ports he has a small interest, closed the season in Evansville, Ind., and are wintering in Greenfield, O. Conley, who booked fair attractions this year, expects to continue next year and advises that the Plaza shows will go out, possibly on a curtailed basis.

H. A. BOUCH SR. reports that due to labor shortage he has leased his Rathskeller, Schoharle, N. Y. His son, S/Sgt. H. A. Bouch Jr., crew chief with the 482d Air Base Squadron, Hill Field, Odgen, after closing a successful season with Utah, expects to be home for a short Jones Greater Shows, is working in holiday furlough. Before joining the Charleston, W. Va., as mechanic with a service he assisted his father in opera-

> ONLY a few years ago on closing night we were satisfied when the boss gave us a lot of credit, not cash, for being with it and

IN Michigan George B. and Irving Kempf, who have been off the road two years, are working in war plants, the former in Capac and the latter in Detroit. George's niece, Hazel Helen Kempf, has a part in a play which opened October 31 at the Shubert LaFayette Theater and appears to be in for a good run in Detroit. Hazel's parents, Mr. and Mrs. Fred S. Kempf, perished in the railroad wreck of the Con T. Kennedy Shows near Columbus, Ga., November 22, 1915.

MR. AND MRS. WILLIAM KOFORD will handle some equipment of the Bright Lights Exposition Shows that is being shipped from Jamestown, N. Y., to winter quarters at Buchanan, Va., where work will begin soon after the holidays. He reports that John Gecoma, owner and manager of the shows, stopped in Jamestown on his way to the annual Banquet and Ball of the National Showmen's Association in New York and that he intends to attend the Chicago meetings.

FORREST C. SWISHER reports that repair work has started on the Parada Shows at Canay, Kan., having played the last spot at Neodesha, Kan. He adds: "Altho the Parada Shows weren't on the road as such, equipment was used in Coffeyville (Kan.) Municipal Amusement Park, while more worked under the Cappell title and some was leased for victory home-talent carnivals. My shows remained in quarters but my concessions were split among the three units. Business was good all season."

"BEST thing about closing is that for the next five months we won't have to listen to managers crack: 'A chain is only as strong as its weakest link." -- Dime Jam Johnson.

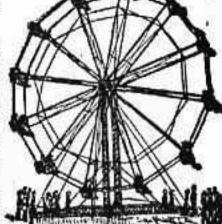
REPORTING a successful season, Edward K. Johnson, contracting agent of the Cetlin & Wilson Shows, will winter in the Hotel Senator, Philadelphia, except for some trips to fair meetings. Season's highlight to him was at Pee Dee Fair, Florence, S. C., he declares, when on closing night for the C. & W. Shows, "they having no Merle Evans," Co-Owner John W. Wilson stepped out of the office with his harmonica and played Carry Me Back to Old Virginia, as the trucks began to roll toward Petersburg quarters.

THERE are a number of carnival executives in Aransas Pass, Tex., where most of their time is spent fishing in the Gulf. Among those now there are Jack Edwards, general agent of the Tidwell Shows; Mr. and Mrs. Harry Hunter, World of Today Shows; Mr. and Mrs. Carl and Mr. and Mrs. Jimmie Byers, Byers Bros.' Combined Shows; Jack Moore, Moore Shows, and three adjusters who cut up many jackpots, Whitle Dixon, John R. Ward Shows; Harry Fitch, Dailey Bros.' Circus, and Brownie Miller, Tidwell Shows.

Great Lakes Exposition Shows had a tough weather break in the second and

**Bought and Paid** for in 1943

Otto Criss, Fort Wayne, Indiana, bought his BIG ELI WHEEL in March, 1943, He started it at the Park on May 1st. On Sentember 15 On September 15
Mr. Criss received
a Bill of Sale to
his BIG ELI
When sending final



payment he said: "We have had a very nice season." The Old Reliable BIG ELI WHEEL continues as a fine business investment. After Victory, New Model BIG ELI WHEELS will again be manufactured.

ELI BRIDGE COMPANY -800 Cass Avenue, Jacksonville, Illinois

final week in Tallahassee, Fla., before moving to Panama City, Fla., for the winter. After a full week of good weather, which brought out an average long with carnivals and circuses, gave of 5,000 persons nightly, the remaining seven days saw one of the coldest spells in the history of the city. However, it was reported that the gate was not much below that of the first week. The free acts went on as scheduled. Date

# The 1943 Crop Is In Our Cribs

Yes, hundreds of tons of our Indiana grown Hybrid S / A Yellow, White Hulless and Baby Golden Yellow has been harvested and now drying nature's way in our ventilated cribs. It will be ready for distribution in March to all our old customers and hundreds of new ones, too. Our old crop is now going to regular patrons who depend upon us for their regular requirements every week of the year.

# You Can Buy Shelled Pop Corn

when the 1943 crop is matured and in popping condition then you can contract with us for the entire year and be assured of a reliable uninterrupted source of supply for Pop Corn, Seasoning, Salt, Bags, Cones and Boxes.

We specialize in supplying the

# **OUTDOOR TRADE** THEATRES POP CORN SEASONING

(boxes, cones, etc., when we can get them). We sincerely thank the Concassionaires, Canteens, Theatres, etc., throughout United States and Canada for their business of 1943 and it we failed to give you service it was due to the shortage of Pop Corn and other supplies. We hope that during 1944 we will have enough Pop Corn to fill the demands made upon us.

May we put you on our mailing list?

# THE INDIANA POP CORN CO.

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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.

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HOLIDAY GREETINGS TO EVERYBODY Babe and Bob Keating

#### GASOLINE BURNERS COLEMAN & AMERICAN PARTS ★ ★ ★ SERVICE

I. SCHORE, 119 Chambers St., New York City

RIDES AT LIBERTY 1944 And Smith & Smith Chairplane, like new, Prefer

park or city lots. These Rides are stored in Pennsyl-HARRY HUNTING 6706 Broadway. Cleveland B, Ohlo

was sponsored by the American Legion

ED (SPIKE) HOWARD, strong man, his 1,000th pint of blood November 9 before 250 persons in the auditorium of Philadelphia Lodge of Elks. Transfusion was performed by Dr. Samuel H. Manstein and the blood turned over to the American Red Cross. Mayor Bernard Samuel turned the meeting into a blood donor rally. Howard, who has received much recognition by press and radio, is believed to be one of few men with 1,000 such donations to their credit.

# ARMED FORCES

Showmen in the nation's fighting forces and their relatives and friends are invited to send personal items, including rank and branch of service, to this department.

PVT. LLOYD D. SERFASS, owner-manager of Penn Premier Shows, is in the Marine Corps at Parris Island, S. C.

PVT. WILLIAM A. ROBERTS, formerly with the Art Lewis Shows and John R. Ward Shows, is training at the Anti-Aircraft Casualty Replacement Center, Fort Eustis, Va. Mrs. Roberts is employed in a defense plant.

PVT. ERNEST GREGORY, former bingo operator with H. W. Jones on the Art Lewis Shows, V-mails that he visited Tunis and found North Africa a beautiful country, but that he really misses the show.

CORP. CLARENCE (FRENCHY) ST. GERMAINE, former ride foreman on the World of Mirth Shows, who is stationed with the anti-aircraft at Fort Bliss, Tex., was guest of Mr. and Mrs. Frank Burke, of the Frank Burke Shows, in El Paso, Tex.

CHARLES POLING, son of Mrs. Ralph Walker and brother of Mrs. Jack Berry, Buckeye State Shows, is at the Marine Base, San Diego, Calif. Having completed boot training, in which he won medals for marksmanship and bayonet practice, he is now in the electrical school.

ARCHIE T. MOORE, Raleigh, N. C., former ride mechanic and canvasman on big carnivals, who was on furlough from the quartermaster depot, awlation training base, near Fort Myers, Fla., was a caller at the Cincy offices of The Billboard November 19.

PFC. EDWIN E. FAUNCE, better known as Eddle Wagner, formerly of Dick's Paramount, O. C. Buck and Johnny J. Jones shows, wrote from Guadalcanal to Bobby Kork that the only home news he gets is from The Billboard, which arrives in a boat a month late. His address is A. P. O. 520, Postmaster, New York, N. Y.



PVT. JACK N. CAPELL, co-owner of Capell Bros.' Shows with his brothers. Robert and William, is with Company F, 513 Parachute Infantry, Fort Benning, Ga.

# INSURANCE

# CARNIVALS

# CLEM SCHMITZ

Radio City, New York

#### -EYERLY RIDE OPERATORS ---

Protect your OCTOPUS, ROLLOPLANE and FLY-O-PLANE World's Most Popular Rides

- Operate Slowly Operate Carefully
- Keep Well Oiled

• Keep Nuts and Bolts Tight

EYERLY AIRCRAFT CO. Manufacturers SALEM, OREGON

BUY WAR BONDS NOW

BUY WAR STAMPS NOW

AFTER THE WAR BUY A NEW

TILT-A-WH(RL

In the meantime keep your old rides safe with the original builder's parts.

SELLNER MFG. CO.

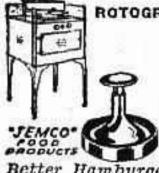
Faribault, Minnesota

### POPCORN SUPPLIES

Our new Fall Price List on Popcorn Supplies has been mailed to all of our customers. If you have not received your copy, write for it today. This year take advantage of GOLD MEDAL'S low prices, top quality and speedy service. GOLD MEDAL PRODUCTS CO.

131 E. PEARL STREET

Cincinnati 2, Ohio



ROTOGRILL -AMAZING NEW COMBINATION - ELECTRIC FOUNTAINS Man-This is DYNAMITE! New revolutionary ROTOGRILL cooks

delicious hamburgers by electricity,
Ne Grease, No Smoke, Action
display, Also junior model, Completely portable, Low cost, Every
sale earns you large commission,
JEMCO PATTY MOLD, Scals
hamburgers in wax paper, Eagerly

bought by meat markets, drug stores, lunch counters everywhere.
Big profits NOW!! JEWEL ELECTRIC FOUNTAINS are portable humidifiers. Beautiful display, Sell to homes and stores. Also large Color Change Fountains, Est. 1880, Send 10¢ for catalog and photoprints,

Better Hamburgers Jewel Elec. & Mig. Co., 216-BB W. Kinzie St., Chicago, III.

# BRIGHT LIGHTS EXPOSITION SHOWS

Season 1944 Opening Early in April in Virginia

Can place Rides not conflicting, Shows with or without outfits, Girl, Minstrel, 10-in-1, Half-and-Half, Monkey, Animal, Midget, Fat, Motordrome; will furnish you complete outfits with panel fronts. CONCESSIONS of all kinds; playing the best territory in VIRGINIA, MARYLAND and PENNSYLVANIA, WANT Ride Help, Foreman for Wheel and Chair-Plane and Help for other Rides. Want to Buy—Merry-Go-Round, Kiddie Auto, 50 or 75 Transformer, Show Tops, etc. I will be at the New York and Chicago meetings. Write or wire

JOHN GECOMA, 722 Empire Bidg., Pittsburgh, Pa.

Heart of America

Showmen's Club

Reid Hotel

Kansas City

by First | Vice-President C. F. (Doc)

Zeiger, with the usual salute to the flag.

Detailed financial report by Secretary G.

C. McGinnis was approved. James W.

Marshall and Charles J. McCormack were

matters of importance were acted upon,

Present at the regular evening were

George Sargent, Frank Capp, Chester I.

Levin, George Elser, Ivan Mikaelson, C.

G. Stevens, Charles Elliott, Al C. Wilson,

Ray Hanson, Jack Sterling, Carl Wilde,

P. W. Deem, George Carpenter, C. F.

Zeiger, George Howk, G. C. McGinnis,

Pete Callender, George A. Dean, W. Frank

Delmaine, Tex Cummings, Roy Marr,

Harry Duncan, Charles Coleman, L. K.

Carter, Harley Everet, Al Campbell, W. P.

Turner, Ellis White, Sam Benjamin,

Jack Moon, Clay Weber, Louis Loer, Cur-

ley Clark, Paul McDonald, Buck Ray and

en route to Texas. Roy Wilkerson is in

the armed forces. Slim Wadsworth has

re-entered Mount Vernon Sanitarium. W.

H. Anderson, formerly part owner of the

Anderson & Srader Shows, is here on

business. Bert Davenport left for Texas.

Elmer Armfeld and H. C. Christman have

been reinstated to membership. Club's

recreation room has been refinished and

new furniture has been added. Banquet

(See HASC on page 93)

Mr. and Mrs. Roy Marr stopped over

At a board of directors' meeting, some

elected to membership.

KANSAS CITY, Mo., Nov. 20 .- Regular meeting November 12 was called to order

# Showmen's League of America



Sherman Hotel Chicago

CHICAGO, Nov. 20 .- Everything is set for convention week. Art Briese and his President's Party Committee ready to go. Bernie Mendelson has arrangements for the Memorial Service completed, Chairman Sam J. Levy, working hard on the 31st Annual Banquet and Ball, gives assurance that it will come up to the standard set by its predecessors. Charles Zemater will have charge of registration. Ban just and ball reservations are coming in so fast as to predict a sell-out.

Membership drive totals nearly 200 for the year. Applications came this week for Harry L. Gordon, Don B. Sterling and Stuart Brand, credited to Morris Lipsky and James Campbell. A letter from Harry Hennies contained money orders in the sum of \$75 for the Servicemen's Fund. Jack Ruback sent in another check for \$100 in the Red Cross War Relief Drive.

William E. Thompson reported that he had returned from North Africa and was on the disabled list. Elwood Lorman is a late name added to the list of brothers in the service. Sam Boswitz in from L. A. for a visit. Mickey Humphreys arrived from the South. Among other callers were Tom Sharkey, Jack Klein, Irving Malitz, Jack Benja-

(See SLA on page 93)

# Club Activities



# Pacific Coast Showmen's Assn.

623 1/2 South Grand Ave., at Wilshire Los Angeles

#### Ladies' Auxiliary

Directors met at 1 p.m. November 15 and selected two members for each of the offices to be filled at the December election. Betty Coe and Edith Walpert are to run for president; Mary Taylor and Ester Carley, first vice-president; Marie Morris and Emily Mettler, second vice-president; Helen B. Smith and Vivian Gorman, secretary, and Marie Tait, unopposed for treasurer. Margaret Farmer was appointed by President Edith Bullock as chairman of election board, with past presidents to serve with her. Peggy Forstall was named chairman of the installation dinner and she is to choose her assistants.

A letter came from Elsie Miller, secretary of the Ladies' Auxiliary, Showmen's League of America, asking for a 'representative at their installation banquet, and Virginia Kline was chosen. Attend-

(See PCSA on page 93)

# **National** Showmen's Assn.

Palace Theater Building New York

NEW YORK, Nov. 20 .- President Art Lewis presided at a special meeting November 17, and on the dals with him were Vice-President Oscar C. Buck, Vice-President Jack Rosenthal, Treasurer Joseph Hughes, Assistant Treasurer Harry Rosen, Chaplain George Traver, Counselor Max Hoffman and Dr. Jacob Cohen. The nominating committee, George A. Hamid, chairman; Ross Manning, Harry Decker, Moc Silberman, Joe End, Arthur Campfield, Charles Morris, William Lish and Thomas Fallon, had met November 12 and nominated these members for 1944:

Oscar C. Buck, president; Jack Rosenthal, first vice-president; Jack Wilson, second vice-president; David B. Endy, third vice-president; Joseph A. McKee, secretary; Joseph H. Hughes, treasurer; Harry Rosen, assistant treasurer; Fred Murray, chaplain. Board of governors: Frank Bergen, Arthur Campfield, L. Harvey Cann, Jack Carr, Richard Coleman, Phil Cook, J. W. (Patty) Conklin, Joe End, Ralph Endy, David Epstein, W. C. Fleming, Richard Gilsdorf, Murray Goldberg, Jerry Gottlieb, Jack Gilbert, Jack Greenspoon, Eugene Gutman, Mack Harris, Lieut. Col. Harold G. Hoffman, Howard Ingram, Phil Isser, John J. Kline, Harry Kaplan, Joe Landy, Lew Lange, Jules Lasures, Sam Levy, Charles Lewis, Jack Lichter, Alfred G. McKee, Charles (Doc) Morris, Russell Owens, Jack Perry, Sam Peterson, Sam Prell, William Rabkin, Joe Rogers, Irving Rosenthal, Charles Rubenstein, Casper Sargent, Clemens Schmitz, D. D. Simmons, Gerald Snellens, Leonard Traube, Irving Udowitz, Ben Weiss, Frank Wirth. New board of governors: Joe Basile, William

(See NSA on page 93)

Maryland Hotel

St. Louis

devoted to considerable business that

Norma Lang for Lee and Lorraine Bel-

mont, Alice Belmont and Dorothy Wil-

liams were balloted upon and the ap-

plicants were elected to membership. At

the former meeting petitions of Edna

Madison and Madeline Berry, presented

by Kathleen Gawle, were approved. On

November 19 the club gave a hobby

shower for Anna Jane Bunting, whose

hobby is elephants, and on December 2

the members will give a personal shower for Doris Belford, formerly Doris Riebe.

On New Year's Eve the club will collaborate with the International Asso-

ciation of Showmen at a gala party.

Missouri Show

# Michigan

Detroit

DETROIT, Nov. 20.—President Harry Women's Club Second meeting of the fall season was awaited disposal. Petitions presented by

> Schreiber, Hymie Sobel and Louis Wish. Jack Dickstein, chairman of the special entertainment committee, reported by long-distance telephone during the meeting that tickets and advertising have been proofed and will be ready at

(See MSA on page 93)



James Stone.

# Showmen's Assn.

156 Temple Street

Stahl presided over the meeting November 15, which, despite snow and cold, was attended by over 100. Primary balloting in the annual election is set for next month, and this meeting was the deadline for nomination petitions. Nominations filed are: President, Harry Stahl; first vice-president, Ora A. (Pop) Baker and Jack Gallagher; second vicepresident, Mannie Brown, third vicepresident, Mike Allen; treasurer, Louis Rosenthal; secretary, Bernhard Robbins and Arthur J. Frayne; directors, Jim Ashley, Charles J. Bennett, Marshall Ferguson, Sam Gould, Frank Hamilton, Marvin Keys, Jack La Rue, Harry Lewiston, Mac McMillen, Sam Maltin, Oscar Margolis, Ben Morrison, Ben Moss, Harry



TWO WELL KNOWNS of outdoor showdom were caught by the cameraman during a recent meeting of the twain, when J. W. (Patty) Conklin was visiting in Los Angeles and spent some time with J. Ed Brown, "Coast Defender."

Materiale protetto da copyrigh

# FIRE INSURANCE



Write us today for rates

**Covering Winter Quarters** 

CHARLES A. LENZ

"The Showman's Insurance Man"

A1338 Insurance Exchange

Chicago, III.

# MOBILE MUSEUM

A Unit of The

PARK AMUSEMENT CO., INC.

356 DAUPHINE, MOBILE, ALA.

WANT ACTS, FREAKS, ETC. GOOD MUSICAL ACT. (The Crawfords, Wire.) STATE YOUR SALARY OR NO REPLY.

All Wire: RAY MARSH BRYDON

Care BATTLE HOUSE, MOBILE, ALA. - SHOW NOW OPEN -

# POPCORN AND SUPPLIES

CARTONS - BAGS - SALT - CONES - SEASONING - POPCORN

C. R. FRANK **POPCORN** 

AND SUPPLIES

4310 DELMAR BLVD., ST. LOUIS, MO.

CONCESSIONAIRES: BE ASSURED OF SUPPLIES FOR 1944 SEASON. SEND NAME AND ADDRESS NOW.

**BUY FOR CASH** 

# PORTABLE SCOOTER RIDE

WANTED

Carmel Popcorn, Candy Apple and Peanut. 100% Location.

DAN CRISTOFANO

439 Granby St., Norfolk, Va.

# WANT FOR WORLD'S FAIR MUSEUM

OPEN NOVEMBER 26 FOR 5 WEEKS

Picture Machine, Jewelry Store and Rice Writer. Can use sober Chimpanzee Trainer. Can always use good Novelty Act, good Freak.

WORLD'S FAIR MUSEUM, First National Bank Bldg., El Paso, Texas.

# International Showmen's Association

Maryland Hotel St. Louis

ST. LOUIS, Nov. 20.-John Maher wielded the gavel at the last meeting in the absence of the president and vicepresidents. Steve Handing acted as secretary and Leo Lang was at his place at the head table as treasurer.

A nominating committee was appointed with instructions to have the regular-ticket candidates ready at a meeting December 9. It was decided to hold a New Year's Eve party and dance, and a committee was appointed to handle the event. After the business session, lunch and refreshments were served as usual.

The

# PAGIFIC GOAST SHOWNEN'S ASS'N

ED F. WALSH, Pres. HARRY TAYLOR, 1st V-P. TED LE FORS, 2d V-P
AL (Moxie) MILLER, 3d V-P
CHARLES W. NELSON, Executive Secretary

BILL MEYER, 4th V-P EDDIE TAIT, Treas.

... Announces the ...

# 22nd ANNUAL CHARITY BANQUET AND BALL

The Gold Room

Biltmore Hotel, Los Angeles, Calif.

Tuesday Evening, Dec. 14, Seven o'Clock

Tickets Now on Sale \$7.50 (inc. tax) per person

JOE GLACY, Chairman

# Are Your Dues Paid?

After Dec. 31 re-instatement will be \$25 and new members will be required to pay \$35, which includes \$10 dues and \$25 initiation. Until Dec. 31, 1943, new members will be accepted at the current rate of \$10 for initiation plus \$10 for a year's dues. For re-instatement send \$15 today! Dec 31 is the absolute deadline.

The Officers and Members of the Pacific Coast Showmen's Association take this opportunity to extend Season's Greetings to their many friends here and overseas with the armed forces. It is hoped those in military service will soon be home again—after Victory.

BUY WAR BONDS AND CONTINUE TO BUY WAR BONDS AND STAMPS
The more you buy, the sooner Victory will be ours.

PACIFIC COAST SHOWMEN'S ASSOCIATION, 623½ S. Grand Avenue, Los Angeles 14, Calif.

# RICAN EXPOSITION WAS OUR BIGGEST YEAR

# GREETINGS-

# To Our Friends Everywhere

NOW BOOKING FAIRS AND CELEBRATIONS FOR 1944.

See us at the Sherman Hotel, Chicago FRANK WEST, General Manager ROBERT (BOBBY) KLINE, General Agent

NOW BOOKING SHOWS AND RIDES FOR OUR 1944 SEASON

Winter Quarters Address: Jacksonville, Fla.



1944

GREETINGS

# WALLACE BROS.' SHOWS of Canada

WISHING all our Friends, Business Associates and Fair Associations in United States and Canada A Very Merry Xmas and a Most Prosperous and Happy New Year.

J. P. (JIMMY) SULLIVAN

P. O. Box 442

Toronto, Canada

# CAPELL BROS.' SHOWS

America's Cleanest Carnival WISH ALL FRIENDS AND ENEMIES IN THE SHOW BIZ A MERRY XMAS AND A BIG 1944

Booking now for next season

Opening Early in March Playing Only Proven Spots Under Strong Auspices and UPTOWN. CONCESSIONS that work stock, Fish Pond, Scales, Darts, Cork Joint, Diggers, Photos, Snow Cones, Pop Corn, Ball Games or any clean Concessions. SHOWS—Monkey, Snake, Athletic, Mechanical, Freak or any capable Shows. Have some Tops and Fronts, will furnish to capable people. RIDE HELP for new Eli Whoel, Mix Up, Tilt-a-Whirl and Kid Rides. SALARY and conditions the BEST. Capable Special Agent. WANT to buy for cash or will book Little Beauty Merry-Go-Round. All Address: H. N. CAPELL, Box 457, Haskell, Okla. P.S.: Elephant Owners, note. Will buy or lease good working Bull for Free Act.

# JAYDEE THE GREAT

Extends Christmas Greetings for a Successful Season to Geo. A. Hamid Office, Mr. John Logan and Mr. Rox Gatto. WANTED Season 1944-Girl Aerialist to work in high trapeze act, or as single, or one team. Good salary to right party. 20 to 25 weeks' guarantee. Will pay cash for Octopus, in good condition; also 40 Machines for Pennyland. Also 45 WT. P.A. System for Sound Car. Terms subject to examination.

JERRY D. MARTIN

P. O. Box 64

Rochelle Park, N. J.

### Fleming Gets No 1944 & Loser in 26 Weeks

RUSKIN, Fla., Nov. 20.—Mad Cody
Fleming Shows closed the season in Hyco Golden Yellow Blackshear, Ga., October 30, the owner said here. Season ran 26 weeks without a losing week and every spot showed a profit, Fleming declared. Season opened at Moultrie, Ga., May 1. Altho help was hard to get, not a night was lost. Chairplane lost two Mondays on account of crews doubling up. Show carried four rides, Merry-Go-Round, Dewey Harrington, foreman; Auto Ride, Ohris Davenport, foreman; Eli Ferris Wheel, John W. Davis, foreman; Chairplane, Jack McCarty, foreman and master of transportation. No shows were carried and concessions varied from 19 to 26.

Bennie Dow, who has been with the show since 1931, went to the Marine Corps. His wife, Goldie Dow, continued with their concessions with the help of her daughter, Pearl, and son, Tony. The Graffos and Mitchells left for Florida; the Deans and McCulloughs to Columbus, Ga.; Jack McCarty and Chris Davenport and family to Atlanta; Goldie Dow and son and daughter and John W. Davis to winter quarters in Hickox, Ga.; Dewey and Ola Harrington to Hickox; General Agent Dave Davidson and wife and Frankie Shelton and Clyde Dowdy to Ruskin; the Lowes to Thomaston, Ga.; Tom and Ross Porter to Americus, Ga.

Mad Cody Fleming is spending a few weeks here fishing with an old friend, Jack Jay Allen, "the Fishing Sage of Ruskin." This is Allen's 30th winter in Ruskin. Equipment was moved from Fleming winter quarters. All equipment was stored by Monday night and by Thursday Jack McCarty had the trucks all jacked up and light plants put away. Work will not start till after the first of the year.

2914 West 15th St.

STRIKING MACHINE BUILDER AND

Phone: E8-2-8866

Coney Island, N. Y.

# LL MORE



(Formerly Called "Nucol")

Added to seasoning, so that when popcorn is kettle-popped it comes out a delicious and appetizing golden yellow. INCREASES SALES, Cost very small, for it goes so far. Send name of dealer and ONE-OUNCE TRIAL BOTTLE will be mailed on receipt of 10¢ cash or stamps to cover handling expense.

COMPANY 2301 N. 11th St.

Special Printed

# TICKETS

Roll-Folded. 100,000-\$18.50,

DALY TICKET CO.

COLLINSVILLE, ILL.

# BUFFALO SHOWS

Opening last Saturday in April near Huntington, W. Va., for a twenty-four-week tour of the best industrial spots of the Central East. Everything open except Bingo and Percentage. Will book Rides which do not conflict. HOWARD POTTER, Buffalo Shows, Zone 14, Buffalo, N. Y.

Blackshear to Hickox and is in the No. 5 ELI WHEEL AND FACTORY BUILT AUTO RIDE Will Be At Chicago Meeting.

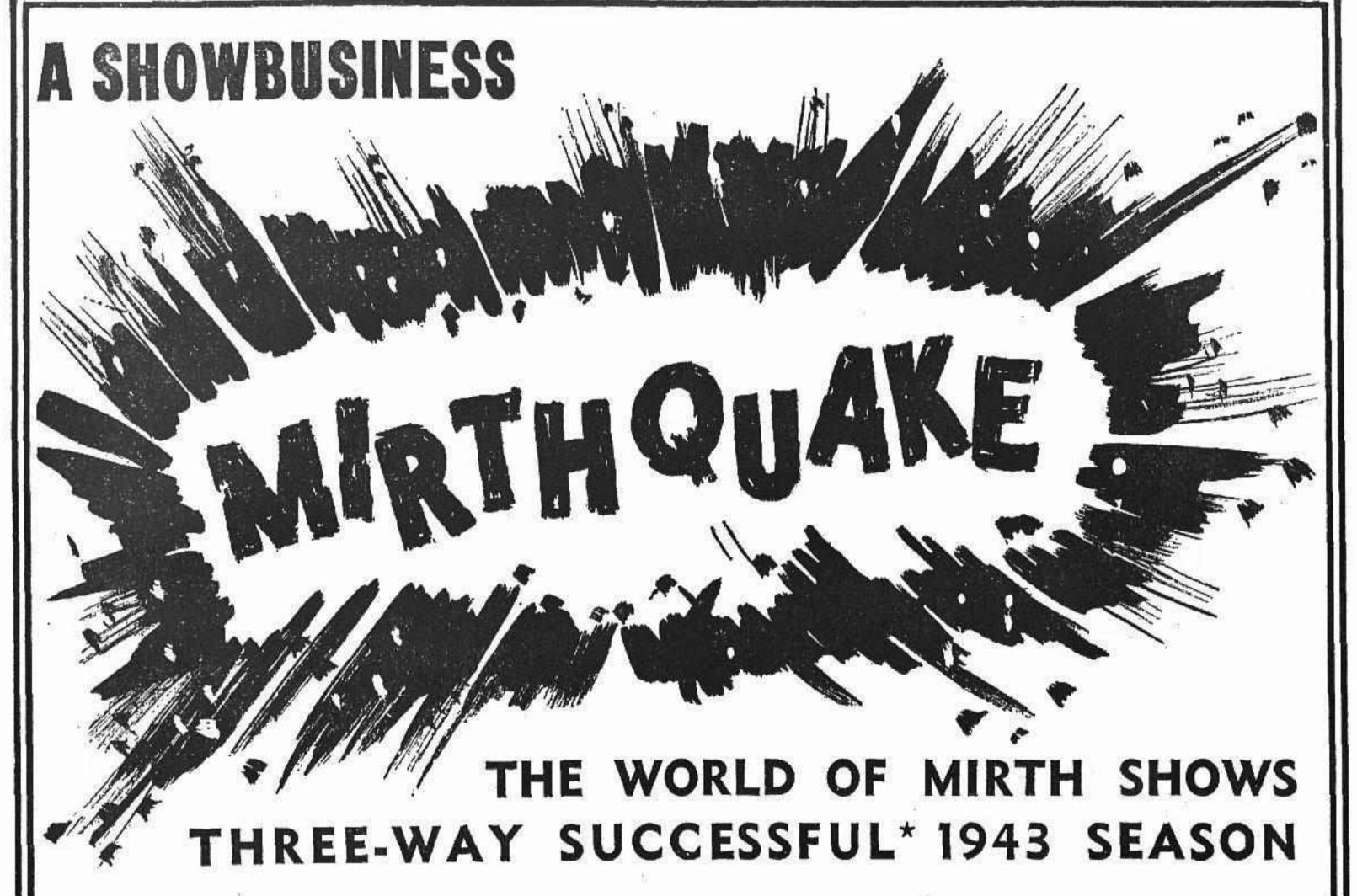
K. H. GARMAN, SUNSET AMUSEMENT CO. Danville, Illinois

# CARROUSEL ORGANS

Music Rolls for Artizan (North Tonawanda) Instruments, Cardboard Music for All Makes. Tuning and Repairing. Bargains in Newly Transformed Organs.

B. A. B. ORGAN CO, BROOKLYN, N. Y.

43



Brought much-needed entertainment to America's home front and at the same time conducted war drives in every city played.

And, despite the handicaps involved, all the Fairs played far exceeded our expectations of grosses.

#### Helped

The Great Allentown (Pa.) Fair Rocky Mount (N. C.) Fair Greensboro (N. C.) Fair Southern States Fair, Charlotte, N. C. South Carolina State Fair, Columbia, S. C. Georgia State Fair, Macon, Ga. Exchange Club Fair of Augusta, Ga.

make their 1943 events successful from the standpoint of furthering the war effort and from the standpoint of bringing entertainment to their patrons.

And to the Fair Managers and Directors under whom we played, we wish to add our THANKS for their splendid cooperation in making this a great year for all of us.

# WORLD OF MIRTH SHOWS, INC.

# MAX LINDERMAN

GENERAL MANAGER

RALPH W. SMITH SECRETARY-TREASURER

GERALD SNELLENS CONTRACTING AGENT

10 ROCKEFELLER PLAZA

FOR VICTORY . . . BUY BONDS



L. H. CANN GENERAL AGENT

FRANK BERGEN ASSOCIATE MANAGER

STARR DE BELLE PRESS REPRESENTATIVE

NEW YORK CITY, N. Y.

WINTER QUARTERS WILLIAM BYRD HOTEL RICHMOND, VA.



Co-Operation Did It! Co-Operation Will Also Win This War!

# WEST COAST VICTORY SHOWS

291 Sixth Avenue

LOUIS LEOS Sec'y & Treas.

San Francisco, Calif. HARRY MEYERS Concession Mgr.

Shows takes this opportunity

independent concessionaires,

their untiring efforts and



MIKE KREKOS General Manager

The West Coast Victory to thank its employees, and side-show operators for co-operation in making 1943

a most successful season. Co-operation by these agents was responsible for the great co-operating in the War effort, season. We are also for we know that thru co-operation only will there be an early Victory. To our boys in the armed forces we extend our best wishes. We are looking forward to seeing you after Victory. We hope this will be soon. The West Coast Shows has contributed to the sale of War Bonds and Stamps thruout the season and has also made contributions to the Red Cross and other worthy war funds. We are

W. T. JESSUP **General Agent** 

proud to have participated in these drives.

Victory Is Yet To Come. Make It a Point To Buy an Extra War Bond

# **GROVES GREATER SHOWS**

Have For Sale

One 2-Abreast Spillman Merry-Co-Round in good running condition. Want to buy ALLAN HERSCHELL 10-Car Auto Ride, will pay cash for same. Can place a few legitimate Concessions.

All communications to ED GROVES, Lockport, La., Nov. 22-28th.

# TRACEY BROS.

WANT

Freaks, Novelty and Working Acts that are interested in year around work. In applying for work, state salary or you will not get a reply.

Gilbert Tracey

Care Bistany Greater Show, Ocala, Florida



**GREETS YOU** 

You are eligible to Membership in this fastest growing showmen's organization if you are a showman or affiliated with the amusement business. Clubrooms in the center of the amusement world,

> Palace Theatre Building, 1564 Broadway, New York 19, N. Y.

Mostly everyone of the Eastern amusement family is a member. Are you?

Write for information

Initiation . . . . . . . . . . \$10.00 Dues ..... \$10.00 Yearly

#### CRESCENT COUNTS BEST

(Continued from page 34) (Slim) Haney kept rolling stock and electrical equipment in good condition. Show played 14 fairs and celebrations

in the Carolinas. Walterboro (S. C.) Fair proved one of the best, shows, rides and concessions doing near-capacity Wednesday, Kids' Day, and Saturday. Show had an excellent run in North Carolina, where it was kept small so as to play uptown locations, due to shortage of gasoline. It was enlarged to 8 shows, 8 rides and 30 concessions for the fairs, featuring Boisey Deleggs' Harlem-in-Dixie Minstrels and Fat Kelly's

Manager McHenry, making preparations for 1944, said that after a brief vacation and the holidays, work will be started on all equipment. Two rides will be added and an early opening is planned. Staff that opened with the show comprised L. C. McHenry, Bill Sargent, assistant manager; Mrs. L. C. McHenry, secretary; Cleveland Haney, master mechanic; Junior Haney, electrician. Bill Sargent, who resigned to take out a tent picture show early in August, was replaced by George L. Smith. Al Bartel, for some time assoclated with the show, returned at Bishopville, S. C., and assumed duties as business manager.

Winter destinations: Mr. and Mrs. McHenry, who will be at home for a time, plan to visit her mother in Dallas. Al and Mrs. Bartel go to Tarpon Springs, Fla., until after the holidays; George L. Smith home to Spartanburg, S. C.; Mr. and Mrs. Tom Hale and George Gilbert home to Waycross, Ga.; Aster Phillips, master builder and mechanic, from winter quarters to his home in Greensboro, N. C., until after the holidays; Mr. and Mrs. Cleveland Haney Jr., home to Gastonia; Boisey Deleggs and Fat Kelly to play houses with minstrels: Tracy Bros.' Side Show to Bistany Greater Shows, Florida; Eagleson's Monkey Circus home to Allendale, S. C.; Pelican's Mechanical City and Tom Hopewell Fat Show to Florida; Mr. and Mrs. Jose Adams, Gastonia; Tex Estridge to Tombstone, Ariz., for his health; Mr. and Mrs. Frank Long, concessionaires, to Rio, Manager Ruback and Albert Wright

Tampa; Mr. and Mrs. Russell Teeter, Fort Pierce, Fla.; B. L. Decker shooting gallery, B. & H. Shows, Columbia, S. C.; Roy T. Johnson to Gastonia to store his concessions; Louis Bright, home to Mt. Pleasant, N. C.

### STRATES MOVES FAST

(Continued from page 34)

Dick O'Brien, assistant manager, will again have charge of quarters, with James Yotas and Mike Olsen in charge of building. Some of the railroad cars bought from Art Lewis arrived and will be overhauled. Considerable building is contemplated.

Because of cold weather the last stand in Sumter, S. C., did not come up to expectations, altho Cliff Brown, fair manager, worked hard to put the event

Al Campbell went to Miami; Al Tomaini and Bill Hegerman to Gibsonton, Fla.; Joe Sciotine, Tampa; Johnny Arnellas, Providence; Ernie and Jean Delabate, New York; Steve Gekas, High Point, N. C.; Wayne Kingsley, West Baden, Ind.; Abe Rubens, New York; William C. Fleming, Buffalo; Eddie Jackson, Macon, Ga.; Willis Johnson, Union City, Tenn.; Keith Buckingham, Elmira, N. Y.; J. C. Weer, Tampa; Fred Fournier, New York; George Gray, Pensacola, Fla.; Ann Yotas, Savannah, Ga.; Walter Marks, Bridgeton, N. J. James E. Strates expects to spend some time between fair meetings at his Corning (N. Y.) farm.

#### RUBACK HAS TOP TAKES

(Continued from page 34) to the West Coast, and Mr. and Mrs. M. A. Williams to spend the holidays at their parents' home. Jack Ruback went to the West Coast to visit his brother, Hymie, who is stationed there. He will also attend fair meetings and take a trip over territory to be played next year. Ridee-O and Arcade recently bought arrived in quarters. Bob Mayes and Andy Twinning, electricians, will rewire fronts, and Bill Williams and crew will rebuild some fronts and ticket boxes. Lots of enjoyment was given to the showfolks.

At Villa Cuna, Mexico, across from Del

were hosts to the personnel at a venison supper and dance. Blackie McPeet, Hypo Denecke, Mr. and Mrs. Bill French, Mr. and Mrs. Bill Carr, Mr. and Mrs. Bill Williams, Mr. and Mrs. Hank McAluster and Mr. and Mrs. Whitey Lively will remain in San Antonio. Jack (Cowboy) King left for Denver on business. Rosemary Ruback, Sophie Mullens and Martha Rogers will spend two weeks in Mexico City. Jack King was host at a midnight lunch for the women of the Optimistic Club and Martha Rogers was elected president for the coming year. Bobbie Hyman will be in charge of mail and sales of The Billboard, and Bill Tank will again have charge of front arch and pay gate in '44.

# FOR SALE—USED GAMES

(Portable)

22" Roulette Wheel, Milwaukee lay-out; 1000 New Checks, five colors, and rack; 26" Horse Wheel and lay-out, 16" Chuck Cage and lay-out, Black and Red Chuck Wheel and layout. First \$400.00 cash takes set-up complete. One-third deposit, balance C. O. D. Equipment at New York. Airmail answer-Pan Agency.

BOX 2032, Ancon, Canal Zone.

30th annual tour . . . offering 32 weeks of Fairs, Celebrations, also proven spring money spots. Opening early in April.

BARLOW'S BIG CITY R. R. SHOWS

Outfits open for showmen . . . all Concessions open. Can place Ride Foremen on percentage, Useful carnival people, write. Address:

HAROLD BARLOW, Mgr. East St. Louis, III. 529 North 52 Street

#### WILL BUY

Good All Electric Custard Machine and Trailer; also Trailer for lunch and root beer. For sale or will trade on above double Cretor Cabinet Popcorn Machine, \$375. Bungalow Type Popper, electric, \$150. Want Frozen Custard Dippers for 1944 season. Must give plenty references and sober. Top salary, MYERS' CONCESSIONS, Dupont, O.

#### SECOND-HAND SHOW PROPERTY FOR SALE

\$5.00 Electric Peanut Warmer. Very flashy, \$16.00 White Leopard Rug. Mounted with head. \$140.00 Tent with Sidewall, 20x40 ft. Bargain. \$4.50 Large Salesmen Trunks. Need repairs. \$33.00 African Ubangi Wax Head, life size, gl. case. \$25.00 All-wool Amer. Flag, 12'6"x24'6", good con. WEIL'S CURIOSITY SHOP 12 Strawberry Street Philadelphia, Pa.

### J. R. Edwards Has Gross Rise of 50%

WOOSTER, O., Nov. 20.—J. R. Edwards business increase of 50 per cent over last year, said J. R. Edwards.

ported that he had been married Novem- tella, palmist, and Hedy Star, annex. ber 3, planned a combined honeymoon and business trip to the Eli Bridge Company plant, Jacksonville, Ill. He said that a letter from Harold and Vera Newton from Texas reported business good for Dailey Bros.' Circus, Edwards Shows will reopen about the middle of May.

### Dodson May Spot Rides in Beaumont

BEAUMONT, Tex., Nov. 20.-Dodson's World's Fair Shows will make Beaumont the winter quarters following a successful stand here during Victory Fair week,

The show is to complete a swing thru the Rio Grande Valley, where the citrus fruit season is at its height, and then go into quarters here. The show has leased a building on the fairgrounds from the city with a tentative plan for use of space on the softball diamond five days were rained out. for rides and concessions with a percentage to the city during the winter. Rose's Midget Revue, with Max Kim-City Manager G. Hughes Petkovsek announced.

#### Work Progress Reported At Quarters of Francis

ST. LOUIS, Nov. 20.—In winter quarters of the John A. Francis Shows Charles (Blinky) and Loretta Humphries are building a girl-show front and getting their sound sets ready, and Lola and Booster Thomas are working on the Minstrel Show front, reported Bertha Wiles. Harry Bills arrived this week and started to overhaul the Dodgem.

Mr. and Mrs. Checkers Misner, who left for Hot Springs, where they will remain until the opening early next spring. left their car and their dog, "Wiggles," in quarters. Mrs. John Francis and sister, Hazel Allen, Bloomington, Ill., went to Wichita, Kan., to visit their sons and grandchildren. Word came from Mr. and Mrs. Eddie Malbin that they are enjoying a vacation at Aransas Pass, Tex., workingmen for their loyal efforts in the and will be on hand for the opening.

a four-day trip to industrial cities in the Middle West. Among visitors this week were Fred Scott, Pontiac, Ill., and John Harwood, Seneca, Ill.

# Kortes Units Come Together in El Paso For Winter's Tour

DALLAS, Nov. 20.-World's Fair Museum, which has been operating continuously for 17 years, will open its winter tour November 26 in the First National Bank Building, El Paso, Tex. Peter Kortes, operator, is planning a Pacific Coast tour, as reports from that section indicate a tremendous increase in amusement grosses with the dim-out lifted Show made a tour of California about four years ago with real success.

Kortes, who has had two units operating during the present season, one with the Conklin Shows and one with Hennies Bros.' Shows, will combine the two to make about 24 attractions. One unit is on the way to El Paso after finishing an engagement with the Beckmann & Gerety Shows at Louisiana State Fair, Shreveport, and the other unit is making a 1,500-mile jump from Pensacola.

Show will move in two semi-trailers and 12 passenger cars. New additions are Jim Dunleavy, with his Jungle Monsters, and another act formerly featured at a world's fair. Billposting crew is under direction of Jim Benson and an advance publicity campaign is well under way. Charles Le Roy will again be floor manager, with Eddie Hagen as his assistant. Remainder of the staff will be announced later.

Cowan Begins Winter Tour MONROE, La., Nov. 20 .- W. D. (Tiny) Cowan, fat man, who closed with the

days of excellent business. A two-week stored along the route and in some instand here followed. Show is booked for stances system flats were rented to move six weeks before playing early spring Shows, in quarters on the Wooster Fair dates in Texas. Line-up: Francis Jabgrounds for the 25th winter, had a lonsky, manager and booking agent; Carl in 1944 as war conditions and the gov-Brown, tickets; W. D. (Tiny) Cowan, World's Fattest Man; Professor Amazo, Bert Williams is in charge of quar- magician; Ruby Neal, tattoo; Carl Davters and the overhauling and repainting enport, glass dancer and torture board; of all rides. Owner Edwards, who re- Diablo, fire manipulator; Madame Es-

#### HISTORY MADE BY R-C

(Continued from page 34)

record grosses. Exception was Minnesota State Fair where, as a result of losing the last three days, the gross was held to \$106,000, as compared to \$120,000 in the previous year.

At Oklahoma State Fair R. & C. set a new Kids' Day record with a gross of over \$18,000. At Alabama State Fair it had a new all-time one-day record gross of \$26,000. In spite of difficult railway moves, the show made 80 per cent of scheduled openings. At two fairs highest previous midway grosses were doubled. In only one instance was the increase less than 25 per cent, majority of boosts ranging from 35 to 70 per cent. Exception was Southeastern Missouri District Fair, Caruthersville, closing spot, where the increase was 10 per cent. Two of the

Among top attractions were Mrs. Ike merer on the front; Lorow Bros.' World Fair Freaks; French Casino, managed by Laura Manos; Perry Lion Motordrome, presented by Bob and Marion Perry: Margaret Dodson's College of Monkey Knowledge; Clif Wilson's Monsters Alive, managed by Charles Fogle, and Bug House, managed by Clover Fogle; Moe Eberstein's Daughters of Eve and Leonard Duncan's Harlem Revue, with Tex Forrester on the

Executive staff included Walter H. De-Voyne, secretary-treasurer; J. C. (Tommy) Thomas, general agent; William Solomon, special agent; Jack Dadswell, public relations director; Sam Gordon, concession manager. Fred Burd was assistant secretary; Robert Brown, concession auditor; Charles Kettle, stockman; Tex Moneyhan, assistant secretary-mailman; Tiny Dempsey, grounds superintendent; Leonard Whitman, electrical superintendent; Nat Worman, construction superintendent; Eddy Marconi, artist.

That the owners were grateful to the face of help shortages was shown on clos-John Francis returned Wednesday from ing day when bonuses were paid to vir-

private autos over long jumps.

"We will go as far toward expanding ernment permit us to go," the owners said. "Since it is a well-proved fact that our efforts do stimulate public morale, especially the morale of war workers, it is expected that 1944 will be an even bigger and better season." A skeleton crew in quarters is rebuilding, redecorating, repairing and refurnishing.

#### SHEESLEY RIDES ON LOT

(Continued from page 34) ley will make his headquarters at the San Carlos Hotel here.

Under active management of Ralph Clawson the show has been greatly improved. Sheesley has set up nine rides and some ball games in a spot to be called Pensacola Amusement Park in the downtown district. Park will operate on week-ends and when weather permits. It opened November 14 to a good play.

Charles E. Sheesley, business manager, returned to his home in Harrisburg, Pa. Manager Clawson will remain here with Mrs. Clawson to supervise the park. A. crew will be kept in winter quarters to build and recondition. Stanley, trained chimp of the Hollywood Wild Animal and Monkey Circus, died here in an animal hospital after an illness of six weeks. He was owned by John D. Sheesley. Mr. and Mrs. John Willander returned to Laurel, Miss. Mr. and Mrs. Samuel Strausser returned to Miami. Newt Kelly, who will winter in Uniontown, Pa., reported a good season and will be back in 1944. C. H. McLung, zoo operator, went to Mexico on a hunting trip and will return to Tampa. Dixle Douglas, operator of the Gay New Yorkers, is visiting in Norfolk. Mr. and Mrs. Al Hubbert, Sex Show, and Julius Oakly, candy concessionaire, are in Miami. The Hubbards will winter in Centerville, Miss. Oakley will return to the Gayety Theater, Washington, D. C. Harry Cramer will winter in Miami, Margie Cox will be in a New Orleans night club.

Homer Gilliland, special agent, will operate grab in park here. E. H. Smith, secretary, who will remain here until after the Chicago meetings, will return home to Jacksonville Beach, Fla. Mr. and Mrs. John D. Sheesley will go to Jacksonville Beach to visit their children, Dorothy and Jo-Ann. Mr. and Mrs. Harry Lewis will remain here. Mr. and Mrs. Sammy Lowery, of the Motordrome, will be at their home here. Mr. and Mrs. Al Renton are in Miami. Bert-Berta is with the John R. Ward Shows.

Rubin & Cherry Exposition in Caruthers- tually every foreman and workingman. General Manager Sheesley and Manager ville, Mo., October 24, opened his show Gas and tire rationing created many dif- Clawson will attend the Chicago meetin Vicksburg, Miss., October 27 to 10 ficulties for the personnel. Trailers were ings. Robert North, publicity director, who went to his home in Lynchburg, Va., was to go to New York before attending the Chicago doings.

No. 1 Cards, heavy white, 5x7. No duplicate cards. Flat wood markers, printed 2 sides, printed tally

35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$5.25; 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, Vallow, Red -- Any set of 50 or 100 cards, per card 64.

#### **3000 KENO**

Made in 30 sets or 100 cards cach. Played in 3 rows across the cards—not up and down. Lightweight card. Per set of 100 cards, tally card, calling markers, \$3.50.
All Bingo and Lotto sets are complete with wood

markers, tally and direction sheet. All cards size 5x7, LIGHT WEIGHT BINGO CARDS 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¢. Automatic Bingo Shaker. Real Class . . . . \$12.59

8,000 Jack Pet Silps (strips of 7 numbers). m. W. Cards, 5x7; White, Green, Red,

Yellow, \$2.00 per 100. \$,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pade of 25. Size 4x5, per 1.000. 3,000 Featherweight Bingo Sheets, 51/2 x8. Loose, \$1.25 per M. Stapled in pade of

Box of 25,000 Black Strip Card Markers . . All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. We pay excise tax. Immediate delivery.

J. M. SIMMONS & CO. 19 W. Jackson Blvd., Chicage

# ATTENTION!

Parkmen and Showmen: See the New Show

for 1944 on Display

# SHERMAN HOTEL

at the Big Convention

Inquire at Desk for Room Number

CHAS. T. BUELL & CO.

NEWARK, OHIO

# Official Program of ACA in Chicago

(Continued from page 34)

Discussion of association's policies for 1944. Selection of next meeting place.

Presentation of bills.

Financial report of meeting.

Miscellaneous business.

Financial report of public relations fund.

Addresses by members on subjects to be announced at the time of the meeting. General conference on matters affecting the carnival industry:

(1) Post-War Planning (2) Patriotic Activities in 1944

(3) Taxation

(4) Railroad Transportation

(6) Motorized Transportation

(6) Priorities

(7) Rationing

(8) Legislative Program (9) Public Relations

Discussion of new problems created by the war effort. Adoption of policies and legislative program for 1944.

Discussion of further contributions which the industry can make to the war Open forum.

Adjournment.

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# WANTED

FOR ALL WINTER TOUR

Shows with own equipment, Concessions that work for ten cents. Proven spots only. Saluda, S. C., this week; Aiken, S. C., next week. All address:

# ZACCHINI, SHOWS

BRUNO ZACCHINI, Mgr.

INFORMATION WANTED relating to

Victoria Elizabeth Malone

Jesse I. Maione

Prof. Francis D. Audrey

in connection with administration of estate. L. Beaumont Parks. 1519 Williamson Bldg. Cleveland, Ohlo

# MONROE MCPEAK

or anyone knowing his whereabouts, please get in touch with his brother:

R. E. McPEAK Care White Plaza Hotel San Antonio, Texas

ATTENTION, SHOW BOYS

Labor needed for essential industry. Does not conflict with show season. Canning and processing of food is necessary to the war effort. Many show folks now working here. Apply STOKELY FOODS, INC., 1110 Fig St., Tampa, Fia., or United States Employment Service, Tampa, Fia.

The Billboard

AM proud to be the owner of a show in an industry which, in the second year of war, went all-out for war charities, bought War Bonds right up to the hilt, brought pleasure and enjoyment to war workers in hundreds of plants, and is continuing and will continue to take its place on the "home front" firing line.

THE Carnival Industry does not wait for people to storm the gates. We bring amusements right to their very door-and in many instances we represent the ONLY professional amusements available to local population.

# **Outdoor Show Business Shares in Victory**

For 1944 — A bigger, better and lustier O. C. Buck Exposition.

Winter Quarters Troy, N. Y.

Mailing Address 110-06 214th Street Queens Village, N. Y.

The Season's Greetings OSCAR C. BUCK

# OLD-TIME BARNUM STYLE MUSEUM

NOW OPERATING AT

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ST. LOUIS, MO-

Can Use Novelty Acts of Every Description

Vandeville, Repertoire, Medicine Show Style Acts, Jugglers, old-time Musical Acts, Blackface Comedians and anything of a Gay Nineties nature. Your age is an asset here instead of a liability. If you have a week, two weeks or the balance of the winter open write, wire or phone Garfield 7177, NO ACT TOO GOOD OR TOO OUTDATED FOR THIS PLACE, BUT MAKE YOUR SALARY IN KEEPING WITH YOUR ACT.

#### WANTED FOR ANNEX

DANCING GIRLS, those with Circus or Carnival experience preferred. Can use Flageolet or Turkish Drummer. CAN PLACE FOR HERE AND VARIOUS UNITS OF THE PARK AMUSEMENT CO., INC., STREET BALLY ACTS, CLOWN, SILLY KID, AUN'T JEMIMA, STILTWALKERS, ETC. No replies will be made unless you state fully what you do and how much you want. THIS IS A PERMANENT NOVELTY THEATRE AND MUSEUM. All reply to

DEE ALDRICH, Mgr.

414 Washington Avenue, St. Louis, Missouri



Takes the Place of Balloons on Dart Games

Jap heads painted on Besverboard, cut the same size as balloons. Can be worked all the ways that balloons are worked. Flash yellow and black, it's a come-back game with Darts. Takes 50 heads for a 12-foot joint. There were 10 sets of these games out last season and every one of them Set of Fifty \$25.00

WILL BUY DARTS: Let Me Know How Many Gross and

I buy Dalsy Cork Guns, any condition. Write me and let me know how many and what shape. All parts must be with guns. RAY OAKES, 3114 Cleveland Ave., BROOKFIELD, ILL. or I'll See You at the Convention

# LIBERTY UNITED SHOWS

Sincerely THANK ALL who have contributed so liberally to our Successful Season and WISH YOU the BEST for 1944 and a Complete Victory for our BOYS

Now booking Shows, Rides and Concessions for early March, 1944, opening. P. O. BOX 778, Charleston, S. C.

# Ballyhoo Bros.' Circulating Expo

A Century of Profit Show

By STARR DE BELLE

Chicago, Ill., November 20, 1943.

Dear Exittor:

Regardless of where their show may be located, the Ballyhoo Brothers always attend the Chi convention. Our American competitors imagined that this show was out of the running because it was in South America and, because the peso hasn't the value of an American dollar, that the bosses wouldn't be able to again take their private car. Manager Ballyhoo stated that he had moved a whole train without money for 10 years, so why couldn't he move one car in the manner he was accustomed to?

The boss invited 50 South American fairless fairmen to accompany him in the car. His idea in taking them along wasn't because he wanted their dates (notice that we said dates and not fairs). Dates are all they have down here. But he wanted them smartened up to the art of whitewash, sidewall and footage. Pete Ballyhoo figured that three days in the Sherman lobby with showmen would put the fairmen on the right track.

Last Monday the 50 fair men arrived with their baggage and were checked into the private car. General Agent Lem Trucklow announced that the move for the car had been made clear to Chicago

and that he had paid for the first 50 miles. Our company doctor laid aside the worries of pitching sex books and accompanied the staff and fair men for the long hop. When the train we were hooked onto (See BALLYHOO BROS. on page 51)

# American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Nov. 20 .- An invitation is extended to all owners, managers, executives and others affiliated with or interested in the carnival industry and the association to attend sessions of the 10th annual meeting November 29 at 11 p.m., Chicago time, in Room 118, Hotel Sherman, Chicago, and continuing nightly at the same time and place until business is completed.

There will be a review of the association's activities of 1943, including consideration of the industry's contribution to the war effort, formulation of a legislative program and of other activities for 1944, including discussion of further (See American Carnivals on page 51)

# Sponsored Events

Veteran, Lodge and Other Organization Festivities

(Communications to 25-27 Opera Place, Cincinnati 1, 0.)

# Toledo Vets' Circus and rope troupe finished the program. Paid-admission shows are R. J. Zouary's Varied Bill Popular

TOLEDO, Nov. 20.—Indoor Circus, sponsored by the Disabled American Veterans Post, opened November 15 to excellent business, with 3,500 attendance, and circus and stage acts were well received.

of Lewis Bros.' Circus; Mr. and Mrs. Babe Barkoot, who are making their home in Detroit at present: Pete Melss and Jack Fisher. A number of county entertained by Dolly Young.

at a marine corps dinner previous to his starting engagement; Tom Mix Jr., booth and cloakroom. and His Colorado Girls; Zeke LaMont, Program of organ music was furnished skating act and Indian knife throwers program.

Life Show; Dorothy Lewis's Monkeyland Has Heavy Opening; with 29 trained monkeys; Burt Dean's Doll House Illusion with trick dual accordion players and three girls who work in doll costume, and Steve Davis's Freak

Concession line-up includes Paul Dern, grab and soft drinks; Danny Corre, watch-la; Mr. and Mrs. E. R. Gordon, cork game; Mrs. R. J. Zouary's handwriting analysis; Ralph and Steve Davis, pitch-till-you-win and two ball games; Visitors included Paul Lewis, owner Robert Glass, dart game; Roland Weintraub, neckties with gold engraved name and hat-cleaning pitch; Paul Lewis, basketball and guess-your-age; B. W. Foy, guess-your-weight; Mr. and Mrs. and city officials and newspapermen were F. C. Cook, candy apples, waffles and ice cream; M. P. Jacobs, dip-the-girl Circus and stage acts included Lewis ball game; Thomas McNeal, clothespin; Bros.' Circus unit of six acts; George Frank Urban, Penny Arcade; Mr. and Hollie Jr.; Baby Marine, guest of honor Mrs. O'Rourke, wire and novelty jewelry, and the Ladies' Auxiliary, War Bond

Paul Spore, emsee and announcer, Happy Knapp and E. J. Milward and handles the program and also has a Token, the Wonder Dog, clown trio. radio program with ten daily spots. H. A. Keir and Mrs. B. Alexander were in by Tony Getalder. Divine acrobatic charge of advance sale of tickets and

800,000.. 88.QU

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# Advertising in the Billboard since 1905

★ 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 90,000..\$20.35 20,000.. 8.80 60,000.. 15.40 100,000.. 22.00 **300,000... 55.00** 

80,000. 18.70 200,000. 38.50 1,000,000.. 170.50 40,000..12.10 Above prices for any wording desired. For each change of wording and color add \$8.00. For change of color only, add 50c. No order for less than 10,000 tickets of a kind or color.

70.000.. 17.05 150.000.. 30.25

STOCK TICKETS 2000 PER ROLL

1 ROLL......75c 5 ROLLS.... 0 .... 60c

10 ROLLS....Q....50c

30,000..10.45

TICKETS SUBJECT TO FEDERAL TAX MUST SHOW NAME OF PLACE, ESTABLISHED PRICE, TAX AND TOTAL. THEY MUST BE CONSECUTIVELY

NUMBERED FROM 1 UP UNTIL BOD,000 HAS BEEN REACHED.

# FOR SALE—NUMBER 12 ELI FERRI

.............

\$2500.00. Now in operation North Baton Rouge, Louisiana. Will book on show for 25 per cent. Can use Ride Men for Wheel and Merry-Co-Round. Place Stock Concessions of all kinds, \$15.00 week. Show out all winter.

NORTH BATON ROUGE, LA., THIS WEEK.

# SHRINE DOINGS NEAR PEAK

# Davenport Has Turnaways at Wichita Show

#### Chairs on Hippodrome

WICHITA, Kan., Nov. 20. — Midian Temple's fifth annual Shrine circus, produced by Orrin Davenport, opened an eight-day engagement at the Forum here November 14, with a matinee and evening sellout to officials and employees of Boeing Aircraft Company. An SRO sign could have been utilized on Monday, the official opening day. Evening performances up until Thursday, resulted in a total turnaway of 6,000 persons, estimated by Potentate Fred J. Mankoff. Tournament has been discontinued due to chair seats occupying entire hippodrome track.

A smooth performance is credited to personal direction of Orrin Davenport and equestrian director and announcer Leo Hamilton. Merle Evans directs the band. The program in order: Comedy rings, Hubert Dyer and Company and the Hodgesons. Wild animal act, Dolly Jacobs. Comedy acrobats, La Salle Trio and Sherman Brothers, High-swaying (See Davenport Turnaways on page 94)

# Polack Attendance

DES MOINES, Nov. 20 .- Polack Bros.' Circus closed a seven-day run at the Shrine Auditorium here November 16 with Lew Stern reporting the attendance at 30,000. It was the first Shrine circus held her and was sponsored by the Za Ga Zig Temple.

Stern reported attendance at Des Moines was good, considering it was the first showing. Sam Ward was successful in both newspaper and radio publicity with daily breaks in the paper.

#### Ben Beno Coming Home

LOS ANGELES, Nov. 20 .- Ben Beno. retired aerialist and former custodian of the Pacific Coast Showmen's Association for two years, is en route home from service overseas with the merchant marine. Sailing several months ago from San Francisco, a letter received by The Billboard's Hollywood office tells that Beno will arrive here about Christmas time. His letter, sent from an unknown port October 15, reads in part: "Am overseas in foreign lands. Had a couple of stops. One was the most beautiful place I have ever seen. The native band played for us. Will be back around Christmas." As an aerialist, Beno had visited all the countries of the world except five during his tours which covered a number of years.

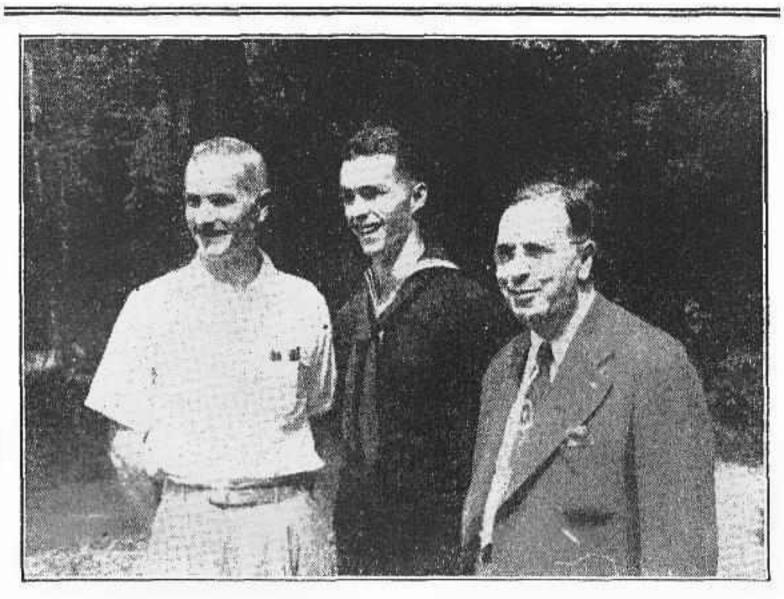
### Ringling Hay Destroyed

SARASOTA, Fla., Nov. 20 .- Fire on November 16 destroyed one full carload of hay destined for elephant consumption at the Ringling quarters here. Believed to have been caused by spontaneous combustion, Seaboard railroad officials estimated the fire loss to the thay and to the box car to be around \$1,500.

#### Ringlings to Evanston, Ill.

ing before beginning work for next season. Tentative plans are to spend about remainder of the winter.

Sarasota.



THREE CENERATIONS of the Sparks family, snapped during the time that Charles Sparks was managing the Spangles circus. Left to right: Clifton R. Sparks Sr., living in Flushing, L. I., N. Y.; Clifton Jr., A. S. USNR, attending M.I.T. in Cambridge, Mass., and Charles Sparks, Macon, Ga.

#### Daly-Collins Has Good Opening at Pittsfield

PITTSFIELD, Mass., Nov. 20.—Daly & Collins Continental Circus, under di-30,000 at Des Moines rection of Joe Daly, in the State Armory this week, had a very satisfactory opening. Crippled children from a near-by canatorium were guests of the management. There was a heavy snowstorm on Monday. Excellent support was received from the radio.

> Acts included Spec, The Spirit of the Circus; Ada and her pets; Hip Raymond, on teeter-totter tables; the Great Knoll, high trapeze; Con Colleano, wire; Dixon Brothers, hand-to-hand balancers; Francisco and Delores, aerial perch; Emil Pallenberg's bears; Jean Dawn, contortion and hand-balancing; Burns Brothers, knockabouts; Colleano; Don Ricardo, juggler; Robinson's Elephants.

#### Arthur to S.F. Two Days

LOS ANGELES, Nov. 20 .- Arthur Bros.' Circus has been bought for No-San Francisco. Associations have contracted for the big show, with Arthur retaining the aftershow and concessions. Show recently arrived here in quarters but pulls out November 25 for the two days in the Bay City. Five 70-foot baggage cars will be used to transport the show. Deal, which was for eash, was made by E. W. (George) Coe, the show's

# **Cole Draws 15,500** At Jackson, Miss.

JACKSON, Miss., Nov. 20.-Cole Bros.' Circus played to an estimated total of 15,500 persons at the two performances of the show.

The show arrived late here, the first truck going on the lot at 12 noon. Matince performance started at 4:15.

Damage done by the blowdown at Galveston, Tex., had been mended in Monroe, La., after the show by-passed Beaumont, Tex., and Alexandria, La., so that repairs could be made, and the show give one performance at Monroe and came on to Jackson.

Still showing signs of the blowdown, the tents were ragged in places and all the mud had not been washed out.

#### Sparks Returns to Macon

MACON, Ga., Nov. 20.-Charles Sparks vember 27-28 by the Chamber of Com- is back in Macon, after an absence of merce and Hotel Men's Association of several months during which he managed the Spangles show in New York for the Madison Square Garden run. He later went to Mayo Clinic, Rochester, Minn., where he received favorable reports on his health. The last month was spent in Hot Springs. He has not revealed plans for next season, but has indicated he will be active in show business. He is living at the Hotel Dempsey.

# Cole Folk Are Scattered

LITTLE ROCK, Ark., Nov. 20.-When J. Harvell, Louisville; Jack Grimes, Chi-Cole Bros.' Circus ends its season here cago; Mr. and Mrs. Buck Waltrip, Maditoday, the showfolk will depart as follows: sonville, Ky.; Ora Parks, Louisville. Mr. and Mrs. Zack Terrell, Louisville; Noyelles and Mrs. Burkhart, Mount Washington, D. C.; Harry Lord, Lawrence, Clemens, Mich., for a brief visit, then to Mass.; Mr. and Mrs. George Sobel, St. Louisville; Cecil Labelle and Frank Or- Petersburg, Fla.; Steve Byrd, Atlanta; man, Fort Lauderdale, Fla.; Dan Mitell, Herbert Farrington, Ottumwa, Ia.; Sam Columbus, O.; Mr. and Mrs. Gus Tallfar- Repport, Texas; B. N. Neal, Louisville; rlo, Owensboro, Ky.; D. D. Monark, Bill Shelford, Chattanooga; George Cas-Owensboro; Lorn Russell, Louisville; Rob- sidy, New York; Arthur Hedley, U. S. SARASOTA, Fla., Nov. 20 .- Mr. and ert De Lochte, Peru, Ind.; Homer Cantor, Army; Arthur Stahlmann, Los Angeles. Mrs. Robert Ringling left Friday for Louisville; Gene Weeks, Peru; Golda and Evanston, Ill., their ranch home, where Eddie Grady, Columbus; Frank (Dutch) ager, Greenwood, S. C.; Charles and Betthey will spend several weeks vacation- Wise, Hot Springs; E. L. Burnett, Wash- ty Roarke, Malvern, Ark.; Frank and ington C. H., O.; Mr. and Mrs. Joe Ha- Frances Coleman, Temple, Tex.; Joc and worth, Hot Springs; Bill Kellogg, Indi- Elinor Carvalho, Los Angeles; Glen Gerthree weeks there, then to New York for anapolis; Frank Mitt Carl, Belleville, and, Louisville; Rose Westlake, Los Ana day or two, and then to Sarasota for Ark.; Elmer Voris, Louisville; Herbert E. geles; Myrna Karsey, for USO Show, Fres-Leeman, Louisville; Capt. Bill Curtis, no. Calif.; Duke Kamuika, Oakland, Hal Olver is working this winter with Pass Christian, Miss.; Henry Griffin, Calif.; Fred Harris, Gaffney, S. C.; Danda Roland Butler in the press department. Louisville; David Larkin, Buffalo; Madi- Condola, Louisville; Bamboola, New The Olvers will spend the winter in son Holston, Montgomery, Ala.; Tommy York; George Foreman, New Albany,

CANDY STANDS-Frank O'Connell,

SIDE SHOW-Arthur Hoffman, man-Tomkins, Houston; Ed Houth, Erie, Pa.; (See Cole Folk Scattered on page 94)

# Houston Gate Count Nudges 200,000 Mark

#### Cole Passes Honored

HOUSTON, Nov. 20.—Arabia Temple's Shrine Circus closed last Sunday night after playing to between 175,000 and 200,-000 persons. Biggest nights were Friday and Saturday, and Sunday matinee, when many were turned away. Show was in Sam Houston Coliseum, There were nine night performances and five matinees. Cole Bros. Circus passes were honored at the gates. These had been given out before the Cole show decided to go direct to Galveston from Corpus Christl.

With the 1943 circus, Shriners doubled the former price of admission and took a chance on an approximate overhead of \$45,000. Earl McMillian, general manager, said: "We are lifting the circus from the two-bit class and putting it in the highest class possible."

Every act registered. Clyde Beatty could only stay for the first four matinees and thru the Friday night performance. Underprivileged children were guests of the Shriners. Show will again be held next year, with T. K. Flack, general chairman.

The program in order: Arabia Concert Band, Izzy Cervone, director. Harriett Beatty, riding tiger on elephant. Canestrelli and Zoppi troupes, ladder balhere November 13, according to officials ancers. Clyde Beatty and his big wild animal act. Eva Lewis, Louise Atterbury, Jeanie Davis, Dainty Marle, Vivian White, (See HOUSTON GATE HUGE on page 94)

### Macon Opener 30% Ahead of Last Year

MACON, Ga., Nov. 20 .- At the halfway point the 10th annual Shrine Circus here appeared headed for recordbreaking attendance and grosses. J. P. Kennington, captain of Arab patrol of Al Sinah Temple, head of the circus, said after the first three days that attendance was about 30 per cent ahead of the first half of last year's run, and that concession receipts showed a gain of 35 per cent.

Opening performance on Monday was witnessed by 3,400; Tuesday's attendance reached 4,700, and Wednesday jumped to 7,000, with 3,000 of this accounted for at a special free children's matinee, the annual Shrine treat for local kiddles, Orphans were special guests of honor, This was the only matinee billed.

All acts work on stage and the performance received highly favorable reviews from The Macon News and The Telegraph, with the acrobatic and balancing act of Tommy and Betty Ross, and Lee Houston's boxing kangaroo sharing top honors. Three clown features, produced by Walt Bronlee, assisted by Iza and Charles LaBird, Chick Yale, Charles Forrest and Chuck Cunningham, also came in for unusual praise.

Good program was possible even in the face of cancellations by acts unable to make the jump to Macon because of gasoline, tires or other transportation difficulties, which included Byron N. Hulburd's bear act; Charles Arley, trapeze, and Irma Ward, aerialist, Kennington explained.

The circus is handled entirely by Shriners except for professional circus

#### James M. Cole in Army

ROCHESTER, N. Y., Nov. 20 .- James M. Cole, owner of the James M. Cole Circus, Penn Yan, N. Y., motorized, was inducted into the army November 8 when the mobile induction team began induction of Rochester area men for the November draft call. Receiving a 1-A classification in July, he was permitted to finish his season.

# A. Affects Litho Sticks

TN AN article published some weeks ago I wrote of my induction into the cirthe No. 1 advertising car of Campbell Bros.' Great Consolidated Shows, During those days it was not uncommon to notice a bill car coupled to a passenger train immediately behind the locomotive or to the rear of the train. At that time there were some 25 to 30 railroad circuses touring America and each had one, two or three bill cars ahead or in advance.

Painted in the most gaudy colors and adorned with pictures of "lions, tigers, snakes, elephants and wild-men," it is small wonder that it left the small boys aghast and excited beyond words. Campbell Bros. had two cars in advance. No. 1 had some 20 men aboard, with the late George Allen as manager, and it was two weeks ahead of the circus, while the No. 2 car carried 14 to 16 men, with Emery Proffit as skipper, one week ahead. It was the duty of the No. 2 car's crews to take care of the billing which the No. 1 was compelled to miss or re-bill the stands washed out because of rains or storms.

#### Fight or a Frolic

these billers were! I cannot say that any circus had the best billposters because they were all great and each man thought his circus was the greatest circus on earth. They were always ready (in those days) for "eats, drinks or fights." Whichever came first and in these categories, the No. 1 car of the Campbell shows could not be surpassed. It mattered not to us with what circus we had opposition, as we had opposition with all, big and small, during the late summer and early fall thruout the

Our one particular "enemy" was Gollmar Bros.' Greatest of American Shows (cousins of the Ringlings). When Campbell Bros. trouped on 20 cars, Golimar Bros. did likewise. Then Campbell

# DICK & PAULINE **PICKARD**

Trick Riding and Roping. Top Rodeo Performers. Want contract with good circus for 1944 season. We furnish own horses and equipment. For particulars write

DICK PICKARD

941 Van Buren

Pueblo, Colo.

Merry Christmas and A Happy New Year

To All Our Friends and Patrons

The Arthur B. Albertis Co. 440-442 W. 42nd St., New York City 18, N. Y.

### CIRCUS PHOTOGRAPHS

Fine subjects by HARRY ATWELL, famous circus photographer, Sx10 prints, \$1 each; 12 for \$10, 1943 Circus Route Books and Folders for sale, Programs, Heralds, etc. Send for lists now,

A. MORTON SMITH

P. O. Box 160

Gainesville, Texas

CHIMPANZEE FOR SALE

This animal is 7 years old, weighs 73 pounds, 45 inches standing and 31 inches sitting. He has been trained, and is still good for a couple of years as a performer. He skates backward and dances on his toes, rides bicycles, skates, walks tight rope, jumps rope and is really an excellent performer and in perfect health. Price \$400 F.O.B. shipping point HENRY TREFFLICH, 215 Fulton St., New York 7

Railway Coaches, Box Cars, Stateroom and Private Cars. Address:

BOX D-155 Care The Billboard

Campbell Bros'. and Gollmar Bros'. advertising cus business in the early 1900s aboard Cars have a slight misunderstanding

#### By FRANK (Doc) STUART, Oklahoma City

the larger circus.

As a press agent, it was right down my column and I did my best to "Big-up the Campbell Bros, and belittle the Gollmar Bros." One summer during early August we were "just cruisin' along like a big whale thru Minnesota, a-bringin' amusement, enlightment and entertainment to the rural citizens of the Gopher State." We had just finished "postin' art and culture on the barns and outhouses for 25 miles around Fergus Falls, Minn.," when William J. Gilman, contracting agent for our circus, boarded the No. 1 car. He immediately came to the office saying:

What a happy-go-lucky lot of chaps (Al Campbell) and he says to pass up Barnesville and jump direct from here to Breckenridge and bill hell out of it. The Gollmar show car is moving by wire (telegraphic orders) and is getting into our territory. Keep your eyes peeled for when you meet 'em."

#### Council of War

Our boss billposter, Tobe Beers, was then called into conference and Tobe liked nothing better than oppositionespecially with Gollmar Bros. He was a man of small stature but a real fighter of some 30 years' experience. This news was like a magic tonic to Beers. He had been moping around for a month because he had spent his earnings freely and he wondered just how he was going to winter on a slim bank account. His eyes snapped, a fighting flush came to his cheeks and when Gilman told him that he would receive an extra week's salary for doing a good job of billing in and around Breckenridge he became a new man.

"We don't know where we will bust into 'em," continued Gilman, "but it appears that they are headin' for Hankinson, N. D., and that's only about 15 miles or so from Lidgerwood, our next stand out of Breckenridge. Why was I go to work."

We had been cruising along serenely, but we knew that opposition was bound over," replied Allen. to pop any time after the wheat harvest. being stalked by any circus, especially Gollmar Bros., but we aboard the No. 1 car loved the idea. Our big Charlie likewise toward Lidgerwood. Manners became highly excited,

"I wonder if that so-and-so biller is warned Allen.

jumped to 25 cars. So did Gollmar still with their No. 1 car? You know, Bros. We then went to 30 cars. So did the so-and-so who busted my conk in Gollmar Bros. But we had 11 elephants, Nebraska last fall. I couldn't get to while Gollmar Bros. had eight or nine. him with my brass knucks then, so I'm Elephants counted in those days, (they going to take a club along this time. still do), therefore, we figured we were Don't be surprised if the Gollmars pay for a funeral," he said. Well, Manners could fight. I think he could have whipped Dempsey with one hand during his prime-and he was still prime.

#### Vanquished at the Bar

That night Beers worked hard and long "makin' up his town and country route crews." Manners was to have charge of the crew billing toward Hankinson. This caused much elation and Manners promptly slipped off the car and repaired to the nearest drink establishment for a pint of his favorite beverage. A half hour before our departure we found Charlie regaling the bartender and several local citizens with an extended out-"Say, Allen, I just left the Old Man line of his intentions, "When I meet up with them Gollmar Bros." It took five of us to put him aboard our car. Good old Charlie, may he rest in peace! Shortly after we had deposited Manners on his bunk a switch engine picked us up and "tied us on to the rear end of opposition and give 'em both barrels a rattler" and there we waited. Allen and I sat in the office until Manners quieted down, when another passenger train rolled up to the station. A few minutes later we began to back up when No. 1 car of the Gollmar shows attached Lidgerwood, N. D. to us! On its platform stood a heavyset man who turned out to be their car manager.

"Where you goin'," asked Allen.

"That's what I was goin' to ask you. Where you goin'?"

"No secret. We're goin' to Lidgerwood. Where you goin'?"

"Hankinson," came the crisp reply.

"What's your date?"

"The day followin' yours at Lidger-",bcow

"By Gawd, them railroad offices have blown you our route!" bawled Alien. "Do you want to fight opposition or do you want to fight clean?"

"It makes no difference to me or the born a contractin' agent? Now I gotta Gollmar Sisters. You name it; I'll call

"Come into our office and we'll talk it

After we were seated the debate began Campbell Bros. themselves didn't like and it was agreed that the Campbell crews would bill 71/2 miles toward Hankinson and the Gollmar crews would do

"And, by Gawd, you stop there!"

'Yeah? See that you set your brakes at 71/2 miles, too, Allen. Good night!" From Pen to Paste

Later in the night the Gollmar No. 1 car was dropped at Hankinson and we railroaded on to Lidgerwood. Allen sat before his little desk in the office until nearly dawn studying the Railway Guide and Rand-McNally maps.

"We'll show 'em. They ain't got no business in our territory!" he repeated time and again. "Hey you!" cried Allen, as he glanced toward the bunk where I had been peacefully sleeping. "As soon as you're thru the newspaper office in this here town, hike back here without any stallin' and grab a hod of lithographs and plaster every window in the village. Your writin' days are over until we get out of this scrap."

Well, I had "joined" out with the Campbell shows No. 1 car as a press agent, and here I found myself doubling with a pair of 6-foot sticks as a lithographer! I spoke of this to Allen, but he promptly advised me to review my contract and that, if I had an ounce of brains, I would come across a little clause which was all inclusive. It read: "And make yourself generally useful." He said that I would be much more useful in the small stands as a lithographer in place of a press agent, and "That's that!" he screamed. Yes, that was that. Allen glared at me; "I'll either make a circus man out of you or redlight you!" I really believe George Allen meant every word. So I lithographed Lidgerwood and hung pretty circus pictures all over the store windows.

Oh, well, it's an ill wind which never we felt a slight bump on the coupler of blew anyone any good. I really began to our car. We stepped out on the plat- learn something about how to become a form, and lo and behold there was the circus man and I began learning in

#### **GOA** Billposters Get Raise

CHICAGO, Nov. 20.—Billposters of General Outdoor Advertising Company have been granted a wage boost of \$2.50 a week by the WLB, first increase received in 14 years. About 40 employees are affected. Wages of foreman are now \$62.50 a week, and helpers \$52.50.

FREE circus shows are again being presented for Christmas shoppers by Snellenburg's Department Store, Philadelphia. Four performances are scheduled daily in the auditorium. Show features Al Bedell, high wire; Eldora's hand balancing; performing ponies, monkeys, dogs and birds, and clowns,

#### AT LIBERTY AFTER NOV. 25

Circus Unit—Dog, Pony and Monkey Act. Whip Act. Three Girl Tumbling Act (beautiful and young), as well as Songs and other Specialties.
Alaskan Huskies, Acrobatic Dogs, Menago Horses,
Comedy Mule, Three Girls in Trick Riding. Good
Ring Man and Announcer with Three-Horse Liberty
Act. Heavy Stage Mat. Can work anywhere, This
show is beautifully costumed. Wire or write

CIRCUS MANAGER St. Paul, Minn. 868 Raymond Ave.

Good's 1943 Ringling-Barnum Circus Views If you missed the Circus see it in pictures. Extraclear Post Card size, Also Bridgeport Winterquarters, Al G. Barnes Wreck, 40-Horse Team, 1920 Sells-Floto, Ringling-Barnum 1924-'43, Hagenbeck-Wallace, Robbins Bros., Cole Bros., Tom Mix Parades, etc. Send 20c for samples & complete lists.

ROBERT D. GOOD Allentown, Pa. 1609 Turner Street

#### AT LIBERTY WILD ANIMAL TRAINER

Court Lions and Tiger Act trained by mc.

JOHN HELLIOTT

SARASOTA, FLA. General Delivery

#### PATTERSON BROS. CIRCUS

Wants Acts of all kinds for Dec. 12-13-14-15-16. State lowest in first letter. Write or Wire

Care MILNER HOTEL, MARION, OHIO

READY CASH! In 11 years 2196 Billboard Readers have sold me their old circus mementos. I'll buy your old route books, programs, handbills, booklets, letters, photos and negatives on circus—WRITE TODAY. P. M. McCLINTOCK, Box 1, N. E., Detroit 2, Mich. For Sale or Exchange—50 years of Circus History in Photos—Parades, Lot, Stars, Wrecks, Trains, Quarters, etc. Xmas Special—12 Assorted Old Pix and New Printed List, \$6.00. List and Sample, \$1.00.



CAMPBELL BROS.' Great Consolidated Shows' advertising car No. 1. Cincinnati 1, O. Photo was taken in Atlantic, Ia., in 1909,



# With the Circus Fans

By THE RINGMASTER

FRANK H. HARTLESS W. M. BUCKINGHAM
2930 W. Lake St. P. O. Box 4 Chicago Gales Ferry, Conn. (Conducted by WALTER HOHENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

Melvin D. Hildreth caught the Big One in Jacksonville, Fla., where the show had a heavy draw.

CFA Bill Brinley, with the armed forces at Denver, visited Anne Burak at Colorado Springs, where she is hospitalized. Anne was formerly a performer on the RB show.

Karl K. Knecht, Evanswille, Ind., wrote a review of the Big One which appeared in The Evansville Courier during the engagement of the show in that city.

Sgt. Francis Graham, Dixon, Ill., stationed at Fort Benning, Ga., caught the Big One at Columbus, Ga., for the first time in three years.

CFA Ayres Davies, Dixon, Il., now with the armed forces, saw the Bob Dickman Oircus at College Park, Md.

Randall Wood Palmer, CFA, and former superintendent of Palmer Brothers' mill in Fitchville, Conn., died November 13 following an illness of some duration. For a hobby, he took an interest in the circus and was a member of Charles Sparks Tent. The widow survives. Flowers were sent by the CFA and the Sparks Tent.

Pfc. Walter B. Hohenadel, CFA, was married to Pauline Blackburne at St. Patrick Church in Dixon, Ill., November 13. Hohenadel, who has been attending school in Denver, is to return to Vancouver, Wash, where he will be stationed.

CFA Wally Beach, Springfield, Mass., with the armed forces at Camp Polk, La., is kept busy in connection with the various entertainments making the camp. Lottle Lee Ray of the Ray Family, formerly with Russell Bros.' Circus, now located at Leesville, entertained at the \$150; Everett Shaw (19 1/5), \$100; Bud camp, doing her contortion act.

OFA Joe Beach visited the following acts when they played in Springfield, Mass.; Four Juggling Jewels; Wilfred May Trio, hoop rollers; Buck Leahy, comedy clown; Shorty Sutton and Betty Lee, whip-crackers; Jack Holt and Milo, bar act, and Delemar Brothers. Eric F. Olson, CFA of Worcester, Mass., paid the Beach's circus room a visit, and Buck Leahy visited the Charles Davitt circus room, also at Springfield.

CFA A. Morton Smith, Gainesville, Tex., visited Polack Bros.' Circus in Fort Worth and had brief chats with Walter Jennier, Jack Klippel and Ed Raymond. He also visited Al G. Kelly-Miller Bros. Circus in Marietta, Okla., where he de-livered copies of the show's 1943 route folder, which he published. Dailey Bros.' Circus in Gainesville, was the first professional circus to play there since 1939, CFA Burt L. Wilson visited Smith at his home November 7 and they enjoyed several hours going over the Smith collection of circusiana.

### THE CORRAL

(Communications to 25-27 Opera Place, Cincinnati 1, 0.

### Boston Rodeo Tops

BOSTON, Nov. 20 .- World Championship Rodeo ended its season Sunday (14) with an 11-day stand at the Boston Garden, playing to record attendance and money. Attendance, the best in 12 years, was comfortably close to 200,000 with the gross hitting about the same figure, \$200,000.

Champion cowboys in the six main events were presented with sterling silver belt buckles, certificates and cash awards on Sunday night. Bobby Estes, Baird, Tex., took the bareback bronk riding title, totaling 1,895 points on six horses. Saddle bronk contest went to Jerry Ambler, Klamath Falls, Ore., winner of the event here last year. He rode eight horses and garnered 2,562 points.

Homer Pettigrew, rodeo circuit vet who was all-round world's champion in 1941 and winner of the steer wrestling contest in 1940 and '42, captured the calf-roping title by tying up six calves in a knot in 140.2 seconds.

Dub Phillips, San Angelo, Tex., and Bill McMacken, Florence, Ariz., tled, unusual for a time event, in the steer wrestling test, each totaling 44 2/5 seconds in tossing four steers. Brahma bull riding contest went to Fritz Becker, Alamosa, Colo., who was marked 1,899 points on six bulls.

On the final night, Fess Reynolds, Clovis, N. M., was thrown in the bull riding event and in falling past the animal's horn, suffered a gash just under the jaw. Five stitches were taken.

Results for the final 10 performances of the annual held from November 4 to 14: Bareback Bronk Riding-Third day (three performances). Bob Burrows, \$166; George Mills, \$125; Hank Mills and Louis Brooks split, \$60 each.

Calf Roping-Third day (three performances), Royce Sewalt (15 2/5 seconds), \$210; Homer Pettigrew (18), Spilsbury (20 2/5), \$50.

Saddle Bronk Riding-Fourth day (two performances), Ken Roberts, \$130; Gerald Roberts and Louis Brooks split, \$80 each; Eddle Curtis, \$31.

Steer Wrestling-First day (four performances), Buck Jones (5 2/5), \$265; Hank Mills (8 1/5), \$200; Blacky Kar-men (8 2/5), \$132; Ralph Stockwell (9 2/5), \$65. Second day (four performances), Homer Pettigrew (6 3/5), \$265; Dub Phillips (6 4/5), \$200; Jack Favor (8), \$132; Buff Brady Jr. and Buck Jones split (8 1/5), \$32.50 each.

Cow Milking, Night of November 8-Royce Sewalt (27), \$100; Buck Sorrells (38 2/5), \$60; Junior Eskew (38 4/5), \$40. Night of November 9-Lem Reeves (32), \$100; Chuck Sheppard (41 4/5), \$60; Dave Campbell (48), \$40. Night of November 10-Homer Pettigrew (33 4/5). \$100; Jerry Brown (34), \$60; Dave Campbell (34 3/5), \$40.

Bull Riding-Third day (three performances), Fritz Becker, \$165; Ken

Dick Griffith, \$40.

Bareback Bronk Riding-Fourth day Hank Mills, \$125; Bill Linderman, \$80; Bud Cook, \$40.

\$210; Lem Reeves and Junior Eskew split (19 2/5), \$125 each; Dave Campbell (20), \$50.

Saddle Bronk Riding-Fifth day (two performances), Bill McMacken, \$130; Johnny Tubbs, \$95; Larry Finley, \$65; Louis Brooks, \$31.

Steer Wrestling-Third day (three performances), Howard McCrory (7 1/5), \$265; Eugene Cavender and Bill Mc-Macken split (8), \$166 each; Dub Phil-

Roberts, \$125; Bud Fitzpatrick, \$80; lips and Andy Curtis split (8 1/5),

\$32.50 each.

Cow Milking, Matinee of Nov. 11-Pat (three performances), Bob Estes, \$165; Parker (27 2/5), \$100; George Cosper (27 3/5), \$60; Bill Her (38), \$40. Evening of November 11-Jim Snively Calf Roping-Fourth day (three per- (30 3/5), \$100; Bud Spilsbury (49 2/5), formances), Royce Sewalt (17 4/5), \$60; Bill McMacken (63 3/5), \$40, Eyening of November 12-Everett Shaw (26 4/5), \$100; Bill Hancock (27), \$60; Joe Mendes (29), \$40.

Saddle Bronk Riding-Sixth day (two performances), Bill McMacken, \$130; Jerry Ambler, \$95; Bill Hancock, \$65;

Gerald Roberts, \$31.

Bull Riding-Fourth day (three performances), Dick Griffith, \$165; Barney Folsom, \$125; Bud Fitzpatrick, \$80; Fess (Sec CORRAL on page 92)

MORE THAN 30 YEARS Phelan's Circus Finishes have proven their ability to withstand the abuse and hard usage to which Circus, Carnival and Amusement Park Equipment is subjected. They protect and add to the life of your cars, wagons, seats, etc. The biggest names in the outdoor show world order from Phelan's year after year - there

# Headquarters for Circus Paints

Phelan-Faust Paint Mfg. Co., St. Louis 11, Mo.

#### LIKE RARE OLD WINE, IMPROVING WITH AGE

America's No. 1 Indoor **Promotional Circus** 

# POLACK BROS.' CIRCUS

Direction

IRV. J. POLACK and LOUIS STERN

See At All Engagements Outstanding Star Acts of the Circus Business

Longest Route, Largest Promotion Staff Coast-to-Coast Route

Let's Go the American Way, Buy War Bonds

GENERAL OFFICES - 155 N. Clark St. Chicago

# Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati 1, 0.)

NOW bull barn gossip.

PAUL M. LEWIS is on a hunting trip in Michigan.

M. B. BURKE is at Sears, Memphis, playing Santa Claus.

FUNNY why so many showmen complain: "The office never tells us anything."

PAUL F. CLARK, who visited Bob Morton in Atlanta, reports that the Hamid-Morton Circus played to big business there last week.

C. FOSTER BELL, on the press staff of Cole Bros.' Circus, closed the season in Jackson, Miss., November 14 and returned to Cincinnati.

LAST season's rumors didn't influence showmen enough to make 'em throw in the sponge.

next season.

DR. W. F. JONES, V. S., who has spent over 50 years in show business, on race tracks and general veterinary practice, has retired on his 4-Paw Ranch, Glens Falls, N. Y.

REMEMBER the early day manager who, after the matinee, announced: "This show will open again at early candlelight?"

DON C. MacIVER, magician and lecurer, with the Ringling-Barnum Side Show this season, is resting at his home in Tunnelton, W. Va., before returning to a hospital in Jersey City, N. J., for further eye operation.

BECAUSE he was discharged from the forces for physical unfitness. Hank Hayraker stated in a country store that next spring he would try something soft, like working on a circus.

WALTER D. NEALAND is handling MRS. CHIEF KEYS has returned to her publicity for the Moose Benefit Circus home in Fort Towson, Okla., after a and Thrill Show, Winston-Salem, N. C., major operation in Talihina, Okla. She this week, also radio, and doing an-and her husband will be with a circus nouncing and acting as equestrian di-(See UNDER THE MARQUEE on page 92)

# POLACK BROS.' CIRCUS WANTS

For Balance of Season and Entire Year of 1944

First-class Truck Mechanic capable of taking care of 5 Trucks and 2 Automobiles; will pay top California salary for capable man. Want Elephant Trainer, must be able to take complete charge of Elephants. Will consider man with Domestic Stock or other Acts to Handle Elephants; top salary to right man. Want Rigging and Workingmen that can Drive Trucks for season 1944 opening near Chicago early in January.

Contact IRV J. POLACK, 1411 Ashland Bldg., 155 North Clark St., Chicago, or LOUIS STERN as per route,

### WANTED

Ten Elephants, Ring Pad, any other Trained, Wild or Domestic Animals.

# DAILEY BROS.' CIRCUS

Route: Crystal City, 24; Uvalde, 25; Del Rio, 26; Eagle Pass, 27; Laredo, 28 and 29; all Texas.

# Rinks and Skaters

(Communications to 25-27 Opera Place, Cincinnati 1, 0.)

# WPB Favorable Attitude Seen In Sending Rep to URO Meet; Ops Are Urged to Aid in Info

ments are progressing for the annual York City; William Annis, Edward W. meeting of the United Rink Operators Davis, Twin City Arena, Elizabeth, N. November 29 and 30 in the Park Central J.; Julius DeGeeter Jr., Paramus (N. J.) Hotel, New York City, said Secretary W. Rink; Mr. and Mrs. J. H. Ambrose, Spin-Schmitz, Elizabeth. ning Wheel Palace, Canandaigua, N. Y.

Following reservations have been made: Earl Van Horn, Mineola (L. I.) Rink; Thomas Legge, Co-Ed Rollerdrome, Allston, Mass.; Capt. George Bushby, Carlin's Rink, Baltimore; W. Schmitz, Twin City Arena, Elizabeth, N. J.; John Beckmann, Fordham Rink, Bronx, New York; Orville Godfrey, Arcadia Rink, Detroit; Willard Holland, Skateland, Bridgeport, Conn.; William Morris, Boulevard Arena. Bayonne, N. J.; Arthur Sohl, Capitol Arena, Trenton, N. J.; Andrew Morris, Casino Arena, Asbury Park, N. J.; Daniel Victor, Mount Vernon (N. Y.) Arena; Anthony La Bua, Passaic (N. J.) Arena; David Barr, Perth Amboy (N. J.) Arena;

ELIZABETH, N. J., Nov. 20 .- Arrange- Frank Morris, St. Nicholas Arena, New

At the meeting there will be election of officers for the coming year and members of the executive board. There will be discussions on obtaining skates and other equipment necessary for operation of rinks, on the help situation in rinks and on professionals. Due to the war there has been a heavy drain on professional teachers and a majority of them have been called to service. As a result of correspondence between the War Production Board in Washington and Secretary Schmitz, the WPB is to send Edward A. Conover to the meeting to learn what can be done to keep the sport going. "Apparently, the govern-

the War Production Board is not interoperators but in the entire industry, it has been decided to let any rink operators attend, regardless of whether a member or not, so that they may help in whatever way they can to give the government all the information necessary."

An executive board meeting will be vate and class instructions. held November 28 at 2 p.m. in the Park Central Hotel, also to be attended by a government representative. The professional school will proceed as scheduled November 22-30 in St. Nicholas

Arena, New York City.

# RSROA Preps For Third Pro School in East

New York classes follow those of West-Dreamland instructors medalists

NEW YORK, Nov. 20 .- Monthly meeting of metropolitan area members of the Roller Skating Rink Operators' Association of the United States, held in the Park Circle Hotel November 8, was attended by J. T. Swanson, Empire and New Rochelle Rollerdromes; Adam Metz, Hillside Rollerdrome; Ben Glass and Nat Steinberg, Queens Rink; Joe Selfert, Bay Ridge Rink; Lou Brecker, Gay Blades Rink; Tony Fiducci, Columbus Circle Skateland; Vincent Padula, Park Circle Rink; Roland Cloni, professional, the Park Circle Rink; Arthur Eglington, professional at Wallcliffe and Gay Blades; Milton Hinchcliffe, Wallcliffe Rollerdrome; Bill Love, Journal-American, and Victor J. Brown, New Dreamland Arena. Many constructive points were brought out and a campaign of national advertising was discussed. The question of liability insurance was also discussed.

It was voted unanimously that a professional school be held for the Eastern States members, with rinks invited to participate in the school from Pennsylwania, Maryland; Washington, D. C .; Delaware, New Jersey, New York, Connecticut, Massachusetts, Vermont, New Hampshire, Rhode Island and Maine. School will be conducted under supervision of Fred Bergin, Perry B. Rawson and Betty Lytle. Reservations for visiting professionals are being arranged by Joseph P. Seifert, Bay Ridge Rink, Brooklyn. Dates for the conference and school are November 22-28. Some of the best professionals in America are expected to

International Progresses

International-style skating, for which the school is to be conducted, was adopted by the RSROA in 1937 after a tour of European rinks by Perry B. Rawson. In 1938 the RSROA brought to America Joan and Jimmy Lidstone, with Billy Watson, to demonstrate the international dances as done in England. A tour of American rinks by the English skaters was financed by the RSROA and since that time American skaters have progressed rapidly in the international style.

These yearly professional schools keep professionals of the RSROA up to date in teaching. This will be the third school conducted by the RSROA this year, one having been held in Denver in September for Midwest territory. One was held late in September in Portland, Ore., for members in Far West. The third school in New York at Gay Blades Rink will take care of Eastern operators. Invitations have been extended to New York rinks that are not members of the RSROA to see how the schools are conducted and to note the benefits derived.

#### Weekly in Dreamland

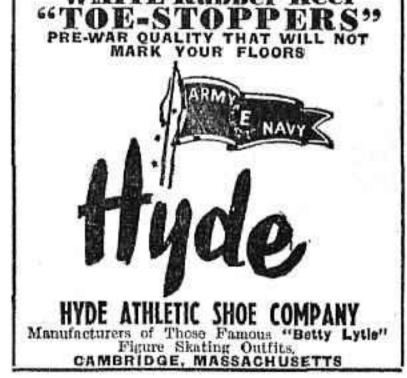
Every Saturday night in New Dreamland Arena, Newark, N. J., a pro school is held from 11 till midnight under supervision of Betty Lytle, and the school is open to all professionals of the RSROA. Every Saturday a different dance is demonstrated and discussions are held on problems of teaching. This is a service to members of the RSROA. Visiting professionals are in attendance. November 13 visiting professionals were

ment recognizes that roller skating is June Steenbeek, Paterson (N. J.) Recreaessential to morale, especially of younger tion Center; Emma Samm, Southern people," said Secretary Schmitz. "As Rink, Philadelphia; Dot Farley, Cavalier Rink, Richmond, Va.; Jean Dunn, Coliested in any particular group of rink seum, Baltimore; Fern Heather, Ringing Rocks Rink, Pottstown, Pa.; Violet Kelly Guild, Chez Vous, Philadelphia, and the Dreamland professionals, Grace Wolf and Ruth and Ken Robinson. New Dreamland has in its employ four silver medalist professionals in attendance at all times and they are kept busy with pri-

#### Teen Scholarships

Program of class instructions: Monday, fundamental class under Grace Wolf, silver medalist teacher; Tuesday, elementary dance class, Ruth and Ken Robinson, silver medalists; Thursday, advance dance class of Betty Lytle, assisted by Grace Wolf, Ruth and Ken Robinson; Saturday night, professional school under Betty Lytle; Sunday morning, figureskating class of Betty Lytle; Saturday noon, Teen Club, children under 14 years old, with Grace Wolf and Ruth Robinson. Scholarships are given skaters in the Teen Club who advance, and each professional at Dreamland has that pupil to develop who is assigned to them by the management. If a member of the Teen Club is absent from class a card is sent to the parents to notify them. That method has given wonderful results and attendance on most Saturdays is 100 per cent. In many cases parents come to the rink to watch progress of their children, the management said.





WHITE Rubber Heel

# WANTED USED RINK SKATES

HIGHEST CASH PRICES PAID FOR YOUR OLD SKATES, REGARDLESS OF CONDITION. WRITE OR WIRE COL-LECT TODAY, STATING QUANTITY, MAKE, CONDITION & PRICE WANTED.

MAGES SPORTS STORES 4019 W. North Ave. CHICAGO, ILL.

#### FIBER WHEELS

• IMMEDIATE SHIPMENT OVER AN INCH WIDE OUTWEARS—BY TEST WON'T MAR OR MARK

Plastic Products Corp.

Successors to Ak-Sar-Ben Skate Equip. Co. (Roller Skate Wheel Division) 667 So. 42nd Street. OMAHA, NEBR.



No. 321 DUSTLESS FLOOR DRESSING

Cleanses the air, provides 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 Ct.

=Thanksgiving= We all have much to be thankful for





# FOR SALE ROLLER SKATING RINK, FULLY EQUIPPED

200 pairs Chicago Skates, plenty of parts. About 1000 pairs of shoe skates in city. Building contains 6,500 sq. ft. steel construction, plenty of parking space. Lots alone worth \$6,000.00. Bus service every twelve minutes. Drive in sandwich shop in connection, new soda fountain, etc., fully equipped. Living quarters above nicely furnished. Everything goes, including meters and about \$1,000.00 stock of fountain supplies. Rink located on one of the best highways in the South. Drawing capacity 100,000. Gross business already this year about \$20,000.00. Price \$32,000.00. One-fourth down, balance like rent. This is a real buy. BOX D-156, Care The Billboard, Cincinnati 1, Ohio.

# — "Keep 'Em Rolling" = 1944 CALENDARS ON THE PRESS



Rink Imprint Here

### Order Yours NOW

with your imprint

7.00 for 50 Calendars " 100 \$12.00 \$28.00 250

Delivered to Your Rink.

Time Is Short. Paper Is Scarce. Don't Wait.

They Will Pack Your Rink

Roller Skate Co. 4427 W. Lake St.

Chicago 24, Ill.

# Duration and Post-War Skating Prospects Tremendous

# Little Wheels To Traverse Globe

By VICTOR J. BROWN

Past President, RSROA, and President-General Manager of New Dreamland Arena, Newark, N. J.

cedented boom in nearly all sections of in any corner of the earth, a rink has past year business has been so good and requests for instructions so numerous that the Roller Skating Rink Operators' Association of the United States has made more expenditures than ever before. Requests for instructors have been so great that in 1943 the RSROA sponsored an unprecedented number of three professional schools. These schools are of a dual-purpose nature, primarily a seminar for established professionals to exchange viewpoints and, secondly, to introduce new professionals to the approved methods of instruction,

Sources of clientele have dwindled but not the clientele itself. Defense workers, over-age men and women, along with the younger element, are today very skate-conscious, not to mention the serviceman himself.

#### Incentive Is Universal

In pre-war years the farseeing heads of the association instituted campaigns to bring roller skating to these groups. Factories were canvassed and skating parties solicited. Older people were told of the healthful benefits of roller skating and children were interested by promoting the sport as a safe recreation. The thrill and glory of national competition was a universal incentive for all, plus the beauty of the International

are in the service of their country here suit these boys, any flat surface, includand abroad. Wherever the true devotee goes he takes roller skating with him.

### PATRIOTIC STICKERS



dress, Your Rink, 1,000, \$9.50; 2,000, \$9.00; 8,000, \$6.50.

#### SKATE MEDAL

Boy and Girl or Shoe, With Ribbon and Box, Gold or Silver, \$1.75. Sensational Red, White and Blue American Emblems with Stars and Colored Shoe Skates in center. Made of Royal and Scarlet Velveret on White Felt

Background. Can be sewn on sweaters and Jackets. Lots of 25, 20¢ each; 50, 17 1/2 ¢ each; 100, 15 1/2 ¢

1/2 Deposit Cash With Order, Balance C. O. D. RESKREM SILVER CO. 76 Forsyth St. New York City

# WANTED TO BUY FOR CASH

Used Rink Roller Skates and Parts. Write us immediately.

JOHNNY JONES, JR.

132 Seventh Street

PITTSBURGH, PA.

#### HAVE YOU THE LATEST SKATING TUNES

WE'LL BE THERE (And Don't Forget)
KEEP SMILING TILL WE'RE TOGETHER AGAIN

See Our Ad in Night Clubs-Vaudeville Section. For Records, write Skatin' Toons, Box 264, Melverne, L. I., New York City. ORGANISTS—Get Your Professional Copies from Publisher.

ning to allow fail sprouting already.

Roller skating, it pated sport and

ECHOES OF VICTORY MUSIC PUB. CO. 475 Fifth Ave., New York, N. Y., or 6432 Cass Ave., Detroit 2, Mich.

#### CLOSED ROLLER RINK

1 Electric Complete Program Sign, shows from both 13 Skating Scenes, oil paintings, 3'x4', \$1.50 each;
1 Automatic Record Changer, \$35.00; 9 to 12Foot Benches, 40¢ per foot. Write or call in person.

ROLLERLAND 138 S. Arlington St.,

Akron, Ohio

DESPITE the war and its natural ef- Countless skaters overseas have even fect of cutting down our lists of taken their skates with them and it skaters, roller skating is seeing an unpre- seems that wherever two skaters meet, the country. As a matter of fact, in this sprung up. Our national office has received letters from skaters and rink men all over the world asking, even begging, for instruction books so that the skater may continue where he left off and so that the skater can teach the natives to

> Skating has spread to such an extent that there is hardly an area on this globe that does not have a rink of some sort. Many are makeshift; any building with floor space large enough to go 'round and 'round has mushroomed into a rink. But these are pioneers. The trends prove that some day these rinks, such as they are, will blossom forth and become the skating palaces with which we are familiar in this country. Our overseas skaters are accumulating various odds and ends, fashioning a king pin here, a wheel there, and forming anything that looks like and functions like a skate.

#### New Style Is Grasped

In several countries abroad these skaters are meeting and contacting foreign skaters of the old school, the trick skaters of a generation ago. These former unorthodox tricksters are grasping the International Style and it is easy to envison them as prospective professionals in their and Saturday afternoons and evenings. own home lands. One sailor writes that as his ship touched one of our most westerly outposts, he saw several soldiers skating on what had previously been a Today many of our former customers fisherman's wharf. Anything seems to ing decks of ships.

> Posting of skating publications to overseas skaters has brought the response that they are even introducing their sport on paper to their comrades-inarms. When a spot is reached where a rink is available roller skating has many new devotees, due to the uninitiated secing the sport on paper.

> All the services-the army, navy, marines and the United Service Organizations have instituted rinks of their own in various posts and towns. These have served to introduce the sport to many American boys from outlying districts in this country who have had no previous contact or experience with the rollers. All these rinks are managed by our skaters in service.

#### International Competition

And our post-war vistas? What are they? The prospects are tremendous and defying. International competition will be the mode, not just competition between a few countries, but over all the world. Skaters from Alaska, India and China, and from every hamlet in every corner of the globe will convene to skate competitively the International Style, first pioneered by the RSROA. The association will not be just a national body but an international one, in every sense of the word. Roller skating, unlike many of other sports which have been introduced abroad and failed to catch a popular response, has caught on and will not let go. There has been too much planning to allow failure and our seeds are

Roller skating, because it is a participated sport and because it has been pioneered with an eye to the future, will in our time be truly international. Roller skating in our time will be at least one of the greatest major sports and recreations for all the world and for all

EDDIE SUEZ AGENCY spotted two roller skating acts in Philadelphia night clubs, Flying Berrys in the College Inn and Three Flames in Frank Palmbo's Theater-Restaurant.

#### Sessions for War Workers **Boosting Gross at Carlin's**

lin's Rink in Carlin's Park here, reported workers, and there are sessions from stop, midnight till 3 a.m.

year with gratifying results, but this year returns are considerably better. Regular sessions are afternoons and evenings. Recorded music is provided.

Manager Bushby, also superintendent of construction and maintenance of the park, is the proud father of five sons serving with the armed forces, two holding the rank of major and a third being a captain. All hold commissions.

#### To Set RSROA Contests

DETROIT, Nov. 20.—Board of control of the Roller Skating Rink Operators' Association of the United States will meet at national headquarters here on December 7 and 8 for the annual championship schedules. Chief agenda of the session will be the award of State championships to various rinks and formal approval of the contest arrangements.

GAY BLADES RINK, operated by Louis J. Brecker, is located in the heart of New York, not in Detroit, as recently indicated in these columns.

LIEUT. Leon R. Greenman has the boys at Camp Ellis, Ill., working up a lather with ideas for recreational skating in the near future.

AUDUBON (N. J.) ROLLERDROME has added roller dancing to skating sessions. Rink is converted into a ballroom Wednesday evenings, with skating sessions on Tuesdays, Thursdays, Fridays

#### BALLYHOO BROS.

(Continued from page 46)

brought to a stop. Our doctor leaped off and tacked signs on the side of our car, which read: "Quarantined! Smallpox! Quarantined! Diphtheria." Our secretary, whose watch was set with our doctor's, immediately shot wires to health departments at the end of our paid move, advising them that a car with quarantined patients was scheduled to stop there and asking them to protect the local health by sending it on. He kept the wires going collect along the route.

When we arrived at the end of the paid move the health department forbade the brakeman to uncouple our car and we were sent on. At every stop a health department man met the train and demanded that it be kept moving. It was shot thru Panama, was ordered thru Costa Rica, was chased thru Nicaragua, was 10 miles out someone accidently pulled the air cord and the train was ences in this column.

run thru Honduras, was high-balled thru Gustemala, and the Mexican health department wanted it out of its territory so badly that it gave us a special engine BALTIMORE, Nov. 20 .- Sessions for and the right-of-way to Texas. One of war workers are boosting returns at Car- our former special agents, now living in San Antonio, had had his instructions and George H. Bushby, rink manager. It he kept the wires hot by sending collect is all plus business, supplementing that messages to health boards on our route at regular sessions, he said. Special in the States. He advised them that the sessions are provided three days a week car carried 60 contaminated people, with from 10 a.m. to 1 p.m. for night-shift a nurse and a doctor, and to not let it

Texas gave the car to Oklahoma. Okla-While morning sessions draw well, home gave it to Kansas. Kansas gave it the midnight sessions bring out several to Missouri. Missouri gave it to Illinois. hundred defense workers. Skating for There again the air cord was accidently war workers was first instituted last yanked when the train was out in the open spaces and our doctor removed the quarantine signs. Our agent stopped his wires and while at Peorla the boss bought enough tickets to move the car into Chicago. We are here to further 50 fair managers' educations.

> While Pete Ballyhoo attends the convention, his brothers will take a five-day medical course to learn of a malady contagious enough to take the car back to South America.

> P. S. The boss announced today that he would pay for information about any new midway malady, discovered last summer, except leaditis.

MAJOR PRIVILEGE.

#### AMERICAN CARNIVALS

(Continued from page 46)

contributions which the industry can make to the war effort next year, and of matters pertaining to railroad and motor transportation, federal and State legislative matters, tax laws, priorities, rationing and other matters of interest. Discussion will be held on problems which appear imminent next year, including the subject of post-war planning. These are of great importance and should elicit much debate.

As in past years, the association meetings will be held in conjunction with annual meetings of the Showmen's League of America, International Association of Fairs and Expositions; National Association of Amusement Parks, Pools and Beaches, and other groups in Chicago during the same period. Indications are that there is generally enthusiastic approval of the association's activities and that a large attendance may be expected. Since the last issue there have been letters from K. H. Garman, owner Sunset Amusement Company; Clemens Schmitz, and J. J. Perry, W. C. Kaus Shows, advising of their intention to be present; also Sam Lawrence, Lawrence Greater Shows. The secretary's plans are to arrive in Chicago Saturday morning, November 27, and to be available thenceforth for such conferences as may be necessary. Sunset Amusement Company informs that it is using the legend, "Member A. C. A.," in some of its copy.

A report has been received with detailed information relative to the freightrate dispute by shippers of the South and West, who are clamoring for equality of rates with shippers in the East, Agitation for such equality has been pending in Congress for some time and mention of it has been made in previous refer-

# AFTER THE WAR

You will be proud to sell

GILASH SKATE SHOES

Because . . . we will furnish you with something absolutely new.

GILASH SHOE CO.

**FITCHBURG** MASSACHUSETTS

# '43 Gives Robust Tills McLennan Not To Be Ousted

# Plant in Dallas Given Fat Year With Added Rev

DALLAS, Nov. 20,-After a directors' meeting of the State Fair of Texas here November 8, President Harry L. Seay said no plans were being considered for a 1944 fair. There was no 1942 fair on account of the war and none in 1943.

Altho operating no fair last year, the State Fair organization netted \$76,759 for its fiscal year ending November 15, 1942. Many of the fair buildings are leased to the army and other governmental agencies.

Fair Park concessionaires have closed the most successful season in the plant's history. With extra rentals and a successful summer opera season sponsored by the fair management, the association is expected to show a larger profit than in 1942.

Consolidation of the State Fair's senior and junior boards of directors will be completed at a stockholders' meeting here December 15 if recommendations of the senior board are adopted. The fair will then have an executive board of 47 if the 23 members of the present junior board are added to the senior directorate. President Seay said the fair management planned gradually to reduce the directorate to 36 members.

American Hereford Association opened a livestock show in parts of the livestock arena November 15. J. R. Kinzer, secretary of the American Hereford Association, pronounced the prizes and entries the best he had seen in years. More than 470 breeding battle were entered, and \$20,000 is offered in cash prizes.

# State's Racing Funds Swollen In Mass. Meets

SPRINGFIELD, Mass., Nov. 20.—State Racing Commission's 1943 report shows that total receipts accruing to the Commonwealth from parl-mutuel racing totaled \$4,273,339.30 as compared to \$2,859,836.82 in 1942. Total wagered during 1943, with 232 days at all meetingshorse and dog racing at regular tracks and fairs-was \$84,967,908 as compared to \$58,659,730 wagered in 277 days in 1942. Attendance at all meetings was 2,244,184 as compared to 2,217,092 in

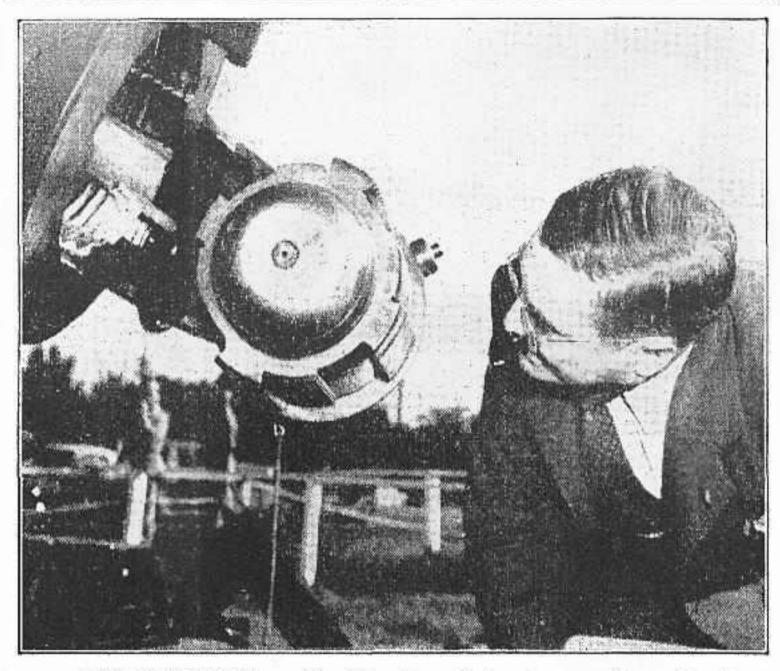
Hampshire, Franklin and Hampden Agricultural Society, holding runninghorse races in connection with its fair at Northampton, had six days of racing; total handle, \$413,267; attendance, 38,417, (See Race Fund Up in Mass. on opp. page)

# Minot Is Healthy With War Bonds, 20 Grand in Treasury

MINOT, N. D., Nov. 20.—Second largest attendance in its history marked North Dakota State Fair here July 5-10, Secretary H. L. Finke reported at the annual meeting. Receipts were heavy and the board bought \$13,000 worth of War Bonds and has \$20,794.81 in the treasury.

Spending was good, Secretary Finke said, and the grandstand draw was the heaviest in 10 years. The fair worked out its own army show, which was augmented by Thearle-Duffield fireworks on three nights. The agricultural, women's, swine and sheep exhibits were as large as usual. Machinery, appliances and livestock were down somewhat, due to labor conditions.

Ernie Pierson was re-elected president and Secretary Finke was named again for the post.



TOM MEETS TOM, as Gov.-Elect Tom Bailey inspects "Long Tom" at the 1943 Mississippi Free State Fair, Jackson. Like hundreds of small boys, he sighted up the barrel of a 155mm, anti-aircraft gun of the Army's Ordnance Show at the War Exposition. He toured the fair on opening day with other notables and inspected War-Bond boosting equipment with military commanders.

# Of Buckeye Annuals

BELLEFONTAINE, O., Nov. 20 .- Ohlo fairs had a substantial increase in attendance and receipts this year over 1942, said Mrs. Don A. Detrick, executive secretary of Ohio Fair Managers' Association, of this city. She is preparing a report for the annual meeting of the association in the Deshler-Wallick Hotel, Columbus, January 12 and 13, and so far has heard officially from 30 of the 77 Buckeye State fairs.

Bonds were sold at Ohio fairs, triple the amount sold in 1942, is the estimate of Mrs. Detrick.

(Sec Lure Shown in Ohio on opp. page) urer; Rose Sarlo, secretary.

# Ohio Figures Again Ionia Board To Mull Prove Strong Lure Its Prospects in '44 the Michigan Legislature in Lansing, where it had been planned to hold the

tion on the holding of a 1944 Ionia Free to make plans for Detroit. Fair was taken at the annual meeting a decision was made to bring up the subwas canceled this year.

Directors and officers were re-elected as follows: C. B. Wardle, Howard C. Lawrence, Fred T. Wortman, Leo Mc-Alary, Nels Strand, Harry Gemuend, That about \$3,000,000 worth of War Norman J. Ogilivie, John Todd, L. L. Swanson and George Coe Sr., directors; C. B. Wardle, honorary president; Howard C. Lawrence, president; Fred T. Wort-"I am convinced, as never before," she man, vice-president; Leo McAlary, treas-





HENRY L. RAPP (left), president of American Fireworks Company, and Harold A. Potsdam, executive vice-president, whose firm was honored with the Army-Navy "E" Production Award at recent ceremonies in the plant at Randolph, Mass., attended by 2,000 employees, executives and officialdom of the uniformed services. The award was for proficiency in the production of ammunition, a conversion which was inaugurated only nine months ago. The ceremonies were headed up by Rear Admiral George F. Hussey Jr., assistant chief of the navy's bureau of ordnance, and were further distinguished by the presence of Gov. Leverett Saltonstall and Congressman Richard B. Wigglesworth. "E" pins to employees were presented by Brig.-Gen. Thomas E. Troland. Award was authorized by Navy Undersecretary James Forrestal. President Rapp served in World War I as a seaman attached to a sub chaser based in England.

# McLennan Not At Vancouver

VANCOUVER, B. C., Nov. 20.-Maj. Sidney C. McLennan will be retained as general manager of Vancouver Exhibition, it was decided at a three-hour meeting of Vancouver Exhibition board. A statement, Issued by President John Dunsmuir, said:

"It is the unanimous decision of the board of directors of Vancouver Exhibition Association that Major McLennan be advised that we anticipate his return as general manager of the Vancouver Exhibition as soon as convenient for him after his release from the armed forces."

Discussions by officials of the fair concerning Major LcLennan began some days ago, when it was reported that he had been asked to resign his position in favor of a \$10,000-a-year man. The report brought protests from several public bodies. Directors at their meeting were told that Major McLennan had been commended three years ago for his work in managing the fair and that because of his work his salary had been raised from \$4,400 to \$4,800 and finally to \$5,400.

# Mich. Annual Meet To Stay in Detroit

DETROIT, Nov. 20 .- Annual meeting of the Michigan Association of Fairs will again be held in Detroit, January 17 and 18, reported Secretary Harry B. Kelley, also secretary of Hillsdale Fair.

Plans to hold the convention in an up-State city for the first time in years were dropped this week, because of the anticipated calling of a special session of 1944 meet. Expected filling of hotels IONIA, Mich., Nov. 20.-No definite ac- in Lansing, the capital, made it necessary

Convention will open with a business November 10. Secretary Rose Sarlo said session on January 17, to be followed by a dinner of the Michigan Standard Bred ject for consideration from time to time Horse Association in the evening. Busiwith the idea of definitely deciding about ness sessions will again be held January '44 soon after the first of the year. Fair 18 in the afternoon, with the banquet at night.

# Majority of Utah's Group Keeps Active

SALT LAKE CITY, Nov. 20.-Eight member fairs of the 12 in the Association of Utah Fairs were fully or partially active this year in efforts to respond to public desire for fairs, said Secretary Sheldon R. Brewster, also secretarymanager of Utah State Fair here. At most of the 1943 fairs there were record (See Utah Majority Active on page 54)

#### Gaylord White in Service

COLUMBIA, S. C., Nov. 20.-Gaylord White who, with Al Sweeney, now in army at Fort Bliss, Tex., operated National Speedways, was inducted into the army October 16 after the Victory Festival Week which he promoted in Charlotte, N. C. He has been stationed at Fort Jackson, near here.

#### Doug Heard From

SPRINGFIELD, Mass., Nov. 20.— When President Charles A. Nash makes the annual address to the IAFE convention in the Hotel Sherman November 30 he will read a letter from Douglas K. Baldwin, who resigned the prexy's post to go overseas for the American Red Cross. President Nash, general manager of Eastern States Exposition here, has received the epistle from the South Pacific and says that it will feature the opening session. Douglas Baldwin was elected president at the 1942 annual meeting and President Nash was selected by the IAFE directors last summer to pinch-hit in the vacancy.

# Official Program of IAFE In Chicago

MONDAY, NOVEMBER 29

2 P. M., Bal Tabarin Parlors, Hotel Sherman Association of County and District Fairs' Meeting

E. W. Williams, Manchester, Ia., chairman; J. M. Dean, Jackson, Miss., vice chairman; Mrs. Don A. Detrick, Bellefontaine, O., secretary. "Review of 1943—Outlook for 1944"....Secretaries of State Associations 

"Ohio Fairs Compete for Honors"....Mrs. Don A. Detrick, Bellefontaine "Wisconsin's Five Principles"......A. W. Kalbus, Milwaukee "What I Learned at 50 Fairs"......William V. Ward, Springfield, Ill.

Open Discussion; Resolutions; Election of Officers

#### TUESDAY, NOVEMBER 30

10 A. M., Bal Tabarin

President Charles A. Nash will call the meeting to order. Annual address by the president; reading of minutes of the 1942 annual meeting; introduction and acceptance of new members.

Report of Classification Committee, Charles A. Nash, chairman, Eastern States Exposition, Springfield, Mass.

Report of Board of Appeals, Henry W. Beaudoin, chairman, Mid-South Fair, Memphis.

Report of Auditing Committee, Emery Boucher, chairman, Exposition Provinciale, Quebec.

Report of Reception Committee, Samuel S. Lewis, chairman, York (Pa.) Interstate Fair.

Report of Board of Directors, Frank H. Kingman, secretary, Brockton,

Report of Government Relations Committee, Charles A. Nash, chairman. Appointment of Nominating Committee, the secretary to call the roll.

12 Noon

Past Presidents' Club Luncheon, Harold F. DePue, chairman.

1:45 P. M., Bal Tabarin

President Nash presiding

"Post-War Planning for Livestock Shows" ... Ellis McFarland, Chicago, secretary, National Society of Livestock

Record Association. William S. Moscript, Lake Elmo, Minn., president, Holstein Friesian Association of America.

"The Wartime Operation of Canadian Fairs"...... "Servicemen's Party and Ball"....A. W. Kalbus, Wisconsin State Fair 

director of Youth Day Program, Wisconsin and Illinois State Fairs "Ak-Sar-Ben's Buddy Plan"..... ......J. J. Isaacson, Ak-Sar-Ben Livestock Show, Omaha

Lexington, Ky., national chairman, 4-H Club Extension Committee "Red Cross Exhibits"......E. Paul Jones, American Red Cross, Washington, D. C., chief, Farm Section, Office of Public Relations

"Victory Lane-The Story of Biddy-The Hen" ..... ..... Howard King, Madison, Wisconsin Department of Agriculture

#### WEDNESDAY, DECEMBER 1

10 A. M., Bal Tabarin

Vice-President Herbert H. McElroy presiding

"Chippewa Falls Opens the Season"..... ..........Archie L. Putnam, North Wisconsin District Fair "An Art Show in Action".....

......G. B. Boyd, Ozark Empire District Fair, Springfield, Mo. "A Cattle Show Hall of Champions"...

"Our Second Experience With a Night Club"..... ......Frank H. Means, Colorado State Fair, Pueblo

"Wisconsin's Dairy King Contest"..... .....Russell Frost, Madison, Wisconsin Department of Agriculture

"Our Swing Shift Grandstand Show"....

"Our Feature Exhibit"......Ralph T. Hemphill, Oklahoma State Fair 

"War Period Booms, 1776 to 1943"...... 

1:30 P. M., Bal Tabarin

President Nash presiding

"Military Exhibits and Shows" ...... William T. Marriott, Wisconsin State Fair; Rex B. Magee, Mississippi State Fair, Jackson "Operating a Fair in Wartime".

"Fairs and Their Relationship to the National Food Problem".....

Howard Leonard, Springfield, director, Illinois Dept. of Agriculture "An Art Exhibit by Soldiers".... Maurice W. Jencks, Kansas State Fair "The City of Salt Lake-His Fairgrounds"......

Chicago, supervisor, sales promotion, International Harvester "The Midwest Fair Circuit".....Maurice W. Jencks, Kansas Free Fair

Report of Resolutions Committee; Unfinished Business;

Election of Officers 6:30 P. M.

and I make

21st Showmen's League Banquet and Ball, Grand Ballroom, Hotel Sherman.

#### RACE FUND UP IN MASS. LURE SHOWN IN OHIO

(Continued from opposite page) and produced State revenues of \$4,297.44.

It had no racing in 1942.

Barrington Fair Association, Inc., running six days of racing each year in

connection with its fair at Great Barrington, had total handle of \$512,004; total attendance, 26,648, and produced \$4,927.67 for the State. In 1942 it had total handle of \$357,404; total attendance, 36,820, and produced \$3,243.35 for the State.

Marshfield Agricultural and Horticultural Society, which ran six days of horse racing at its fair at Marshfield last year, held no fair this year. Its total handle last year was \$177,553; total attendance, 18,952, and revenue to the State, \$1,949.10.

Brockton Agricultural Society held no 1943 fair, but in six days of racing at its 1942 fair had total handle of \$195,849; total attendance, 132,238, and produced \$1,670.95 for the State treasury.

(Continued from opposite page)

said, "that the people of Ohio want county fairs. The fairs set new attendance records despite threatening weather on one or two days. Open-class entries were down, as expected, but junior fair livestock created new records for entries. All the fairs were keyed to the war effort, many having displays of tanks, antiaircraft guns and other war material exhibits; recuiter units for WACS and WAVES were on the grounds.

"Thousands of dollars' worth of War Bonds were sold on fairgrounds. some places sales were made thru auctioning of livestock donated to bond committees by breeders and patriotic citizens. Fans and horsemen approved the high-class harness racing, as the cream of the Grand Circuit stables raced at many fairs."

#### **CRASH DUNIGAN'S**

# "SKY HIGH THRILLERS"

Five of the highest and most outstanding thrill classics ever offered to the American public. Featuring the greatest cyclonic thrill scoop of all time.

# BOMBSHELLS

Thrill sensation of the nation. America's highest act. Working height positively 150 feet in the air.

#### THANKS TO AL MARTIN

Everything in Entertainment. Hotel Bradford, Boston, Mass., for marvelous 23 out of possible 25-week season in New England in 1943. See Al Martin at big Fair Meetings to see me.

#### EXPERIENCED AERIAL PERFORMERS WANTED

for '44 outdoor season. Commence early May. Send all details, photos, etc.

# CRASH DUNIGAN

237 OSGOOD AVE.

# NORTH DAKOTA STATE FAIR

MINOT, NORTH DAKOTA Dates - July 2-8, 1944

Attendance 100,000 - Plenty Money Here WANTS GOOD CARNIVAL - REVUE - ACTS Any New Wrinkle That Will Draw for 1944 Victory Fair PRES. ERNIE PIERSON and SEC. H. L. FINKE

Will Be in Chicago at I.A.F.E. Meeting

55TH YEAR

SHERMAN

CHICAGO

NOV. 28 to DEC. 2

HOTEL

55TH YEAR

# GUS SUN

EXECUTIVE OFFICES SUN'S REGENT THEATRE BUILDING SPRINGFIELD, OHIO

-ALSO-DE2 WOINES

BOOKING

AGENCY

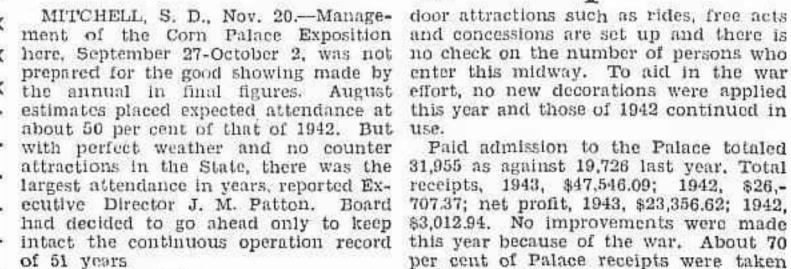
NOTE: CAN USE ACTS-MUST BE OUT-STANDING AND NEW TO THIS TERRITORY · CHICAGO DETROIT

SPRINGFIELD



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ALL RECORDS BROKEN THIS YEAR



Only paid admissions are those to the Corn Palace itself. As that is situated on the main street about four blocks from the center of town, the street is blocked off during the week and out-

#### Thrill Show Firm Formed

CHICAGO, Nov. 20,-Allied Amusements, Inc., a new firm that will enter the field of race-track attractions, has opened offices here. It is headed by Andy Burt, connected in one way or another with the race game since 1908.

#### Ernie Young on Own in Chi

CHICAGO, Nov. 20 .- Ernie Young, who has been associated with Barnes-Carruthers, has opened his own office in the Ashland Block here and will continue to book fairs, night clubs and similar dates.

#### UTAH MAJORITY ACTIVE

(Continued from page 52)

gates but, because some of them had free gates, no record of attendance was made.

The association, which was organized July 15, 1932, probably will hold an annual meeting in March, 1944, in the Newhouse Hotel, Salt Lake City, said Secretary Brewster. E. E. Brown, Coalville, is president.

Five faris, not including the State Fair, reported 1943 attendance of 81,-500, as against 68,700 reported by three fairs, not including the State Fair, for 1942 and two fairs held in 1941. Cash premiums of \$4,387.30 were reported paid in '43 by five fairs, as against \$4,140.75 paid by three fairs in 1942 and two in 1941. Total receipts of \$17,-160.47 were reported by four fairs, compared with \$15,576.70 reported by three fairs in 1942 and one in 1941. Five fairs reported total expenditures of \$15,-639.97 as against \$15,570.83 reported by four fairs in '42 and one in '41.

HOUSTON .- While projected for postwar days, the local Parks and Recreational Council has spread out for public inspection an outlay of \$10,800,000 for the development of Houston recreaany of the large cities of the nation. Public subscription, donations and endownents would raise most of the money. A new zoo figured in the plan would cost \$500,000. Zoo, aquarium and a planatarium are earmarked for Hermann Park, site of the present zoo.

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SERVING AGAIN

# Christmas In Wartime

will be happier for all of us if we share it

THE SALVATION ARMY WAY



SHARE YOUR CHRISTMAS through

THE SALVATION ARMY

ON EVERY FRONT

Gate of Mitchell Corn Palace Soars After 50% Slump Looms

MITCHELL, S. D., Nov. 20.-Manage- door attractions such as rides, free acts ment of the Corn Palace Exposition and concessions are set up and there is here, September 27-October 2, was not no check on the number of persons who prepared for the good showing made by enter this midway. To aid in the war the annual in final figures. August effort, no new decorations were applied estimates placed expected attendance at this year and those of 1942 continued in

Paid admission to the Palace totaled attractions in the State, there was the 31,955 as against 19,726 last year. Total receipts, 1943, \$47,546.09; 1942, \$26,-707.37; net profit, 1943, \$23,356.62; 1942, \$3,012.94. No improvements were made per cent of Palace receipts were taken in at night. Chairman is Bradley Young; superintendent of concessions, W. T. Wilks; secretary, E. A. Kirkpatrick; directors of attractions, Bradley Young and J. M. Patton.

"A change in gas rationing may change our '44 plans," said Director Patton. "Should many of the drastic proposed cuts which have been publicized go into effect, we would have to abandon the celebration."

# Fair Elections

WEST LIBERTY, Ia .- Everett Richards was re-elected president of West Liberty Fair Association. Preston Brown was named vice-president and Adrian Wilson marshal.

INDEPENDENCE, Ia.—J. B. Elliott was re-elected president of Buchanan County Fair Association. Others named are George McArthur, vice-president; John Corcoran Jr., treasurer; B. O. Gates, secretary.

# AROUND THE **GROUNDS**

LOUISVILLE .- Thru the newly organized Kentucky Pure Bred Livestock Association, of which J. O. Matlick, editor of The Kentucky Farmers' Home Journal, is secretary, and L. B. Shropshire, formerly of Kentucky State Fair here, is treasurer, a movement toward revival in 1943 of district fairs in the State probably will be started.

WOODSFIELD, O .- The 92d annual Monroe County Fair here was one of the most successful, according to Secretary Ralph Schumacher. Ralph W. Conley Attractions presented a Victory Baby Show to large crowds. Cunningham Exposition Shows on the midway did good business. Grandstand zoomed on the second night with appearance of WLW Boone County Jamborce. A Paul Spor Revue featured the first night and a WLS Barn Dance unit the final night. Plans are to hold a 1944 fair.

SPENCER, Ind.—Officials said the tional life to bring it up to par with 1943 Owen County Fair here was successful in the face of adverse weather which curbed attendance. Rumble's rides did blg business on two nights. Concessions reported a good week and exhibits were considered excellent. At a War Bond crowds and thousands of dollars' worth of bonds were disposed of. Ralph W. Conley Attractions, which furnished free acts, was awarded a 1944 contract. A Victory Baby Show drew much interest.

> PROVIDENCE.-Fiskeville (R. I.) Fair. which originated as a money-raising venture sponsored by the Ladies' Bible Class of Fiskeville Tabernacle Baptist Church around the start of this century, grew each year until in 1922 it was incorporated as Pawtuxet Valley Agricultural Society and continued as one of the outstanding fairs of the State until 1941, is no more. Phoenix Trust Company, which acquired the fair property in mortgage foreclosure in 1940, has sold it at auction, with \$8,700 realized in bids for the several parcels.

> DE PERE, Wis. - Profit of the 1943 Brown County Fair was \$521.12, according to a report by Secretary William S. Klaus. Receipts were \$19,418.14 and disbursements \$18,897.02. The 1942 report listed receipts at \$22,127.02 and disbursements at \$22,320.12, accounting for a \$193.10 loss. "In spite of unusual conditions and rain on Thursday and Sunday, the fair this year shows a profit of



# Meetings of Assns. of Fairs

International Association of Fairs and Exhibitions, November 29-December 1, Hotel Sherman, Chicago. Frank H. Kingman, secretary, Brockton,

Middle-West Fair Circuit, November 29, Hotel Sherman, Chicago. Ethel Murray Simonds, president, Muskogee,

Fair Managers' Association of Iowa, December 6 and 7, Fort Des Moines Hotel, Des Moines. E. W. Williams, secretary, Manchester. State Agricultural Society, December 8.

Illinois Association of Agricultural Fairs, January 6 and 7, St. Nicholas Hotel, Springfield. C. C. Hunter, secretary, Taylorville.

Kansas Fairs Association, January 11 and 12, Hotel Jayhawk, Topeka. R. M. Sawhill, secretary, Glasco.

Ohio Fair Managers' Association, January 12 and 13, Deshler-Wallick Hotel, Columbus. Mrs. Don A. Detrick, secretary, Bellefontaine.

Maine Association of Agricultural Fairs, January 12 and 13, Hotel Eagle, Brunswick, J. S. Butler, secretary, Lewiston.

Michigan Association of Fairs, January 17 and 18, Fort Shelby Hotel, Detroit. H. B. Kelley, secretary, Hillsdale.

Western Canada Association of Exhibitions (Class A), January 17-19, Royal Alexandra Hotel, Winnipeg, Man.

Massachusetts Agricultural Fairs Association, January 19 and 20, Hotel Weldon, Greenfield. A. W. Lombard, secretary, 24 State House, Boston.

Virginia Association of Fairs, January 24 and 25, John Marshall Hotel, Richmond. Charles B. Ralston, secretary, Staunton.

Nebraska Association of Fair Managers, January 25 and 26, Hotel Cornhusker, Lincoln, Chet G. Marshall, secretary, Arlington.

West Virginia Association of Fairs, dates to be set in February. J. O. Knapp, secretary, Morgantown.

Association of Tennessee Fairs, February 1 and 2, Noel Hotel, Nashville. O. D. Massa, secretary, Cookeville.

Ontario Association of Agricultural Societies, February 9-12 (tentative), King Edward Hotel, Toronto. J. A. Carroll, secretary, Toronto. Wisconsin Association of Fairs, Feb-

Hotel ruary 22-24 (tentative). Schroeder, Milwaukee. James F. Malone, secretary, Beaver Dam. Association of Utah Fairs, March,

1944 (tentative), Newhouse Hotel, Salt Lake City. Sheldon R. Brewster, secretary, Salt Lake City.

AS INQUIRIES are being made, secretaries of associations of fairs should send in their dates.

\$521.12," said Secretary Klaus. "Stockholders who purchased stock made possible a county fair which since 1909 has rendered a community service very much appreciated by exhibitors and patrons. A large sum of money over a period of years has been contributed out of the profits for improvements at Brown County Fair Park. The substantial surrally on the last day there were large plus will be available for any losses that may be sustained by future fairs."

#### ACTS WANTED

—1944 Fairs, Celebrations—

High Class Novelty Acts of every description. Troups and Family Acts doing two or more acts. Teams—Trios, Thrill Acts, etc. New Acts to this territory especially solicited. Long season, short jumps. Give full details; send lobby. Holiday Greetings to Fair Associations and Acts that so generously co-operated in making our 1943. Fair Season successful.

#### J. C. MICHAELS ATTRACTIONS

5829 Virginia Avenue, Kansas City, Missouri.

# ACTS, ATTENTION

1944 FAIRS

WANT first-class ACTS of all descriptions. SENSATIONAL—FAMILY Acts doing two or more, Trios, Doubles, Singles. Can use new ACTS in this territory. Send photos-full details. Sherman Hotel, CHICAGO, ILL., Nov. 29-30-Dec. 1st.

464 Holly Ave.

ST. PAUL, MINN.

Conducted by WILLIAM J. SACHS—Communications to 25 Opera Place, Cincinnati 1, O.

# Industry Sees NAAPPB Grow

# Official AREA Program in Chicago

Nineteenth Annual Meeting of American Recreational Equipment Association at Sherman Hotel, Chicago, Monday, November 29, at 7:30 P.M.

Address..... Leonard B. Schloss, president of NAAPPB Address-"What About Next Week and Next Year?".....

.....A. R. Hodge, executive secretary NAAPPB Address-"The Aims of the Office of Civilian Requirements Toward Outdoor Amusements for the Future".....

Discussion—"Experiences of Our Members Who Converted Their Plants to War Production".....led by Wallace St. C. Jones; followed by

A. Vaszin, R. E. Chambers, Raymond Lusse, Herbert Schmeck and W. F. Mangels Address—"How Repairs Were Handled in 1943".....

Ben O. Roodhouse, of Eli Bridge Company; followed by discussion from the floor Address—"Penny Arcade Perplexities".....

Address-"What Should Be Our Attitude Toward the Foreign Field?".....

....R. S. Uzzell, executive secretary and chairman Export Committee of AREA 

#### **EXECUTIVE SESSION**

Unfinished Business.

# All Ops in Same Boat, So Meet Should Be a Darb, Says Schloss

B. Schloss, of the NAAPPB and vice- tion in the amusement field. president and general manager of Glen Echo (Md.) Park, predicts that the as- convention will be outstanding and will sociation's forthcoming Silver Jubilee be under the able direction of Paul H. Convention will be the biggest and most interesting in the history of the organization. Hotel reservations and letters addressed to the secretary's office here seem to confirm Schloss's prediction.

"Misery loves company," said Schloss this week, and all operators thruout the nation have certainly had their share of misery and problems since the outbreak of war. And they have learned that their best hope for the solution of their problems is mingling with their fellow operators and undertaking some co-operative effort.

"In this same connection the realization that their troubles will not be over with the end of war is proving a still stronger magnet, as they all want to know what to do next. The NAAPPB, during its 25-year history, has proved its mettle by surviving two world vars and the greatest depression in history and yet has achieved more for the good of quirements, War Production Board."

CHICAGO, Nov. 20 .- President Leonard the industry than any other organiza-

"The entertainment features of the Huedepohl, general manager of Jantzen Beach, Portland, Ore. 'The convention program is under the direction of F. W. A. Moeller, manager of Waldameer Beach, Erie, Pa., who has produced five outstanding Victory Clinics, each to be presided over by one of the leaders of the industry, surrounded by a capable faculty of successful operators. The pool department will be under the able direction of Harry A. Ackley, of Ackley, Bradley & Day, Pittsburgh. Invitations have been sent to every member of the industry, including pool men.

"The manufacturers and dealers, under the leadership of AREA, will have an in- 1941. teresting program Monday evening, November 29, in the Crystal Room of Hotel Sherman. The feature of the Monday night AREA meeting and the Tuesday afternoon program session will be George W. McMurphy, chief of Amusement and Recreation Section, Office of Civilian Re-

# Assn., in Its 25th Year, Prospers In Face of 2 Wars and Depression; Org Bred Confidence, Says Prexy

CHICAGO, Nov. 20.-When more than tween the various branches of the in-Canada and a number of European countries assembled at a brilliant banquet at Hotel Astor, New York, December 27, 1916, and unanimously agreed that the formation of an organization for "common defense and common advancement" was of paramount necessity to the outdoor amusement industry, little did they dream that the National Association of Parks, Pools and Beaches, as we know it today, would be their sole surviving offspring. The leaders behind the movement for organization realized fully the need of it, but they had the idea that all branches of the outdoor amusement industry could be covered by an umbrella despite their differing aims, ambitions and requirements.

The Association of Outdoor Showmen of the World, which was a temporary organization formed in accordance with the resolution adopted at the banquet, was perfected into a real organization known as the National Outdoor Showmen's Association in Chicago in February, 1917. NOSA had within its ranks members of such typical branches of the industry as fair, carnival, car owners and managers, circuses, booking offices, amusement park and beach men, and representatives of affiliated branches. It functioned successfully for more than three years and had a number of outstanding achievements to its record. However, the diversity of interest be-

600 showmen from the United States, dustry became apparent, and just previous to the fourth annual meeting, the park, pier, pool and beach men, finding themselves constituting almost 100 per cent of the official family and performing most of the services of the association, decided to organize an association more specifically designed to their own requirements. NAAP Formed in 1920

A meeting was held in Pittsburgh in January, 1920, with Andrew S. Mc-Swigan acting as host. At this meeting were present the following: Frank L. Albert and A. R. Hodge, Chicago; John R. Davies, Philadelphia; F. C. Manchester, Akron; Austin McFadden, Baltimore; Rilia McLain, Fred W. Pearce and Milford Stern, Detroit; Andrew S. Mc-Swigan, Pittsburgh, and Judge Charles A. Wilson, Louisville. From this meeting grew the National Association of Amusement Parks, which was formally organized in Chicago in February, 1920. (See NAAPPB GROWS on page 58)

# Panama City Spot **Heralds Opening** With Plenty Ads

### Playland's Staff Named

PANAMA CITY, Fla., Nov. 20.-All ride and amusement equipment for Al Wagner's new Playland Park here, along with a crew of workingmen, mechanics and ride supervisors, arrived here Sunday (14) on a special movement over the A. & St. B. Railroad, and the park site resembled a beehive all week, with every department functioning at top speed to put everything in readiness for Playland's premiere this afternoon.

For the last three weeks the advertising department has been busy billing the surrounding country for a radius of 50 miles, while some 10 newspapers in this area have been used to exploit Playland's opening and its features. Excellent co-operation has been received from these newspapers. The Panama City News-Herald has carried a news story on Playland almost daily for the last two

Fourteen major rides and 4 kiddie rides have been installed at Playland. There are seven paid attractions, including "Oddities on Parade," Clyde Howey's Monkey Villa, Congo Land, Sportsmen's Exhibit and Gay '90s Revue musical show. There are 20 merchandise concessions. Opening free acts are Zenka Malikova, high-wire performer; Jumbo (See PLAYLAND USES ADS on page 58)

# Meeker To Augment Crystal's Fun Zone

TULSA, Okla., Nov. 20.-C. E. Meeker, general manager of Crystal City Park here, this week began work on mapping plans for the 1944 season. A number of general improvements will be made on the park's buildings, and Meeker plans to augment the resort's fun zone with several new rides and attractions.

The past season, running from April 15 to September 7, was the best in Crystal City's history, Meeker reports. Not a single day was lost due to weather conditions. Meeker this season had on his staff several veteran troupers, including William Pink, with his Octopus, and Fred Brodbeck, with his Tilt-a-Whirl.

Crystal City is operated by the John Mullins Enterprises, who also have the Crystal City Swim Pool, the Arena Roller Rink and other business interests here. John Mullins has been in the marines nearly a year.

# Detroit Zoo Gate Gross Under 1942

DETROIT, Nov. 20 .- Closing of the Detroit Zoo Sunday (4) for the winter brought total attendance for the year to about 15 per cent under 1942, according to report of Director John T. Millen. Gross revenue from concessions dropped to \$108,000, compared to \$129,000 in 1942, and a record high of \$133,000 in

Drop was caused largely by absence of out-of-town visitors, according to Millen, a direct effect of gasoline ration-



C. E. MEEKER, general manager of Crystal City Park, Tulsa, Okla., who, inspired by a record-breaking season the past summer, has already begun work on his 1944 plans, which will include a number of improvements in the park buildings and the addition of a number of new rides and attractions. Crystal City is operated by the John Mullins Enterprises, who also operate the Crystal City Swim Pool and the Arena Roller Rink in Tulsa.

# Official Program of NAAPPB in Chi

SESSIONS IN HOTEL SHERMAN

(Louis XVI Room, First Floor) Program Sessions of the National Association of Amusement Parks, Pools and Beaches TUESDAY, NOVEMBER 30

12:30 p.m.-Pool and beach round-table discussions. 1:45 p.m.—Star Spangled Banner.

Invocation—R. S. Uzzell.

President's Address-Leonard B. Schloss, president, NAAPPB.

Announcements and Communications.

Reports of Convention Committees-General Program, F. W. A. Moeller; Pool and Beach Program, Harry A. Ackley; Entertainment and Banquet, Paul H. Huedepohl; Reception and Social, Paul H. Huedepohl; Location and Exhibit Arrangements, Edward L. Schott.

Report of Public Liability and Fire Insurance Committee, N. S. Alexander, chairman.

EXECUTIVE SESSION-Roll call, reading of minutes, annual report of secretary, annual report of treasurer, report of finance committee. Reports of Committees-Historians, legislative, membership, music royalty, nominating, priorities, publicity, resolutions. Unfinished business, new business, good of the order.

Announcements and communications.

Victory Clinic No. 1-Priority Problems-Chairman, R. S. Uzzell. Faculty: N. S. Alexander, R. E. Chambers, Raymond Lusse, Leonard B. Schloss. Topics: Policy covering maintenance and renewals in (Continued on page 58)

# American Recreational Equipment Association

By R. S. UZZELL

All park men and concessionaires are invited to attend the AREA meeting in the Crystal Room of the Sherman Hotel. Chicago, Monday, November 29, at 7:30 p.m. to hear George W. McMurhpy, chief of the amusement section, WPB, tell what the WPB expects of us for 1944. You may ask questions freely. It will and other aids and contacts that make

be worth the trip to Chicago for this a convention valuable. One man is session alone.

ard B. Schloss expressed to us his deep should prepare to meet in 1944, especially concern over taxes. Has each one done his bit as requested? Your officers and committees do not call for unneeded help. When they ask for immediate action it is just what they most need.

Convention plans are completed and a good job has been done. All eyes are turning toward Chicago, and hotel reservations have been flooding in. Many have reconsidered in the past two weeks and are now determined to travel to Chicago for the school of instruction

making the long trip from Northwestern Last week, while in Washington, Leon- Canada. He wants to know what he if the war in Europe should terminate before opening time.

> President Schloss says some materials which have been tagged for war use are now being released for civilian use. But we must plan for the war continuing into next summer, then if it doesn't we shall be the more fortunate. As long as the government keeps calling for more men and material we shall have to keep

> A government man will be with us to tell what is wanted and expected of us in 1944. Best of all, when he has told his story, you may ask him what to do in your particular case. A whole year of experience has been gained since we considered some of these questions at the last conclave.

Despite all of the uncertainty of war, a new amusement park will be projected the coming season. The land has actually been purchased and plans are being considered. That is the spirit that wins. While Chicago was still smoking after the great fire of '71, plans were being made for a finer and greater Chicago, which did materialize. Amid the smoke of battle we must do some planning for the days of peace.

#### Tribute to John McElwee

John McElwee, of Ramona Park, Grand Rapids, Mich., has passed on. He had been there as concessionaire for a quarter of a century. Thru good times and bad he kept up his attractions and was always ready for business. You must know he was thoroly reliable and efficient to last in one place so long. He knew well the habits of the Hollanders who largely made up the patronage. He prospered there but was not so successful in ventures at other locations, notably at Narragansett Pier in Rhode Island, where he built a large Bob's Coaster. He came into our national association many years ago. He leaves a faithful wife, who worked with him in running his concessions. Our membership regrets the loss of so valuable a member, and we extend our sympathy to Mrs. McElwee.

While in Atlanta recently the enthuslasm of the management and concessionaires over the past several seasons was a tonic. They had about seven years of hard going before reaching 1942 and 1943 results, the best since the last war. H. B. Auchey, founder of the Philadelphia Toboggan Company, went in there in 1918 with fear and anxiety to build a Coaster and Merry-Go-Round. The two rides are still there and hit a new high this year. Until he tried it, others of the North were afraid of it.

It is interesting to know the out-of-the-way places of the world, where servicemen can still read The Billboard. They know in all parts of the world what we are doing here in the amusement business and will be anxious to know the attitude we take at the Chicago convention. Let us have it go out that we are alive and ready for action.

# Controversy Over Abandonment of Oakland's Zoo

OAKLAND, Calif., Nov. 20.—City council, by a vote of eight to one, has ordered abandonment of the local zoo and disposal by July 1, 1944, of an estimated 150 birds and animals. The resolution declared that the zoo, now maintained by the Zoological Society, with contributions by the city, is "not in the best interest of the city, and the expense is out of proportion to the benefits, if any, derived therefrom."

Before last July 1, when payments toward support of the zoo were stopped, the city contributed \$400 a month. In late months there have been complaints from residents in the vicinity concerning the zoo.

Councilman Frank J. Youell, who opposed the resolution, said that he believed thousands of Oakland children and adults had derived enjoyment from the zoo, which in itself is sufficient reacon to give Oakland a real zoological park.

Mayor John F. Slavich, commenting that "San Francisco has a good zoo," declared that he didn't think the Oakland Zoo was "any good,"

Manager Sidney Snow charged the abandonment was "unnecessary."

#### Spillman Employees Proud Of Progress in War Effort

NORTH TONAWANDA, N. Y., Nov. 20. -Reviewing the activity at the Spillman Engineering Corporation for the past year, and pointing to the general outlook for the industry which looks considerably brighter than a year ago, George H. Cramer, Spillman company president, this week voiced himself as elated with the progress his firm has made on turning out war material and the speed with which the Spillman workers have been supplying these vital products for use by Uncle Sam's fighting forces.

"We at Spillman Engineering Corporation are proud to have had the opportunity to aid our country in the war effort," said Cramer, "and we feel that we have contributed our share to gains made by our forces on the battle front. Every one of our employees has striven to do his best to co-operate with the ever-pressing production problems. As a result, production in all of our departments has far surpassed that of a year ago.

"We are proud to have had the opportunity to devise, engineer and construct such important portable knockdown structures as airplane engine (See Spillman Folk Proud on page 58)

### THERE'S A MESSAGE FOR YOU

In the Arcade Section of the Amusement Machines Department

> FROM INTERNATIONAL MUTOSCOPE

CORPORATION 44-01 Eleventh St., Long Island City 1, New York

# CRYSTAL CITY PARK

Will buy 12 Dodgem Cars in A-1 shape. Will book small Grind Shows and any Ride that does not conflict. Address all communications to

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> Miami Beach, Fla. Virginia Beach, Va.

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# WANTED TO LEASE

By responsible and experienced parties, Rides for 1944 season regardless of condition, kind or make. Write, state full particulars.

**G** and **C** Amusements

Box D-149, Care The Billboard, Cincinnati 1, 0.

### WANTED TO LEASE

Rides for 1944 season. Why let your Rides lie idle? Let us make them make money for you. Write, give full particulars.

G. & C. AMUSEMENTS

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DO YOU NEED Or Have You Any To Sell? BERTHA GREENBURG Hotel Kimberly, 74th St. & Broadway, New York

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you Can't Buy a new Lusse auto-Skooter today!



. . when you invested in your present AUTO-SKOOTER-CARS you acquired equipment that was engineered to stand up and give many years of service.

We are very busy now Manufacturing IMPORTANT WAR REQUIRE-MENTS, and Victory Needs have the right of way; however, we are doing our best under present circumstances to help you maintain your AUTO-SKOOTER-CARS and keep them rolling.

If you require replacement parts, don't wait until Spring . . . ORDER THEM NOW!

When VICTORY is Won, or when War-Time Needs have passed, LUSSE BROS., INC., Philadelphia, Pa., will then be in a position to give you the same high quality Riding Device Equipment as in the Past. YOU can bring the DAY of VICTORY closer if you will . . .

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# KENNYWOOD PARK

# WANTS

#### GAMES AND NOVELTY STANDS MANAGER

If you are a capable games stores operator seeking a new connection and can furnish A-1 references, we will be glad to hear from you. Good salary and permanent position. Write

KENNYWOOD PARK, 1404 Farmers Bank Bldg., Pittsburgh 22, Pa.

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Mike Munyes has been building arcades and supplying arcade equipment to parkmen and operators for 30 years. Now, more than ever before, arcades are a source of large profits, and the progressive showman knows similsement machines are a great factor for relaxation and enjoyment during war times. THE SUPPLY OF ARCADE EQUIPMENT IS GRADUALLY DIMINISHING, BUT WE STILL HAVE A LARGE SELECTION ON HAND. WRITE US IMMEDIATELY FOR INFORMATION.

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57

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ST. LOUIS, MO.

# The Pool Whiel

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office The Billboard)

#### Conventional Notes

Here it is convention time again, when outdoor showmen gather for their annual confabs. With some few exceptions, the convention delegates this year have had one of the most successful seasons of their careers. Small wonder, then, that Prexy Len B. Schloss of the NAAPPB had his secretary bulletin members last week about the entertainment portion of the meetings. Yep, there'll be big doin's down around the Loop, for the boys are in a celebratin' spirit.

The few exceptions will be some of the beach ops and pool men whose establishments are located on outskirts of towns and thus were affected by pleasure-driving curb last summer. Make the most you can of the meetings, have Parks, Pools and Beaches. fun if you're in a celebrating mood, but don't forget there are things to learn and things to do for next year.

#### Pool Confab Schedule

Harry Ackley, the pool architect and engineer, informs us of the subjects to be discussed at the beach and pool round-table meetings. They're many and varied and extremely interesting. (See program in these pages). But, Harry, if you want to help make your pool confabs a success be sure to ask Harry Batt to tell you about his beach operation the past summer, and have him show the members the full-page institutional ads he placed with his local papers. As mentioned here before, that was one of the outstanding efforts contributed by any pool man in the country this season.

#### SPILLMAN FOLK PROUD

(Continued from page 56)

work-stands, engine hoisting cranes for ment in an attempt to formulate a code engine repairs on our huge bombers, which would be operative yet satisfacportable observation towers, and a va- tory to both government and the indusriety of ground-crew equipment which try. Before this job could be completed, we cannot mention in detail. To all of the NRA was decreed unconstitutional these products must be added the great by the United States Supreme Court

ucts on navy ordnance work and subcontracts from Bell Aircraft and the Curtiss-Wright Corporation, and precision work on telescopic parts for Spencer Lens Company.

"This enormous amount of work required the addition of 3,000 square feet of manufacturing facilities, as well as the addition of new machines, and the expansion of our paint shop. We will carry what we have learned in war work into our amusements products when peace comes."

#### NAAPPB GROWS

(Continued from page 55)

This organization had a brilliant history from its inception until November, 1934, when, in order to comply with an NRA ruling, the NAAP and the American Association of Pools and Beaches (the latter being an affiliate of the former) were combined in membership to form the National Association of Amusement

The beginning of the official trade show of the outdoor amusement industry was seen at the February, 1921, convention of the NAAP, which was its second annual gathering. At the request of the manufacturers, the date of the annual meeting was changed to December because of the presence in Chicago of a greater number of outdoor showmen at that period of the year. Hence, the third annual convention was held in December, 1921, and Secretary A. R. Hodge staged the first official trade show of the outdoor amusement industry at a time when trade shows were a relatively little-known factor. Twenty-two trade shows in all have been held and have been an outstanding achievement in the history of both the NAAP and its successor, the NAAPPB.

#### NAAP-AAPB Work Together

Upon formation in Toronto in November, 1934, the NAAPPB took up the work formerly done by the NAAP and the AAPB, and co-operated with the govern-

direction ceased.

The purpose of this brief outline is to trace the ancestry of the NAAPPB rather than to deal with its many achievements and the high quality of its aims and aspirations. Its annual conventions have always been popular for quality performance, and its countless services to its members have enabled it not only to weather the storms of two world wars and the deepest and longest depression in history, but also to show a steady growth.

When asked recently to what he attributed the remarkable record of the NAAPPB, President L. B. Schloss said: "To me it is the bond of personal friendship and mutual confidence which has developed thruout the industry thru the association. In the early days men would attend conventions and look upon each other with suspicion as desperate competitors even the their parks or beaches might lie 1,000 miles apart. Soon after, however, men began to divulge their secrets of successful operation and to extend a willing hand of helpfulness on all sides. Thus, each convention became not only a period of good-fellowship but, what is more important, an intensive training period for the latest and best practices in park, pool and beach operation. Combined with this has been the inauguration of the two magnificent insurance plans sponsored by the association. A big annual trade show also has been a tremendous magnet. These, combined with the multitudinous units, and Bennie Beckwith, general suservices rendered by the association, perintendent.

number of precision machine shop prod- and the work of the association in this have brought to the realization of all park, pier, pool and beach men that in their association they have a tremendous

The association is celebrating its 25th annual convention at the Hotel Sherman November 30 thru December 2, with a meeting of manufacturers under the direction of the American Recreational Equipment Association on the evening of November 29, AREA being an affiliate of the NAAPPB. The association also has two other affiliates, the New England section of the NAAPPB and the Pennsylvania Amusement Parks Association.

#### PLAYLAND USES ADS

(Continued from page 55) and Company, Rudy Mueller's performing animals and a 15-piece band under direction of Tige Hale, comprised of circus musicians. Station WPDD will present a half-hour program weekly, using the park's free acts. The interview program will be conducted by Thomas Evans.

Playland's staff is as follows: Al Wagner, president and general manager; Al C. Bradley, assistant general manager; A. J. Weiss, superintendent of concessions and director of public relations; Archie Wagner, secretary of concessions; Eddie Hollinger, secretary-treasurer; Steve Kuzmick, outdoor advertising; L. E. Patterson, director of publicity; Mrs. Al Wagner, supervisor of hostesses; Leo Hirt, mail; L. Hert, supervisor of Diesel power

# Official Program of NAAPPB in Chi

(Continued from page 55)

amusement park property; material supply procedure; newly discovered substitutes; other priority problems.

Meeting of trustees of the American Museum of Public Recreation. Address by George W. McMurphy, Chief, Amusement and Recrea-

tion Section, Service Trades Division, Office of Civilian Requirements, War Production Board, Washington, D. C.

#### WEDNESDAY, DECEMBER 1

1:45 p.m.—Announcements and Communications.

Victory Clinic No. 2-Taxation-Chairman: John J. Carlin. Faculty: Eli M. Gross, Rober F. Irwin Jr., Fred L. Markey, William Rabkin. Topics: Admission taxes; Social Security, income and corporation taxes; excise taxes; coin machine taxes.

Victory Clinic No. 3-Problems Arising Out of Wartime Operations-Chairman: Don Dazey. Faculty: Harry A. Ackley, A. W. Ketchum, Frank Raful, H. P. Schmeck. Topics: Experience with equipping rides with sufficient labor-saving devices to permit use of women operators 100 per cent; in case of serious accident, experience with women operators satisfactorily handling the situation; transportation and gasoline rationing; other wartime emergencies met and overcome; more intensive cultivation of home markets.

Announcements and communications.

#### THURSDAY, DECEMBER 2

1:45 p.m.—Announcements and Communications,

Victory Clinic No. 4—General Problems—Chairman: A. B. McSwigan. Faculty: John Logan Campbell, Edward J. Carroll, E. E. Foehl, Robert A. Reichardt. Topics: Prices of admission to rides and attractions in 1944 following this season's experience; recreation for war workers and its relation to industrial morale; what additional major operating changes can be anticipated should the war be prolonged?; the current trend in policy toward free-acts, fireworks and other special features; trends in the food and drink supply line for 1944; the serviceman trade and attitude toward special rates; special wartime promotions; insurance-public liability and fire; how can we best co-operate with our government in wartime activities? when victory comes, how can we celebrate? universal ticket system covering rides, refreshments and other operations; fair picnic competition.

Victory Clinic No. 5-Plan Today for Tomorrow-Chairman: William J. Wendler. Faculty: Harry J. Batt, George A. Hamid, Jack Rosenthal, H. P. Schmeck. Topics: New architectural design; new lighting equipment and methods; new devices; new materials; new promotion methods; raising our prestige with the public.

Announcement and Communications.

Meeting adjourns.

7:30 p.m .- Banquet and frolic (Bal Tabarin) ..

#### Beach and Pool Round-Table Meetings

Chairman-Harry A. Ackley. Discussion Leaders: Paul H. Huedepohl, O. B. Jenkinson, Bert Nevins.

Tuesday, November 30, 12:30 p.m. to 1:45 p.m.-General Problems-Topics: Adjustment of prices for admissions and services; priorities for: needed improvements, maintenance, chemicals and supplies; results of rates to servicemen; juvenile delinquent subject; meeting epidemic scares; part-time employees.

Quiz Session-Discussion.

Wednesday, December 1, 12:30 p.m. to 1:45 p.m.—Plan Today for Tomorrow-Topics: Streamline operation to meet competition; redesign of plant and surroundings; new features and activities; new sterilization methods; elemental bromide to replace chlorine; water bug inhibition; publications to assist operators; health departments; manufacturers' house organs.

General Discussions.

Thursday, December 2, 12:30 p.m. to 1:45 p.m.—The period on this day will be devoted to the consideration of problems presented by members in attendance and any unfinished business from the two previous sessions.

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#### NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service.

Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

#### AGENTS & DISTRIBUTORS

AGENTS! - 24 FAST SELLING 10c ARTICLES, \$1.00. Your profits \$1.40. Send 3c stamp for sample and details. SAMUEL SATTERFIELD (B.B.), 173 Broome St., Newark 3, N. J.

AGENTS-SELL \$1.00 PACKAGE VITAMINS for 75c. Low prices on Tonics, Oil, Salves, Corn Cure, etc. Sample, 25c postpaid. Write VERIBEST PRODUCTS, 4256 Easton, St. Louis,

AGENTS - COIN MONEY - IT'S NEW - IT'S Hot! Everyone wants radiant plastic plaques of loved ones. Commissions advanced. We deliver, collect. LONDON, Box 157, Upper Darby, Pa.

AGENTS -- JACK'S VEST POCKET SURPRISE Package. It's new and sizzling hot. Rush dime for sample and prices. Your dime back if not satisfied. JACK BLACKSTONE, Box 353, Anna, III.

AGENTS, HOLD EVERYTHING—SEVEN KINDS Cartoon Cards. Not fifthy but funny. Send quarter for samples and prices. Your money back if you want it. JACK BLACKSTONE, Box 353, Anna, III.

ACENTS - DISTRIBUTORS - (VITA-BRAND) Herb Laxative Tablets in slide boxes. Retails 25c. Price \$1.00 dozen. VITA PROD-UCTS, 211 N. Jefferson, St. Louis 3, Mo.

AGENTS-OUR RED, WHITE AND BLUE V Pins are fast sellers. Samples 60c, or two for \$1.10 postpaid. OSCAR CASTROP, 617 Chill. St., Portsmouth, Ohio.

AGENTS-SELL TALL'S CLEANER. SEND 25c for 5 gallon size package, with wholesale price, etc. TALL'S PRODUCTS CO., P. O. Box 401, Cambridge, Md.

BEAD NECKLACES FOR JOBBERS, FAIR Workers, Carnival Men. Particulars free. Sample line, \$1.00. MISSION, 2328 West Pico, Los Angeles 6, Calif.

BRAND NEW LAUGH SENSATION - "MAKE Your Own Moonshine," 10c seller; 3 dozen, \$1.00. Sample 10c. JAYBEE, Box 944, Altoona, Pa.

CANDY VENDING MACHINE OPERATORS-Peanut Butter Sandwiches made of finest flakey crackers, with plenty of peanut butter. Fit all machines. Specify make of machine when ordering. 144 packages per case. \$3.75 per case in 10 case lots. We pay freight, Money order or check with order. Guaranteed fresh because we only manufacture on order. Shipments made one to three days from receipt of order.. THE WHE-GE COMPANY. Green Bay, Wis.

CHRISTMAS JOY BIBLE FREE. SEND STAMPED addressed envelope. Fast seller everywhere. Big profits. OUR BIBLE SERIES, Box 12, Dayton, Va.

DISTRICT MANAGERSHIP, MAGAZINE MEN, Bookmen, Crew Managers, avoid rationing. Write for world's finest propositions. MARK STEELE, Claridge Hotel, New York.

EVERY DEFENSE WORKER WILL BUY MY Genuine Leather Clip Holder to hold identification badges, Sample 15c. CAMEISER, 3065 Brighton 13th St., Brooklyn 24, N. Y.

FLORIDA FISH PLAQUES (MINIATURE) 15 kinds. Lobsters, Frogs. Hand painted, \$1.75 dozen. Sample, 35c. BREWER ART SERVICE, New Smyrna, Fla.

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NOW "CUT YOUR OWN" HAIR. CUTTING Comb, 4 blades, notch proof, 71/2", 75c. -\$2.00. Cuts as you comb. MITCHELL MFG., 830 Main, Aurora, III.

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MILLIONS SOLD-WANTED-NEW NOVELTY Salute to Army, Navy, Marines. Sample, 10c coin. JOSEPH CURIN, 1807 Carpenter Street, Chicago, III.

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Cartoons, \$7.20 thousand. Huge assortment.
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PLAIN WOOD CHARMS FOR WRITING IN names with Pyro Pen, 100, \$10:00. Samples, 25c. REMO, Box 527, Bridgeport 1, Conn.

SALESMEN - SALESWOMEN --- 6c (COST TO you) article sells on sight to workers everywhere for 25c; \$6.00 to \$10.00 day easy. Send 25c coin for sample and full details. BRUMLEY PRODUCTS, Dept. N. 1026 Champa, Denver, Colo.

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SEND STAMP FOR BARGAIN SHEET ON 30 useful Xmas Gift Items from 25c to \$12.50. GOLDSHIELD PRODUCTS, Dept. B, 350 Greenwich Street, New York 13.

SKUNKADORA APPLIED ON PERSON OR about premises infected by skunks. Neutralizes and deodorizes all trace. Keep bottle on hand. Ounce costs dollar. Produces pint finished spray. SPARHAWK, Sparkill, N. Y.

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CALLING LIVE WIRES—TODAY'S BEST SELLER in drug stores, restaurants, filling stations, club rooms, grocery stores, billiard parlors and numerous other businesses. 1,000 10c sales takes in \$100.00, gives out 3 \$10.00 Deloux Golden Eagle Ensemble holding a beautiful hand-made rayon American Flag, 24x36 inches, and 100 packages of Lucky Strikes, Camels or Chesterfield cigarettes, 8 sections. Last sale from each receives 5 packages choice cigarettes, 4 open numbers receive 1 carton cigarettes, 20 open numbers receive each 20 cigarettes, last sale receives beautiful Golden Eagle Ensemble and Flag. Merchants that handle this deal will furnish the cigarettes. Complete cost delivered to you is \$25.00 each. Post office money order with your order in full, shipments made | Box 142, Youngstown, N. Y. promptly. In quantity order send 50 per cent deposit, balance shipped C. O. D. WILLIAM H. DYER SR., House of Novelties, Chicago 49,

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PITCHMAN'S NEW 924 PAGE MONEY-making Bible, containing 10,000 Formulas. Recipes for easily making fast sellers and bigger profits. \$2.00 postpaid or C. O. D. ADAMS BROWNS COMPANY, Chestnut Hill 67, Mass.

#### BUSINESS **OPPORTUNITIES**

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EASY WAY TO PAINT SIGNS. USE LETTER Patterns, avoid sloppy work and wasted time. No experience needed for expert work. Write for free samples. JOHN B. RAHN, B1330 Central Ave., Chicago 51, III.

FLORIDA OR CALIFORNIA WINTER VACAtion and up to \$5,000.00 yearly with ten acres. Plans \$1. "TENACRES," Box 2268-B, Hollywood, Calif.

FOR SALE --- LARGE YEAR ROUND ROLLER Rink, Lunchroom, Eight Room Modern House, Several Acres Ground. Only rink in defense city. BOX C-124, Billboard, Cincinnati 1, 0.

FOUR BOWLING ALLEYS-BUILT ON EDGE. used two months. All equipment. Brunswick floor machine. A. L. FROWNFELTER, Box 272, Wilmington, N. C.

HAVE \$3,000 AND SERVICE TO INVEST IN profitable business. Must stand strict investigation. Expert mechanic. BOX C-127, Billboard, Cincinnati 1, O.

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MAKE MONEY IN MAIL ORDER BUSINESS of your own. Experience unnecessary. No huge capital required. Fascinating, easy, profitable, BERJAMES, Box 1436, Long Beach, Calif.

OPERATE A "HEALTH CONDITIONING Club." Advanced Drugless Therapy System. Simple techniques but startling results! No apparatus! No manipulations! Write, META-BASIC SCIENCE, Station "S," Box 9128, Los Angeles.

PARK—SALE, RENT, JOINS FORT NIAGARA near Niagara Falls. Faces lake on Highway Eighteen. Has twenty buildings for beer, refreshments, popcorn, palmistry, arcade, bingo, bowling games and cottages. Will be in Philadelphia from Nov. 20 to Dec. 20. Write for appointment. JOHN J. O'LEARY, Broker,

SELL BY MAIL-BOOKS AND MERCHANDISE. big profits. Complete information and large descriptive list, 10c (coin). S. M. GRAHAM, Warwick, N. Y.

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WINNING \$-GETTING SCHEMES, TIPS, OPportunities, Formulas; 46th year, \$1.00. Special: Trial four months just 30c. SCHEMER MACAZINE, Alliance, O.

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ACTIVE HOMEWORKERS — \$50.00, \$75.00, \$100.00 weekly. Castwood Plastic Cifts, Plaques, Novelties. Material, molds, instructions furnished. Sample large Scottle, wood-cut, mold model with illustrated molding cir-cular, catalog. Hundred new flexible molds, \$1.00 postpaid. PLASTIC PRODUCTS, 1410NB Belmont, Chicago.

HOW I'VE MADE \$60.00 UPWARD WEEKLY with my Advertising Plans is Interesting to anyone who wants to do the same. Get them. No canvassing. Particulars stamp. SHEPARD, ADVERTISING, Lebanon, N. H. no27

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YOU CAN ENTERTAIN FOR ALL OCCASIONS with our Trick Drawings and Rag Pictures. Catalog 10c. BALDA ART SERVICE, Oshkosh,

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BEAUTIFUL, BRIGHTLY COLORED 11/4 INCH Rubber Balls, bounce 20 feet, guaranteed. 6 for 50c. Supply limited. DODGE COMPANY. Albany, Wis.

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FOR SALE-NAMEPLATE TAPE. 300 LBS. 2 lbs. per roll and up. 8000' BX Cable, 14-3 wire in 250' rolls. Make best offer. BOX 526, c/o The Billboard, 1564 Broadway, New York 19, N. Y.

FREE DRUG LIST!-MEDICAL SPECIALTIES. Home remedies for men and women! DRUGGIST B. ROBINS, 24 South Hamlin Ave., Chicago 24, Ill.

PLASTER STATUARY, ASH TRAYS, BOOK Ends for 10c concessioners. \$35 thousand, cash with order. Sample, 100, \$3.50. IRONS, 204 Maple, Terre Haute, Ind.

SAVE NOW ON A BETTER BALLROOM WAX. Special price, 100#, \$16.00; 25#, \$5.50. Due difficulty getting materials guarantee price till January 15, 1944, only. OLD COLONY WAX, Davenport, Iowa.

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AN EXCELLENT ORIGINAL SOLDIST DANCER from Europe searches personal manager, BOX C-125, Billboard, Cincinnati 1, O.

BITTERS MIXTURE - SIMPLY MIX WITH wine or liquor to get pint of excellent Angostura type bitters. Order today. 25c. 1 oz. package. DELFA CO., 3960 Avondale, Chicago.

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BETTER PRINTING -- 250 81/2×11 LETTERheads, 250 Envelopes, \$2.25; 500 each, \$4.00. Hammermill Bond, 500 Business Cards, \$1.50. All postpaid. STUMPPRINT, South Whitley, Ind.

HAMMERMILL LETTERHEADS, ENVELOPES, Statements or Handbills, 500 for \$2.00; 1,000 for \$3.00. We print anything. TAYLOR PRINTERY, Olney, III.

MIMEOGRAPHING POSTCARD TO 9x14. ONE day service. Lists, samples free. SAWYER, 732A, Gainesville, Fla.

ONE DOLLAR EACH-200 ENVELOPES, 200 Letterheads, 200 3x5 Labels, 250 Business Cards. DIXIE, B2701 1/2 Fourth Ave., Chattanooga 7, Tenn.

RUBBER STAMPS -- 2-LINE SELF-INKING Pocket Stamps, \$1.00. 1-Line Stamp, \$40c; 3 Lines, 80c; Daters, 50c; Ink Pads, 35c. Free List. WEST GEORGIA PRESS, Warm Springs,

RUBBER STAMPS-ONE LINE, 35c; 2 LINES, 50c; additional lines, 15c up to 2-in. length. POLING STAMP WORKS, Box 545, Elkins,

SPECIALIZING IN BUSINESS STATIONERY-500 634 Envelopes, \$2.25; 1,000 81/2×11
Letterheads, \$3.95. Combination price 500
Letterheads, 500 Envelopes, \$4.75. Expert
workmanship. Deposit of \$1.00 must accompany each order. CIRCLE A PRINTERS, Box 628, Drumright, Okla.

WINDOW CARDS --- 14x22, ONE COLOR, 100, \$2.75. 50% deposit, balance C. O. D., plus shipping charges. THE BELL PRESS, Winton,

WINDOW CARDS --- FLASHY DESIGNS, ALL occasions, 14x22, \$3.50 hundred; show printing prices; same old stand. HUBBARD SHO-PRINT, Mountain Grove, Missouri.

XMAS SPECIAL!-100 BLUE OR GOLD PERsonal Book Matches, \$2.00 postpaid. Mounted Zinc Etchings, 50c. Proofs for stemp. ECONOPRINT, Kokomo, Ind.

21 CHRISTMAS CARDS WITH NAME PRINTED for only \$1.10, postage paid; 50 for \$1.10. GILBERT CHESER, 3146 Warren Blvd., Chicago 12, 111.

100 LARCE ENVELOPES AND 100 LETTERheads, \$1.25; 2,000 6x9 Handbills, \$4.50; 100 Cards, 50c. Stamp, Samples. CROWN PRINT, Adelphi, O.

100 81/2×11 LETTERHEADS AND ENVELOPES. Both 4 line copy, \$1.00 postpaid, or 225 both, \$2.00. EVANS PRINT, 44 N. Tenth,

\$1.00 POSTPAID-100 81/2x11 BOND LETterheads; 100 634 Whitewove Envelopes, neatly printed. Satisfaction guaranteed. MERO PRODUCTS, Box 344, Punxsutawney, Pa. de4

200 SHEETS OF STATIONERY AND 100 ENvelopes to match with your name and address printed, sent postpaid, \$1.00. SPENCER A. STINE, Seat Pleasant, Md.

#### **COIN-OPERATED** MACHINES, SECOND-HAND

### NOTICE

advertisements of used Only machines accepted for publication in this column.

A FEW TABLE OR WALL PENNY VENDERS at popular prices while they last. Circulars. DAVIS METAL FIXTURE COMPANY, Lansing, Mich.

A-1 CIGARETTE AND CANDY VENDING MAchines---All makes and models, lowest prices, from operators being drafted. Uncedapak Parts in stock. What have you to sell? MACK POSTEL, 6750 N. Ashland, Chicago.

ALL KINDS REBUILT SC SELECTIVE CANDY Bar Machines, \$19.50 up. Stamp Machines; Ic Peanut Venders, ADAIR COMPANY, Box 166, Oak Park, III.

BALLY ONE-BALL FREE PLAY, GOLD CUP, Four-Multiple with Jackpot, very clean, leg model or console, \$49.50. One-third deposit. KAW SPECIALTY CO., 715 Kansas Ave., Kansas City 3, Kansas.

FOR SALE-WURLITZER 600 ROTARY, PERfect, \$225.00. Mills Empress, including Keeney Adaptor, four Bar Boxes, 35 Feet 30 Cable Wire, \$240.00. CONSOLIDATED PHONOGRAPH SERVICE, 919 Davis St., Evan-

FOR SALE-TEN SHIPMAN STAMP VENDORS used less than a month. \$15.00 each. Onehalf deposit with order, balance C. O. D. VALLEY VENDORS, P. O. Box 892, Sherman

of 160 machines and repairs for the following: Mills Front Wind Steroscopes, Windmill Candy, Cupid and Palm Letter Venders, small plain Litter and platform for Dumbell Lifter and Iron Mutoscope parts including body castings. ARCADE AMUSEMENT CO., 103 First Avenue North, Minneapolis 8, Minn.

FOR SALE - 12 GINGER CIGARETTE MAchines, good candition. 2 Vest Pocket 5c Machines. Leaving for army; must sell immediately. ALEXANDER CLANCZ, 816 Columbus, Bay City, Mich.

FOR SALE-TEN "SHOOT THE JAP," PERfect condition, \$1,500 lot. One Mills Slot, \$150. VENDING MACHINE AGENCY, Galena and Colorado Street, Butte, Mont.

FOR SALE—IN SOUTHWESTERN TOWN, good Music Business consisting of late model Wurlitzers on location with army camp. Fine opportunity in virgin territory. BOX C-122, care The Billboard, Cincinnati 1, Ohio. FOR SALE — TWO THOROBREDS, \$650.00

each; Pimlico, \$425.00, almost new; Club Trophy, \$335.00, SCOTT NOVELTY CO., 213 Congress, Austin, Tex.

FOR SALE-VEST POCKET BELLS, BLUE Fronts, A. B. T. Guns, Buckley Music Systerns. Wanted, Melotone Phonographs, do not have to be in working order. Cabinets must be good. Write lowest price. O. & S. MUSIC CO., 313 North St., Burlington, N. C.

FOR SALE-ANY MAKE OF CIGARETTE OR Candy Vending Machine. Every Unit Re-conditioned and Guaranteed. Write for prices. WEIDMAN NATIONAL SALES COMPANY, 5911 Fourth Ave., Detroit 2, Mich.

FOR SALE-10 A. B. T. MODEL F TARGETS. Blue and White Sides, ea. \$22.50; 10 Pikes Peak, ea. \$15.00; '8 Gottlieb Triple Grip, ea. \$15.00; 1 Keep 'em Flying, \$15.00; 2 Bomb Hits, \$5.00; 1 Case of 5ix Imps, 5c play metered, new, ea. \$7.50. 1/3 deposit, bal-ance C. O. D. O. B. WHITESIDE, Oklahoma Novelty Co., Clinton, Okla,

FOUR BALLY DALKIN HOT POPCORN Venders, excellent condition, \$50.00 each. BAY BEVERAGE CO., 3305 Washington St., San Francisco (18), Calif.

NEW PENNY PEANUT SHIPMAN MACHINES. Make best offer for twenty I have left. SYRACUSE SALES CO., Box 741, Syracuse, N. Y.

NINE WALZER STAMP VENDERS, SLIGHTLY used, \$65.00. Sample machine, \$8.00. 1/3 deposit. W. MARTIN, 7321 N. W. 4th Ave., Miami, Fla.

ONE BALL FREE PLAY - THREE KEENEY Skylarks, one Mills One, Two, Three; one Five Ball Free Play Texas Mustang. KRAMER COIN MACHINE CO., 238 Dryades St., New Orleans, La.

PHOTOMATIC WANTED FOR CASH — ONE TO ten good machines. Please describe fully. McGUIRE, 313 N. Santa Ana, Bellflower, Calif. de4x

PIKES PEAKS, \$29.50. SKILLARETTE, \$37.50. Kicker and Catcher, \$29.75. Defense Electric Gun, \$30.00. Never unpacked. Want after on 24 Kunkel Popcorn Venders, 25 Popmatics. Want late Skeeballs and Screen Test. STAR VENDING CO., 194 South Penn., Denver, Colo.

SELL OR TRADE 2,500 MDSE, VENDERS. Need Grips, Targets, Peek Shows, Scales, Anything legal. Send for list. GRAHAM'S VENDING SERVICE, Connelisville, Penna.

"SPECIAL" -- ALL UNEEDAPAK CIGARETTE-Candy parts. 25 1c Baseball Games, \$5.00; 10 Bingos, \$7.50; 4 6-Column Rowe Imperials, \$39.50. Wanted: Challengers, Kicker Catchers, Pikes Peaks. CAMEO VENDING, 432 West 42nd, New York.

THREE MILLS V-8 CIGARETTE MACHINES, \$50.00 each, crated. Jennings Sportsman, new condition, \$35. Elliott Card Advertiser with Stencil Outfit, \$50.00. LOBDELL, Goshen, N. Y.

THREE PACE 5c SARATOGAS; ONE GALLOPing Dominos, \$89.50 each. Tanforan, \$49.50; Exhibit Races, \$69.50; Challenger, \$219.50. COLEMAN NOVELTY, Rockford, III.

TWO MILLS QUARTER CLUB BELLS; ONE Mills Nickel Club Bells; three Jennings Nickel-Dime-Quarter Club Bells; six Mills Quarter Colf Ball Club Bells. Can buy one or all. Make me an offer. WILL!AM WAKELEE, 15 Mellon, Troy, N. Y.

USED KIRK GUESS-ER SCALES - REFINISHED cabinet and appearance like new. Overhauled mechanism. Original packing case. Years of profitable service still in these scales. \$105.00 F. O. B. Wichita, Kan. A. M. BERKEY 525 N. Vassar, Wichita, Kan.

WANT RADIO RIFLES - WILL PAY TOP dollar, any quantity. Advise condition, price desired, etc. LEMKE COIN MACHINE CO., 31 W. Vernor, Detroit 1, Mich.

WANTED - MILLS SCALES, BIG DIAL model. "Your Exact Weight" style. BABE LEVY, 2830 10th Court South, Birmingham Ala.

WANTED --- KEENEY ANTI AIRCRAFT, BLACK or brown, any amount. Advise quantity and ice. GILLES CANDY CO., 608 Main St., Osage, Iowa.

WANTED --- PHONOGRAPH ROUTES, SINGLE Machines, Bally One Ball Free Play Games, Arcade Equipment. Send list, we pay top dollar. ROY McGINNIS CO., 2011 Maryland Ave., dellx Baltimore, Md.

WANTED TO BUY FORTUNE TELLING Scales. Must be in good condition. (Watling 500 preferred.) GOPHER COIN MACHINE x CO., Fulda, Minn.

from Twelve and Sixteen Record Rock-Olas, Also other Music Machine Amplifiers, State lowest price, tubes, condition, etc. CROSS, Inquirer Bldg., Philadelphia 30, Pa.

WANTED -- "NATIONAL" CIGARETTE AND Candy Machines. All Models. We pay more for our own machines. WEIDMAN NATIONAL SALES COMPANY, 5911 Fourth Ave., Detroit 2, Mich.

WANTED-5 KEENEY SUPER TRACK TIMES, in guaranteed condition. Also 5,000 Oversize German Silver Checks for Mills Jumbo. BOX C-130, Billboard, Cincinnati, 1, 0.

WE BUY, SELL AND TRADE COIN OPERATED Phonographs and Machines of every type. MIAMI DISTRIBUTING CO., 212-14 E. Eighth St., Cincinnati 2, O. Phones Main 1314-1315.

WE WILL PAY HIGHEST CASH PRICES FOR 1939 Rock-Ole Standards and Deluxes and 1940 Rock-Ola Masters and Supers, any quantity. Write, wire or phone BIRMINGHAM VENDING CO., 2117 Third Ave., N., Phone 3-5183, Birmingham 3, Ala.

"2" SEEBURG ADAPTERS, COMPLETE FOR 24
Record Machine, \$30.00 each. GEORGE LIND, 1710 So. 58th St., Omaha, Neb.

2 KEENEY SUPER BELLS, 5c COMBINATION FP/PO at \$225.00. 4 Glitter Q.T. 5c at \$125.00. 2 Victorious 1943 Turf Champs, used 2 weeks at \$150,00. Groetchen Sugar King Console PO, \$60.00. Will trade any or all of this equipment on Sky Fighters, Ace Bombers or Drivemobiles. A. L. KROPP JR., 704 13th St., Tuscaloosa, Ala.

CHICKEN SAMS AND CONVERSIONS. \$145.00 each: 4 Ray-o-Lite and conversions, \$115.00 each: 2 Bally Bulls converted to Jap, \$175.00 each: 2 Anti-Aircraft Guns, \$95.00 each; 1 Texas Leaguer, \$65.00; 1 Magic Roll and 3 balls, \$65.00; 1 Sugar King, \$35.00; 6 25-Cent Callle Slots, \$75.00 each. 2 5-Cent Pace Slots, \$75.00 each; 1 50-Cent Caiffe Slot, used very little, perfect condition, \$225.00 3 5-Cent American Eagles, \$12.50 each; 40 Stuart McGuire Peanut Machines, \$2.50 each, or \$80.00 for all. All machines are in good operating order. Parts all intact. 1/3 cash, balance C. O. D. J. M. MERRITT, 445 S. Wilson Way, Stockton 31, Calif.

25 WURLITZER MUSIC MACHINES, ALL ON locations, all illuminated and in perfect working shape. Present income will pay for what I am asking for all in six months. My health compels me to sell. KILMER MUSIC COMPANY, 405 Almeda, Muncie, Ind.

#### FOR SALE SECOND-HAND GOODS

A NEW AND TIMELY DART GAME. "SMACK the Axis." It is different and a flash. Proven money getter at Beaches, Parks, Carnivals, Arcades and Sportlands. Tops all other dart games. Send stamp for illustrated circular. FRANK WELCH, 735 East Main Street, Rochester 5, N. Y.

A. B. T. AIR RIFLE RANGE IMPROVED. ALL Moving Targets run from 1 motor. Automatic loading. Using no tubes. 3-Piece Back Targets. Air compressor. 50,000 Ball Bearings. Make offer. N. R. GLASS, 1220 S. 5th St., Philadelphia, Pa.

ALL KINDS POPCORN MACHINES — ALI Electric Burch, Star, Popmatics, Kingery, Caramelcorn Equipment, Burners, Tanks, Vending Machines. NORTHSIDE SALES CO., Indianola, lowa.

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WANTED-MIDGET, DWARF GOOD COMEDY Man or Girl for Comedy Act (must be young). Send photo. F. P. HOLLYWOOD, c/o Billboard, 155 N. Clark St., Chicago I

WANTED-LADY TAP DANCER, PREFERENCE Acrobatic or Singer; also Guitar or Piano-Accordion Singers to team with feature master ceremonies. Write ROOM 414, Berkshire Hotel, Detroit, Mich.

6 PIECE SOUTH AMERICAN AND POPULAR Dance Unit, 6 weeks' guarantee, Write immediately, opening 15th to 20th December. State full particulars. TOMMIE RUSSELL, Box 1136, Boise, Idaho.

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A-I CIGARETTE AND CANDY VENDING Machines wanted. MAC POSTEL, 6750 N. Ashland Ave., Chicago, III.

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COMPLETE ARCADE OR SINGLE MACHINES, new or used. All kinds; no Pinballs, SUN-SET AMUSEMENT CO., Box 468, Danville, III.

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MUTOSCOPE "BOWL A GAME" OR WURlitzer Skee Ball Alleys, in good condition. Top price. Write, LAWRENCE JOHNSON, 215 Charles, Middletown, O.

OLD CIRCUS LITHOGRAPHS, "NAME IN Headlines," Newspapers, Carnival Year Books and Advertising Booklets of recent years.

ORWIN BURMEISTER, Kewaunee, Wis. ON ACCOUNT OF A FIRE -- ONE AERIAL Trapeze Rigging with Guys and Blocks. HARRY VILLEPONTEAUX, Box 233, Folly

Beach 18, S. C. PANORAMS WANTED --- ON OR OFF LOCAtions; also Reels, Films, Stands, Parts, etc. Accessories. BOX 567, The Billboard, Ashland Bldg., Chicago.

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USED RIDES-PREFER ROLLOPLANE OR TILTa-Whirl. What have you? Must be in A-1 shape. GRANVILLE TRIMPER, Milton, Del.

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WANTED - ROLLER SKATES AND EQUIPment. BYRON HAYDEN, Columbus Grove,

WE PAY YOU WELL FOR "ANYTHING" YOU wish to sell: Merchandise, Jewelry, Tools, Instruments, Equipment, JUSTICE JOBBERS, Box 150, Chicago.

WILL PAY PREMIUM FOR UP TO 100 PAIRS real good Chicago or Richardson Rink Skates. Telegraph or write SILVER CIRCLE RINK, Panama City, Fla.

Connellsville, Pa,

WILL BUY OR RENT OUTSTANDING ATtractions for store show. Want large Snakes and Jungle Exhibits. Concession space to rent on percentage. Downtown location, heavy traffic, good business. GENE ARCADE, D. L. Vaughn, 1046 Broadway, Fresno, Calif.

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Reliable Middleaged Experienced Manager for tavern or club in city or country anywhere, Also elever Planist, Wife good Cook, Guy Hallock, Route Six, Duluth, Minn,

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"The Four Moods" — Appearing "Rays Circular Bar" now booking local engagements. Union. Address RAYS PLACE, 165th Street & Broadway, New York.

COCKTAIL TRIO-A HIGHLY FLEXIBLE COMbination of Piano, Sax-Clarinet, String Bass, Guitar and Vocals. Adaptable to either Intimate or sizable room. A smart cocktail unit. All members draft deferred. Just concluding a year's successful run in Northwest. Available the first of the year. For information, rates, photos, records, etc., wire or write JERRY KELLY, 3708 So. "L" St., Tacoma 8, Wash.

SMALL ORCHESTRA --- GOOD FOR DANCING and floor show, want hotel or cafe job in Florida. Non-union. Address ORCHESTRA LEADER, Hotel Seymour, Syracuse, N. Y. no27

"THE FOUR MOODS" - UNION, WITH A "Style That's Versatile," now booking throughout coming seasons. Appearing Ray's Circular Bar and Broadway Inn. For open dates within New York and New Jersey write or wire CHARLIE WALTERS, 119 Audubon Ave., New York City.

Four or Five Piece Orchestra — Capable, seasoned men, draft exempt, Two years present location. Sex doubling Clarinet, Trumpet, Piano, Drums, Bass Violin if desired, Dance or cocktail, unlimited library, Vocals, Box C-116, Billboard, Cincinnation 1977.

High Class Society Band - Five to seven pieces, available for steady dance location. Hotel, balltoom or club. E. L. Holt, General Delivery, Coral Gables, Fia.

Nationally Known, Talented, Versatile Hillbilly Instrumental-Vocal Trio, Seventeen different in-struments played. Swell Vocals, Grand dance music, Rural Comedy, Union, Box 162, Mineola,

#### AT LIBERTY MAGICIANS

#### MAGICIAN - ALL

show. Flash equipment—fast working. Six different ten-minute acts or hour's performance. All new wardrobe. Work single. Write ARTHUR JAY BRANDON, 147 S. Arch, Alliance, O.

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AT LIBERTY-DIRECTOR WITH SCRIPTS FOR stock. No junk. Full scripts and musical Salary or percentage. Send for list. JOHN H. PORTER, 315 Madison St., Topeka,

with legitimate entertainer. Free to travel, DON FRANKEL, 3623B Dickens, Chicago 47.

Trained, Experienced Dancer wishes position teaching children, adults the art of grace, stage and tan dancing. Beginners specialty. Box 514, Billboard, 1564 Broadway, New York 19, de4

#### AT LIBERTY MUSICIANS

#### DRUMMER — 4-F.

Singer, blonde, 21, exceptional personality, voice. Prefer job together. Radio, recording, show experience. Local 5 member. SCOTTI HUBBARD, 1189 W. 1st Ave., Columbus 8, O.

#### DRUMMER — DOUBLES

on Marimba. Union, sober, draft exempt, twenty-one, nice appearance. Solid rhythm. Will compete with any drummer. Have appeared in theaters as Marimba soloist. Interested in units, or floorshows. MUSICIAN, 5505 W. 31st, Cicero 50, III.

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20, 4F, union. Fake, read, cocktail experience; travel. Available Nov. 28. FRED HODGKINSON, 14313 Calvert St., Van Nuys,

ARRANCER AND TRUMPET - YOUNG, 4-F. Semi-name band experience, Solid section trumpet. Fully routined. Available Dec. 1. State price in first letter. MUSICIAN, Box 1063, Lancaster, Penna.

AT LIBERTY - DRUMMER, EXPERIENCED, union, 4-F, married. Locations, reliable bands only; decent salary. Write or wire ORVAL HOOPER, 216 E. 7th St., Augusta, Kan.

BAND DIRECTOR - NATIONALLY KNOWN and one of the best, with library and instruments. Can handle anything. BOX C-120, Billboard, Cincinnati 1, O. del 1

ELECTRIC SPANISH GUITARIST, UNION Rhythm, fine takeoffs. Experienced large, small combos. Prefer location within 200 miles. Other good offers considered. GUITARIST 3615 Seventh Ave., Beaver Falls, Pa.

EXPERIENCED DRUMMER - EXCELLENT Equipment, 4-F, full band, four beat. No Mickey Mouse. WES CARLE, Richland Center,

EXPERIENCED BASS PLAYER - 20, 4-F, union, reliable. Hotel or jump band. Read or fake. Available immediately. Write or wire. WILLARD HOLLENSHEAD, Mary Washington Hotel, Fredericksburg, Va.

EXPERIENCED DRUMMER-19, 4-F. STEADY beat, reliable. Jump or Mickey. Union. Dance and shows. Join immediately. Good equipment. Write or wire. STAN GEIGER, Mary Washington Hotel, Fredericksburg, Va.

EXPERIENCED YOUNG LADY VIOLINIST wishes to join band in New York or vicinity. ROSALIND BURKE, 932 48th St., Brooklyn 19

HAMMOND ORGANIST -- CAFE, LOUNGE, club. Popular and classical; nice style (no corn); no rinks. Give details and highest salary. Address C-132, Billboard, Cincinnati, O.

PIANO-AVAILABLE DEC. 1ST, 4-F. EXPERIenced. Union. Void low salaries and "one nighters," Wire PINKY COOPER, Hotel Idan-Ha, Cape Girardeau, Mo.

STRING BASS-ARRANGER -- UNION. 4-F. Experienced in hotels, clubs, radio in top territorial bands and cocktail combos. Excellent reader, fake, transpose. Play solid four, two beat, etc. Sober, reliable, congenial. References, picture. Now with M. C. A. cocktail unit but desire change. Available on two weeks notice. BOX C-131, Billboard, Cincinnati 1, Ohio.

Bass Man — Draft exempt, union. Read and jam. Travel or locate, Write or wire Owen Zuck, Calro.

String Bass - Fully experienced, solid rhythm; read and fake readily, all essentials. Just honorably discharged from the army, married. Prefer location band but will consider all reliable offers that pay off. Write full details, "Ding" Ellis, Fostoria, Iowa.

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Charles La Croix — Original Novelty Trapeze Artist. Available for theatres, etc.; also for indoor circus events. Can erect my flashy nickelplated upright apparatus under most any low or high ceilings or on stages. A real act, claborately costumed, big drawing card. Have a large, beautiful gold and red glass covered photograph display frame with attractive photos; also large modernistic advertising lithographic posters. Can also furnish an attractive veri-colored electrical display on apparatus. I have nearly one thousand pounds of baggage and use the railroads for transportation. For price, literature and full particulars address Charles La Croix, 1804 S, Anthony Blvd., Fort Wayne 4, Ind.

#### AT LIBERTY PIANO PLAYERS

PIANIST — AGE 21, 4-F. union. Read, fake, modern take-off. Minimum, \$85.00. FRANK RAKAS, Hotel Fort

Wayne, Room 610, Detroit, Mich.

solos. Cood reader, fake, transpose; age sober. I guarantee satisfaction. Neat apt ance, Permanent honorable army disch-Prefer Lombardo or similar styled bandfer California. Go anywhere, Must pay salary. BOX C-128, Billboard, Cincinna1

PIANIST --- ORCHESTRA, TRIO AND ACC panying. Classical and popular; not so Good sight reader. Long engagement Write or wire MARJORIE HERR, 2964 3d Huntington, W. Va.

PIANIST - ACE 25, DRAFT DEFERRED.
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PIANIST — UNION, MALE, AGE FOF young appearance. Travel or locate. Tra musician, wide professional experience all I Accompanist, soloist, classic, popular. chestra, concert, dance. Top salary only. be strictly reliable. Railroad fare to State particulars, highest salary. BOX C-Billboard, Cincinnati 1.

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#### AT LIBERTY - G

Singer. Prefer society band or smart con Have vocal library for either tenor band two alto and tenor front line. Notice Nov. 21st. Prefer West Coast or South. > JULIE HEWITT, Idan-Ha Hotel, Cape rardeau, Mo.

#### AT LIBERTY VAUDEVILLE ARTISTS

#### AT LIBERTY AFTER NO

13th — "Claudette," Sex Attraction. theaters, clubs, burlesque and museums. E blow-up and lobby. First time at liberty ir years. Address CLAUDE BENTLEY, Mil Tavern, Va.

TEAM -- LIKE TO JOIN BARN DANCE RA Show or unit. Do Singing, Guitar, Harmor Dancing, Magic. Wire ESTEL SCARBROU Drake Hotel, Cincinnati, O.

COMEDIAN AT LIBERTY - YEARS EXPE ence in burlesque, vaudeville, night clubs radio. Do Singing, Talking, Vaudeville A Have lots surefire material. Can produ Write BOX C-103, The Billboard, Cincinnat Ohio.

SINGING-TALKING BANJO COMEDIAN Make good on any show. Plenty songs monologues. Name your best first let BURT LESLIE, 7334 Hamilton Ave., Pittsbut

Attention - The Famous London Punch and J Show, Indoor circus, Xmas parties, museu theatres. Have elaborate Punch setup. Ticke far. Doc Candler, Billboard, Cincinnati 1, O.

Dixie Dandy Circus — Large Baboon, Rhesus M. key, five Dogs. Fast routine outstanding tribest of props, harness and wardrobe. Presented man and woman. Twenty minutes or two ten-min acts. Bud Hawkins, 3830 Drakewood Drive. cinnati, O.

In the Land of Make Believe with Miss He! Impersonations, her Organ and seven Mongoliz Restful tunes for torn nerves. Box 290, Danville.

High Class Musical Show, together with Orches desires stock location, theatre or club. Go a where but prefer Florida. E. L. Holt. General

Pamahasika's Act Beautiful — White Austra.1 Cockatoos, Military Macaws, also Dog-Po Monkey Circus. This is the only and original P-Pamahasika himself. Permanent headquarters. Ma ager Geo. E. Roberts, 3504 N. 8th St., Philac phia 40, Pa. Telephone Sagmore 5536.

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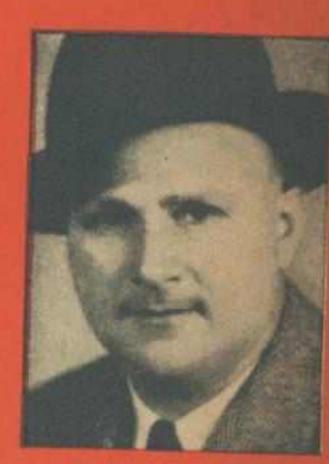
The South's Leading Resort · Norfolk, Virginia · Ocean Front



Park Manager

# THANKS TO OUR LOYAL EMPLOYEES

Our hearty thanks to all our employees whose faithful service during the park's greatest season made possible the successful handling of unprecedented throngs of civilian families and members of the armed forces. The services rendered will ever be remembered.



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COOTER CAR
Limes E. Johnson, Foreman
OCKET SHIPS
John W. Barnes Herbert Arfold

SCRAMBLER
Sanford Ayeock
OLD MILL
MERRY-CO-ROUNC
LEON NEWS

OCTOPUL Donald I 4 KIDDIE RIDES Johnsee all orland LOOP-O- NE

BOAT HOUSE
Capt. Geo. Richardson in charge,
assisted by 20 boatmen
BATH HOUSE

T. L. Burnham Helena Doss
Fred Vicker is Matiet Bond
Nellie H. Todd John & Scott
Mary B. Brisbois
James J. Strongoni
Jefferson R. Ashby
MAINTENANCE
J. L. Johnson, Foreman
T. J. Richardson Jessie Seeley

J. E. Johnson, Foreman
T. J. Richardson Jessie Seeley
Edward Bradshaw Ernest Kemp
Ben Wells, Artist J. C. Beville
Frank Walker, Electrician
GROUND HELP
Charles Robinson Noah Warren

James Jones Mary Simmons Annie Banks

William Parker

ohn McPherson

Gertrude McGee

Buy War Bonds

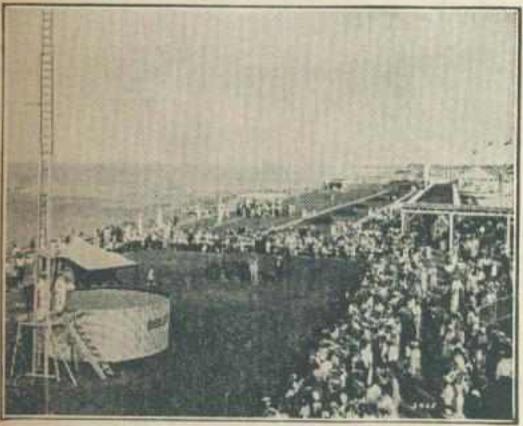
Alma Parker Sadie Rowla Nannie Johnston Anna Dudley, Off INDEPENDENT OPERATORS FRED FANSHER Pretzel Ride and Cockey Toy Wheel CERTRUDE CLA Fishpond -Long Studios HERRY & BIE Photos Rides and Penny Aread Barber Shop Water Show INC'S CARPET G KAPLAN & BLOO Gift and Souven IPHNSON Hi-Striker BETTY WATERS Shooting Gallery

# DUDLEY COOPER

Prominent in civic enterprises and principal owner of a number of large Virginia industrial concerns in the manufacturing and retail fields and partner in the ownership of Ocean View Park. During a most active business and social life Dudley Cooper also finds time to do a large amount of charitable and social service work. A veteran of the first World War, he is particularly active now in USO circles and other war activities. Dudley Cooper was born in Tarboro, North Carolina, but has spent most of his business career in Norfolk. Together with Art and Charles Lewis and Jack Greenspoon, he has recently acquired Seaside Amusement Park at Virginia Beach.



OCEAN FRONT AS SEEN FROM BOARDWALK



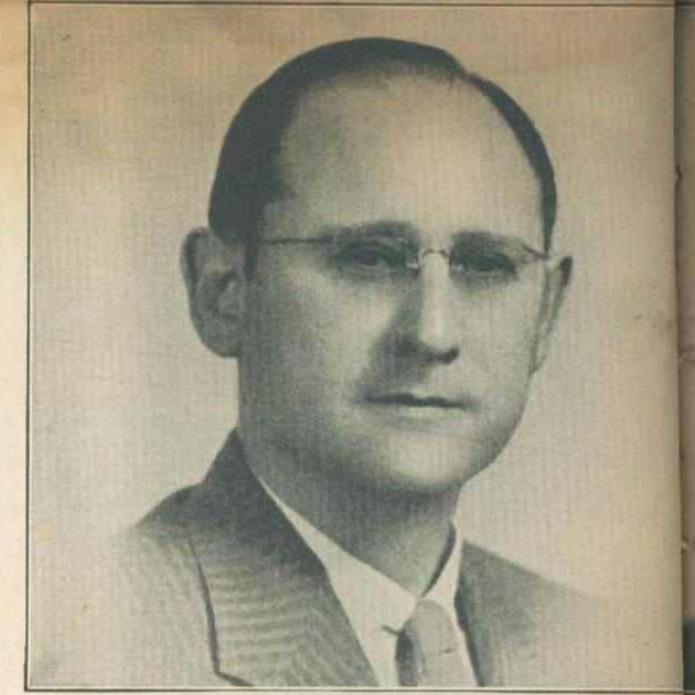
PROMENADE GROUNDS SHOWING PART OF AMUSEMENTS AND RIDES



BATHING BEACH IS POPULAR AT OCEAN VIEW



SOME CONCESSIONS AND GAMES ON BOARDWALK



**DUDLEY COOPER** 

PARTNERS A

# OCEANW

The South's Leadin

TIDEWATER VIRGINIA

# ALL ATTENDANCE

Unprecedented 26 Weeks'

SEASON'S GROSS W

NOT A SINGLE

Ocean View Park is estimated to be nearly fifty years old and car companies that were consolidated, effecting also the conterprise has there been such a successful season as the orgrounds. The park is popular with civilians and Army and I front fishing and bathing are very popular. Plans now being of many facilities for handling greatly increased attendance

MEET US AT THE

# MILE LONG AM



THE NAVY'S HOME IS IN NORFOLK HAMPTON ROADS SCENE OFF OCEAN VIEW PARK





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10-OWNERS OF

# 

Amusement Resort

AN FRONT AT NORFOLK

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NY WEEK-END

development of two parks formerly operated by rival street dation of both park properties. Never in the history of this completed. Great crowds constantly thronged the spacious personnel. Besides the Concessions and Amusements, ocean e include a new and more modern bath house and the addition season.

ICAGO CONVENTION

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NIELS

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SOME OF OUR NAVY BOYS IN WARTIME NORFOLK

# W. R. AITKEN

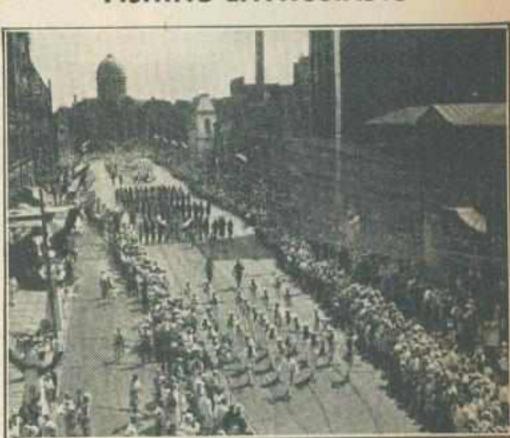
Formerly owner of the White City Stock Farms, Sidney, New York, which he sold in 1928. Like many others, Aitken went broke in the 1929 market crash when 22 years' savings melted away like ice in a tropical sun. He started selling peanuts and then entered the shooting gallery business through a chance meeting with Fred Allen, a shooting gallery operator, now owner of Fred Allen Shows, Syracuse, New York. Aitken toured with O. J. Bach, De Luxe, Kaus Expo, Dodson and Art Lewis Shows; four years with Johnny J. Jones Expo, two of them operating his own rides on the show. Near the close of the 1942 season he leased the shooting gallery at Ocean View Park and liked it so well that he joined Dudley Cooper in the purchase of the entire park.



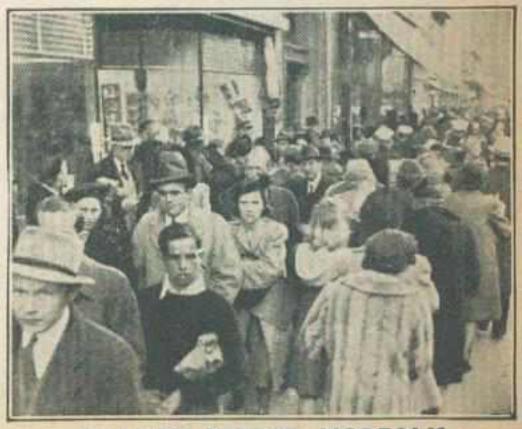
BATHING SCENE FROM BOARDWALK, OCEAN VIEW PARK



BLUE FISH, SPOTS, FLOUNDERS FOR FISHING ENTHUSIASTS



LABOR DAY PARADE IN NORFOLK, VIRGINIA



GRANBY STREET, NORFOLK WARTIME CROWDS

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SPILL THE MILK KILL THE KATS MILK BOTTLES ARKANSAW KIDS BISCUIT PANS BOLO-BALL BALLOON DARTS HOOP-LA STRING GAME DOLL CRAFT GIFT SHOP SMOKE CASINO COLORETTE PITCH-LA CIGARETTE DARTS CIG. SHOOTING GALLERY TOYLAND SKILLITE

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Brady, Chas.

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Britt, B. H.

BRITT. Winfield.

Broncata, Anthony

Brooks, Arthur A.

Russell

Britton, Sherry

Brooks, Betty

Brouse, Eileen

Brown, Calvin C,

Brown, Chas, L.

Brown, Mrs. Elsie

Brown, Kenneth P.

and Bernstein

Derwood A.

Arthur

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Burke, Geo.

Burns, Fred

Burns, Jimmie

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Brown, Elsie

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BROOKS, Chas.

Blevins, Harry Ray

Clain, Mrs. Evelyn Jimmle Clark, Billie Clark, Carl Clark, Claude Clark, F. O. & Mrs. Clark, Harry Clark, Irvie Clark, Mrs. J. J. Clark, Mrs. Lillian (Mutt) CLARK, Thos. Samuel Franklin Clark, Wm. E. Clarke, Helen

Clarkson, Alfred Clary, Carl Claud, Leo Frenchy Branam, Mrs. Bertia Mae Claudette Clayton, Leon Claxton, Therman Cephus

Cleek, Ernest D. Clifford, Miss Tony Coal, Paul Erseline Cobbler, Mrs. Lethn F. Ernie P. Cohen, Harry C. Cohen, Milton Cogswell, Alvina

Coker, Wm. Warren Coleman, Mrs. Brenneman, Eugene Collins, R. E. COLLINS, Willie Congo Chester CONN, Ralph Louis Conna, Ray (Connor) Connely, Lengre L. Copner, Alfred A.

Demetro, Steve DEMETRO, Walter Denham, Elbert H. Dennis, Frank Dennis, Russell CONNOR, Frank Connors, John J. Converse, Arthur Conway, Jack Cooke, Welby Cooper, Albert E. COOPER, John COOPER, Quey

BROOKS, Dee Brooks, Edw. Lloyd Brooks, Gladys COOPER, Robt. Cooper, Mrs.
Ruth "Peeweg"
Cooper, Texas
Cooper, Thelma Copanas, Eustace Copelin, Carl W. Corbett, Muriel CORNYN, Bernard

Costa, Donald F. Costello, Larry Jan Costello's Lion Act Cortez, Tony Coulson, Harry (Peanuts) Coulston, Donald Cox, James O. COX, John Wm. COX, Kenneth

Hansel Cox, Margio Cox, Robt. F. Craden, Sam Craig, Mrs. C. F. Glenn Craig, Cliff Agnes GRAIG, James P. Craig, Josephine Cranes Frozen Custard Ninnes CRAWFORD,

Calvin E. CRAWFORD, Crawford, Lillian DUNN, Grand Crawford, Richard M. Dunovitch, Sam Eugene C.

Letter List

NOTE-Mail held at the various offices of The Billboard is classified under their respective heads-Cincinnati Office. New York Office, Chicago Office, St. Louis Office. Deadline for such letters is Wednesday morning in New York, Chicago, and St. Louis, and Thursday morning in Cincinnati. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

Crosius, A. F. Cross, Dixie Crowe, Chas. H. Crowell, Harry Crowley, G. C. Crumpler, John Frank Cudney, C. II. Cummings, Mrs.

Curtis, Ivan S. Cutting, Jack D'Ono, Elvera Dabney, W. P. DAIL, Edw. Dale, Geo. or Ben Dallas, Thelma Dalvine, Harry C. Eichhorn, Charl DALY JR., Wm. B. EIDSON, Otis DAMON, Ernest

Dare Devil Circus Darge, John J. Darling, Lora Darragh, Jack

Francis Davies, W. W. Davis, Ernio Davis, Graham F. Davis, Harry Davis, Jack Carlton DAVIS, James Wm. Davis, Lou Davis, Sunny Davis, Sunny Ephriam, Nicholas (Miss) Erickson, Eric Ernst, Mary Dawson, Clifford

Dawson, Clifford Etzer, John Gilliand, Ruth Atley Evans, Rill Gilliand, Ruth Day, Mrs. Hazel EVANS, Clarence GIVEN, Robt. Sanford Glassman, Mrs. Day, Mary Elizabeth Evans, Lasey

capital letters.

DeGlopper, Earl

DeKohl Troupe

DeVoyne, W. H.

Deal. Mrs. Mary

Decker, Mrs. Al

Demetro, John

Dennis, Theo. Dennison, Ernic

Dillin, Ellwood

Dixon, Curley Dixon, Louise

Dodds, Steve

Dixon, Randolph

Doerring, Herbert

Douglas, Ivan S.

DOWD, James Downe, Homer

Downing, Robt. Doyle, Pat

Drew, Marian

Duffey, J. C. Dugan, J. H.

Drew, James H. Jr.

Driscoll, J. Edw. Drouin, Wilfred Druckemiller, Ervin

DuBoic, Wm. E. Ducharme, Henry Wilford

Domonkas, Nick Dougherty, Mrs. Violet H.

Howard

Loroy

Dixie, Geo.

Densmore, Gordon

Deerman, Roy E.

Delbosque, Giara Delmont, Frenchy Del Rio, Trinidad DEMETRO, Archie

Dean, Irene

Decker, Jos.

DVORSKY. Dwyer, II, S. Dink Dyer, Merle Dyer, Mrs. W. W. (Sis) Eagle Eye, Chief

Easto, Howard Nell EBARDT, Norman Cushman, Elizabeth Eberstein, M. C. M. Eddy, Samuel D. Edgar, Geo. B. Edgar, H. O. EDMONDS. Orville B. Edwards, Chas. W. Edwards, Frank Eichhorn, Charlie

Wilford Damrill, Frank Eldridge, Earl Jos Will Elliet, Cowboy DANIEL, Norman Elliott, Kathryn Ellis, R. C. Cotton" Ellman, June

Ellman, Mark Ely, Steve Ema, Lady EMERSON, Geo. Raymond Engel, Thos. ENGLAND, Harold English, Mrs. Babe

EVANS, Ralph

Exton, Billy

Fallon, Margo

Farmer, John

FAULCONER,

EVERETT, Charley

Fastenberg, Lt. Louis J.

Fedrow, Paul Feek, Mrs. Harry Feerer, J. FELLMAN, Jos. A.

Fenstermaker, Robt.

Ferguson, Capt. (Dog Act)

Ferguson, Reginald

Finnell, Carrie Firpo, Mrs. Jack S. Fish, Lt. Floyd O.

Pisk, Harry Edw.

Fitzpatrick, Billio FIZZELL, Francis

Flannigap, James Fletcher, Gillespie Foes, J. W.

Fornatataro, Geo. J.

Foss, Ray & Ethel Foster, H. C. FOSTER, Jack

Mitchell

Forester, Tex.

Forrest, Gladys

Francisco, Don

FRANK, Edw.

Foss, John

Harrison

Ferguson, Alex Ferguson, Al

Feton, Happy Fetty, Chas. C.

Fetyko, Frank Fink, Harry FINN, Jos. Leo

Fish, James E.

Fisher, Albert

FITZGERALD.

Granville D.

Eysted, Benj. A.

Friedrichson, Fred Frost, Mrs. L. D. FULKNER, Robt. Wm.

Fullmer, Howard Chas. Fullogan, Bill GABLE, Jos. Chas. Harrigan, Harry GALLAGHER. Luko James Harris, Babe Gallie, Ben

Gardner, Ed M. Gardner, Bill Gardner, Sailor GARLAND, Garlock, E. K. Garrett, Joe GARRETT, Leonard C. Garson, Gwen Gary, Wm. Gatch, Leo

GATHS, Jack Gaverd, B. F. Geo, Robt, H. Geeson, Edwin George, Sunnie Geraghty, Wm. P. Gerand, Albert C. Gerber, Joe Gerber, M. Gergy, Zoley

Getzer, Ward W. Giammarinaro, Rose R. GILHAM, James Robt. Gillete & Richards Gillette, Stewart Gilliand, Ruth L.

Notice, Selective Service Men!

The names of men in this list who have Selective

Service mail at The Billboard offices in Cincinnati,

New York, Chicago, and St. Louis are set in

David

alph Glassman, Nathan Willard Glosser, Ben

GLOVER, Thos.

Gloyd, Sadie B.

Golladay, Donald

Golladay, Eugene

Goudie, Frank C.

Govreau, Pfc. Leo

Gratiot, M. J. GRANT, Clard Graves, Mas GRAVES, ROY

Green, Napoleon

Greer, Peggy Gregory, Carelyn

Griswold, Larry

Haines, B. J.

Haines, Fred

Hale, Tracy

Hall, Al K. Hall, Harold Hall, J. C.

Hammond, Bill

Haivens, C. H. Hale, D. D. Hale, Thos. Henry

Hall, Louis Hammero, Peter A.

Hammond, Wm.

Kenneth B. Guyot, Robt. M. rick, Billio Hackett, E. J.

GRIER, James G.

Griffin, Robt. Grinnell, Mrs. Lois

Griswold, Willie Hoffman, Pa Guthrie, Mrs. Ethel HOGHART, GUTHRIE, Porter

Greene, Bruce

Green, Hugh Austin

Green, Diana

Goodman, Sol

Gordon, Glen

Gordon, Sam

Goody, Goodard

Goldie, Jack

Glover, Thos.

Harms, Geo. H. HARNER, Chester

Harner, Margaret Harold, Louise Harper, Edw. Harrell, Gabe

Harris, Bess Gamble, Mrs. Harris, Fred Helena Harris, Fred 'M Harris, Edw. M. Harris, James

Harris, Lew Harris, Robt. Harrison, John A. Harrison, Mildred Hart, Edgar C. Hart, Roy Osro HART, Wayne Harthan, Henry HARTLEY, Walter Elting

Wesley Hartz, Ben A. Harvey, A. J. Harvey, Clyde Harvey, R. H. Hasson, Tom Hatfield, Joe T. (Pvt.) Hawkins, E. H.

Hawkins, Erskine HAYES, Kay Haynes, James Heaton, Richard A. HECK, WM. Heggins, Pat Helminski, Juanita

Helton, J. H. Grabbo

Henderson, E. G. rs. Hendershot, J. B. Pearl Henderson, C. A.

HENDRIX.

HENNESSY.

Henry, Bum

Henry, Tom

Eugene Webb

Frank Wm.

(Hank)

Earle

Chas. II.

James

Wesley

James

Church

Gleen

Herman, Mrs. Eddie

Herman, Tempest

Herrman, A. J.

Hicks, Grace W.

Highsmith, Roma

Hildebrand, Frank B.

Hileman, Alfred C. Hill, S. E. Hinckley, Raymond

Heyers, Henry

Hicks, John

Higgins, Geo.

Hinkle, Milt

Hoag, Jimmie

Hosgland, Jack

Helcombe, Roy

Holden, J.

Hoffman, Harry Hoffman, Pauline

HOLLAND, Earlo

Holland, Jean HOLT, Theodore

Holzman, Samuel

Hood, Walter Earl Hope, Mrs. Mary

Homes, Myrtle

HOPPER, Jos.

HORN, John

Honge, Orval,

HINZMAN,

Marion HIXON, Edw.

JACKSON, Herbert Leans, John T.

Try JACKSON, Robt. Lease, Harry &

James JACOBS, Earl P Jahn, Spira Jarjura, Selim K. Jelius, Harry "Manipo" Jenkins, Robt. Jimenez, Julio

Reinardo Jo-Anne, Madam JOHN, Effrim N. JOHN, Frank Steve JOHN, Gus Johnson, Don Roy Johnson, Edna Johnson, Frank Bruno

Hunt, James E. Hunter, Lelloy

HUNTER, Ray

HUSTON, Chas.

Jackson, Mrs.

Jackson, Elmer

HUTTER, Albert

Johnson, Jack (Former Champ) Johnson, Logan C. Johnson, Louis Bruno JOHNSON, Louis Levine, Sam John Lewis, Capt. Johnson, Mel & Margo Lewis, Harry JOHNSON, Robert Johnson, Shug JOHNSON, Walter

Bernard JOHNSON, Wm. Earl Johnston, Donald Roy Johnston, Elizabeth Jones, Mrs.

> Jones, Audry C. JONES, Eugene A. Jones, Mrs. Hody Jones, Jean JONES, Leland

Theo. JONES, LeRoy Jones, Lewis Jones, Oscar

Jones, Retha JONES, Roger Lee Jones, Roy R. Mgr. Jones, Mrs. Woodrow

JORDEN, Lester JUILES, Eddie Julius, H. B. Justus, Donald Kane, Eleda Kann, Solly Kaplan, Sam Karkins, Johnny Karr, Jos. E. Katr, 308, E. Katool, H. Katz, Mrs. Hazel Kavack, Stephen KAYNE, Don Keenan, Jimmy Keith & Gordon Keenan, Kath & Gordon KELLY, Fred M.

KELLEY, J. W. Kelly, Elbert Spot. Kelly, Red Kelly, Ruth Kelminski, Joe Kennedy, Don Earl KENNEDY, James

Kennedy, Lee R. KENYON, Howard Kenwoods Kepley, Dixie Kerns, James Kertzman, Carolyn Kerver, Joseph Kerwin, Pat Ketrow, Robert Keyes, Lank Kiafer, A. S. Kid, Melvin KILGORE, Rolland

Kimball, Dude McCartay,
Kimmel, Don D.
King, Benj. McCaulley, H.
Franklin McCLAIN, Obed
Chan. KING, Fred Wm. KING, Henry Thadus

KING, Ward Earle Kinko Kish, A. B. Kishko, Glenn Kissel, Joe Kittral, Frank Klug, John KNAPP, James F. Knight, Popeye Taylor Knoll, Tex Konyot, Arthur

Hudson, Mrs. Ruth Hughes, Claude R. Kury & St. Clare LaBarie, B. Hughes, Claude R.
Hughes Jr., John
Hughes, Prof. A.
Hume, Prof. L. F.
Humphreys, W. L.
(Mickey)
HUNKLER, Paul LaBoutny, Paul La Crosse, Mary La Forge, Billy La Rose, Rose ey) La Vardo, Vivian ul La Velle, Paul Emilo B. Ladd, Mrs. Norma

Lake, Georgie Roy Lance, Curtis D. Franklin LANE, Lacey Louis Ray Langley, George Eckford LANNING, George

Elmer LAPEZ, Jas. Bud Albert Lare, H. P. Independent Show Largent, Lee
Co. Larimi, Tex
INGHAM, Walter Larson, Pinxie
F. Latham, Edward B.
Isengard, Geo. Lauer, Morris
Isley, Mrs. W. L. LAUGHLIN, Elmer
ISON, Earl E.
Jackson, Mrs.

frs. Lauther, Carl J. Eanstine Lawson, Everett, L. Edw. Lawson, Marshall JACKSON, Edw. Frank Frank LeDoux, Mrs. Marie er LeVolo, Pat James Leach, Mrs. Connie

> Frederick Leatherman, Fred LEDBETTER, elim K. Geo, Edwin Lec. Coy LEE, Joe Lee, P. J. Lee, Paul Lee, Princess Chang

Leeper, Mary Leggett, Emery H. Lehmon, Charlie Leiter, Pat Leo, Ivan Leonard, Fred Leonard, Pat J. Lepore, Mattieo Leroy, Mrs. Madge Leslie, Mra. Bob Lester, Eldah Leunis, Robert

Levitch, Prof. L. Lewis, Donald V. Lewis, Jimmie Lewis, Olive Hager

Lewis, R. D. Lewis, Wm. LEWIS, Wm. Carlile LEWIS, Wm.

Clarence Linewood, Miss M. Lipsky, Morris List, Mrs. Grace Little, John L. Littleton, Carl Littleton, Margaret Litrin, A.

Lockett, Mrs. Frances S. Lockett, Mrs. Ralph LOCKHART, Wm.

Logsdon, Marcus Lohmuller, Mrs. Yvonne Long, Harry K. Long, Leon

Long, Louis LOPEZ, Jas. Bud LORD, Jack Delbert Lorrow Bros.

Lorrow, Cortez Losh, Al LOUSULL, Harry Lovejoy, Wm. A. LOVELL, Seth Thos. Arthur

Loving, Dianna Lowe, A. G. Lowery, Vivian Lucas, Bruce Lucas, David Thos. LUCAS, Milte LUNDGREN.

Howard M. Lytton, Mrs. McAlister, Nadie T. McAulife, H. C. McBride, J. C. McBRIDE,

Lawrence M. McCAHEM, Frank Oliver McCain, Mack McCall, Al McCall, H. L. McOALLOM, Claud

McCambell, Bert McCarthy, Patrick McCarthy, Daniel

Chan, A. McClomb, Ernest McCoy, John McCrary, Blanton MCOREADY,

Claude M. McDonald, John McDonald, Robt. McDONNELL,

Raymond McDowell, Karl K. McFarland, Tobe D. McFARLING, McGee, Everett

McGec, Jimmie McGlaE, A. N.

McGlade, Joe McGOWAN,

McIVER, Paul Kenneth McKenly, Roy Materiale protetto da copyright

McKeever, Gilbert McKenna, Geo. Edw. McKESSON, John McKinstry, Curtis McKnight, C. H.

McLain, Mrs. Harry McNames, Danny McNeley, Nora McNicholas, M. P. McNicholas, Mike McPeak, Robert McPeak, R. E.

McRas, O. L. McROBERTS, Robt. Chas. McSHAIN, Eugene McWilliams Midgets Mack, Alberta MACK Jr., John Mackey, M. S. Macklin, Vincent Macklin, V. W. Macurio, Jack Maddy, Ernest L. Madison Bros.

Madison, Mrs. Herman Polly Mago, Paul MAHAY, Charles Malanga, George Malawha, Madam Males, J. G. Maljanen, Arvid J.

MALLERY, Richard Mallory, Clyde E. Malory, John Malone, John Wesley Maloni, Margaritto MALTIN, Sam Mansfield, Frank Mansfield, Lulu. Lillian

Manzo, Frank Blackie Marasco, Richard R. Marder, Philip Marengo, Frank C. Marine, Patricia Marine, Excella MARION, Sidney

Mark, Charlie Marks, George Marks, T. Louise Marlow, Jean Marosco, Richio MARSHALL, Sam Martin, Bennie MARTIN, Carolyn Martin, Miss D. Martin, E. G. Martin, George Martin, Henry Warner Martin, Herb

Martin, Jack O. Martin, Mrs. Lydia MARTIN. Malcolm

Martin, Pearl Mason, Mrs. Laura Masson, Mike Matthews, Jimmy O. Mathews, Robert P. Mathieu, Phil MATHIS, Casey

Maximo, Sr. May, Mrs. Elsie Mayer, Mrs. Bettey Mayes, Prof.

Maynard, Ken MEADOWS, Clarence Medley, Thos. Meek, Mrs. Rosalie MERKLING. Chas. Karl Meeks, Lawrence

Meikenhous, Chas. H. MEISS, Raymond Meisterman, Jack Mejia, Miguel B. Melvin United

Show. Melzer, John Thos. Mendonsa, Mrs. Merrill, Mrs.
Blanche Merrill, Mrs. Jas. B. Metts, Andrew J. Metzner, Martin Mexes, Ohief Meyer, Wm. M.

Michils, M. W. Mickles, Red Miller, Albert F. Miller, Mrs. Beo Miller, Bert Miller, Ohris H. Miller, Claude Miller, C. M. Miller, F. W. Miller, Harry A. MILLER, Leo Albert

Miller, L. C. Ted Miller, L. V. Miller, Murray Miller, Nancy Lee Miller, Orson A. Miller, S. Miller, Sherwood MILLER, Sperio Miller, Vivian MILLER, Wm. C. Mills, Mrs. Dorig

Minevitch, Rascals. Willard Lee MISKOWITZ, John Eugene Mitchell, Bill mie MITCHELL, Duy

Mitchell, Elife Richmond Mitchell, Gorden C. FRANK JOS. Mitchell, Louise
FRANK JOS. Mitchell, Mrs. Mary
McHENRY, Gilbert Mitchley, Nana &
McHugh, G. D. Geo.
McHugh, Wilford Mitson, Eddie
L. Mohn, J.

MONAHAM. Edward Montgomery, Grover

Houpt, James Floyd Dugan, John L. Duggan, Thos. Dulin, Jules V. Knowles, Jessie Koly, Mrs, Joehanna Franklin, Eugene Franks, Abe Franks, Tennis Frantz, Mrs. G. J. FRANZ, Otto Frazier, Kid Cecil House, Jack Dunigan, Gco. Dunlap, C. F. Dunn, Bobbie Hana, Princess Houser, Clifford HOWARD, James Moki Kopp, Isidoro Hance, Frank P. Howard, Johnny Kortes, Peter Kowalski, Stanley Kramer, Henry Handmaker, Ben Hansen, Al. C. Show (Miss) (Museum) Dunn, Chester A. Howell, Morton F. Dunn, Jeff DUNN, Samuel HOWER, Geo. W. Midgets Lillian DUNN, Samuel Fredricks, Je
Richard Tannell Fredrico, Don
M. Dunovitch, Sam FREEMAN, Morris
ER, Durant, Wilfred T. Friedmann, Frank
Frank W. DWINELL, Chas. Harson, Lois T. Howze, Helen Harbin, Mrs. Linda Hrobrockok, J. P. Hard, Dick Hubbard, Mrs. Kramer, Stan Kravitz, John Kulka, Michael Harden, Geo. Hudgins, Pope Virginia May Kuncaitus, Peter Kurl, Duer B.

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

# 68 MONROE, Benj. Moore, L. L. Nirska, Miss Noblin, Mrs.

enj, Face.
F. Haron.
F. Paden, Jimmie Rhosais, John.
Elmer PAIGE, George Wm. Rice, Warren H.
Richards, Jackie RICHARDS,
James R Mooney, Angello J. Moore, Arlen Moore, Donald Moore, John H. Richards, Jackie
RIOHARDSON, Sheeler Trio
Sheeherd, C. H.
Sherman, Chester
Chas. J.
Richardson, Clarence
Richard, Clarence
Richardson, Palitz, Al. Palmer, Mrs. Dixie Moreno, Excelo
Morales, Pedro
Morgan, Ernest
Leftoy
Morgan, S. B.
Morris, Mrs.
Billy B.
Morris, Curtis V.
Morris, J. Raymond
MORRISON, Ben
(Carnival)
Morrison, C.
Morrison, Jimmy
Morrison, Adele Moreno, Excelo Morales, Pedro Morgan, Ernest Morrison, C.

Morrison, Jimmy PARKS, Doc How MORRISON, Robt.

Paul Parrish, Adele Parrish, Billy and Eg Parrish, Billy and Mao
PATMAN, Earl Newton Parton, W. Paul Pasauer, Claude Patrick Daughters PATRICK, Theodore Roberts, J. H. Roberts, Jack Roberts, Mrs. Rose Sieeman, Peggy MORSE, Jehn
Sawyer
PATMAN, Earl
Newton
MOSHER, Wm,
Moulton, Mrs. V.
Pasauer, Claude
Pasterezyk, Guy
Patrick Daughters
PATRICE Moyse, Eddie
Mukay, Glenn E,
Mulkey, Virgil H.
Mullen, Happy
Mulver, Leo
Murphy, Mrs. Agnes
MURPHY, Edward
Benedict
Murphy, John P.
Murphy, Lois
Murphy, Lois
Murphy, Mrs.
Murphy, Mrs.
Warren
Murphy, Warren M.
Murphy, Warren M.
Murray, George W.
Murray, George W.
Murray, James E.
Murray, James E.
Murray, James R.
Murray, George W.
Murray, George W.
Murray, Lillian
Murry, W. M. O.
Muso, Sweet
Myers, Art
MYERS Edwin

Moyse, Eddie
Pasterczyk, Guy
Patrick Daughters
Patterson, Sgt. Jas.
N.
Patterson, Homer L.
Payne, James E.
Payne Jr., Lucien
Peck, Richard Jas.
Pelley, Burnam
PENTLICK,
Anthony J.
Perry, C. H.
Peters, Mrs.
Catherine
Peters Jr., Wm. Athony J.

Athony J. Harold Pontier, Leo Newton, Vera Peole, Chas, Newton Jr., Wm. NICHALAS, John Nicholes, Mrs. Maggio Stanford Pope, Edw. Chas. Poplin, Theo. R. POPOVICH. Charles Nickels, Stanley Wilford Porel, Jake Porscki, Jos. Porscki, Jos. Stanley Nold, Carl V. Potter, Joe Petter, Lola POUNDERS, Norman, Jean Norton, Claude Andrew Raymond Pratt, Mrs. Fannie PRESTON, Jas. Thomas NORTON, Ralph Jas. Nottingham, Mrs. Mrs. Price, Mrs. Bruce Ruth Price, Lester Nubson, Elmer T. Nuskind, Louis Mar Nufer, Mrs. Norma NYE, John R. Prohosky, C. F. Purchase, Wm. Marion Purchase, Wm.
Purvis, Joy C.
Ragaisis, Jos.
Kaismer O'Brien, Virginia O'Brien, Mrs. Adelma RAGLAND, Phillips Thos. O'Brien, Mrs. Dorothy O'Brien, Blanche Randi, Bob O'BRIEN, Michael O'Bryan, Mrs. Alice Raner, George Rayes Esq., Billy Re, John J. Redfawn, Princess O'Conner, Eddie O'Dair, Lucky Reed, Miss Billie O'DANN, Walter O'Day, Betty O'Day, Miss Jerry O'Donnell, Mrs. Julia Reed, Billy Edward Reed, James L. REESE, ELMER CALVIN O'Hara, Bob O'Hara, Miss Boots O'Nally, James O'Rear, John REEVES, Jas. Scott, Leland Reiben, Lo., REID, Albert, Seals, Reiben, Lew O'Steen, Jas. Les OCEAN, Michael Odoms, Roy Ormes, Herbert J. Reid, Mrs. Ruth Reilly, James J. Reilly, Mrs. Thos. Orr, Alte Osborne, Thomas Reinheimer, Mrs. Osbourne, Mrs. Edna Remy, Archie Elmer OWEN, Charles Owings, Sam E. Rene, Cleo Rey, Don Own, George Reynolds, John E. Shaffer, Sam OXFORD, George bos. Shamshak, Nick Jos. Shannon, Wilbur REYNOLDS, Thos. USE PROPER POSTAGE ON HOLIDAY GREETING CARDS When mailing holiday greeting cards in care of The Billboard be sure to use first-class postage (3 cents per

Paddock, Mrs.

Havold
Rhue, John Wayne Shaver, Mrs.

Paden, Jimmie Rhosds, Jesse Shaver, Mrs.

Ducky SHAW, Wm.

Studyvin, Harry
Lenare

Lenare

Milton

Styles, Telmadge

Randoly

Ruediger, Albert RUEL, Milton B. Rufus, Ulysses Runge, Edward H. RUSOH, August Russell, Harry Cowboy Bob RYAN, Patrick Sabatier, Marius

Salo, Bozo Saluto, Frank Samson, Little Sanders, Peggy Sanderson, Johnnio Saunders, G. W. Savage, Emileo Savoy, Joseph Scanlin, M. Scanlon, Wrs. J. Schloer, Bill SCHMIDT, Daniel Schneck, J. A.

Schnepper, Geo. Steele, Mrs. J. E. Godford Steele, Mrs. Schoffeld, Mrs. Margie
Schreiber, Harry Steinbarger, Frank
Stennett, Bill Schreiber, Harry Schultz, Mrs. Frances Schultz, T. A. Red Schurr, Adam SCOFIELD.

Clifford Marion Scott, Frances Mrs. Giles John Jew Lerrot Scott. Marion Earnest Baby Secrest, Louise Seibert, Carl Sellars, Mrs. Geo. Lucille Sells, Virgil Sexton, Marie Shafer, C. C. Shafer, Frankie

ounce) if they are in envelopes. This applies whether

the envelopes are sealed or unsealed, but it is better to

seal them. Cards in unsealed envelopes and mailed

under third-class postage (11/2 cents per ounce) can-

not be forwarded and therefore must be sent to the

open greeting cards, those not requiring envelopes and

This ruling for forwarding of mail does not apply to

dead-letter office.

sent under 1-cent postage.

Sisen, R. H.
Sisk, Rosemary
Skaggs, Mrs. Ethel
SKEGGS, Martin
SKEHAM, Jzs.
Jos. Roberts, Lynn
Roberts, Mrs. Rose
ROBERTS, Steve
ROBERTSON JR.,
Burton B.
Robinson, Frances
Roberts, Mrs. Rose
Slay, Howard
Sloan, Midge
Slover, Raymond
Small, Harry L,
Smith, Andrew E,
Smith, C. C. Everett Townseud, Dorotti Townseud, Capt.
Solder, Howard Townseud, Capt.
Solder, Stanley Townseud, Wm.
Soller, Stanley Townseud, Wm.
Sorder, Stanley Townseud, Wm.
Sorder, Stanley Tracey, Gilbert Travers, George Travellood, Mrs.
Spellman, Irwin Travellood, Mrs.
Spellman, Irwin Travellood, L.
Travellood, L.
Travellood, L.
Travellood, L.
Travellood, L. Harman Spencer, Mrs. Spencer, Francis Spencer, Zola SPIVEY, Chas. M. Pierre Squire, Lowell SAKOBIE, Geo.
Shirl St. Clair, Leonard
St. John Tex St. John Tex Stacks, Grover Stadler, John Staley, John M. Stallman, C. W. Stanfill, James Stanley, Chas. W. Stanley, Daisy STANSBERRY. Mearl Robt. Starbuck, Harry G. Stark, Lillian Starr, Andrew Starr, Wm. B. Steffin, Sam

Stephens, Wm. J. STERLING, John

Stevens Bros. & Big

Stevens, T. A. STEVENS, Tom

Stewart, Patrick

STIEHM, Melvin

Stockton, Fred Stoltz, Lloyd Peggy STONE, Carl G. Stone, Jas. Washington

STROUD, Wm.

Strout, E. D.

Studebaker, Mrs.

Lawrence Edw. STRATTON. Wm. H.

STRAIN,

Boy

Paul

James

Stubblefield, Frank Wahlstrom, Emil C. SHEA, Wm. Walter Sullivan, Mrs. Bea Randolph Sullivan, Mrs.

Beatrice Walker, Fred C.

Walker, Fred C.

WALKER, George Sullivan, Eddie Walker Honey Lee

SULLIVAN, Lee Walker, LeiLani

Bryan WALKER, Martin

Swangon, Bob Ward, James

Blackie WARD, Kenneth

Sweigart, F. K. Wadd

SWINK, Herbert Ward, Margaret SWINK, Herbert Franklin SYNAK, Leonard S. Taggert, Mildred E. Warren, Vera
Talbott, Geo, Burl
Tarbes, Henry
Tarbes, Max M.
Tate, Leona
Tavornock, Mrs.

Jack
TAYLOR, Clifford
John
TAYLOR, Herman
Watkins, Mark S.

Warren, Vera
Warren, Robert A.
Warren, Robert A.
Warren, Robert A.
Warren, Robert A.
Walkerson, George
Williams, John M.
Williams, Alma
Williams, C. D.
Williams, C. D.
Williams, C. D.
Williams, Daniel
Watkins, Mark S.
Williams, Dewey

TAYLOR, Herman
Taylor, Howard Ray
Watkins, Mark S.
Taylor, Jack M. E. Watson, Tommie
TAYLOR, Major
Lee WEAVER, Geo.
Care Taylor, Mrs.

Pauline R. Webb, Harry D.

Taylor, Walter WEBER, Frederick

Taylor, Wm. Chas, WEBSTER, Jas. C.

Temple, Ray Weidner, Harry P.

Townsend, Wm. Wells, Tiger Welsch, Eddy Welsch, Eddy Welsch, Lester Travers, George Welshman, Bert TRIMMER, Paul Wentworth, Mrs. Travers, George
TRIMMER, Paul
Ed
Trueblood, Mrs.
C. D.

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Urich, Joseph Urich, Miller Valentine, Geo. Dewey Vallance, Arthur Vallance, Walter VALLEGO, Tony

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Wood, Carolyn Lee
Wood, James
WOODRUME,

Woods, Earl Earl Woodward, Winnona & Ted Jean Worman, Nat Wozniak, Alfred Homer Wright, Will Wucher, Bernice

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Zimmerman, Eddie Zumpano, August Wade, Mrs. E. M. Waggener, R. F. Wagner, Howard Robt. WAGRAN, Geo.

Walk, Joe Harry Walk, Joe Lenard Walker, Aunt Walker, Broadway

WARLICK, Robt.

Weiner, Earl Weiner, Jack

West, Bess

Weyla, Icd

Whittaker, Earl A. WILKE, Thomas

Wilkerson, Al.

ADAMS, Richard

Weiner, Sam Weinke, August Weinke, August
Ernst
Weinmann, Geo.
Lawrence
Weiss, Ben
WELLBORN, Thes.
F. Weller, Smith
WELLS, Albert
Wells, Caroline
Wells & Powell
Wells, J. T.
WELLS, Joe
Semuel

Wilson, J. D. Wilson, James Wells, John Edward

Tom L. Wilson, Mrs. Ruby Darcy, Saena Mrs. M. Dean, Myrna Delaney Feidler and N. L. Win, Max West Bros. Show Westbrook, C. A.

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Roth, Jacqueline Shubert, Mrs. Garbo, Florence Gilchrist, Charlotte Goodwalt & Gould Hall, Mel Herman, Howard M.

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Walton, Olive Wayne, Mitzi Weiss, Mrs. A. J.

# **NOTICE**

# NOTICE

Because of the serious paper shortage, letters, etc., will be advertised in this list only one time commencing January 1, 1944.

In the event that you are having mail addressed to you in our care, it will be to your advantage to look for your name in EACH issue of The Billboard.

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Three Swifts

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Bulson, Wm. H.
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Healy, Martin J. Hebron, Lillian Helton, Percy Hodges, Merle Alta Hoggard, Roy H. ROLT JR., Theodore HORTON, Frank

James Vanessa Varnachore, Varnie Vaneston, Feggy Ann Vaughn, Forest Jones, Billy D. E. Jennier, Walter Venzon, Fred Johnson, Jack (ex-heavy Champ) Brancis Wassau, Hinda B. Welles, Vickie Williams, Dave Jones, Roy B. Kadell, Mrs. Al Kamaka, Miss

Dossie Wille, Henry Winnie, Dave Relton, Jack & Betty Kennedy, Thos. J. YOUNT, Wade LaToy, Harry Lee, Jeanette

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Wray, Lucille Bell, Adrian
YATES, Eddie Bell, Bill
Penn Berg, Carl A.
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Francis

Blondin, Mrs. Peggy Boswell, W. M. Britton, Sherry Brush, Ernst Buck, Mrs. Bernico Buley, Jerry Lawrence Callan, Mrs. Mildred

Lentz, Mrs.

Marjorie Carpenter Jr.,

Lewis, Lucille Frank

Violet Chevalier, William

Clark, Barnum

Littlefield & Wells, Clark, Pop

Mrs. Coley, Mrs. J. J.

Cole, Paul E., Cole, Paul E.,
Davis, Tommie
Delbridge, Gec.
DeRossingknob,
Louis
DeVore, Chester A.
Dillon, Leonard L.
Edwards, Estella
Enle, Monvoo
Farrell, Eleanor
Fleming, Pearl

Fleming, Pearl Gosley, Harold Thomas, Ben Gould, Jay E. C. Gray, Lewis C.

HALEY, Vernon J. Hanasaki, Frank S. Harbin, Howard HARRIS, Ralph L. Hawkins, E. H. Hill, Mrs. Thelma HOOK, Edgar NICHOLSON, Clyde Archie Huffman, Robert

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Rufer, Howard
Press, Howard Ryan, Hazel Ruth Schmidt, Charles, Scott, Mrs. Elaino

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Here's my \$2 for the next 20 issues of The Billboard. This saves me \$3 from the single copy cost. Also inclosed is \_\_\_\_for\_\_\_\_gift subscriptions

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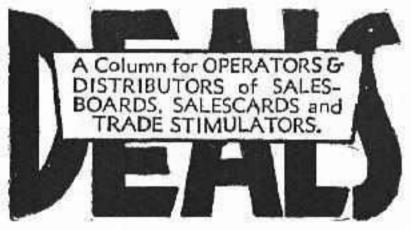
# Outdoor Field Sells Merchandise

# Circuses, Parks, Carnivals Take Not Decreased by Substitutes

By NAT GREEN

that question is, of course, predicated on conditions which will prevail during the coming year. When the query was put he smiled and replied: "Are you kidding? What were the most popular items? Brother, we were tickled pink if we could get sufficient merchandise-any merchandise!" That probably was true of the carnivals, but carnivals are by no -far from it.

True, large quantities of merchandise are used to flash up the joints, and the bingo games put out a great amount of goods, but by far the greater part of the



By BEN SMITH

A good major award will whet the appetite of a prospective purchaser. A good consolation award will help knock him over. The prospect will shell out much faster when he realizes he has one or more chances on another appealing item beside the big one. There is no argument here. Any operator who has placed a deal he would not have otherwise made knows that he has made sales because of the consolation prize. And yet more often than not, the extra award is treated like a step-child.

Before Pearl Harbor the conventional consolation was either a pen or pencil or both. These items are no longer available in too great abundance and finding a suitable replacement is a good test of an operator's ingenuity. According to Murray Simon, many of the boys are turning to military insignia lockets as one solution to this problem. It is certainly worth a look-see.

The Murray Simon Military Insignia Locket line is popularly priced and includes an assortment of beautifully designed gold plated fobs, set off with delicately machined genuine ocean mother-of-pearl. Lockets are available with or without service insignia and are individually packed in velvet lined boxes. The higher priced numbers in this line may be used as major awards for a quick turnover on a small-take card.

Trend Creators has red, white and blue plastic heart fobs that may also be used to fill the consolation gap. Fobs have wire work inscriptions such as mother, sister, sweetheart, wife, grandmother, aunt, etc.

The Kent iridescent glass coffee maker matched ensemble, offered by Morton Distributors, looks like a natural for a card or board promotion. It has definite consumer appeal and equally important, being made of non-priority materials, it should continue to be available in ample quantities. Set consists of coffee maker, matching sugar, creamer and mirrored plastic tray. Made of heat-resisting glassware. It carries a year's guarantee against flame breakage. Purchaser has a choice of four color combinations.

card. Similar merchandise has produced

HAPPY LANDING.

What type of merchandise was most merchandise sold by novelty dealers and popular with concessionaires during the supply houses is moved thru direct sale ments, one in wood and one in rubber, 1943 season, and what is the likely trend by concessionaires and pitchmen at fairs, for '44? The answer to the latter part of celebrations, picnics, circuses and in amusement parks. Without doubt these sources moved more merchandise in 1943 than for many years past, and the conto a well-known carnival concessionaire cessionaires chalked up one of their most successful years. Dealers, swamped with orders, had only limited supplies, but they made strenuous efforts to fill the principal needs of their regular customers. One result of the shortage was that many items which ordinarily would means the biggest users of merchandise not have moved readily were pushed by concessionaires short of the more popular goods and found ready acceptance by the public, who had money and were eager to spend it.

> Leading all other merchandise in general favor during the last year have been patriotic items of all kinds. This is a natural result of the war and the induction of tens of thousands of men into the armed forces. The demand for service banners, military insignia, honor rolls, emblem pins, patriotic pillow tops or anything pertaining to the service has been big. Fortunately, the materials for the manufacture of such items have been fairly plentiful, and an endless variety has been available. But such merchandise is almost entirely absent from carnival stands, where the bulkier and flashier goods are needed to make a flash.

> On carnival midways much the same sort of merchandise that has been used for years has predominated. But many of the items used have become extremely scarce. Lamps, roasters, thermos bottles, trays, toasters and other metal goods have been obtainable in only small

(See OUTDOOR FIELD on page 76)

# Boards Boom In Canadian War Towns

ST. JOHN, N. B., Nov. 20.—There is a revival of activity in salesboards thru the Eastern Provinces and Newfoundland. Not in many years has this pre-Christmas activity been at such volume as has been prevailing since mid-October for Yuletide outcome. Offered as prizes for the boards are tolletries, toilet articles for both sexes, blankets, quilts, electric razors, lamps, shaving kits, first-aid kits, smokers' sets, watches, jewelry, turkeys and other foul.

In addition to boards to be executed a few days before Christmas there are others for replacement with immediate delivery. The boards have become popular among workers in war industry plants and are going the rounds continuously. The boards are also available at tobacco stores, newsstands, pool and billiard rooms, bowling alleys, beverage shops, grocery stores. Women and girls appear to be as much interested in the boards and their prizes as the men and youths. By way of entertainment, groups use the boards for a night's diversion. With films losing some appeal and theaters crowded, new forms of entertainment are being sought and the boards fill the

Demand for merchandise suitable as board prizes is exceptionally heavy, with prizes covering a very wide range. Indications are that the boards will continue popular thru the winter, not only in isolated sections, but in the cities and towns. Men and women of the armed forces as well as civilians are interested in the boards. At restaurants and lunch-Raincoats and raincapes offered by rooms, in addition to merchandise, din-Apco Manufacturing Company also look ners are being offered as prizes. In adgood for a quick turnover on a small vance of Christmas nearly all the board prizes include poultry for delivery Christwell in previous years and should repeat. mas eve. Full Christmas dinners from restaurants delivered to homes or rooms are also on the list.

# New Processing of Synthetic Rubber, Laminated Wood

CHICAGO, Nov. 20 .- Two new developwere recently announced thru the nation's newspapers. Another new synthetic rubber, the sixth major type to be discovered thru chemical research, was developed by the general laboratories of the United States Rubber Company, the president of that firm announced last week. The new synthetic will be known as uskol and can be used in both industrial and household products. The present five commercial types of synthetic rubber, buna S, buna N, neoprene, butyl wood cargo plane program, has proved and thickol, will have to move over and make room for uskol, which is distinct in find surplus stocks of aircraft plywood that it offers a new and high decree of resistance to solvents such as fuels, oils, dry cleaning fluids and other chemicals which adversely affect natural rubber.

Uskol can be applied to paper and cardthe like. Numerous advantages of uskol or to manufacturers, include its high tear resistance, which is

(See NEW PROCESSING on page 72)

# Plywood for Novelty and Toy Firms

No priorities needed to get surplus stocks of aircraft plywood, army program cut

CHICAGO, Nov. 20.—Lessened demand from the aviation industry, because of the army's cancellation of its huge plya boon to various industries who now available to them without priorities, it was learned from C. S. Creigh, sales manager of the United States Plywood Corporation.

"These surpluses of aircraft plywood," board to render them resistant to water, said Mr. Creigh, "represent for the most grease and chemicals. While the new part over-runs and cut-backs on war synthetic is not applicable to tires, it can orders. Because of this situation, these be used in making household goods, such supplies are now available without reas mats, dish drainers, aprons, gloves and strictions to vocational and other schools

"Indeed, these priority-free plywoods, even greater than that of natural rubber, we find, have already attracted active buy-(See Firms Using Plywood on page 72)

# Merchandise Trends

By CAROLINE ASPRAY

CHICAGO, Nov. 20 .- There's plenty of salable radio merchandise to be found by alert buyers, declared a radio buyer for one of America's largest Eastern stores this week. For obvious reasons, the buyer can't be named, but he says that in spite of the radio manufacturers' total conversion to war products scarce merchandise in the radio field can be found by those willing to get around the country and look for it. His physical radio inventory is down only about one-third of 1940 stocks, which is an almost fantastic condition these days. This buyer says he scours the country, buying up entire stocks of small stores going out of business, and so has succeeded in keeping his department well supplied. He doesn't pay black market prices either, he declared.

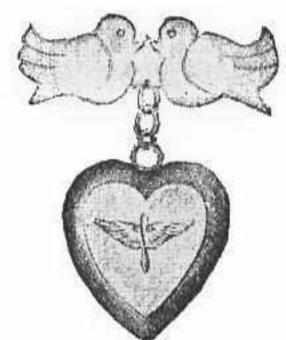
RETAIL TRADE—Three areas, Dallas, Kansas City, Mo., and Atlanta, pulled up the percentage of gain over last year's sales volume for the week of November 6 when an increase of 10 per cent over the same week of '42 was noted. Seven of the 11 Federal Reserve Districts were below that average. Evidently the Christmas rush is still to come. A report from the Department of Commerce has it that the holiday buying peak will come as usual in the week immediately before Christmas. Reports from various cities all stress merchandise shortages, particularly in department stores. Chicago stores had a 14 per cent decline in inventories for September, and by this time it's almost certain to be even greater. Watch and jewelry stocks especially, are said to be melting like butter on hot gingerbread.

NEW ITEMS-What looks like a good "filler-in" for small gift shops, novelty and variety stores was announced by a nationally known wallpaper company recently. It's a wallpaper border trim on ready-pasted paper which needs only to be dipped in water and placed in the desired position. Each package unit is said to contain 72 inches of the applique designs, most of them in floral patterns, cut into about six separate sections. They can be used on either a plain or painted surface. Housewives will have fun making up their own wall borders for unframed mirrors, plaques. plant brackets, and doorways to give the house a different look since they're finding painters and paper hangers an almost nonexistent species these days. Called "AppliKays," the new borders will make their retail bow about February 15.

EMPLOYMENT NOTE—A bright answer to the problem, already nagging distribution-minded thinkers, of how to spread out the new production which will boom American industry in postwar times came in a trade publication recently, which predicted there'll be no holding down the ex-soldiers. Lots of them will come back to make the best salesmen this country has even seen. (See Merchandise Trends on page 74)

# MILITARY INSIGNIA JEWELRY

THE MOST BEAUTIFULLY DESIGNED -- FASTEST MOVING LINE WE'VE EVER OFFERED!



#606—Gold Plated and Pearl Heart Locket with White Fresh Water Fob and Plain Catch Pin. \$13.50 Doz.

#614—Same Locket with Gold Plated Neck Chain Instead of Fob' available at same price.



#603—Gold Plated Sterling Silver and Pearl Heart Locket with Snail Pearl Fob and Safety Catch Pin, \$27.00 Doz. #608—Same Locket with Gold Plated Sterling Silver Neck Chain Instead of Fob. \$31.00 Doz.

We've done it! It looked like an almost impossible task, at first; but we jacked up our production to such an intensive pitch that we're able to offer a number of our genuine Ocean Mother of Pearl jewelry items at reduced prices. In addition, we offer the finest line of popular priced Gold Plated and Mother of Pearl Lockets—plus the most beautifully executed line of wire work items. All items are packed individually in velvet lined boxes. Order today—immediate delivery! Please specify insignia wanted (we have anyone you want) or we will ship assorted insignias.



#605 — 1/20 12 Karat Gold Filled and Pearl Heart Locket with Snail Love Bird Fob and Safety Catch Pin. \$30.00 Dox. #610—Same Locket with Gold Filled Neck Chain instead of Fob.

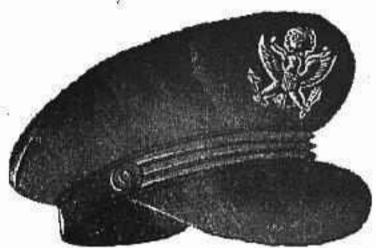
\$36.00 Dox.



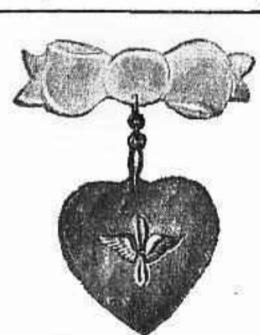
#607 — Same as #606 with Wire Work, \$18.00 Dox.



#604—Gold Plated and Pearl Round Locket with Snail Pearl top and Plain Catch Pin. \$12.00 Doz. #609—Same Locket with Gold Plated Neck Chain instead of Fob available at same price.



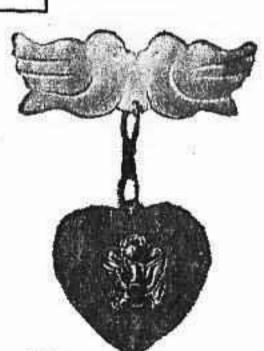
#151 — Khaki Ocean Mother of Pearl Cap with Pin Back and Insignia. \$6.75 Doz.



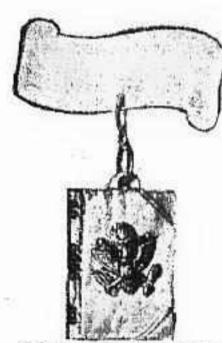
Any Locket may be had with Wire Work Fob tops

of 1/20 12 Karat Gold Filled Wire (similar to #611) at \$3.00 Doz. additional to price quoted.

#426 --- Snail Shell Bow with Blue or Khaki Ocean Mother of Pearl Heart and Insignia, \$6.75 Dox.



#430—Snail Shell Double
Love Birds with Blue or
Khaki Ocean Mother of
Pearl Heart and Insignia.
\$6.75 Dox.



#428 — Snail Shell Scroll with Blue or Khaki Ocean Mother of Pearl Book and Insignia. \$6.75 Dox.



#439 — Carved Opal Heart with 1/20 12 Karat Gold Filled Wire Work Fob & Insignia. \$21.00 Doz.

All jewelry items may be had with Wire Work Fob Tops (similar to #437) at \$10.20 Dozen.

MURRAY SIMON



#437—Ocean Mother of Pearl Heart with Insignia and Wire Work Fob. \$10.20 Doz.



#611 — Gold Plated Sterling Silver Heart Locket with Mother of Pearl and 1/20 12 Karat Gold Filled Wire Work, \$30.00 Dox.

We can supply separately any of the Fobs, Drops or Lockets of the items displayed in this ad. Write for prices!

JOBBERS: WRITE FOR SPECIAL DEAL!

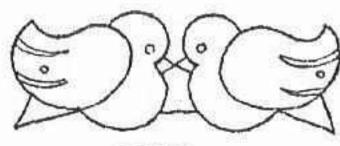
WRITE FOR CATALOG OF COMPLETE LINE

SEND \$15.00 FOR ONE SAMPLE OF EACH ITEM SHOWN IN AD

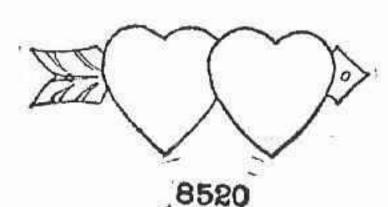
Terms on all orders: One-third deposit, balance C. O. D., F. O. B. N. Y.

109 SOUTH 5TH STREET, BROOKLYN 11, N. Y. TELEPHONE EVERGREEN 8-6690

# PEARL AND PLASTIC PLATES for Wire Workers!



8567





#8595—Solid Blue or Red Plastic Heart and

and Blue Plastic Heart and Bar, \$4.75 Dox. —\$54.00 Gross.

#8598 - Red, White and Blue Heart Brooch, \$3.25 Doz.— \$36.00 Gross.

#8599-Solid Blue or Red Plastic Heart Brooch, \$2.50 Doz .--\$27.00 Grass.

BIGGEST 50c VALUE EVER OFFERED TO THE PUBLIC

PIN-UPS

Bar, \$3.75 Dox. — \$42.00 Gross. #8597 - Red, White

A complete line of supplies for wire workers! If you don't see what you want-ask for it. We probably have it in stock! Order now-immediate delivery. 1/3 Deposit, Balance C. O. D., F. O. B. New York.

WRITE FOR CATALOG OF COMPLETE LINE!

Number and Description	Blue Ocean	Iridescent Fresh Water
No. 8515-50 Ligne Heart, 2 Holes, 2 Engraving	\$25.20 GR.	\$16.20 GR.
No. 8518-70 Ligne Leaf	\$12.00 "	\$ 9.00 "
No. 8520-70 Ligne Double Heart & Arrow	\$16.40 "	\$12.00 "
No. 8567-70 Ligne Double Love Bird	\$21.00 "	\$13.50 "

#### 5 GROSS LOTS, ASSORTED-5% DISCOUNT

#### HOROSCOPE WORKERS!

We have special enameled Zodiac Charms, \$5.00 Gross. Limited quantity -order now for immediate delivery!

#### **ENGRAVERS!**

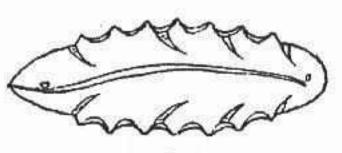
Identification Discs (2 sizes), \$6.00 Gross, small; \$9.00 Gross, large. Identification Bracelets, \$5.00 Doz. Photo Identification Bracelets, \$6.00 Doz. Charms for Bracelets, \$5.00-\$7.50 Gross. Tie Slides, \$1.00 Doz.. 1" Gold Plated Hollow Hearts, \$15.00 Gross. SEND \$1.00 FOR 1 EACH OF THE ABOVE ITEMS EXCEPT CHARMS.

> #8594 - Red, White and Blue Plastic "V," \$3.00 Dox. - \$33.00 Gross.

#8596-Solid Red or Blue Plastic "V," \$2.25 Dox. - \$24.00 Cross.



8515



8518



#### WE HAVE WIRE FOR WIRE WORKERS

WE ALSO HAVE ASSORTED CHARMS SEND \$1.00 FOR SAMPLE DOZEN

109 SOUTH 5TH ST., BROOKLYN 11, N. Y. TELEPHONE EVERGREEN 8-6690

Ready for

Mailing

FIRMS USING PLYWOOD (Continued from page 70)

ing from toy manufacturers, furniture and novelty manufacturers, and for general mill work.

war conditions when the plywood wareregular items usually restricted to war use. Occasionally, the warehouses have also had for general sale some hardwood plywood such as unselected gum."

conductor so that the heat is put in just where needed."

Chief advantage of this new development so far is that the time of gluingup timber is tremendously decreased. The case of aircraft propellers was cited as "This is one of those infrequent in- an example; where formerly it took as stances which occur in the industry under much as eight days, the new method of laminating wood makes it possible to houses have available for general sale complete this one process of propeller manufacture in a matter of minutes. The product quality is said to be increased and the cost of the work considerably lessened for the process doesn't call for any elaborate equipment or especially trained personnel. It was reported that the method is so simple it can be used anywhere in any plant without prepara-

Glamorous

Color

A BEAT. PACKAGED PROPERLY FOR SHIPPING. TO THE RETAILER—ATTRACTIVE WINDOW and COUNTER DISPLAYS and STREAMERS. TRIAL ORDER-2 Dox. 25c Ea. Postpaid. Cash (check) with order. Display material with each 2 doz. order. To Distributors-100 PIN UP PACKS.\$19.00

PHOTOGRAPHS OF BEAUTIES THAT MAKE YOUR HEART SKIP

will positively sell this merchandise quickly. 500 or more PACKS 15.00 per 100

All prices include de- 200 PIN UP PACKS. 18.00 per 100

livery — and ample 300 PIN UP PACKS, 17.00 per 100 display matter that 400 PIN UP PACKS. 16.00 per 100

Write or Wire NOW Send 50c (Coin or Stamps) for Sample Set

METROPOLITAN

1133 6TH AVE. NEW YORK 18, N. Y.

#### BEAUTIFUL HONOR ROLL EVERY SOLDIER, SAILOR, MARINE OR WAAC A PROSPECT A wonderful 4 color certificate with all branches

of the service illustrated. Size 14x11 inches. Frame is simulated leather finish and glassette. Fitted with both easel back and ring for hanging. It's complete and all ready to hang or display on table. This is a beautiful Honor Roll and the buyer will prize and keep it forever. Each roll comes in a heavy mailing envelope. Send 75¢ for sample (prepaid).

MOTHER, SISTER, SWEETHEART, FRIENDSHIP PILLOWTOPS
Pillow tops for the Army, Navy, Marines, Coast Guard, Air Corps or WAAC at \$5.75, \$6.00 and \$6.50 per dozen. Send for samples. Made up for any Fort or Camp.
Pennants, 9x24 and 12x30, \$12.00 and \$16.00 per hundred. Made up for any fort or camp. A BIG FLASH—Lace-like Handkerchiefs at \$1.50 per dozen. For all branches of the service. With inscription for mother, sister, sweetheart, friend and wife. Embroidered Handkerchiefs at \$2.75 per dozen, made up for the Army, Navy and Air Corps, With inscription for mother, sister, friend and wife. A FOUR PIECE SCARF SET, with the Army and the Navy coat of arms embroidered, \$12.00 per dozen. A Good Number. A NEAT HAND MADE WOODEN COMPACT at \$12.00 per dozen. Also HAND MADE WOODEN CIGARETTE CASE at \$18.00 per dozen. BEST SELLING STONE PINS AND EARRINGS, BLACKOUT FLOWERS AND RELIGIOUS STATUES, ALL KINDS OF ARMY AND NAVY MILITARY SUPPLIES AND SOUVENIRS.

25% DEPOSIT WITH ORDER, SEND FOR PRICE LIST. MOTHER, SISTER, SWEETHEART, FRIENDSHIP PILLOWTOPS

25% DEPOSIT WITH ORDER. SEND FOR PRICE LIST.

WORLD ADV. NOVELTY CO.

122 E. 25TH STREET, NEW YORK 10, N. Y.

PHONE: GRAMERCY 5-2174

Retails Easily

NEW PROCESSING (Continued from page 70)

the fact that it can be blended with other synthetics and is more resistant to effects of sunlight, ozone and oxygen. In addition it can be produced with present machinery and is easy to handle during manufacture.

The catch, of course, is that for the duration at least this new synthetic will be limited to war products.

#### Laminated Wood

Another new development and one which may be adapted to civillan manufacture before the end of the war was disclosed by an official of the National Research Council of Ottawa, in a recent speech in Montreal. Speaking of the problems involved in laminating wood, he said: "Many glues require heat to make them harden and there is no way of getting the heat in. We have devised a special electrical means of doing this. We take a special chemical, add it to any glue, and use that glue as an electrical



#### FURS

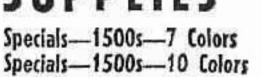
COATS - JACKETS

Quality - Price - Style

Latest 1944 Styles. Coneys, Sealines, Caraculs, Muskrate, Skunks, LOWEST Write for Large Illustrated Catalog. Free.

243 W. 30th St. N. Y. C. **OVER 1000 JOBBERS** SELL OUR

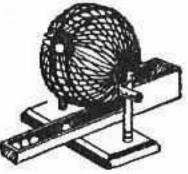
# BINGO SUPPLIES



Specials—3000s—7 Colors Specials—5 Ups—6 Ups—7 Ups to Pad. Black and Red Markers

Admission Tickets (Rolls) Attendance Prize Coupons

We still have BINGO CAGES on hand. Inquire today!



WRITE FOR CATALOG! MORRIS MANDELL

131 West 14th St. NEW YORK, N. Y.

# LEO KAUL IMPORTING

115-119K SOUTH MARKET STREET, CHICAGO

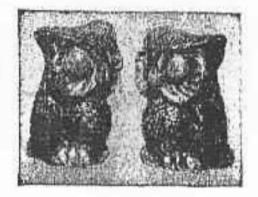
Some outstanding sellers of our popular line of sall and peppers for collectors

Made of Moulding Composition and COLORED ATTRACTIVELY. Nine Numbers at \$2.75 Per Doz.

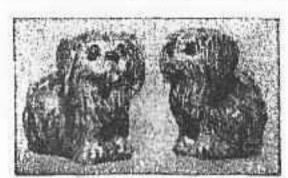
In SIX DOZ. Lots, \$2.40 Per Doz.



No. 3128K. Scotties. 21/4 inches high.



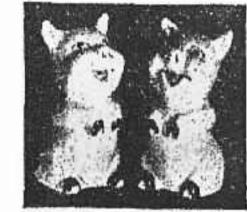
No. 3130K. Owls. 2 inches high.



No. 3131K. Pekinese. 13/4 inches high.



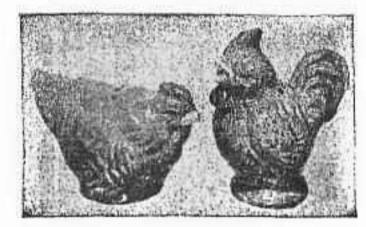
No. 3132K. Bears. 21/4 inches high.



No. 3220K. Pink and Blue Piggies. 3 inches high, the most cunning little porkers you ever saw, with cute little smiles that are contagious.



No. 3619K. Philosophic Apes. 2 inches high.



No. 3620K. The Big Brown Rooster and Little Brown Hen. 13/4 and 21/2 inches high.



No. 3262K. Chipmunks, 21/4 inches high.



No. 3129K. Kittens.

Very cute, one with

blue, the other with pink

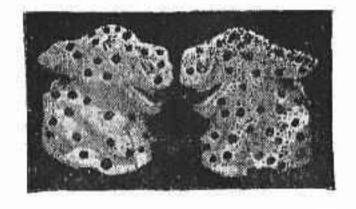
ribbon. 2 inches high.

No. 3710K. Roses.

2 inches high.
In natural colors.

\$3.60 Per Dox. Pairs.

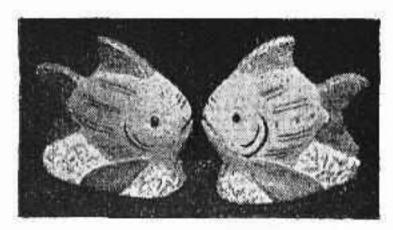
\$3.00 in Six Dox. Lots.



No. 3815K. Laughing Mules Polkadotted. 21/4 inches high. Very comical, and the polka dots on one pair in red, on the other in green and on the third one in blue, harmonize in humor with the facial expressions. \$4.00 Per Doz. Pairs. \$3.60 Per Doz. Pairs in 6 Doz. Lots.

All Salt and Peppers Are Packed 1/2 Doz. Pairs Per Number in Box. In Order To Obtain

the 6 Dox. Price They May Be Assorted, But Never Less Than 1/2 Dox. of a Number



No. 3816K. Tropical Fish.

21/4 inches high, in three different colors, yellow, pink and blue.

\$4.00 Per Doz. Pairs. \$3.60 Per Doz. Pairs in 6 Doz. Lots.



No. 3814K. The Two Lucky Pigs. 15/8 inches high, natural color of pigskin, with cloverleaves and pink flowers and a big beauty spot on each cheek. \$5.40 Per Dox. Pairs in 6 Dox. Lots. \$4.80 Per Dox. Pairs,

### HUMOROUS WOODEN WALLPLAQUES



No. 4079K.
The Bowler's Prayer.
6x9 inches. \$2.00 Per
Doz. \$1.80 Per Doz. in
3 Doz. Lots.

We have fourteen different texts in this size, one funnier than the other. VERY UNIQUE AND BIG SELLERS.



No. 4054K. 12x18 inches. \$7.20 Per Doz.

Besides this number we have two more in this size,

No. 4053K. "Behold the

No. 4055. "Notis Trespassers."

We Carry in Stock a Large Variety of GIFT GOODS Ranging in Price From \$1.80 Per Doz. to \$90 Per Doz. Complete Set K of Illustrated Price Lists Will Be Mailed to Any Re-Seller on Application

### Miniature Blownglass Jugs With Contents

I doz. of a number smallest quantity sold

LINCOLN PENNY INSIDE OF JUG

NO. 3240K

Jug 11/4 inch high, \$1.80 per doz. With each doz, we furnish 1 doz. neat little cards, with easel backs, reading:

As long as you own me You'll never he without a cent.



Jug 2 inches high, holding a beautifully colored parrot, \$1.80 per doz. We furnish with each doz. 12 neatly colored cards with easel back, reading:

This parrot repeated naughty words, That's why he's in the Jug.



NO. 3796K

The jugis
about 1% inch
high. Price
\$1.80 per dox.



NO. 3595K

Jug 2 inches high, \$1.80 per doz. With each doz. of these we furnish 1 doz. neat little printed cards, reading:

In Case of Emergency Break the Glass



WO. 3756K

Jug 11/4 inch high, \$2.00 per doz. With each doz. we furnish 1 doz. neat little cards, with easel backs, reading:

As long as you own mo You'll never be without a cent.



NO. 3596K
COLORED
BLOWNGLASS
PITCHER
INSIDE OF JUG
Jug 1 % inches
high, \$2.00 per
doz. This is one
of a ur bost
sellers, because

the colored pitcher within contrasts so nicely from the white Jug outside.



NO. 3892K JUG CONTAINING BOAT WITH SAIL

jug is 184 inches high with green bottom to repr, boat and sail Red cork on

sent water, boat and sail is white. Red cork on bottle. \$3.00 per doz. in 3 doz. lots.

Special prices quoted in gross lots

115-119K SOUTH MARKET STREET, CHICAGO

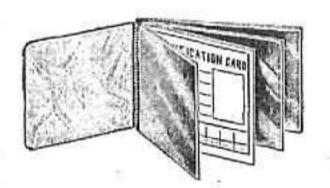
# XMAS SPECIALS!

Authorized by Act of Congress December 22, 1942

The perfect Christmas item for every dealer! Old Glory Flag and Eagle ensembles for INDOORS. A year-round volume and good-will builder priced for promotion. Each attractively boxed. Flags are printed on justrous rayon broadcloth. Complete with eagle and staffless banger.

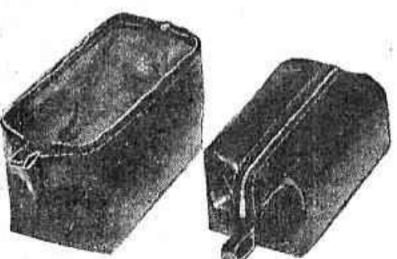
No. Flag Size Price B42X500, 12x21" .. Ea. 90¢ B42X507, 19x34" .Ea. \$1.77

As above, Flag in Rayon Taffeta with embroldered stars and sewn stripes. Colorfast and water repollent. B42X501—Flag Size, 24x36", Each..\$3.57



Eight Pass Card Holder. A swell item for fast sales. This pass and identification card holder can be fitted into almost any billfold or it can be used separately. Made with a metal spiral binding with holders of transparent acetate with space for 8 passes or cards. Size measures 4x2 %".

B12L213-Per Dozen \$3.25.



Unfitted Zipper Cases. Imitation leather case with a full zipper closing. Waterproof lining. Overall Size 9x4x4 3/4". Black only.

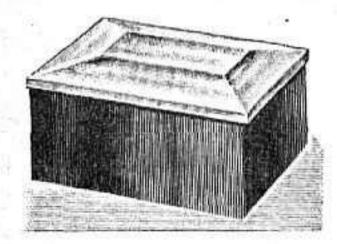
B17L170—Sample \$1.35; Per Doz. \$15.00. Quality Kit Zipper Case in fine pig-grain leather that's been triple coated with pyroxylin. Waterproof lining. Light tan color. Large size, 10x6x3 1/2".

B17L164-Each \$4.30.



Earrings with assorted color centerstones surrounded by white brilliants. Pierceless style, yellow metal finish. Shown actual size.

B37J307T— Per Pair \$1.50. Per Dez. \$16.50.



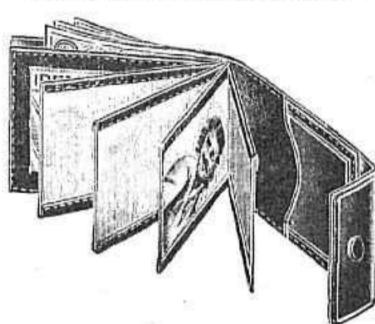
For quick and easy sales! Here's a low-priced utility or cigarette box that's practically a give-away at the price. Neatly tailored in design, the box is of Black Bokelite with a gleaming chromium-plated cover. Over all size is  $3\frac{1}{2}$  x  $2\frac{3}{4}$  x  $1\frac{3}{4}$ ."

B38A50-Sample 25¢; Per Dezen \$2.65.



Electric Candle Wreath — Here's an Xmas wreath to special — for it's low-priced with plenty to affer for the money. Of puffed Red Cellophane with Ivory candle and red bulb. 9 % " diam. 2 ft. cord.

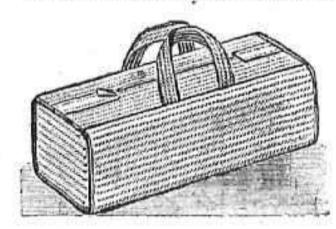
9 1/2 " dlam. 2 ft. cord. B29N92—Sample 48¢; Per Doz. \$5.25.



Genuine All-Leather Billfold. Every one of these billfolds is equipped with 4 sewn-in, transparent pass envelopes! This snap-tabbed wallet with plenty of pocket space is of genuine feather; steerhide-grained brown sheepskin. Full-length money compartment and shorterlength memo pockets. Size 3x4 ½".

B12L154—Sample S1.15. Per Doz. \$12.00.

Prices Net, Less 2% Cash Discount.



Zipper Furlough Bag of Olive Drab of chevronstriped cotton gabardine. 17x8x7".

B24R75—Sample \$1.50; Per Doz. \$16.85. Carry-all bag of Tan waterproof canvas. Edges bound in Green imitation leather. Size 17 1/2 x9 1/2 x7 1/2 ".

B24R74—Sample \$1.65; Per Doz. \$18.90. Khaki duck bag with zipper fastener. Size 21x8 ½ x8 ½ ".

B24R70—Sample \$2.15; Per Doz. \$24.50.

ORDERS SHIPPED F. O. B. CHICAGO



A genuine leather duffel bag for odds and ends. Size is 8" tall and 4%" in diameter. This utility kit comes with choice of three insignles. Draw string close.

B17L127—Brown, Army Insignia. B17L128—Navy Blue, Navy Insignia. B17L129—Brown, Air Force Insignia. Sample \$1.35; Per Dozen \$15.00.

25% DEPOSIT REQUIRED WITH ORDERS, BALANCE C. O. D.

JOSEPH HAGN CO.

Distributors Since 1911

217-223 W. Madison St.

Chicago 6, Ill.

### MERCHANDISE TRENDS

(Continued from page 70)

with their sky-is-the-limit attitudes, their experience for adventure springing from do-it-or-die deeds in the field.

LAMPS AGAIN!—Merchandisers won't be sorry to hear that production of china and glass lamps will soon be permitted. A WPB order to authorize greater production of low-priced lamps is expected in the near future, or as soon as the Office of Civilian Requirements completes and analyzes an inventory survey. The lamp industry hasn't been producing since July 16, and as quickly as officials can verify the need for production, proper orders will be issued. Meanwhile reports from Cleveland say the stores there have good stocks of lamps (except floor models) and shades with a terrific buying rush on.

DELIVERIES—Merchants must refuse delivery of merchandise which would cause inventories to increase above the permitted limits of Order L-219, WPB announced last week in Interpretation No. 4 of that order. Financial questions involved must be left, in individual cases, to the courts as the Board cannot rule on them. The existence of a commitment to buy goods does not exempt a merchant from the restrictions of the order, the new in-

terpretation said.

BARUCH'S JOBS-Two of the jobs dumped in Bernard Baruch's lap with his appointment to a post in the Office of War Mobilization are reconversion of war plants and disposal of surplus war materials. First he'll have to get the army and navy to agree on a uniform policy for the termination of contracts, but the services are arguing that an early reconversion to output of civilian goods, such as electrical appliances, is bad for "psychological" reasons; that is, that civilian morale and the necessary will-to-win will slump. Nevertheless, financial experts are saying that Baruch's appointment is a straw in the wind to indicate that German collapse may occur sooner than military authorities keep insisting. In spite of reports that Baruch will supervise disposal of government stockpiles, five Congressional committees are studying the problem, too. A report in the financial section of last Sunday's New York Times said Congress is determined to hold control of the two problems thru its legislative powers.

EXPORTS TO CANADA—Among the items from the U.S. on which Canada is relaxing import-license restrictions, imposed in 1940, are paper products, decorations, cutlery, electrical appliances, radios, furs, art goods, jewelry, and pens. Somebody tell

the boys we haven't any either.

PAPER AND WOOD PRODUCTION—The American Paper and Pulp Association recently reported that even the most optimistic estimate of 1944 paper and paperboard production will be inadequate to meet the combined military and curtailed civilian requirements. And officials of the wood industry are saying that the next big shortage for civilians will be wood products. Lumber production this year is about six billion board feet short of demand.

TAX BILL—At the end of last week, reports from Washington indicated that the tax bill would be ready for House debate

and consideration by November 22.

CIVILIAN CUTLERY—WPB recently released some nickel for plating silver or chrome on cutlery but permits only four essential articles of flatware—knives, medium-sized forks, teaspoons, and dessert spoons.

### LARGEST 10c PACKAGE OUT!

MacARTHUR
CANDY and TOY

Here it is! The General Douglas MacArthur 10c package of confections and novelty. It's the largest package out today—3½"x5½"—beautifully done up in red, white, blue and gold. All confections in the box are individually wrapped and novelties are assorted to the case. Mail, Wire, Phone Your Order NOW! Immediate delivery.

One case, 100 boxes (sample order)....\$7.25

JOBBERS, GET SPECIAL DEAL!
PIONEER SPECIALTY COMPANY
38 CROSBY AVENUE, BROOKLYN 7, N. Y.



Phone: Applegate 7-2640

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### PRIZE PACKAGE DEALS AND JOKE ITEMS

For the Jobbing Trade

### ATTRACTIVELY PACKED FOR COUNTER DISPLAY

We are making up 10¢ prize package deals, packed in individual containers, ready for counter display by retailers. Also making up display cards containing a large variety of popular Jokes, Tricks and Puzzles; each item enclosed in envelope with directions. Prices quoted on request.

EAGLE SPECIALTY CO., Main & McCoy Sts., Akron, Ohio

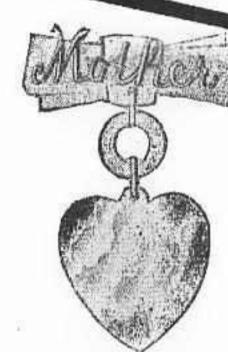
# TREND CREATORS!

Ever since our inception it has been our prime object to set the style in the Jewelry field. Now we are proud to present our line of "1944 Trend Creators." We know this is a fastselling, profit-producing line. Get started with it now! It will carry you through one of the most successful years you can possibly havel



#491 - Cenuine Mother of Pearl Heart with Wire Work of Rolled Gold Plate on Sterling Silver base. "Mother,"
"Sister," "Sweetheart," "Wife," "Grandma" inscriptions available.

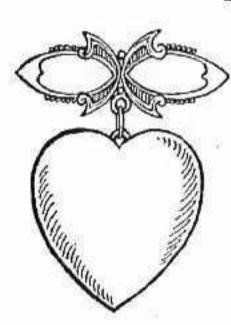
Carded .....\$4.20 Dox. Boxed ..... 4.80 Dor.



#494-Genuine Mother of Pearl Bow and Heart with Wire Work. "Mother," "Sister," "Wife" or "Sweetheart" inscriptions. Carded . . . . . \$5.40 Doz. Boxed ..... 6.00



#501-Genuine Mother of Pearl Fob with assorted Service Insignia..\$6.00 Dox.



#502—Gold Plated Lapel Heart Charm .... \$5.40 Doz.

#813 - Heart -Shaped Gold Plated Locket, Cenuine Mother of Pearl Top with Insignia and Wire Work Fob .... \$18.00 Dox.



#812-Circular Gold Plated Locket, Genuine Ocean Mother of Pearl Top with Insignia and Wire Work Fob .... \$15.00 Doz.



#503-Plastic Bar and Heart, Red. White and Blue with Hand-Made Lettering of Rolled Gold Plate Wire, Sterling Silver Base. Available in all insignae and with "Mother," "Sister," "Wife," "Sweetheart" inscriptions.....

.....\$9.00 Dox.

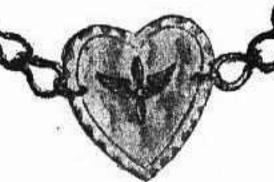




\$602-Necklace of Genuine Mother of Pearl Heart with Insignia. .....\$5.40 Dox.



#702-Ladies' Gold Plated Identification Bracelet ...... \$5.00 Doz.



#706-Bracelet of Genuine Mother of Pearl Heart with Insignia. .....\$4.80 Dox.

THE SECRETARIES AND DESCRIPTION OF THE SECRETARIES AND DESCRIPTION OF THE SECRETARIES.

#601-Necklace of Genuine Mother of Pearl Heart with Wire Work. "Mother, "Sister," "Wife" or "Sweetheart." \$6.75 Doz.

**CLOSE-OUT!** 

2 gross assorted Wishbone Insignia Pins with Safety Catch. Individually packed in Silk Lined boxes. \$6.00 Dozen.

ALL ITEMS ARE SHOWN IN ACTUAL SIZE!

ORDER NOW! IMMEDIATE DELIVERY GUARANTEED! 1/3 DEPOSIT, BALANCE C. O. D., F. O. B. NEW YORK.

TREND GREATORS NEW YORK, N. Y.

1265 BROADWAY,

The Billbourd



### No. 935-SERVICE RIBBON BAR -

Branch of Service Insignia in 24 KT. **GOLD PLATE** riveted on in center on Red. White and Blue ribbon. Safety clasp. Individually boxed. Can be had in all branches.

While limited quantities last\_\$3.00 doz.



Army, Navy, Marine, Air Corps and Signal Corps. Individually boxed. While limited quantities last....

No. 910 - "MOTHER" OF PEARL IDENTIFICATION BRACELET. Heavy gold plated chain. Combination of 1 or 2 different insignia in any branch of service desired. In gift box. With insignia . 12.00 doz.

Plain\_\_\_\_ \$ 9.00 doz.

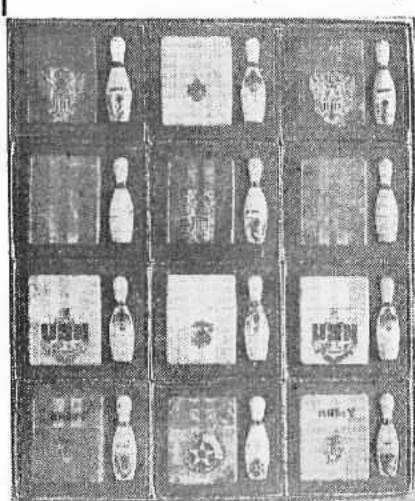


No. 51-STERLING SILVER IDENTIFICATION BRACELET. Oval shape plate. Suitable for engraving. Fine link chain. Any branch of service insignia desired. In gift box.

Plain\_\_\_\_\_ \$ 8.00 doz. With insignia \_ 9.00 doz.

ALTERNATION OF THE PROPERTY OF MILITARY SUPPLY COMPANY 215 W. ONTARIO ST., CHICAGO 10, ILL.

#### ATTENTION RUSH ORDERS NOW ATTENTION SALES BOARD OPERATORS, JOBBERS AND DISTRIBUTORS



YOUR HOLIDAY PROBLEM IS SOLVED. The most BEAUTIFUL XMAS CIFT for men and women in the Armed Forces. also the home front. Very colorful-has great eye appeal. 12 Moisture-Proof Plastic Cigarette Cases and dependable Lighters to match, with military insignia, known as the Combination Smoking Kit. Individually boxed in a very attractive holiday gift box, 12 Combination Kits packed in a display case with easel support in connection with 1000 H. Board.

Takes in ......\$50.00 Pays in Cig. . . . . . . . 6.00

Gross Profit . . . . . . . \$44.00

YOUR COST PER DEAL \$16.95

5 DEALS FOR \$82.50

1/3 Deposit, Balance C. O. D. Immediate Shipment.

### HERSHEY SALES CO.

5713 Euclid Ave., Room 414, Sampliner Bldg., Cleveland, Ohio.

#### **RELIGIOUS PICTURES** COMPACT FRAME and GLASS

491 St. Joseph 494 Ecce Homo (Guldo Remi) 495 Christ Knocking at the Door 496 Last Supper 687 Walking on Waters 1479 Good Shepherd



6x8—\$21.60 Gross, Sample 25¢ 8x10—\$27.00 Gross, Sample 35¢ 1/3 Dep., Bal. C.O.D., F.O.B. N. Y.

1482 Crucifixion 1483 Holy Family 1487 St. Anthony 1501 Sacred Heart of Jesus 1502 Sacred Heart of Mary 1503 St. Therese

2013 2nd Ave., N. Y. 29, N. Y.

### INTRODUCTORY LISTINGS Covering All Items NOW READY IF YOU ARE A SHOWMAN, PREMIUM USER, SPECIALTY MAN OR NOVELTY OPERATOR, WE STILL HAVE LIMITED STOCKS OF POPULAR NUMBERS. IMPORTANT To obtain the proper listings, be sure and state in detail your business and type of goods you are interested in,



### OUTDOOR FIELD

(Continued from page 70) quantities. Blankets, too, are less plentiful, the supply having been cut down to 25 per cent of normal use. Plastic

articles have come to the fore, but their output is limited. Glass and china ware, stuffed figures, cedar chests all are standard goods for carnival midways and there appears to be a fairly

plentiful supply.

Sales of novelty goods by pitchmen and independent concessionaires at fairs, parks and celebrations have been phenomenal. Tens of thousands of new customers have been developed in the past two years. War workers who until recently had little money to spend have suddenly come into what, for them, is big money and for the first time have been able to spend without stint. Having satisfied their immediate needs, they have gone on an amusement bender. The brilliant displays of novelties at the fairs have caught their eye, and they have bought with prodigal abandon. It is reasonable to assume that much the same conditions, as far as employment and spending are concerned, will prevail in 1944. There are signs, too, that production of some novelty items will be considerably increased next year. And while some articles still will be unobtainable, there should be sufficient variety and quantity to fill all essential needs of concessionaires.

There is no question but what patriotic items will continue in big demand. Potential customers are steadily increasing, and the sales in '44 will be tremendous. Jewelry is in greater demand than ever before. Whether it is genuine diamonds or the immensely popular costume jewelry, sales will continue in large volume. Wood jewelry has shown a remarkable development in the last couple of years. Manufacturers have shown great ingenuity in designing new items, and much really fine work is being turned out. Pearl jewelry, long a standard item, is being adapted both to the patriotic and sentimental trends of the

times. Military insignia, hearts, lovebirds and other popular designs find ready sale. Stuffed figures have kept pace with the times, and there is a steady demand for pandas, honey bears, dogs and character dolls. These are extensively used on the carnival stands as well as for direct sale. Prices on these items have jumped amazingly, but this appears to have had little effect on the demand.

With the present demand for novelties, it would be difficult to name an item that is not salable. The varied tastes of the multitude provide customers for every conceivable kind of merchandise. Duffle bag kits, glow-in-the-dark flowers, photo frames, boudoir dolls, ring sets, mirrors, seashell necklaces, comedy items, vanity cases—these and many more find an unfailing market.

One of the problems facing dealers in novelty merchandise is shipping cases. Cardboard containers are very scarce. One dealer told The Billboard that the manufacturers require him to salvage all shipping cases and return them prepald, Failure to make the returns automatically cuts the customer off the list.

The huge new market that has developed since the start of the war has not yet reached its peak. All signs point to continued heavy buying in 1944, and this should assure concessionaires another highly successful season.



### FUR COATS JACKETS—CHUBBIES

LARGE assortment of NEW LARGE assortment of NEW 1943-44 outstanding creations for Christmas. Perfect quality. Excellent workmanship. Distinctive Furs of all types at popular prices. FACTORY PRICES

MONEY in your spare time selling furs to your friends selling furs to your friends and neighbors.

Send TODAY for our New Hinstrated Catalog and Price List, It's FREE,

Manufacturing S. ANGELL & CO. 236 W. 27th St., Dept. B-3, New York 1, N. Y.

**QUANTITIES LIMITED** ON ALL ITEMS PRESENTED IN THIS ADVERTISEMENT

# STEP UP YOUR SALES PROFITS WITH THESE. FAST SELLERS

IN DOZ.LOTS

RUSH YOUR ORDER NOW ON THE ITEMS YOU DESIRE AND AVOID DISAPPOINTMENT

Order by number

LEE-BRITE

SHOE SHINE KIT

LEE-BRITE

SHOE SHINE KIT

· For Service Hen and Women

For Deily Use la The Home

### MEN'S MILITARY WATCH

Packed in Attractive Gift Box A fast seller for men or women in service. Truly wonderful value in this handsome Watch, Has accurate movement, sturdy, long-wearing case, with attractive dial. Comes in assorted designs, with good-looking wrist strap. Colorful, attractive gift box aids sales. Do not confuse this masterpiece of beauty with watches being sold for less, We handle watches of quality.

Order No. 101 SAMPLE PREPAID \$10.00

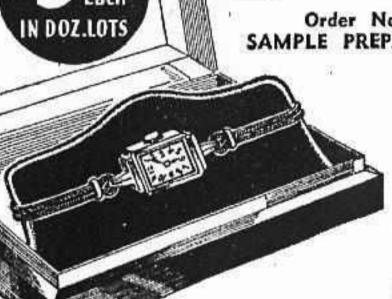
### LADIES' WATCH

Packed in Attractive Gift Box

An appealing, dainty-size Watch with double-cord wrist strap. A real beauty that creates instant buying. Has attractive, sturdy case; dependable movement, beautiful dial. Be sure to stock this

sight seller to meet gift demand. Assorted designs. Each Watch at-tractively gift boxed.

Order No. 102 SAMPLE PREPAID \$11.00



### EVER-READY MECHANICAL PENCIL

12 Pencils, **Card Mounted** 

Here's a "pencil buy" that offers wonderful value, They're good looking in mottled grey tone with black tip.
Well made, with repelling and expelling action. Has vest clip, lead chamber craser capped. Attractive display card speeds sales.



ORDER NO. 104 ALSO ORDER BY STYLE NUMBER STYLE NO. 1—59c Retailer.

PER DOZ. \$3.25. PER GR. \$36.00.

STYLE NO. 2—69c Retailer.

PER DOZ. \$3.50. PER GR. \$39.00.

STYLE NO. 3—79c Retailer.

PER DOZ. \$4.00. PER GR. \$45.00.

STYLE NO. 4—\$1.00 Retailer.

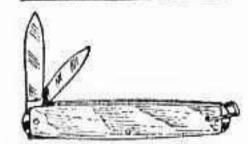
PER DOZ. \$4.80. PER GR. \$54.00.



### MEN'S GENUINE LEATHER WATCH STRAPS

Assorted Designs and Colors-A 75¢ Retailer. Meet big demand for Watch Straps with these good-looking numbers; well made of genuine leather; 12 straps in attractive display.

Order No. 105 PER DOZ. \$5.00; PER GROSS \$54.00



#### TWO-BLADE PEARL HANDLE POCKET KNIFE

A sturdily constructed knife for real service; has large and small polished steel blades; gleaming pearl handle creates fast buying action; equipped with attached metal loop for handy pocket chain attachment.

Order No. 106 - PER DOZ. \$10.50

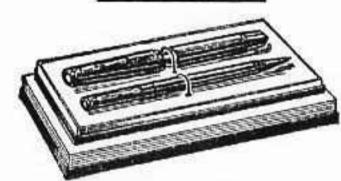




#### 12 Pens, Card Mounted

These good-looking Pens have vest clip, large ink capacity, visible section and gold plated point for smooth writing. They're self-filling. Beautifully assorted colors, Mounted 12 Pens on colorful easel-back counter display card.

Order No. 103 PER DOZ. \$7.90; PER GR. \$87.50



#### PEN AND PENCIL SET In Attractive Gift Box

An exceptionally good-looking Set offered in asserted colors; smooth writing, self-filling Pen; Pencil expels, propels and repels. Has lead chamber. Both have gold-plated vest

> Order No. 107 PER DOZ. \$27.00

pocket clip.

#### LEE-BRITE SHOE SHINE KIT

- For Servicemen and
- For Daily Use in the Home

Women

Here's a "sales hit" that will top the jackpot—in this highly serv-iceable, practical item— that sells fust as a gift to both men and women in the service and

for daily home use. Includes complete equipment for shoe-shining service—quality lamb's wool polishing brush—handy lamb's wool polish dauber—waterproof wax shoe polish—durable polishing cloth—pair quality mercerized shoe laces. It's a real "flash" in red, white and blue mailing box—ready for addressing right on the cover.

Order No. 108 PER DOZ. \$5.90; PER GROSS \$67.50

### LEE SNAP CUFF BUTTONS

Assorted Designs

Snap Cuff Buttons are necessity sellers, And in these strikingly handsome Buttons, in assorted designs set with colorful stones, we offer really attractive merchandise. Mounted on good-looking Display Card—12 pair to the card—you'll sell them fast at \$1.00 a pair. As a gift item for Holiday selling they will ring the cash register.

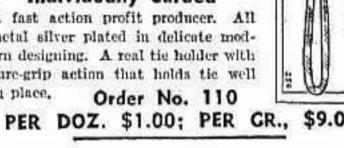
Order No. 109 PER DOZ. \$4.00; PER GR., \$45.00

#### SURE-GRIP TIE HOLDER A 25c Retailer,

Individually Carded

A fast action profit producer. All metal silver plated in delicate modern designing. A real tie holder with sure-grip action that holds tie well in place.

Order No. 110



### COMMANDO KNIFE

In Solid Leather Sheath

A 10 %" Knife with 5 %" heavy steel blade with full hand-grip handle. Comes in specially designed, heavy, genuine solid leather Sheath; blade holding section securely riveted; has snap-grip leather holding strap over handle. A real

quality item. Order No. 111 PER DOZ., \$18.00



### GOLD FILLED LADIES' WRIST WATCH BAND A \$4.50 Retailer,

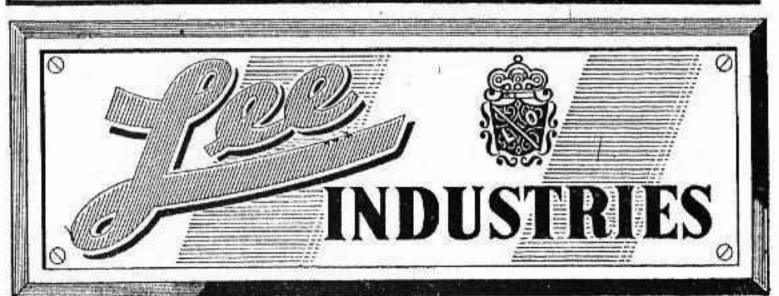
Individually Carded

An appealing beauty item; has gold-filled double chain bead style design—with dependable safety catch. A necessity item. Individually carded in cellophane wrapping.

> Order No. 112 PER DOZ. \$21.00

### ORDER NOW-25% DEPOSIT WITH ORDER

With our supply of these items limited, we urge fast order action. Enclose 25% Deposit With Order—Balance C. O. D., F. O. B. Chicago. SHIPPING CHARGES PAID IF YOU SEND FULL AMOUNT WITH ORDER. Our gigantic circular-hot off the press-packed with fast sellers sent FREE on request.



187 N. LaSalle St., Dept. P-11,

Chicago 1, III.

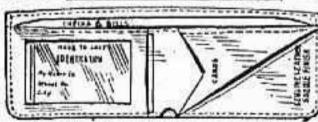
### LEE SNAP CUFF BUTTONS PER PAIR GUAR ANTEED

### COMMANDO KNIFE

Individually Boxed

A 7 1/4" Knife with 4" heavy steel razor-edge blade; has attractive, sure-grip designed hard rubber handle; blade is securely inserted in the handle. A handy knife for varied uses. A fast

Order No. 113-PER DOZ. \$9.00



#### ALL GENUINE LEATHER BILLFOLD-SADDLE FINISH

A \$1.50 Retailer, Individually Boxed Exceptionally well tailored of rich, smooth, genuine leather in beautiful saddle finish; has 2 money pockets; 3 card pockets. A

Order No. 114-PER DOZ. \$8.50 PER GR. \$90.00

INSIGNIA PHOTO BRACELET

Gold Plated,

Individually Carded Very smart. Has inside space for miniature photo with snap lock; has good quality black double wrist cord with gold-plated band.

Order No. 115 PER DOZ. \$7.50 PLASTIC ILLUMINATED COMPACT

Bulb Lights When Opened. Individually Boxed, A real hit—unique design-ing. Bulb under mirror lights when lid is opened: has powder puff, with ample pow-

der space. In beauti-ful, assorted colors. Order No. 116

PER DOZ. \$12.00. PER GR. \$135.00.

# WILL!

The price of victory will be small in comparison with the cost of defeat. That is the reason we must-and shall-win.

One of the ways in which we can help is by observing Uncle Sam's request that we conserve manpower, materials, etc.

Though it will inconvenience you as well as ourselves, we are glad to do our share by climinating the publication of a new catalog. The man-hours, paper, copper, etc., which would be required in preparing a catalog is our contribution towards an increase in war production.

Meanwhile, we are asking our customers to continue use of our last published catalog. We have considerable quantities of merchandise in stock to take care of customers' needs. Some items now available are later models than those shown in the catalog. We will ship these newer items on all orders.

For the benefit of our customers, our staff of buyers are constantly combing the merchandise markets for the newest and best available items. These are offered for sale as we receive them.

. . . and remember . . . help us, so that we can help you, by planning ahead and shopping early.

- UNTIL VICTORY-BUY MORE BONDS EVERY WEEK

# ROHDE-SPENCER COMPANY

223-225 WEST MADISON ST., CHICAGO 6, ILL.

### HERE'S A HOT ITEM!

FOR JEWELRY STORES, ENGRAVERS, CONCESSIONAIRES, PX STORES, NOVELTY & SOUVENIR STORES. Retails at \$3.98.



Cellophaned, Space Inside for 2 Photos Each in Velvet Pad Box and First Come-First Served

PHONE-WRITE-WIRE

25% DEPOSIT, BALANCE C. O. D. SAMPLE PREPAID \$1.00.

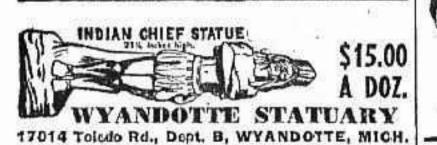
ADELE, INC. 1554 Broadway

ALSO A LIMITED QUANTITY OF GOLD PLATED LOCKETS HEART SHAPED While They Last

ACTUAL SIZE

NEW YORK 19, N. Y.

Sell Illustrated Comic Booklets (vest pocket size) and other novelties. 10 different sample booklets sent for 50c or 25 assorted for \$1 or 100 assorted for \$2. Shipped prepaid. Wholesale novelty price list sent with order only.
No C. O. D. orders. Send Cash, Stamps or Money Order,
GRAYKO, Dept. 114, Box 520, G. P. O., New York.





### Small Leather Goods Exempt From Order

WASHINGTON, Nov. 20 .- OPA warned last week that every sale of leather or non-leather luggage, whether newly purchased items or of stock already on dealers' shelves, is subject to provisions of the recently issued maximum price regulation for luggage. The statement was issued in response to inquiries reaching OPA from the trade, members of which, according to OPA, mistakenly interpreted the MPR No. 476 as applying only to the sale of luggage items specified in WPB's Limitation Order L-284. OPA added, however, that the regulation does not apply to small leather goods, such as billfolds, key containers, card cases and the like.

### Sea Shell Jewelry Firm Reports Booming Business MIAMI, Nov. 20.—That the shortage of

metal for costume jewelry manufacture hasn't deprived the American girl of her beloved accessory pieces like bracelets, earrings, necklaces and pins is borne out by the success of a firm here. Manufacturers and importers of tropical jewelry and curios, J. A. Whyte and Son, handle thousands of orders for their unique and attractive sea shell jewelry-and this without a salesman. Using magazine advertising alone, they have filled orders to a single customer totaling nearly \$100,-000.

The sea shell jewelry is made of almost every variety of attractive shells made up in different colors and styles. Ingenuity of designers and the ability of this manufacturer to change his line according to Miss America's demands, keeps things humming. Popularity of the sea shell and tropical seed costume jewelry may well be expected to continue for a long time after other materials, formerly used in making such jewelry, are again released, according to the sales figures.



### MINIATURE PILLOW TOPS

Print Any Name of Camp or City VERY LATEST HOVELTY GOING LIKE WILDFIRE

Made of extra fine quality rayon in assorted colors. FAST 50¢ retailer. Sond 25¢ for sample — lots of 100 or more, \$15.00 per hundred. 25% required on all orders, balance C. O. D. PREPAID TO YOUR CITY.

#### MILT WILLIAMS NOVELTY CO.

1033-1035 Mission St., San Francisco 3, Calif.



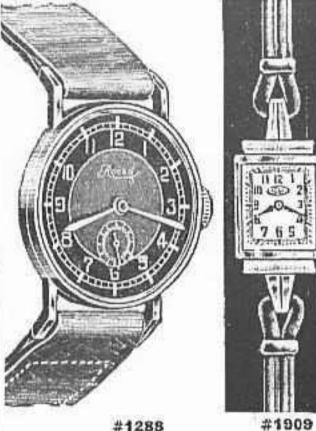
### RAYON EMBROIDERED HANDKERCHIEFS



Assorted Colors, Embroidered With the Following Inscriptions: Mother, Sister, Sweetheart, My Wife and Remember Me. 10x10 Inches. \$33.00 Gross—\$3.00 Doz. ARMY DESIGNS, Printed \$21.00 Gross—\$2.00 Doz.

10% Discount 5 Gross Late. 25% Deposit With Order (3 Samples \$1.00) 234 WEST 39th St., NEW YORK CITY

## WATCH VALUES



#1288

### #1288—PIN LEVER WATCHES

Round or Rectangular 

### #1909-4-JEWEL MEDA

51/4 and 6 by 8 Ligne

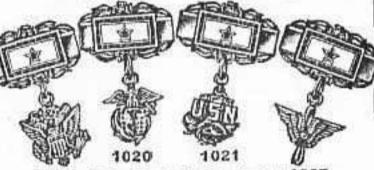
### TUCKER-LOWENTHAL

5 So. Wabash,

Chicago 3, III.

1019—Army

1025-Air



\$6.75 DOZEN \$81:00 GROSS

No order shipped less than one dozen Cash or Money Order Must Accompany Order Unless Rated. No C. O. D.'s.

ALPHA-CRAFT, INC. 303 5th Ave., New York, N.Y.

Plastic Balls Plastic Markers Midgets 1-3000 News 1-3000 Specials-5 Ups-6 Ups-7 Ups to Pad Regular Specials

### Write or Wire for Catalog JOHN A. ROBERTS & CO.

Formerly N. M. BANK & CO.

Newark, N. J. 235 Halsey St.

### COMIC CARDS

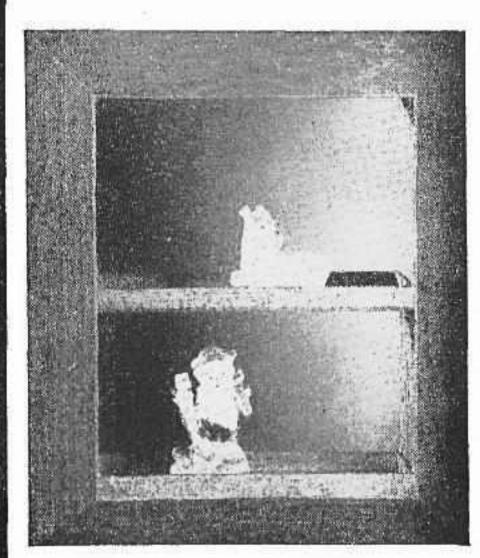
Over 35 Cards and Folders, all in 4 to 6 colors. Cost as low as \$20.00 a thousand with envelopes. All are fast 10c sellers. Send 25c for sample cards and folder.

### XMAS CARDS

Now ready. Many new numbers. Catalog on request.

1033-1035 Mission St., San Francisco 3, Calif.

# WHAT-NOT SHADOW BOXES LADIES' MUFF BAGS-NEW!



Something new, practical and very desirable. This beautiful hanging shadow box may be used on the wall to display ornamental figures, small antiques and knick-knacks. Made of heavy board with wood grain effect. Waterproof coverings. Mirror background.

Offers a grand opportunity for merchandising your product by using this as a container. A flashy item with tremendous eye-appeal.

Fine for Salesboards as the big premium. Its utility and many uses, plus attractiveness, makes it a dandy item which will command the interest of both men and women.

In addition to above-mentioned uses, it can be used to great effect in window displays, as a top premium when packed with candy, etc. You can think of many uses for this great item.

As a hanging what-not for ornamental figures, antiques and what-nots.

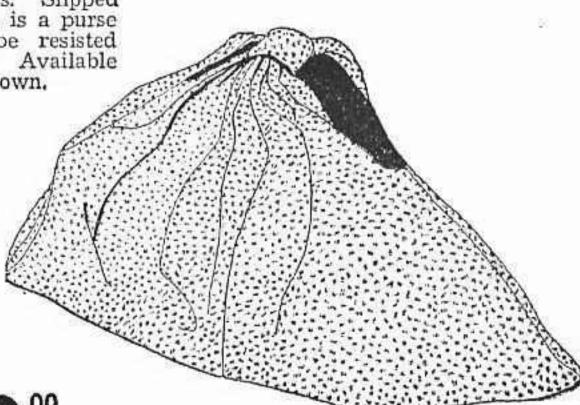
A merchandise container which when empty can be put to other uses. A dandy salesboard idea.

Milady will find many uses for the "What-Not." For instance for gloves, hosiery, make up, dresser tray,

For Full Information and Prices Write Today

Genuine Leather-Embossed With Pigskin Finish. Lined and With Pocket for Coin Purse.

Most attractive, roomy and practical bag - no zippers, snaps or buckles. Slipped over the arm, it is a purse which cannot be resisted by any woman. Available in black and brown.



DOZEN

Sample . . . . . \$5.00

A splendid salesboard item. In demand everywhere by merchants for resale. Featured in smart shops everywhere.



# LATHER LEAVES

MAGINE: A BAR OF SOAP IN

**NEW SENSATION SELLS** ON SIGHT

DEMONSTRATORS: This is tops for demonstrating. Gobs of lather for washing or shaving from a single paper leaf. A winner that the demonstrator can parlay into real money. No one likes to carry a messy bar of soap. Result: Big Sales.

Designed for the service man . . . and the civilian worker as well. Ideal for all outings.



Attractively packaged, 24 scented leaves to the packet. Packets and boxes available with illustrations of soldier, sailor, aviator or nurse. 12 packets to the box-12 boxes to the carton (144 ten-cent packets). Sells for 10c per packet.

SAMPLE BOX OF 12 PACKETS .......... \$1.00

GROSS

**Genuine Leather** 

15c Each in Dozen Lots

If you know a good thing you'll grab up these cases fast. Genuine leather with tuck-in flap. In big demand. You can make real money at our low prices. Write or wire today.

PER DOZEN .....\$1.80 PER GROSS .....\$18.00

Saddle Leather

Equipped with 4 celluloid pass leaves, snap fastener. Place for identification in front-extra side pocket. Spacious compartment in back for folding money, checks and valuable papers. Billfolds in this style have been retailing at \$2.50. Sample on request: Goatskin or Saddle Leather, \$1.00; Calfskin, \$1.50.

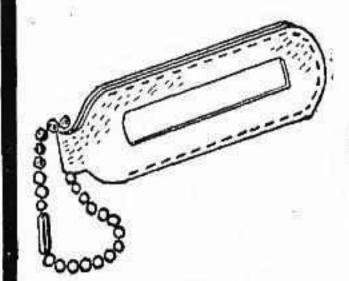


Goatskin or Saddle Leather. . \$ 7.20 Per Dox. CALFSKIN . \$10.20 Per Doz.

### Genuine Leather IDENTIFICATION TAGS!

Here's a real "buy" on goods no longer being made. Easily a 15c retailer. Well-made leather tag. Nickel plated chain with self-locking clasp. Hurry! \$9.60 per Gross, \$65.00 per Thousand. 1/2 Gross Sample Lot, \$5.00.

As low as 6½c each



25% Deposit With Order, Balance C. O. D., F. O. B. Factory.

PETER PEYTON

4051/2 Washington Street

Waukegan, III.

We Prepay Shipping Charges on All Cash-in-Full Orders.



IT'S BRAND NEW, RED HOT!

"A RIOT OF FUN STUNTS"

3 CIND MONTE

MAGIC CARD TRICKS &

A SIZZLING

SELLER!

Refails

25% DEPOSIT,

BALANCE C. O. D.

ON ALL ORDERS.

SAN FRANCISCO, CALIF.

LARGE VARIETY OF ALL KINDS

FULL SKIN & PIECED SEAL COATS

Brown, Black, Sable, \$17.50 Minkelette, Silvertone,

other colors. Superb UP quality, fancy lined. All sizes. At attractive wholesale prices. 25% deposit, balance C. O. D. Money returned within 3 days if not satisfied. Write for free 1944 illustrated attalks.

catalog on Fur Coats and Jackets.

AGENTS WANTED



Trend Creators advises that it has ready for immediate delivery wire work mother-of-pearl pins, a new addition to the line. One number in particular, a mother-of-pearl service cap is, according to reports, receiving heavy play and is available with various inscriptions, such as mother, sister, sweetheart, wife,

Murray Simon reports that he is making immediate deliveries on his complete line of mother-of-pearl insignia jewelry and lockets. He says that wire workers and engravers can also be assured of ample supply of pearl, plate wire, identification disks and bracelets in unlimited quantities.

### PICTURE POSTCARD



Here we are with a good 5¢ multi-color picture postcard for counters: "Them Good Old Days-Waiting for a Live One."

Quantity Order Price 11/2c Each. 1,000 for \$15.00.

Sample Order-100 for \$2.00. We also make a plaster plaque 13 by 18 inches in multi-color detail.

Sells for \$2.75, F. O. B. Chicago. Printed multi-color card in 11 by 17 size, mounted on cardboard, 10¢. Also available in 7x9 size, framed, 50¢.

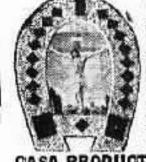
MIL J. KRIMSKY 2255 S. Central Park



COMPANY 21 E. Pearson 11, Chicago

# Headquarters for

Send for Our Free Circular. Flamingo Trading Co. 9. S. W. First Street MIAMI, FLA.



CASA VENETIAN ART dates back to the 15th and 16th Centuries. It consists of many pieces of glass ornamentally designed to the shapes of our frames. The outstanding characteristics are brilliance and richness of color. Various sizes and shapes, Religious and Patriotic Pictures are changeable. Sample and Cir-

CASA PRODUCTS, 231 E. 24 St., N. Y. C., N. Y.

#### JACKASS CIGARETTE DISPENSER

eigarette. Sample 50¢; sam-ple dozen \$4.00 prepaid. NOTE: Cannot supply any new customers before Jan.

> KELLY SEARS Siler City, N. C.

### **LUMINOUS FLOWERS**

★ That Beautify the Dark ★

Featuring Our Extra Fine and Large, Beautiful Life-Like GARDENIA.

With additional blue bud on top plus a real rubber stem. Not a sprayed flower, but the cloth is treated with pigment. Every part of the flower glows,

A HONEY OF A SELLER

\$8.00 a Dozen-Sample 50¢ Each. Special Gardenias in 2 Colors .. \$2.25 Doz. Large Gardenias with Separate

Blue Bud ...... 3.50 Doz. Silk Orchids, Hand Decorated .. 4.00 Doz. All-Color Hair Bows with Gardenia

In Center . . . . . . . . . . . . 3.00 Doz. Novelty Butterflies in Many Pastol Send \$1.00 for Sample Assortment of

Assorted 7-In. Saints in 2 Colors. \$6.25 Doz. Assorted 5-In. Saints in 2 Colors. 3.30 Doz. Assorted Small Statues in 2 Colors 2.20 Doz. Send \$1.00 for Sample Assortment of

Above Numbers.

Above Five Numbers.

Christ Mounted on Holy Cross with Blue Mirror Backing, 12x6. . \$20.00 Doz. Christ Mounted on Holy Cross

Backed with Beveled Blue Mirror, 12x6 ......... 18.00 Doz. Christ Mounted on Walnut Cross, 12.00 Dox.

Christ Mounted on Oak Holy Cross, 12x6 ..... 10.00 Doz.

Christ Mounted on Beautifully Decorated Holy Cross, 6x3 . 2.00 Doz. All Bodies Made of Fine Plastic, Similar to Real Ivory.

Not Luminated. If Luminated \$1.50 Dozen. Extra. Each Number a Beaut of a Soller. Write for Our Full Catalogue Containing Many New Items.

### STAR-GLOW MANUFACTURING CO.

1183 Sixth Ave. N. Y. City 19, N. Y.

Phone: BR-yant 9-0219

RUSH YOUR ORDERS FOR CHRISTMAS DELIVERY.

STAR-GLOW PRODUCTS FEATURE AN AFTER-GLOW UP TO 12 HOURS.



#### H. REITER

Direct greatest line outstanding design and full color.

#### SERVICE BANNERS AMERICAN FLAGS

A thousand illus-trations would not show the full beauty of the heavy flock de-signs, borders and lettering, Take ad-vantage of special \$2 SAMPLE OFFERI Brings

you a banner assortment with \$6 to \$7 retail value! You make a friend with every sale! One customer recommends another! MONEY-BACK GUARANTEE: If not 100% delighted with sample shipment return for full, immediate refund! 48-Hour service guaranteed, JOBBERS: Prove you're a jobber for attractive price! We refer all possible leads to local jobbers!

HARRY REITER, 143 W. 20th St., New York



### NOVELTY PANTS

PRINT ANY NAME OF CAMP OR CITY VERY LATEST NOVELTY GOING LIKE WILDFIRE

Made of extra fine quality rayon in asserted colors with lace edger. FAST 50¢ retailer. Send 25¢ for sample—lots of 100 or more, \$15.00 per hundred. 25% required on all orders, balance C. O. D. PREPAID TO YOUR CITY.

### MILT WILLIAMS HOVELTY CO.

1033-1035 Mission St., San Francisco 3, Calif.



Six NEW Mailing Novelties-(mpudent, snappy, delightful items. For the service man; for the civilian. They hit a new high in sales appeal.

#80 RATION BOOK-Uplift for your sense of humor ..... Doz., 60¢; Gr. \$6.75 printed on tissue ..... Doz., 65¢; Gr. 7.20 

heads and envelopes to match . QUESTIONNAIRES—8 pages of dizzy, daffy

foolishness. With env. ... Doz., 70¢; Gr. 8.00
PIN-UP PORTFOLIO—Six gorgeous beauties. 8-color pictures, 5x8 1/2 .... Doz., \$1.50; Gr. 17.50

Samples supplied at dozen rates. Complete price list and catalog on request. Mail your order TODAY! Asbury Park, N. S. S. ADAMS CO.

NOW YOU CAN GET

BANK NOTES SELLING THE

--Original--

LAUGH

PACKAGE

170 EDDY ST.

Contains Girl Photos, Pin-Ups, Magle Tricks,

Fun Cards, Mottos, Etc.

Wholesale Prices \$6.00 Dox. \$58.00 a Gross.

(Be the first to order in your territory.)

Pieced Seal

Dyed Coney

Fur

within 3 days if not satisfied.

ackets.

Black or Brown colors. Finest quality, all lined. Sizes 12-

20. \$1 deposit, balance C. O. D. Money returned

GREENER

(IT'S SEALED)

2 SAMPLES \$1.00. Cash or U. S. Stamps

NOVELTY CO.

(JACK E. LEWIS, Mgr.)

\$7.50

Each

Season's Greetings! To our many friends and customers of today and yesteryear, in the fighting line as well as on the home front: May Victory, Peace and Normalcy become ours in 1944.

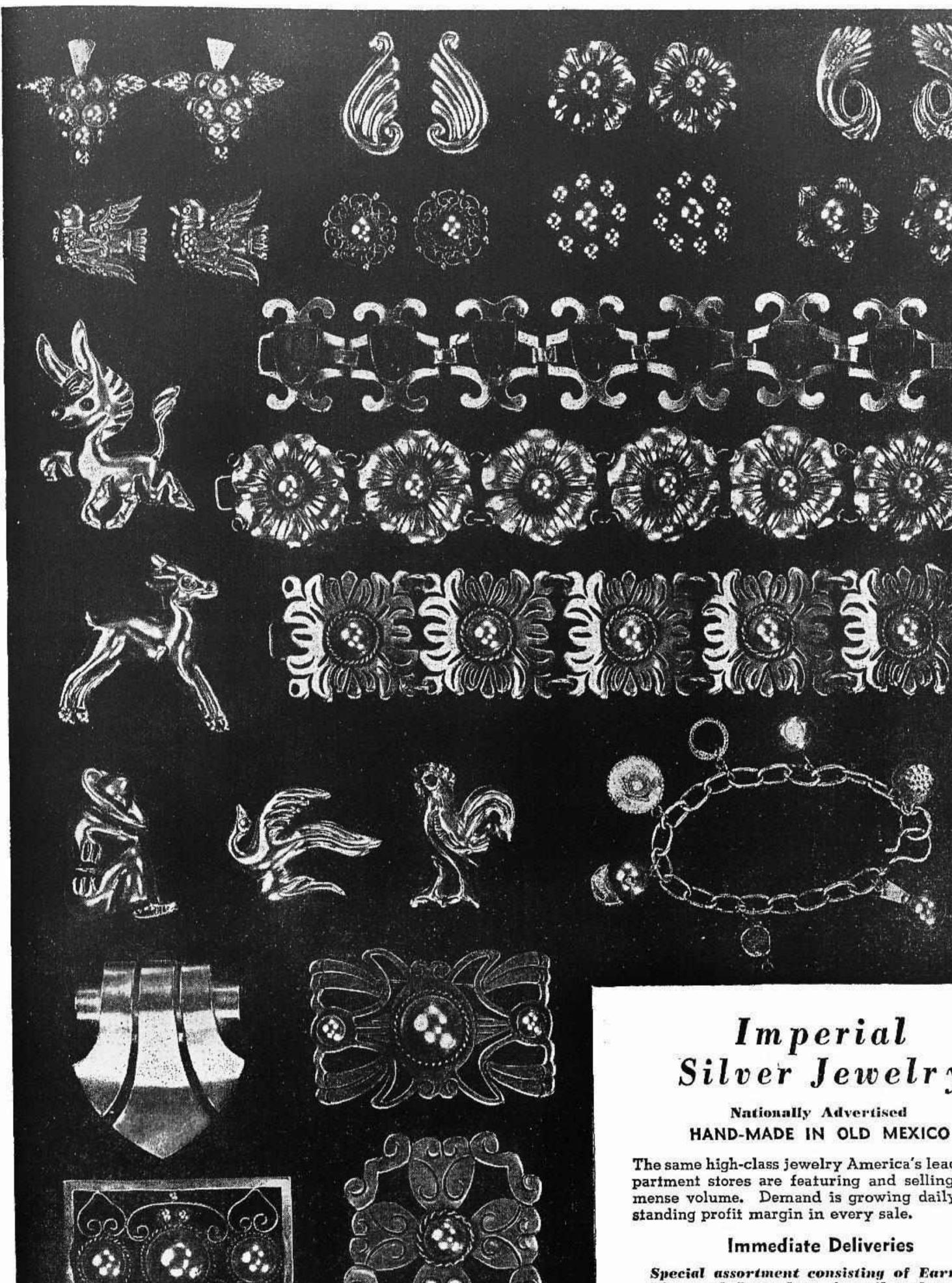
Well Known New York Manufacturing Firm Offers Latest Advance 1944 Fashlons. Beautiful Styles. Finest Quality. Masterfully Moulded by Skilled Fur Craftsmen.

CHAMPION SPECIALTY CO.

816-H CENTRAL KANSAS CITY, MO. Supply House for Agents, Wagonmen and Peddlers 

FUR MFG. CO., 48 West 27th Street, New York, N.Y.

Node his head and extends a



# Imperial Silver Jewelry

The same high-class jewelry America's leading department stores are featuring and selling in immense volume. Demand is growing daily. Out-

Special assortment consisting of Earrings, Pins and Bracelets (retail value over \$50.00) only \$25.00 delivered. Send us your order today . . . now!

# IMPERIAL GEM SYNDICATE, LTD.

5 N. Wabash Avenue Chicago 2, Illinois

**607 FIFTH AVENUE** NEW YORK 20, NEW YORK

607 S. Hill, Los Angeles 14, Calif.

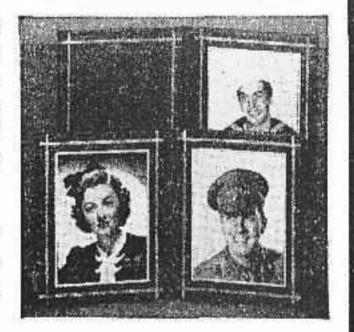
## SEASON'S BIGGEST MONEY MAKERS

### MODERN CRAFT

### PHOTO-FRAMES

Beautiful—De Luxe—the Photo Frame that sells. Rich simulated leather grained, soft padded, reinforced covers, with modernistic gold border design. Choice of Single or Double Style, in Brown or Blue Colors. Prices include Celluloid.

3½x4½ Size ..... \$5.40 Dox. 5x7 Size ..... 7.80 Dox. 8x10 Size ..... 9.60 Dox.





### Special Bargain!

While They Last Natural Grained Photo Frame Stands for 5x7 Photo



Final lot, no more to be had. Unique, attractive, wood Photo Frame Stand. Frames two pictures between two pieces of glass. Ideal for Soldier, Religious, Baby Pictures, etc.

Modern Style—\$6,00 Dox. Scroll Style—\$9.00 Dox. With Mirror Back Instead of Glass—\$1.20 Per Dox. Extra BARGAINS IN FRAMES FOR QUICK BUYERS

No.	100-8x10 Easel-Two-Tone Leathcroid on Wood\$15.00	Doz.
	100A-5x7 Easel-Two-Tone Leatheroid on Wood 13.20	
	8-Hollywood Crystal Plastic, Easel 8x10 18.00	
No.	요그리는 그리고 있다면 그는 사람들이 가지 않는데 이렇게 다른 이번에 다른 이번에 가장하는데 그런 그리스에서 되었다면 보다는데 그런 그리고 있다면 보다는데 그런 그리고 있다면 보다는데 그런 그리고 있다면 보다는데 그런 그리고 있다면 보다는데 그런데 그런데 그런데 그런데 그런데 그런데 그런데 그런데 그런데 그런	
No.		
No.		
	25% Deposit With Order Balance C O D	

### HOME MERCHANDISING CO.

4527 RAVENSWOOD AVE.

CHICAGO 40, ILLINOIS

# CHOCOLATE COVERED CHOCOLATE COVERED SALESBOARD USERS, ATTENTION!

Beautifully Boxed

22 ASSORTED 1 POUND BOXES OF QUALITY CHOCOLATE COVERED CANDY

TAKES IN ......\$50.00 1/3 DE

PROFIT TO YOU .....\$27.35

YOUR COST PER DEAL, \$22.65.
10 Deals or More, \$22 Per Deal.

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207 MARKET ST.

NEWARK 2, N. J.



#### WAXED FLOWERS

No. 8-Large Georgine, \$40.00 per 1,000; \$4.25 per 100. No. 7-Large Dahlia, \$50.00 per 1,000;

No. 7—Large Dahlla, \$50.00 per 1,000; \$5.25 per 100. No. 17—Large Rose, \$40.00 per 1,000; \$4.25 per 100.

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50 Lb. Carton, \$10.00; 25 Lb. Carton, \$6.00. Send for New Price List of all Flowers, Foliages, Xmaa Corsages, Wreaths, Materials for making Xmas Corsages, and Fast Selling Holiday Items, 50% Deposit, Balance C. O. D.

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Red, White & Blue Canes; Batons, Leis, American made Horns, Paper and Felt Hats, Hat Bands, Comic Buttons, asstd. med. weight Parade Canes, Blow Outs, Slum, large Statuary. Send us a list of your requirements—we have no catalog or circulars, but will gladly answer and quote on all inquiries.

MIDWEST MERCHANDISE CO. KANSAS CITY, MO.

# Kid Soldiers Demand Guns ThisChristmas

Trade finds wooden guns no bar to sales — kids create own sound effects

CHICAGO, Nov. 20.—With the nation's effort concentrated so exclusively on warfare, it's no surprise that toys of a military nature are popular this holiday season. In view of the glamor and comparative novelty of flying fortresses, pursuit planes, aircraft carriers, tanks and jeeps, it's a little amazing that the basic weapon of the soldier, the old-fashioned gun, should top the list of best sellers.

"A-a-a-a" and "bang-bang" sound as loud in school yards and playgrounds to-day as they did during World War I, when air power wasn't the big topic it is now. Maybe kids are closer to realities than their elders—they stick to the idea of war as a science of killing the enemy before he kills you while adults hide the dirtier side of the business behind a facade of the struggle for trade markets, raw material sources and the problem of expanding populations.

The fact remains, however, that toy guns are the No. 1 Christmas item for kids. Metal is out, of course, but wood and paperboard are successfully substituting in rifles, tommy guns, anti-air-craft and heavy artillery pieces. "Commando" machine guns, painted black or regulation olive drab, with sighting

# JEWELRY WORKERS Gift Shops—Jobbers

Our illustrated price list, listing necklaces, earrings and pins made of

# SEA SHELLS OCEAN PEARL SEEDS

### MACARONI

and other Novelty Costume Jewelry is yours FREE for the asking. Write for your copy today and be amazed at the values.

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# BINGO

SUPPLIES—CARDS—PLASTIC MARKERS
Write for Bulletin

AMUSEMENT INDUSTRIES, Box 2, DAYTON 1, OHIO



No. D2—Doesn't a circus tickle the fancy for something funny, something different, something exciting? The "Big Circus" deal possesses features like these. It's teeming with laughter, mystery and excitement, all rolled into a Big Show of Fun. Inns, taverns, cigar stores, etc., are a few of your prospects. There are 70 tabs on front of cabinet. Brings in \$7.00 at 10¢ a sale. Suggested price to dealers, \$5.50. COSTS YOU \$3.60. LOTS OF 14—\$3.45 EA. SPORS CO., 1143 Lamont, Le Center, Minn.

# FLOWERS THAT GLOW IN THE DAR

November 27, 1943

Large Gardenia with Bud. Doz. . . \$3.00
Triple Gardenia. Doz. . . . . . 3.00
Small Gardenia with Bud. Doz. . . . 2.50
Small Gardenia with Bud. Doz. . . 2.25
Carnation (Red and White). Doz. 2.50
Rose with Comb. (Red and White) 3.00
Triple Daisy. Doz. . . . . 2.75
Butterfly. Dox. . . . . . . . . . 2.25
Card. Acetate Hair Bow with
Comb. (Red, Yellow, Green and
Purple Ribbons). Dox. . . . . 3.50

SEND \$2.00 FOR ONE OF EACH OF THE NINE FLOWERS LISTED ABOVE AND DISPLAY DIRECTIONS.

---LUMINOUS----

### STATUES

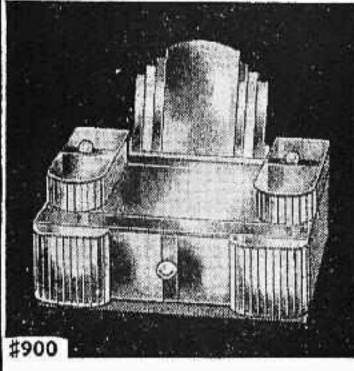
NATIVITY SCENE. Doz. ....\$5.00
ASSORTED 8" SAINTS. Doz. ... 5.00
ASSORTED 5" SAINTS. Doz. ... 2.50
LARGE CRUCIFIX. Doz. ... 5.00
BUST OF CHRIST. Doz. ... 5.00

SEND \$2.00 FOR ONE OF EACH OF THE FIVE STATUES LISTED AND DISPLAY DIRECTIONS.

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2661 E. 13th St., Brooklyn 29, N. Y.

### A WINNER—A BEAUTY



sorry, the extreme shortage of materials and labor force us to accept no new accounts—as our old accounts are receiving less than 50% of their usual quantities. After the war we will have more winners, priced the lowest. MANY THANKS to our old and new friends for their patience in realizing our difficulties. REMEMBER MARTIN—for quality and beauty.

MARTIN MIRROR CHEST CO. 1120 W. 79th St. CHICAGO 20, ILL.

KEY LOCKING Gas Caps



\$2.50 Retailor CLOSE-QUT

With Two Keys

No More When
These Are Gone
F OF GAS PATIONING

Genuine Monarch Key Locking Gas Caps. Stainless, Two sizes to fit all cars, Guaranteed quality. Regular \$2.50 seller. Special close-out price 79¢ each in lots of 50. Smaller quantities 89¢ each. Boxed with 2 Keys. Terms: Check with order or C. O. D. Hurry while supply lasts.

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1500's BINGO Seven Colors

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Printed Specialties for Carnivals and Bingos

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15,000 MOTHER OF PEARL SENTIMENT PINS

With Army, Navy, Marine or Air Corps Emblem

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Mother • Wife • Sweetheart • Sister

in Beautiful 14-Kt. Gold Plated Script. Individually Boxed.

A Sentimental Prize With Great Appeal. While They Last

\$7.80 Per Dozen

25% Cash With Order, Balance C. O. D. No Orders for Less Than a Dozen.

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#### SELL TO STORES! NEW Line of 'Morale Building' Novelties.

Can be sold to every cigar, drug, stationery and novelty store, Large profits! BE OUR JOBBER! Sell and deliver to stores. Small capital required.

Rush 50¢ (refundable) for 5 different samples and jobber's money-making offer. D. ROBBINS & CO. NEWSWEEK BLDG. NEW YORK CITY

### SALESBOARD AND CARD WORKERS

HAVE 6,000 SPECIAL MADE 15 HOLE 1¢ TO TO 39¢ PUSHCARDS. ALSO 59¢. TAKE IN \$5.00 AND \$7.50 RESPECTIVELY.

Girls' Names and Scal, or Without, With Prize Every

Time. Only One 39¢ and 59¢ Punch on Card.

Send 25¢ for Samples and Prices.

DIRECT SALES SERVICE INSURANCE BLDG., SAN ANTONIO, TEXAS

pieces and realistic trigger, are down on almost every small boy's Christmas list to Santa this season, and it's up to the kid's parents to decide whether he shall have a gun that shoots "real" bullets, one that gives out with a bang when a crank is turned, or one he can change as he chooses to vary his own sound effects. Wooden dowel "bullets" come with a few types of commandos and machine guns, but reports from some stores have indicated that parents are shying away from these. Possibilities of real damage to home furnishings, says housewives, are too great, especially during times when replacements are doubtful, if not impossible.

Guns with built-in noisemakers very much like the wooden clackers children have used as instruments of adult torture are big sellers, too, but judging from the comments of make-believe soldiers thronging toy departments now, the rifles without these features are making just as big a hit. Youthful vocal chords are capable of an astounding variety of imitations, and it's a rare child indeed who can't dream up an accompaniment for the gun he hopes to find under the Christmas tree this year. As a matter of fact, anyone with half an ear or even a tin one can hear him practicing all kinds of sound effects right now.

Manufacturers and distributors were having heachaches a couple of weeks ago trying to keep up with orders for the guns every kid soldier wants this Christmas, but they've been doing a good job of keeping the retail trade supplied up to now. Whether they'll be able to get replacement stocks to their customers in time for that heavy week just before the 25th is a real problem because of shipping, packaging and transportation difficulties. However, they'll keep on trying, for the demand isn't apt to stop abruptly either before or after Christmas. It'll be a long, long time after the last serviceman comes home before the children stop playing soldier.



An Ideal Gift To Send Loved Ones in the Service so They "Won't Be Lonesome Anymore"

Pocket Size 4"x8" Ready for Mailing.

RETAIL PRICE 75c EACH Dealer's Price \$5.40 Per Dozen

"HAPPY WILLIE" Is Two Games in One-CHESS and CHECKERS. RETAIL PRICE \$1.00 EACH

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Write for prices on Photo Cases all sizes)—
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Novelty Stores—Gift Shops—Hustlers
Pin-Up Girls Pictures are the story, on Radio,
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every day about Pin-Ups. We have attractively
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Set #1 has 12 pictures, 7x9 inches. Set #2 has 9 pictures, 5x7 inches. Set #3 has 5 pictures, 4x5 inches. Best work of most prominent artists, nothing sordid or effensive. Samples of all THREE items with wholesale price list, postpaid \$1.00. KANT NOVELTY COMPANY 323 Third Ave., Dept. BP, Pittsburgh 22, Pp.

### XMAS SWEATERS

Women's Novelty Knit Sweaters in large assortment of solid colors and color combinations. Sizes 34 to 40. \$22.50 per dozen.

IMMEDIATE DELIVERY 1/3 Deposit With Order, Balance C. O. D.

B. & R. NOVELTY CO. E. LIVERPOOL, OHIO 335 Thompson

IT'S CHISTMAS GIFT FOR OLD AND YOUNG



Thousands sold, World Series, Yankee Stadium; Sportsman's Park, St. Louis. Can be emptied and refilled again. Army Camps want them. Attractive red, white and blue decorations.

### **Immediate Deliveries** YANK BANK for the CHRISTMAS RUSH!

Ornamental, useful coin bank or paperweight. Sized like Baseball—opalescent glass. Packed in cartons of 6 dozen. Choice of New York Yankees or St. Louis Cardinals.

\$8.00 PER DOZ.—\$43.20 SIX DOZ. CARTONS 25% Down, Bal. C. .O. D.-F. O. B. Asbury Park, N. J.

INDIVIDUAL BOXES Red, White & Blue

YANKEE PRODUCTS CO.

DEPT. BB

ASBURY PARK, NEW JERSEY

BEAUTIFULLY SCULPTURED-CLEANLY FINISHED-TOPS IN QUALITY WE GUARANTEE HONEST DOLLAR VALUE & IMMEDIATE DELIVERY OF OUR LUMINOUS

### RELIGIOUS FIGURES **FLOWERS**

THAT GLOW IN THE DARK 101 DIFFERENT SUBJECTS-

ALL SIZES

#6-Large Cardenia with Bud .\$3.60 Dox. #7-Small Gardenia with Bud . 2.75 Doz. #10-Double Gardenia (Corsage) . . . . . . . 3.60 Doz. #56—Triple Gardenia . . . . 3.60 Doz. #57—Large Carnation . . . . 2.00 Doz. #59-Acetate Hair Bow on Comb with Luminous Gardenia in #66—Luminous Roses (White

#67—Luminous Leather Flowered #69—Luminous Victory Bouton-

Send \$2.00 for sample assortment of any 5 flowers.

#11-Crucifix in Relief, 9" (Three Colors) ......\$6.50 Doz. #12\_Large Bust of Christ, 71/4x4 ..... 6.50 Dox. #22—Assorted 8" Saints in Shrine (Artistically Finished) 8.50 Dox. #61—Statue of the Holy Family,
6x31/2 ..... 7.50 Doz. #62-Statue of Nativity, & Child, 6x31/4 ..... 6.50 Dox. #25—Statue of Guardian Angel, 5" ..... 4.00 Dox. Ass't 8" Saints ..... 6.50 Dox. 

Send \$2.00 for sample assortment of three 5" figures and your choice of any other two figures.

105 W. 47th St. NITE GLOW PROD. CO. New York 19, N. Y. Medallion 3-5794



299 SEVENTH AVENUE

### FURS OF DISTINCTION JACKETS

and BOLEROS

Make Your Selection for Christmas Direct From My Factory I carry a full line of distinguished 1943-'44 styles . Persians, Muskrats, Skunks, Foxes in all shades, Marminks, Kid Skins, Sealines, Beaverettes, Checkiangs, Caraculs, \$8.50 up Krimmers, Pony and every other Fur from

WRITE immediately for new illustrated catalog and price list just off the press. It is FREE.

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Manufacturing Furrier

(DEPT. B)

NEW YORK CITY

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FINEST...

NO OTHER CAKE,

NO OTHER CAKE,

**IMMEDIATE** DELIVERY

Florida FRUITGAKE

CIVE YOUR CUSTOMER THE BEST IT'S MELLOW FULL OF FLAVOR ALL ONE SIZE 31/2 LBS. EACH IT'S A 4 STAR WINNER

No. 104-Fruit Cake Assortment. Big Profit Deal for SALESBOARD OPERATORS OBBERS

Send today for your Holiday flyer and net price list. Please state your business. Immediate Delivery.

Established

Fine Chocolates, Cedar Chests, Novelties 542 S. DEARBORN CHICAGO 5, III.



### NEW WINTER ITEMS

WINTER VESTS of the New Cell-U Fabric

A Timely Item - A Wonderful Windbreaker - Allows Free Arm Movement—Ideal 4 Doz. lots .....\$2.30 ea. for Outdoor Weather - A 2 Doz. lots ..... 2.60 ea. \$4.00 Retailer. Sample ...... 3.00 ea.

Genuine Army Woolen Vests | Army Utility Jacket For Winter Season! This Item Offcred for 30 Days Only.

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1 Doz. lots \$3.25 ea. | 1 Sample . . \$3.50 | 1 Doz. lots \$3.50 ea. | 1 Sample . \$4.00 ea.

Retails for \$5.85. Immediate Delivery. Sizes: Small-Medium-Large. Write for Prices on Billfolds, Raincoats, Etc. Orders Filled Same Day as Received.

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Sterling Ind. Bracelets. Doz. ......

Wire Deposits and Orders Immediately.

SCHREIBER MDSE. CO. 1001 BROADWAY 6, MO.

## BEN STONE-Wants BALLOONS

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Any Kind, Sizes 7-8-9-10-11, FLYING BIRDS, FUR MONKEYS, DOLLS Give Prices and Quantities in First Letter.

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# Popular Items

### Carryall Handbag

A purse that will hold the millionand-one articles women insist upon lugging around and not look "bulgy" is going to make the girls coo at Peter Peyton, Waukegan, Ill. It's an arm bag, beautifully cut and draped, of genuine leather embossed with a pigskin finish. Deep and roomy, it slings over the arm or wrist, comes in black or a beautiful brown, and is nicely lined with rayon. This new and popular style, sometimes called the "miser" bag, is a dandy item for prizes, too. Leather handbags are hard to get, and the girls know it, so there'll be a rush for this new model.

### Insignia Jewelry

Hardly a family today is without a loved one in service somewhere, and it's this huge civilian market that is proving much bigger and more demanding than the men who buy at post exchanges and ship's stores for the folks at home. Wise dealers will see to it they have a good stock of insignia pieces for their civilian customers' selection. Military Supply Company, Chicago, has a wide variety of pins and bracelets carrying insignia of the different branches of the services. One very unusual pin is called the "Lucky Wishbone." This is a 24karat gold-plated wishbone-shaped pin mounted with the army, navy, marine or signal corps insignia; each pin has a safety catch and is individually boxed. Another pin appealing to friends and

### 570 PAIRS USED RUBBER BOOTS

ALL IN EXCEPTIONALLY

FINE CONDITION



No Priority necessary for these fine live rubber boots, reinforced at all strain points and sturdly constructed. Sent C. O. D. Rallway Express. Enclose \$1 deposit with each order. Please specify size desired. No half sizes.

7 to 12

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Wholesale distributors of Belts, Chevrons, Sterling Silver Novelties. ARMY and NAVY CAMPAIGN RIBBON BARS, single, double and triple OFFICIAL IN-SIGNIAS OF U. S. NAVY and U. S. ARMY. All styles of Official Aviation

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Demonstrators! Pitchmen! Milltary Jewelry, Sig-net Pins, Rings Bracelets, sultable for engravers; Lockets, White and Yellow Identification Bracelets. Immediate delivery. Samples \$10.

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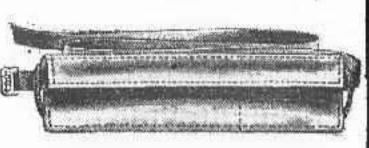
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to Conserve Vitamin A and Reduce Fatigue FREE Literature - SAVE ELECTRIC - Toledo, O.

DOCTORS SAY

### 3 "BEST SELLERS"



Safety MONEY BELT

Khaki, Sturdy Construction, safe locking.

GENUINE LEATHER

### CIGARETTE CASE with PICTURE FRAME



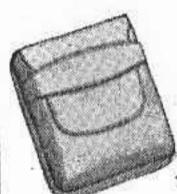
H1 Saddle Sheep H9 Beige Pin Seal H12 Brown Cow Hide H13 Black Cow Hide

H14 Gray Beige Sheep

Individually packed in colorful gift box

### GENUINE LEATHER

### CIGARETTE CASE



E1 Saddle Sheep E9 Beige Pin Seal E12 Brown Cow Hide

E13 Black Cow Hide E14 Gray Beige Sheep

12 TO A CHIPBOARD CONTAINER. JOBBERS, write for prices. RETAILERS, write for your nearest Jobber.

### R. A. GUTHMAN & CO.

600 W. JACKSON BLVD.

CHICAGO &, ILL.



### MAGIC TRICK and JOKE SHOPS

We have NEW Magic Items that sell, CHINESE WANDS.

\$1.00 Seller, \$5.00 Dox. DIMINISHING CARD,

\$0.25 Seller, \$1.00 Dox.

Corn Cob Cabinets, red finish, glass window, hammer, 3 cobs, 2 labels, which sell it on sight, \$2 dozen. Samples of above, with 50 copies new Santa Claus Ration Folders, postpaid all for \$2.00. Santa Claus Folders, \$1.50 per hundred. Fast 10c seller.

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### BALLOONS WANTED

Small or large lots; any size. Must be in good condition and priced within reason. Send samples and lowest price. Also need Birds, Monkeys, Parasols, Canes, Reeds, etc.

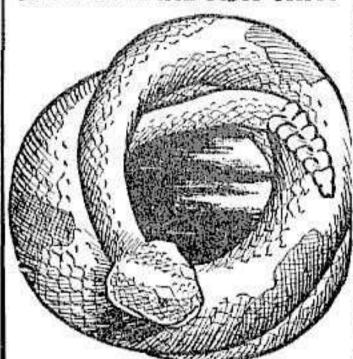
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Direct From Manufacturer Send \$10 for Sample Assortment. IMMEDIATE DELIVERY.

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4 Inch Diameter. Another Sure Hit Item. Repeat Sales Are Terrific! Cannot Be Dis-tinguished From a Real Rattler Even by an Expert. Novelty Stores, Gift Stores and Fair Workers Report Wonderful Sales, Priced \$3.25 Dazen—\$37.50 Gross,

### BABY RATTLER \$1.50 Dozen

A Sure-Fire Repeat Seller! Genuine Reproduction of a Real Prairie Rattlesnake, 2 Inch Diameter, Wonderful Joke and Novelty Item. Packed One Dozen on Display Card.

### SPECIAL CLOSE OUT: MILITARY PILLOW TOPS

All Regular \$9.00 Doz. Pillow Tops-Now \$6.00 Dozen.

### Army --- Navy --- Air Corps --- Marine ---Coast Guard. STUART NOVELTY CO.

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Capel Gaddels • Pendants • Pins · Photo Lockets · ·

Gold Wire Mother Hearts

310.00 For

Sample Assortment

WOOD PRODUCTS

LOCUST 3913 & MILWAUKER, WIS.

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relatives of the servicemen is a red, white and blue ribbon with a 24-karat goldplate branch of service emblem riveted in the center. These service ribbon bars can be had for any service insignia, also have the safety clasp, and come in indi-vidual boxes. The firm also has a sterling silver identification bracelet with an oval plate suitable for engraving, and a "mother" of pearl bracelet in gold; this style has three plates on which combinations of insignia may be placed. Other plain insignia pins can be ordered from the company, too.

#### What-Not Shadowbox

It's a new item with a different appeal that Peter Peyton, Waukegan, Ill., is putting out. A board frame with a waterrepellent covering, a mirror back and divided by a center shelf or partition, this shadowbox will find a variety of uses as a what-not shelf, a make-up tray for milady's dressing table, a candy, glove, cosmetic, nut or what-have-you box. Dream up your own uses or let the customers do their own ad-libbing with it, it's good every way. The beveled-frame looks like polished wood.

#### Glowing Beauties

Lifting of the blackout in our coastal cities hasn't stopped the steady sales of the flowers and ornaments that glow in the dark. They're still as decorative as they were useful, and now that the girls know how strikingly they set off an attractive coiffure or costume, the luminous accessory pieces are plenty popular. Two New York firms, Hale Novelty Company and Star-Glow Manufacturing Company, have every kind of flower, hair bow or novelty butterfly ornaments the American girl craves.

Figures and figurines, especially of religious characters, are popular items, too.



tures—no springs, no strings! They walk on their own power. Ten different characters: JOHNNY PENGUIN, a favorite of the WAVES; MAMMY, of pancake fame; SAILOR BOY, with a "sweetheart in every port"; DOUGH-BOY, here of World War I and II; RED CROSS NURSE, that angel of mercy; LITTLE RED RIDING HOOD, that charming nursery character; the CIRCUS CLOWN with the funny face; PA & MA BUNNIES, with the "V" hair-do, and last but not least OLD SANTA hair-do, and last but not least, OLD SANTA CLAUS hisself—the boys and girls in the service will be looking for him. AND—here are the surprisingly reasonable prices: Samples, any two characters, \$1.00 postpaid, or sample order 1 doz., your choice, \$3.00. Stores and Concessionists, try a gross at \$30.00 delivered to your door.

No trouble selling these toys—old and young grab them on sight. This offer good in continental U. S. only. No C. O. D.'s, Send money order in full and save time and expense, Preserve this ad and WORK FAST!

"WILSON WALKIES", Dept. 10 2144 Madison Avenue TOLEDO 2. OHIO

### FOLD-O-GLOBE

The newest and fastest selling map item on the market. A globe map that actually stands by itself or folds into a #10 envelope for mailing. Sells on sight to service men. Ideal for home, school children or as a gift. Packaged in a waxed envelope. Lithographed in seven beautiful colors.



Price \$24.00 per gross or 18% t Each. Retails for 35d. 25% with order, balance C. O. D.

Send 25¢ for Sample. THE WOSCO CO. 420 Market St. SAN FRANCISCO, CALIF.

### **Last Will and Testament** of Adolph Hitler

(Copyright 1942) Printed in 2 colors with seal. 8 1/4 "x11". Funniest thing you ever read. A terrific seller . . . big profit. 100, \$2.00; 500, \$7.50. 6 Samples, 25¢. Full cash with order, Satisfaction guaranteed. We pay postage.

TRIAL ORDERS, 35 COPIES, \$1.00. JAY-JAY CO. BROOKLYN 24, N. Y. 1603 SURF AVE.

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VICTOR "V" WATERPROOF LEIS WILL NOT CRUSH \$3.00 Per Gross, Victory "V" a Big Seller.

UNGER SUPPLY CO.

687 Harrison St., Chicago 7, III.

### BE A PERFUME DISTRIBUTOR!

Sell reproductions of world-famous, imported perfumes and get in on the big year-around demand for this merchandisc. Full assortment of beautiful, eye-appealing packages at astounding low prices assures you of daily cash profits. Big Christmas trade already starting! Merchandise available.

#### Sell to Stores--or Direct

Perfume has no dull season—many, many mil-tions of dollars' worth sold annually. Get started at once—regular and big Christmas profits are waiting for you. But get started! Send for free details and sample TODAY!

DUCHESS D'ANDRE 145-BX No. Otark St., Chicago 2, III.

### ISTARTS YOU IN BUSINESS-SELL TIES 5 FOLD TIES

100% Wool Interlining, resiliently con-structed, \$7.00 Dozen, 60¢ Sample Tie. New York creations in latest patterns and colors. Blues, Marcons, Browns, Greens. Sond \$1 for Special Introductory Offer of 2 Five Fold Ties—Postage Prepaid. Only one Offer to a Customer at this price.

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We will be located in our own building and will have another big fast-selling hand-carved line to offer our customers.

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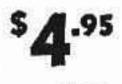
### UNITED NATIONS' FLAG SET

32 FLAGS—EA. 12"x18"

A full set of UNITED NATIONS flags-32 in all i-each 12"x18". Beautifully screened on linen, in full, original colors. Each attached to 30 inch stick with Gold Spear Top.

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Modernistic, tree-type flag-holder. Holds 32 flags, indi-vidually upright,



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AUTHENTIC REPRODUCTIONS, precision-screened on felt! Choice of 7 popular designs: Sergeant, Bombardier, Para Trooper (flustrated for feet) above): also Commando Gross
Ranger, Navigator, Tank
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MAIL ORDERS PROMPTLY FILLED! Send 25% deposit with order, balance C. O. D. (F. O. B. New York). JOBBERS: Write for special deals on quantity purchases.

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> Min. Shpt: 51/4 Doz. Pairs. Price:

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Attractive Display Box, 3/4" Deep, 5-13/16" Wide, 11-78" Long.

Manufactured by POWELL PLAX CO., 1798 Madison Avenue, Memphis, Tenn.

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SPECIAL PILLOW TOP DESIGNS MADE TO ORDER!

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New York, N. Y.



\$5.50 Doz.

Free mailing envelopes. Camp Name supplied free with orders for 2 gross or more, 1/3 Deposit, Balance C.O.D., F.O.B. N. Y.

BE A BONDBARDIER BUY AN EXTRA BOND INSTEAD OF AN ANNIVERSARY AND HOLIDAY GREETINGS AD THIS YEAR! (See page 15 for the full story of show business's greatest wartime publication, The Billboard's BONDBARDMENT Number)

Many families won't be able to get Christmas trees this year and will be more than ever interested in making up their own nativity scenes. Nite Glow Products Company and Hale Novelty Company, both of New York, have these religious figures in different sizes and poses.

### The Thirsty Dog

Leo Kaul Importing Agency, Chicago, has a hand-carved piece that's as comical and natural looking as a miniature wooden dog can be. With a red and very dry tongue hanging out, the Thirsty Dog is about 31/2 inches high, of brown wood, with eyes, eyebrows and nostrils, plus his provocative red tongue, handpainted. Easel back cards reading "Hand Carved" come with each canine.

### "Scotchfold"

Everyone's in a hurry these days, and more and more people are finding a combination pass case, change holder and billfold a real expediter of time. Put out by Columbia Wales Craft Co., New York, this handy pocket and handbag plece comes in various colors and leather. The billfolds comes individually boxed in alligator, snakeskin, calf, morocco or pin grain leather.

### Glowing Service Star

Like the legendary candle in the window for the wayfaring son, the Glowing Service Star Flag shines on thru the night as if waiting for the boy who is over there. The item offered by Lincoln Specialty Sales does just that and has a wonderful sales appeal. In red, white and blue on a high-grade fabric, the blue star is outlined with a wide ribbon of luminous material. Workmanship is finished and gives a double-edge ad-

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Made In U.S.A.

Tea or Coffee Cups. Gro. . . . . . . . . . 4.50 9 Oz. Tumblers, Crystal Clear. Gro. . . . 4.00 5 1/2 Kitchen Bowls, Gro. . . . . 4.50

Job Post Cards, Scenio, Greeting, Asstd, 1000
SLUM USERS, write for new lists of American Slum, Jap Slum, and China Novelties.

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25% Deposit Required With All C. O. D. Orders

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Packed Assorted Colors to Each

Gross

Will be worn proudly by millions of Mothers. Wives, Sweethearts, Sisters and Friends, Insignias available for Air Corps, Army, Navy, Etc. Size 11 % x11 % inches,

\$24.00 a Gross In Five Gross Lots \$18.00 Gross



Today for Immediate Shipment

FRENCY CREPE HANDKERCHIEFS \$24.00 Gross five Gross lots \$18.00 gross

1/2 Cash With Order, Balance C. O. D.

Quick-Acting, Non-Poisonous

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Here's a Money-Maker for You! Hurry Before Supply Is Gone...

Genuine FIRE-FO, popular plunger-type Fire Genume FIRE-FO, popular plunger-type Fire Extinguisher. Needed by everyone. Puts out fires instantly. Safe for even a child to use. Cannot explode; positively non-poisonous. Sturdy. Regular \$1 seller. Can retail higher, Closing out limited quantity. 1/2 Gross lots only \$32,40. Sample Dozen \$6. Boxed. Send 25% deposit, balance C. O. D. Rush your order.

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"The House of Service"

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7 JEWELS WATERPROOF 7 JEWELS

WATERPROOF with SWEEP HAND \$19.75 Ea. \$26.00 Ea. 

Size 14 . . LOUIS VAN ZATSMAN

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> LARGE PLUSH 20 IN. SCOTTY DOG Black & Brown Special, \$30 Doz.

Minimum Shipment 1 Doz. 25% Deposit With Order, F. O. B. Wire or Write for Immediate Delivery.

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Close-out. At least \$14.40 Gross \$55.00 Value. Special .....10 GROSS \$55.00 AMERICAN FLAG SETS. Lustrous rayon broadcloth. Complete with Eagle, Staffless Hanger. Individually boxed. 2 sizes. Excep-

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2-PIECE UTILITY ARMY SET. Hang-It, Carry-It, Pack-It. Compact 3-in-1 Wardrobette, Bargain \$1.95 Value. Boxed, DOZEN BOXES (24 Pleces) ......

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Here is something they'll really talk ibout, Life -; i z c monkey, 24 inches over il. Made of extra fine lustered plush in brown and white. Cotton stuffed.

\$4.00 Each Monkey 13 Inches High.



Write for three color backlet 25% Deposit With All Orders.

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IT GLOWS IN THE DARK!!

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Glows for 12 hours after being exposed to light. Available in 2 luminous colors-blue and green.

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12 TWO POUND BOXES IN Connection With 1000 H. Board-5¢ Scales.

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BEAUTIFUL BLANKETS in Colors, in Connection With 1500 H. Board, 5¢ Sales,

Prompt Delivery. LAKE ERIE SPECIALTY CO. 816 Hippodrome Bidg., Cleveland 14, Ohio There's More Appeal With a LESCO Deal The great sales angle, of course, is the ability to show the customers the beautiful aura which emanates from the flag in the dark.

### For Rainy Days

Snowy days will find a flock of women wanting the beautiful styles of colorful oil-silk and swaytone raincoats and capes that Apco Manufacturing Company, Chicago, is offering. In transparent, blue, green, yellow, aquamarine and natural colors, with or without hoods, these rain protectors are highly durable and can be folded into any size purse, the firm says. They are individually packaged in cellophane envelopes with a colorful Concessions, premiums, bazaars, bingo and board dealers will find these exceptionally fast sellers,

#### Blackout Flowers

Hale Novelty Company is featuring two new Christmas numbers, the red and white roses and carnations. These, according to Hale, are proving two of the most popular items in the Hale line of two-color luminous blackout flowers that glow in the dark. Another good Christmas number in the Hale line of luminous statuettes is the nine-inch crucifix.

Roth Novelties is introducing a new series of religious pictures in compact frame and glass. Placed on the market in time for Christmas sale, Louis Roth expects these to do as well as the wire easel framed religious pictures he sold last year. Pictures are available in two sizes, 6 by 8 and 8 by 12, and include 12 different subjects.

### Orders From HQ

CHICAGO, Nov. 20 .-- A number of recent orders issued by government agencies apply in whole or in part to the specialty merchandise trade. Of great interest to the trade is the WPB order announced last week which provides for the release of a small amount of nickel for plating under silver or chrome on cutlery. The coating, which means greater durability for flatware, is confined by order to the manufacture of very essential eating utensils. Only four essential articles will be producedknives, medium-sized forks, teaspoons Recent WPB Orders Indicate and dessert spoons which can be used in place of regular sized tablespoons.

have already begun to convert to civilian items in accordance with the order state, however, that considerable change is involved and that the new cutlery after the first of next year. Despite the release of the nickel for plating tableware, production quotas for the civilian consumer market remain at 35 per cent of 1940-'41 output.

Shipping Containers

On November 10 the War Production Board amended Limitation Order L-232 covering the use of wooden shipping containers. Many items in the specialty merchandise field were included in the tables covering commodities which may not be shipped in such containers. Among the articles specifically mentioned are suitcases, all kinds of traveling bags, greeting cards, novelties made of paper products and leather, salesboards, electric appliances, ash trays, ornamental ceramics, jewelry, ornaments made of glass, plastic, pottery, china, metal, wood, paper or leather, pens and pencils, sporting goods, toys and games. Under "miscellaneous products" were

listed books, china and glassware (except vitrified for commercial use), glass tableware and glass kitchen articles, musical

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20 colorful designs, die cut French folders. Complete with envelopes.

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CHICAGO 44, ILL. 5923 W. Lake St.

ucts (except ornamental), which may be a quota basis; 80 per cent of the containers used in 1942 may be used for these items unless the shipper neither packs nor ships more than 30,000 pounds or one carload of a single commodity. In that event he is not bound by any quota restrictions.

#### Zinc

Conservation Order M-11-b as amended November 11 covers the use of zinc. The prohibition on the use of zinc or zinc products covered a variety of novelty and specialty merchandise items, such as andirons, bookends, candlesticks, mirror and picture frames, statues, toy and miniature banks, clock and watch cases, costume jewelry, electrical household appliances, insignia. lamps (except protective coatings), fittings and hardware for luggage, mechanical pencils, musical instruments, advertising novelties, letter openers, souvenirs, novelty jewelry, list finders, paper weights, pen bases and ornamental and decorative uses, radios, ash trays, smokers' accessories and toys and games.

#### Slide Fasteners

Up to 662/3 per cent of the average quarterly poundage of all metals used by manufacturers during the year ending June 30, 1941, may be processed into closure and slide fastners, according to WPB's amendment to General Limitation Order L-68.

#### Fountain Pens

An amendment to General Limitation Order L-227 covering fountain pens and mechanical pencils was made by WPB on November 15. The new order is substantially the same as the original, printed on this page in the October 9 issue, except for the addition of the following paragraph (g):

Restriction on purchase and sale of fountain pen parts. No person shall buy or accept delivery of any fountain pen parts except for the manufacture, production and assembly of fountain pens (including dip pens) as permitted by this order or for use or re-sale as repair parts. No person shall sell or deliver any fountain pen parts if he knows or has reason to believe that the purchaser is getting them in violation of this pro-

### Civilian Production Returns,

NEW YORK, Nov. 20 .- A relaxation of Flatware manufacturing plants which production controls for civilian goods during the transition period from war to peace is beginning to take form now, according to an article by H. E. Luedicke in The New York Journal of Commerce. articles will not be ready for market until Recent War Production Board orders indicate the policies which that agency will follow in gradually easing the country's productive facilities back to a peacetime basis. Altho no formal declaration of 219 E. Markham St.

vantage to the salesman or demonstrator. Instruments and household pottery prod- policy has been issued by WPB, the recent easings in metal supplies, such as packed in wooden shipping containers on last week's lifting of the production ban on hooks and eyes and snap fasteners, makes (except in critical market labor areas) it evident that a faster pace in

(See Civilian Production on page 90)



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Immediate Delivery

Exceptionally attractive sterling silver pins and carrings that can be bexed individually, or as PIN AND EARRING SETS with STONES TO MATCH. Packed in one dozen lots-containing assortment of beautiful stones in about 6 out-standing colors—ruby, topaz, amethyst, aqua, etc. \$15.00 to \$27.00 Doz. ALSO gorgeous, brilliant blue-white and colored rhinestone pins, carrings and novelties in highly polished finishes . . sprays, flowers . . . butterflies, peacocks, zebras, apples, pears, etc., etc. \$15 to \$350.00 per Doz. We carry a complete and extensive line of costume jewelry. Single pins, earrings or selections sent upon receipt of check or C.O.D. State quantity, DISCOUNTS TO JOBBERS, WHOLESALERS & DISTRIBUTORS.

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WATER PROOF WATCHES Wrist Including Pocket Watches, assurtments, \$85.00 to \$400.00 per doz, Only those knowing and needing Watches should send for. No time for correspondence. Deposit of \$10.00 required, NO CASH. Also Water-proof Cases and Dials to make your cwn, 575.00 per doz. Sets.

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CHICAGO

# DISTRIBUTOR'S FUTURE

By WALTER W. HURD

Business leaders occupy themselves trying to foresee what will be the most important changes in the world of trade and what new trends may be expected with some certainty. Everyone expects that important changes will take place and that new trends will develop in all lines of business. There is wide diversity of opinion as to what these changes may be, and it is in the multitude of ideas and predictions that the individual business man may be able to find something that appeals to his own judgment.

If important changes take place in the world at large, distribution will also be vitally affected by all these changes. Distribution, after all, is simply a part of a much larger world of business and takes its cue from trends in the world of politics and production and sale of staple commodities. Even wholesalers in the staple fields must follow trends because they are engaged in a field of service, and it is still more true that the distributor of specialty merchandise must watch trends and shape his own plans accordingly.

There is much discussion at the present time as to what the future of distribution will be. Some predictions have been made that the functions of a distributor may decline. The course of history has been, however, that when trade and commerce increase, the place of the wholesaler or jobber also grows in importance. There are no signs at present that indicate a change in this normal trend of history.

Each year a conference on distribution is held in Boston, and trade leaders from many lines of business meet to discuss the entire distribution picture. The recent conference had no alarms that wholesalers may cease to be in the postwar world. A meeting of distributors in St. Louis recently heard speakers say that wholesaling firms must be prepared to increase their services in the post-war period or they may be shoved in the background.

The distributor of specialty merchandise can gain many ideas from these opinions and predictions that are taking place in the general field of distribution. It is certain that important changes will occur in the field of manufacturing, and the distributor may get definite ideas of what the trends are by watching the manufacturing industry. The post-war period will increase, at least for a time, the competition between big manufacturers and the small manufacturing firm. The nation has been made conscious of the small manufacturer and his importance during the war period and will give special attention to his future from now on. Distributors of specialty merchandise may find their fortunes resting in the hands of small manufacturing firms more than ever. Present trends indicate that big manufacturing plants may expect to fill in during the reconversion period by making novelty merchandise, but it will be the many small plants that must be depended upon in the future to supply specialties and novelties of all kinds.

It has been noticeable during the war period that mailorder firms are changing their plans; one of the biggest distributors of variety merchandise in the world has changed its merchandising plans. Even one of the bigger rubber manufacturing firms has entered the field of distributing specialty merchandise. These are changes already taking place which have their meaning for the average distributor in the merchandise field. Such important changes by these big firms may indicate an enlarged field of competition after the war. These big companies will extend their services chiefly by increasing the number of retail outlets. This means that the average distributing firm must make plans at once to contact and do business with a greater number of retail outlets after the war.

In all of the discussions about the future of the distributor the emphasis has been placed on service. Due to the fact that many changes may take place in the manufacturing set up, the independent distributor will be wise to increase his buying facilities, for the real crux of the situation may be the buying acumen of the distributor.

An important factor in the merchandising picture in the near future wilt be the extent of government control. The majority opinion at present indicates that the federal government will prolong its controls for some time even when the war ends, unless there is a complete political upheaval in the country. Many business leaders feel that controls must be gradually released or else the sudden changes might produce another depression.

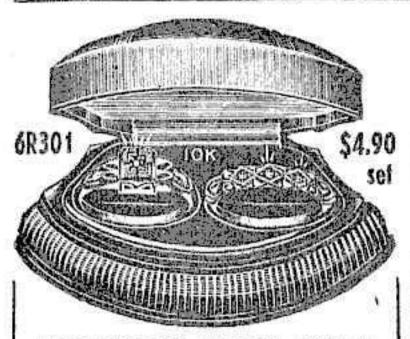
The conflict between State governments and the federal government has been steadily increasing during the war and may become a dominant political issue after the war. This conflict enters into taxes and various business regulations. Independent distributors may find it necessary to branch out into several different States or to get different State representatives in order to comply with the differences in State regulations. This is a growing problem for business, and it may be a big factor in the future of merchandise distribution. It may create a much larger number of distributing firms, making State distributors the most important factor in the whole picture.

Government action is expected to expand electrical developments after the war much more so than ever. This is one very favorable side of government action. The spread of electricity to small towns and rural areas will be one of the greatest boosts to novelty merchandise that could ever happen. For that reason the merchandise industry can give all possible encouragement to the development of electrical facilities.

The war has hit many retail outlets very hard. The business world is concerned with restoring many of these outlets after the war. Distributors of specialty merchandise should help in this situation. It will mean that wholesalers must give better services to the small retail merchant. He must be shown how he can use specialty items to draw customers and help sell his more staple articles. The natural and national love for gadgets will increase among the masses so the distributor today need have no fear that his market will decrease because the people cease to want his goods.

Another big stimulus to the sale of novelties will be the expected increase in travel. Distributors of merchandise should watch the travel picture carefully as soon as the war ends and make plans to follow these travel routes. If there is anything that will increase the demand for specialties, it will be the expansion in travel with the building of new stations of many types, including airports, bus stations and all of the other auxiliary buildings that help to accommodate the traveling public. Even hotels may be expected to do a much greater business in the future.

The merchandise distributor should also watch trends in the export market. Even tho he may not plan to enter the export field himself, he will have to contend with some new influences developed by the expansion of world trade. Millions of Americans returning from foreign lands will have gained new ideas about novelties, and if this country maintains its exports, it must also accept goods from other nations. Novelties are almost certain to be a big item in this expanding trade. Imported merchandise may be an important factor in determining prices of domestic merchandise, and manufacturers and distributors will have to face the problem of this competition in the future. It would be better for the domestic trade to rise above the tide and capitalize on all the opportunities offered by a new and expanding world trade.



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MRS. MYRNA B. COLEMAN . . . is working cedar jewelry in an Indianto take on Christmas trees and holly.

takes a second when you are talking.

MATTIE AND DICK RICTON . . . shoot from Athens, Ga., that they have been getting real mazuma and chow for the dogs for the past eight weeks. Show runs an hour, to a 15-cent take, with a 100 per cent attendance in schools a common thing. Ricton glimmed Mr. and Mrs. Jimmie Ogle in Rogersville, Ala. served until 1913. In 1918, George showed and happy," Ricton adds. "Our son, a Memphis home-guard harangue a Ernest, who has been overseas for a year crowd there. I was an interested spectaokay now. He was flown from Italy to 1944 Texas political race, as the plans pital, Utica, N. Y."

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PROF. J. SCHRADING . . . infos from Long Beach, Calif., that he will have his new set-up open in City Auditorium there after Christmas. His health lecture carries 15 large photos of world-famous medics. The Professor sent a copy of Tobbaco Slaves, a book that looks like a money-maker.

Stamps at a dime and at a quarter.

GEEDUS SAVING . . .

to buy a Los Angeles shack is the goal of I. W. Hightower in a card to the desk. He adds a pipe from Atlanta to Morris Sobel to join up with him to get mazuma in the oil fields of Mexia, Breckenridge, Ranger, Borger, Panhandle, Pecos, Wink, Corsicana, Eldorado and other Texas boom towns. Hightower further pens: "Remember the one I used to get the cowpunchers to step up closer?-'Now gents, listen! I want all the redblooded he-men to step up front and all STANLEY NALDRETT . . the lounge lizards and jelly beans to stand in the rear.' I've still got to pinch myself to see if I'm still alive after some of those stampedes."

A GOOD COMBINATION is merchandise and a real pitchman.

MR. AND MRS. TOM SMITH . . . correct a recent pipe for which thanks are extended. They are in Hot Springs but not in the theater biz, and Mrs. Toby Johnson is there too, altho not residing with them.

JAMES E. MILLER . . . infos that he is off the road for the duration, operating a gift and novelty shop in Kansas City, Mo. He reports nice takes and that he is getting fat and lazy there with a longing for the open road. Miller further lines he has not glimmed any pitchmen there in the last

year and asks for pipes for all old-timers, with a special ship-ahoy to Frenchy Thibaut in the navy.

THERE'S MANY A TRIP before a tip.

BUD LOSEY . . .

veteran showman with 50 years in the business to his credit, shoots from Texarkana. Tex., to give the lowdown on his nephew, that successful and popular med pitchman, George A. Sauerwein, who until recently had aspirations to run for governor of Texas in the 1944 elections. Dating his missive November 10, Losey says: "After an absence of 25 years spent in South America, I return to find George one of the greatest pitchmen America has ever produced, I observed him in Arkansas when he made his first

pitch in 1919, and he has indeed gone

far, alone and unaided. My only criti-

cism of his style, technique and delivery

is that he exerts too much power and pressure on his audiences. I have adapolis dime store and is getting fixed up vised him to conserve this power and pressure for vaster and greater audiences that will face him in the years to come. WISHING FOLKS a Merry Christmas only His political aspirations are commendable, but can wait until 1946, when I am sure they will be realized. If he will wait, as I have advised, to satisfy his political ambitions until a more opportune time, I will throw my fortune behind him to place him in the governor's chair in 1946, if by that time he still wants to run.

"George joined the navy in 1909 and "The Ogles are living in a swell trailer his first interest in pitching after seeing and a half, in North Africa and Sicily, tor at George's first pitch at Earle, Ark., was wounded twice, but reports being in 1919. I have talked him out of the South Africa and now is at Rhodes Hos- George has can't be neglected until he is securely made for life. George is an acclimated southerner and his greatest INKSTICKS CETTING DRY? Fill 'em up and kick comes from putting the power and pressure on Southern audiences."

> HOW'S YOUR PAPER drive? The long folding kind that buys War Bonds.

RICHARD ARCAND . . . is not afraid to let the folks know he is a pitchman. He has it on a letterhead carrying both a Buffalo and Los Angeles address. He's now in the latter place, doubling between a railway mail service job for the government and a side-line toy manufacturing business, along with making fronts and set-ups. Says that he's going back to jewelry when the victory shouting starts, and hit the trail again. Arcand reports peelers are taking LOTS OF STAMP collectors now. . . . War tops, and jewelry and billfolds with names are moving better this season. He glimmed Jack Vinick working his badgeboard on Main Street in L. A.; Tony Cerio, of Buffalo, in Uncle Sam's Army where he has no chance to guess-yourage, and Margaretta Kelly working at California Engineering Aircraft, instead of passing out vitamins, "Invest your

> ARE YOU SENDING Holiday Greetings with an extra War Bond in The Billboard's Bondbardment Bondwagon? Cet aboard.

bank roll in War Bonds," Arcand adds.

has a layout of pokies in Green's, South Bend, Ind., where he'll remain until Christmas, and then trek south with gadgets. Freddie Hudspeth is in the same store with woodcraft jewelry. Stanley asks for pipes from the following: Al (Pop) Adams, Fred and Maggie Smith, O. F. Brooks, Bill Angelier, E. H. (Eddle) Thompson, Ray (Shorty) Martz, Glenn (Red) Winterhalter, Charles E. Myers, Jack Branscombe, W. D. (Pat) Patterson, Gerald Rauch, George Thurman, Harry O. Allsing, W. G. Frost, Jerry Frost, Ralph Redden, J. P. Ackerman, Buster and Marion Robertson, Eddie Schlrico. Johnny Morton, Joe Mann, Glen Hosberg, Jack and Connie Murray, E. E. Gillespie, J. F. (Jake) Nieuwenhuyse, Maurine Taylor, Claire Stern, Tony Grazino, Leroy Crandall, Paul and Ethel Miller, Allen Ross, "Dollar Bill" Goforth. Earl Davis, Benjamin B. Gross, E. J. Ryan, H. L. (Doc) Wilson, Mae Gorman, Lee Johnson, Freddie and Dot Krause, Lee and Marie YonDell, Ben and Grace

#### PINS & NEEDLES

Hair Pins-Bobby Pins Safety Pins-Straight Pins

> BLADES Wallets

Fountain Pens Mechanical Pencils

#### COMBS

Nylon Tooth Brushes Rubber Bands

State Quantity Wanted or No Reply. ACE SALES CO., Dept. 3, Buffalo 3, N. Y. America's Latest Craze One Customer Alone Sold Over

worth of our Jewelry this year. Hustlers, Gift Shops, Concessionaires, get wise to these fast-selling

### DILLERS

up to 300% profit.

### NECKLACES AND BRACELETS

	[레이스(프로마)	Dor.
	204-Dove Shell Necklace, 20 In. S	
	207-Bubble Shell Necklace, 20 In.	3.00
	209-Horn Shell Necklace, 20 In.	3.00
	211-Peanut Shell Necklace, 20	STATE OF THE PARTY.
	Inches, Crystal Plastic	3.00
•	317-Bleeding Tooth Shell Neck-	
	517—Bleeding Tooth Shell Neck-	2 00
	lace, 20 Inches	3.00
	231-Helmet Shell Necklace, 20 In.	3.00
	220C-Rose Petal Shell Necklace,	V2/0723385 <sup>13</sup>
	20 Inches	3.00
	217W-White Tooth Necklace	3.00
	NOTE-Bracelets to Match	(40,440,444)
	Above Numbers	1.80
	Bracelets to Match Above	C. C. Carlot
	Number 2 Strands	2 60
	Numbers, 2 Strands Above Bracelets in Triple	3.00
	Above bracelets in Triple	- 64
	Strand Braided	6.00
	Strand Braided	CONTRACTOR OF THE PARTY
1	Solid Strands	4.50
N.	300H-Horn Shell Leis, 30 In	4.50
	300B-Bubble Shell Leis, 30 In	4.50
ď	300C-Rose Petal Shell Leis, 30 In.	
	300P-Pennut Shell Leis, 30 In	
ſ	300LH—Helmet Shell Leis, 30 In.	7.50
	300BB-Bracelets to Match	
	Above Leis, 1, 2 or 3 Strands,	
	Per Strand	1.80
	302—Lombie Jungie 3000 and	
	Berry Necklace, 30 In	3.30
1	303—Lombie Jungle Seed and	
	Berry Bracelet	1.50
	501D-Dove Shell Necklace, 3	
Ŋ.	Strand Braided, Multi Colored,	
Ž.	25 In. or Crystal Plastic Chain	7.20
	501 H-Horn Shell Necklace,	
	Same as Allege	7 20
	701D—Dove Shell Leis, 3 Strand,	· come
8	Posided Mark Colored on	
	Braided, Multi Colored or	
	Natural White, Solid Leis,	** **
L	30 In	11.40
	701H—Horn Shell Leis, Same as	L-12-13-22
8	Above	11.40
	701HC-Horn and Rose Petal,	59597272
	Same as Above	11.40
8	701DC-Dove and Rose Petal,	
	Same as Above	11.40
e.	702-Bracelets to Match, 3 Strand	6.00
	1100-Dove Shell Necklace,	731110
	Double Length, 6 Colors and	
a	Natural White 60 In Long	9 00
7	Natural White, 60 In. Long 1101H-Dove Shell Necklace,	7.00
8	1101n-Dove Shell Necklace,	
	Double Length, 6 Colors and	
ä	Natural White, 60 In. Long	9.00
Ø.	1102C-Cuban Shell Necklace,	
8	Double Length, Hard Shell,	
	6 Colors and Natural White,	5 8 7 6
	60 In. Long	11.40
1	1103B Jungle Seed and Berry	
	Necklace, Natural Grey, Black	
	and Red, Double Length,	
	60 In. Long	7.20
	7018 Jungle Seed and Burns	1.20
4	701B—Jungle Seed and Berry	
8	Necklace, Leis Style, 3 Strangs	7
V	Braided, 27 Inches, Crystal	200
Ø	Clasp	9.00

#### SEA SHELL BROOCHES AND EARRINGS

800—Flamingo Shell Earring, Crys-	
tal Plastic Clasp\$	1.65
801—Assorted Snall Shells Earring,	
Crystal Plastic Clasp	1.65
802—Ring Top Cowery Shell Ear-	
ring, Crystal Plastic Clip	1.00
803-Pearl Shell Earring, Crystal	
	1,25
804-Asst. Cluster Shell Earring, 6	OUTSTANCE OF
Designs	2.75
	3.00
904—Cluster Sheff Brooch, Per Doz.	
Carded, 10 Designs	2.75
905—Cluster Shell Brooch, Per	
Doz. Carded, Gold or Rice	3.00
NOVELTIES	

Shell Ash Trays .....\$1.80, \$2.00, \$2.64, \$3.00 Shell Vase, Natural Shell with Everlasting Straw Flowers, Dozen ..... 1.80 013—Wall Plaques, 2 Designs ... 4.80

### FINDINGS

01-Jewelers Brooch Pins, Per Cr. \$3.00 02-Crystal Plastic Chain, Per Ft. .10 03-Crystal Plastic Clasp, Per Gr. 1.50 04-Plastic Earring Clips, Per Gr. 1.70 07-Anilene Dye, Per Oz., Any Color .60 300-Plastic Disks for Earring

Foundation, Gross ..... 1.44 450—Plastic Disks for Brooch Foundation, Gross ...... 3,00

50% cash with all orders, balance C.O.D. Sample assortment of our Best Sellers, Jewelry, \$10.00. Returnable. Complete catalog on request.

### J. A. WHYTE & SON

LITTLE RIVER, MIAMI, FLA.

Browne, Tony (Necktie) Tracey, Whitie Elm. Spence Mattison, George and Jean Gunn, Donald Crabb and Art McDonald.

MUSEUM PIECES or collectors items could come from unsold merchandise if you fail to put them across,

MARK STEEL . . .

glimmed plenty of magazine and sheet men hibernating around New York, and using the sub to save gas stamps. All seem to be getting the mazuma, says Mark.

CASH AND CARRY is nothing new to pitchmen. Delivery problems don't worry them. It's getting the merchandise that's tough.

### Farmer Breck

By E. F. HANNAN-

NOTHER old-time med showman was A Farmer (Alonzo) Breck. Farmer Lon was not only a good talker and salesman but was one of the real good heavyweight lifters of his day. Cartwheels, ship anchors and cannon balls were some of the articles he tossed around.

Once Lon was showing for Lou Walker in a Boston museum and challenged his audience to beat him at lifting. A stocky seaman about Lon's size took up the challenge and had the edge on the Farmer, thus collecting a small private bet they had made. However, the Farmer came back with the proposition that they lift each other and see who could lift the other the highest. This time Lon won, employing a trick unknown to the sallor. A good-hearted, easy-going fellow, Farmer moved into the easiest way of making ends meet, but always when down to hard pan he returned to med. CALIF.-Los Angeles. Livestock Show, 27-He was with Doctor Daniel's and many other old-timers.

### Pitchdom Five Years Ago

VERNE A. STEWART was headed for the Kentucky tobacco auctions with a load of herbs. . . . Max Sparks parked in Cincinnati with watches. . . . Al D. MINN, --Minneapolis. Poultry Show, 3-5. Powers had a swell pitch item for the OKLA, --Oklahoma City. Poultry Show, 30-Powers had a swell pitch item for the holiday trade. . . . Mighty Atom re-

ported plenty of dough in the East for the new herb package. . . . Mary Ragan had Circleville, O., coughing up for med.

. . . De Manuesville getting mazuma in Cincy's West End with herbs, . . . Charley Casher headed East with geedus from Fud-ade sales in Ohio. . . . Fred Crouse clicked with herbs in a Cincy chain store. . . . Bill Gates worked inksticks in a Boston department store, . . . Tim Sullivan and Archie Smith were peeling in Huntington Beach-Christmas Frolic. Dec. New York along the Broadway fronts. . . . Mogie Deveed clicked with flowers in Gotham. . . W. H. (Billy) Knox doing a 4-H Club stand in Wichita, Kan., where Dr. M. A. Connell was working astrology, and Shields had a Lord's Prayer-on-a-penny outfit. . . . R. L. Anthony was clicking with intensifiers on a parking lot in Alexandria, Va. . . . Tommy Burns made a clean-up with rug cleaner in Pittsburgh. . . . George M. Beyer worked foot punk in Milwaukee, following a bad season. . . . Charley Courteaux and George Haney in the long green with veg graters in Cincinnati spots. . . . Morris Davidson blew into Canton, O., from Enid, Okla., and planned to open a store. . . . Charley (Jockey) Boss was getting top money with white liniment in Canton, O. . . . Jack Fay grabbing fast quarters with magic veg parer in New York places. . . J. J. O'Leary reported okay cash in Pennsy markets. . . . Professor Green clicking with the leaf around Newark, N. J. . . . That's All.

### Events for Two Weeks

November 22-27

Dec. 3.

IND .- Evansville. Shrine Circus, 22-27. N. C .- Winston-Salem. Moose Circus & Thrill Show, 22-27.

ORE.—Salem. Dog Show, 28. WIS.—Sheboygan. Shrine Circus, 21-26.

Nov. 29-Dec. 4,

CALIF.-Los Angeles. Livestock Exhibit, 29-Dec. S.

KAN,-Newton. Poultry Show, 1-3. MD.-Marlboro. Southern Md. Fair, 29-Dec. 1.

Dec. 5. VA.—Roanoke, Poultry Show, 2-4.

### WIRE WORKERS ATTENTION

Our Victory Wire, Silver Base, Sizes 21, 22, 23, 24, 26 Square. Price \$1.30 Oz. We also have better grade 12/100 up to 12/30.



Pearl Plate in White and in Snail. Gold Wire Jewelry ready made, any name, made out of Silver Base Wire, gold plated. The best workmanship and quality.

Price \$2.50 Doz. and Up

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PROVIDENCE, R. I.

### MR. AND MRS. ENGRAVER:

Holiday Greetings to All the Gang From All the Gang at

H. MORSE & COMPANY ATTLEBORO, MASS.

"WE LEAD-OTHERS FOLLOW"

### FAMOUS ELECTRIC ENGRAVING PENCIL

Favorite of 5 and 10's, pitchmen, libraries, industries. Great money maker for you wherever crowds appear. "So easy to handle, does such beautiful work." Sold on 5-day approval, guaranteed one year. "Just with a twist of the wrist," engraves fine, medium or big lettering in gold, silver, colors on almost any material. We originated the practical electric pencil in 1931. Our pencils are used in stores of Kresge, Kress, Grant, Newberry, Murphy, Green, Woolworth (St. Louis district, 200 stores) and thousands of others. Famous professional model No. 3, switch on 7-foot safety asbestos insulated resistance cord with exclusive aluminum heat dissipater assuring safe, comfortable, profitable, continuous use all day long, \$7.25, including 6 rolls, 1 inch by 400 inches, superior first quality gold foil. Postpaid Gash with Order. No. 2, precisely same as above, but with 5-foot cord, without switch, \$6.25. Extra rolls gold, silver, black, blue, white, red, green, etc. 6 rolls, \$2.50; 12 rolls, \$4.80 postpaid. Cash with order. ORDER NOW BEFORE TOO LATE. R. E. STAFFORD 2434 N. MERIDIAN ST.



### Comming **Events**

These dates are for a five-week period.

#### California

18-24. Wm. Gallienne.

Los Angeles—Great Western Livestock Exhibit. Nov. 27-Dec. 3. Wm. H. Byrnes, 4500 Downey Road.

#### Georgia

Albany-Fat Cattle Show. Dec. 14-15. C. M. Shackelford.

#### Indiana

Evansville-Shrine Circus. Nov. 23-27. Del V. Blackburn.

#### Maryland

Marlboro-Southern Md, Fair. Nov. 29-Dec. 1. Wm. C. Brooks,

#### Michigan

Detroit-State 4-H Club Show. Dec. 7-9. W. J. Chambers, 6750 Dix Ave. Grand Rapids-Apple Show. Dec. 7-9. H. D. Hootman, E. Lansing.

#### Ohio

Bluffton-Bluffton Agri. Soc. Dec. 8-10. Harry Toledo-Dis. Veterans Indoor Circus. All Winter. Dolly Young, 624 Summit St.

#### Oregon

Salem-Dog Show. Nov. 28. R. H. Hatfield, 318 Spalding Bldg., Portland.

### Texas

El Paso-Southwestern Sun Carnival. Dec. 29-Jan. 1. Chamber of Commerce.

#### Wisconsin

Sheboygan-Shrine Circus. Nov. 21-26, Shrine



### Poultry Shows

These dates are for a five-week period.

#### Connecticut

Norwich-Dec. 8-10. Lillian E. Dyer, Hedge Ave., Norwich,

### Indiana

North Manchester-Dec. 8-12. W. W. Litte. Kansas

#### Newton-Dec. 1-3. O. C. Sharits, 422 E. 9th

Maine Portland-Dec. 10-12. Robie Whitney, 1034

Brighton Ave. Minnesota

#### Minneapolis-Dec. 3-5. Don Devenney, Rt. 2, Linden Hills, Minneapolis.

Missouri Kansas City—Dec. 12-17 (if held). Mrs. K. K. Biorck, 509 S. Noland Road, Independence, Mo.

New York Rochester-Dec. 8-12, Perrin M. Johnson, 100 Mill Road.

#### Oklahoma

Oklahoma City-Nov. 30-Dec. 5. T. D. Brown, 529 Mayo Bldg., Tulsa.

Virginia

### Roanoke-Dec. 2-4. George A. Bower, Rt. 3.

CIVILIAN PRODUCTION

(Continued from page 87) the lifting of restrictions on use of metal for civilian purposes is due in the near future.

The financial newspaper declared that recent WPB actions covering cutlery, printing machinery and control of retail inventories reflect the following principles:

1. Relaxation of materials restrictions for civilian requirements will be tied in with the availability of labor in various parts of the country.

2. Production quotas for civilian goods will be assigned to each, manufacturer quarterly in accordiance with predetermined program requirements.

3. Competitive conditions within an industry will not be upset by freeing some manufacturers entirely from war work, while others are kept on war contracts so that their reconversion to peace production is delayed.

4. Inventory regulations will be strictly enforced in order to prevent some companies from getting the jump on others in the transition period due to larger inventories.

Requirements for repair and replacement purposes in order to get plants and equipment into shape for civilian production will receive preferred treatment wherever the easing in supplies permits larger supplies for civilian purposes.

Supplies earmarked for civilian purposes will not be permitted to be purchased by the armed services except under special emergency conditions.

### G. L. Moves Into Fla. Park

PANAMA CITY, Fla., Nov. 20.-Closing its 44-week road tour in Tallahassee, Fla., November 13, Great Lakes Exposition Shows' equipment was moved here to be installed in the Playland Park, which General Manager Al Wagner will operate, Nearly the entire corps of attaches and ride personnel and many concessionaires are going into the park, Tallahassee proved one of the big spots of the season, altho the second week was marred by cold weather.

Dick Harris, of the staff, closed in Tallahassee and departed for Miami and other Florida points for some fishing and hunting. Archie Wagner, concession secretary, goes into the park in the same post, along with Joe Early, A. J. (Whitey) Weiss, George Shaw, Jack Baillie and others of the concession department. In Tallahassee Eddie Hollinger returned to the staff as secretary and assumed his auties at the opening today. He recently closed as secretary of Bantly's Shows. Weiss came from Shreveport, La., and the Beckmann & Gerety Shows. Jack Dadswell, director of publicity of the Rubin & Cherry Exposition, stopped in Tallahassee on his way to Miami.

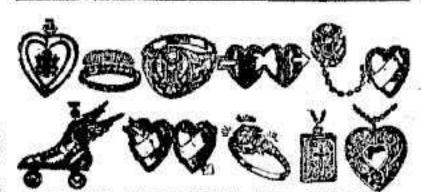
Among those who plan to attend the Chicago meetings are President-General Manager and Mrs. Wagner, Jack Baillie and General Agent A. C. Bradley. Some equipment stored during the past season will be brought here for conditioning to take the road again next spring.

### Capells Join Colors During Okay Season

HASKELL, Okla., Nov. 20.—Capell Bros.' Shows ended a highly successful season last week and secured, thru Haskell Chamber of Commerce, winter quarters comprising almost a block of ground and a large fireproof building with plenty of room for storage and overhauling of equipment, reported H. N. Capell, general manager.

Opening in April, the show played Oklahoma all season, except for four weeks in Kansas. Fourteen fairs and celebrations were played and the show was active in War Bond drives and USO benefits. Addition of two rides and three shows will make the total for next season 7 rides, 6 shows and about 25 concessions.

Personnel included Jack N., Robert C., and William D. Capell, co-owners; H. N. Capell, general manager; Mrs. H. N. Capell, secretary and treasurer. During the season Jack and Robert Capell were called to the colors.



RESORTS, PROMOTIONS, etc. FAST SERVICE! Send \$10.00 or \$20.00 for Samples,

MAJESTIC BEAD & NOV. CO. 307 Fifth Avenue NEW YORK 18, N. Y.

### THE BECKER LINE IS BETTER

Write for price list on Finer Soaps, Tonics, Liniments, Tablets and Salves, We also carry fastest selling Herb Package on the market, formula attached, Prices right; plenty margin

BECKER CHEMICAL CO.

(Established 1880) 235 MAIN STREET CINCINNATI, O.

RUN MENDERS—54 gauge rubber handle, gross \$2.75; 1,000 \$16.00, 54 gauge wood handle, gross, \$4.00; 1,000 \$25.00, 50 gauge chiffen, gross \$8.64; 1,000 \$50.00. With wood handles, gross \$9.50; 1,000 \$55.00. Shortest latch, finest needle made, rubber handle, 50 or more, 10¢ each; gross \$8.64. New medium long book rubber handle, 50 \$8.64. New medium long book, rubber handle, 50 or more, 10¢ each; gross 9¢ each; 500 8¢ each; 1,000 7 %¢ each. Directions furnished. Deposit required, 5 samples 50¢. Please state your business. RUN MENDER WORKS, Dept.C-1, Waukesha, Wis.

### PAPERMEN

Plenty money in the cotton states this year, and entire South is open; collections greater than in past ten years. When ready to come, write either

MWHIE KELLY louth Land Annex Bldg. Dallas, Texas

J. L. Rogers Insurance Bldg. Raleigh, N. C.

### OUTDOOR WAR JOB SOLID

(Continued from page 3)

but the Big One did not go west of the Mississippi,

had most successful tours were Arthur issue. Bros., James M. Cole, Hunt Bros., Mills Bros., Russell Bros. and Clyde Beatty-Wallace Bros. Dailey Bros., also having a winning season, is still on tour.

Hamid-Morton and Polack Bros., on their fall tours, have had some exceptionally big dates.

Several shows this season set aside blocks of seats for every performance which were given away with purchases of War Bonds and big sales were realized, especially by the Ringling and Cole circuses. War Bond sales on the former totaled more than \$150,000,000.

### Carnivals Hit High Grosses

Carnivals were up with circuses in record season's returns as well taking it on the chin with labor and transport problems. Practically every collective amusement organization had its top tour, as appeared natural with spending conditions so generally favorable to all lines of trade. Many men and women left the lots to join the armed forces and even before the season started hundreds of others were at work in war plants. The resulting shortage of help was, of course, a poser to even the most seasoned operators. Willing older hands and temporary aid saw them thru. But the grief was grueling.

War work came in for much of the time of troupers. They aided in bond drives, stamp sales, entertainment for men and women in camps and in hospitals, gave benefits for practically all of the relief funds and sold and bought War Bonds. Their proverbial generosity took an added interest in local campaigns and civic and fraternal movements. Their contributions to war coffers and aid to the national treasury was augmented also by enormous amounts paid in taxes, licenses and other governmental costs of operation.

There is a strong trend toward more winter operation than usual, a number of shows which always have hibernated having arranged to present units of rides and other attractions in their winter quarters towns, especially if they are near large concentrations of servicemen who showed by their summer visits to lots that the outdoor offerings appeal to them as strongly as ever.

During its sessions in Chicago Novemtion will consider collective and individual plans for post-war activities and for further close co-operation with government agencies in economical and effective operation. Since the ODT gave the green light to the shows last February leaders in the business have reported that the personnel as a whole have conducted their activities with an eye to every means that would shorten the road to victory in the war. Among speakers in Chi will be a representative of the War Production Board to reply to queries and to discuss priorities and other questions paramount in continued operation.

#### Fairs Reach Top Results

Fairs which operated (and they were more numerous than had been anticipated earlier in the season) had, with few exceptions, their biggest year in service to their country and communities and in financial returns to their institutions. A number of boards which could have done so but did not conduct fairs are now being quoted as declaring that 1944 will see them in action again. Numerous plants of State and district fairs are still being used for military and federal projects and they, of course, will not be back in line until after the war.

The okay which the ODT on February 8 gave to fairs where operation would not handicap the nation's plan for war permitted some arrangements to be made by associations for '43 annuals that had representation in years. seemed about to lapse. For next season, however, early plans can be made, and it has been urged that associations have their meetings before the Chicago annual IAFE sessions, so that there may not be repetition of the '42 convention situation when so many boards apparently did not know what they were going to do.

Where it has been impossible to hold meeting prior to the Chicago conclave it has been suggested that executives and directors come to Chicago with some concrete plans for 1944 as well as for the post-war period. Preparations can be greatly facilitated, it has been pointed phases of fairs have not been neglected.

out, if IAFE delegates know what their Red Cross exhibits, military shows, Youth dent's Party on Saturday (27) and endbarring unforseen conditions, for the next vital features are comprehensively on Wednesday, December 1. Sam J. Levy, year. Accomplishments of the fairs in wartime endeavors are presented in the Among motorized organizations that Cavalcade of Fairs Supplement in this

### Parks Profit by Per Capita

It was only natural that amusement parks should rack up one of their heftiest runs in history from a dollars and cents standpoint during the 1943 season. Taking the field en toto, the season ran the gamut from inferior to superior, depending upon resort's location and the effects that war restrictions might have had upon it. Those spots in the coastal areas, where lighting restrictions crabbed normal operations, naturally suffered, but their pain was not nearly as pronounced as that of those out-of-the-way locations where gas rationing combined with curtailment of regular public transportation facilities ganged up to give these spots the appearance of Tag Day in Glasgow for most of the season.

Looking at the industry's business on the average for the season, however, one finds that while more severe gas rationing and tighter public transportation restrictions than in 1942 cut gate figures some 15 per cent under last year's, a strong influx in per capita spending sent gross receipts for the entire industry soaring to 20 per cent over 1942.

Ride business was possibly the biggest ever enjoyed by the parks, average takes running around 30 per cent over last year. Swim pool business, on the whole, ran some 25 per cent over the 1942 mark. While the younger members of the fair sex found it fun to swim or wade by themselves or in parties of their own kind, absence of their young male companions in the armed forces caused them to forego tripping the light fantastic under similar circumstances, with the result that the park ballroom business showed a drop of 22 per cent under '42. Difficulty in obtaining the usual quality of one-night dance band attractions, due to travel curtailment, also cut in on dance biz.

As in 1942, park ops thruout the country contributed freely to the war effort, with special days set aside for War Bond and Stamp sales and promotions. Practically all parks encouraged patronage of men and women in uniform and contributed to their pleasure by making them special rates on rides, attractions and food.

The park operator's biggest headache, ber 29 the American Carnivals Associa- far worse than in the previous season, was man power. With regular male help either in the armed forces or in essential war work, ops were forced to recruit women, elderly men and boys and girls of high school age to man rides, concessions and other attractions. This made for considerable inefficiency and a rapid and frequent turnover in labor.

Food was another problem to cause a gnashing of molars. With the supply of hot dogs, hamburgers, pop and ice cream far under normal, ops frequently found themselves faced with empty larders as the gay mob, with moola in its fists, stormed eating stands.

But everything considered, it was a bang-up season.

### Week Laid Out in Chi

The stage is set for one of the most important conferences of all branches of outdoor show business ever held; conferences which will have an important bearing on next season's activities and, incidentally, on the jobs of thousands of men and women. Next Saturday (27) representatives of the International Association of Fairs and Expositions, National Association of Amusement Parks, Pools and Beaches, American Carnivals Association and Showmen's League of America will be gathering at the Hotel Sherman, Chicago, for the conventions that officially get under way on Monday, November 29, and reservations now in the hands of the hotel assure the most complete

Paramount in discussions will be the prosecution of the war on the home front. Of the several groups the fair group is most important as affecting the largest number of people and exerting the greatest influence on the all-important problem of producing the maximum amount of food in 1944. The IAFE, in arranging its program, has given war-effort topics full sway, overlooking nothing that would further the march toward victory, Looming above all else is food production, and among the speakers are experts in agricultural and livestock fields. Other

respective associations have in mind. Day programs, entertainment and other

The NAAPPB, celebrating its silver jubilee, has scheduled a series of clinics designed to cover every phase of amusement park operation and problems encountered in wartime. In view of the importance of problems to be discussed, the number of park men attending will be larger than in previous years. The ACA also expects an exceptionally large turnout, with a heavy increase of Eastern operators.

the convention, starting with the Presi- assembled a competent force.

ing with the annual Banquet and Ball general chairman, has booked Hal Wyncoop, noted Indiana humorist, as chief speaker. A brilliant stageshow is being arranged and there will be some surprise features. Emsee has not yet been announced.

The annual memorial service will be held Sunday (28) at 1:30 p.m. in the Bal Tabarin of the Sherman, with Dr. Charles Copeland Smith as speaker. Bernard Mendelson, chairman, has arranged an impressive service. League will have a registration desk in the lobby thruout The Showmen's League of America has the convention. Charles Zemater, chairscheduled its usual series of events for man of the registration committee, has

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### **BUNTING SHOWS**

Now contracting for the Season of 1944

In the best money spots in the State of Illinois. Invite correspondence from Concessionaires with legitimate merchandise concessions. Absolutely no coupons or P.C. Will place one or two clean Moral Shows capable of getting money. Opening for high class Funhouse. Also flashy Arcade. Can place sober, experienced Ride Help, draft exempt, who can drive trucks. Top salary. moves.

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JOE W. ENGEL, Pres.-Gen. Mgr.

420 Volunteer Bldg. Chattanooga, Tenn.

### COLUMBIA, S. C. COLUMBIA, S. C. J. G. STEBLAR GREATER SHOWS

Positively the only show showing Columbia, S. C., lots this winter. Assembly and Devine Streets this week, followed by Senate and Heidt Streets. Can place Grab or small Cookhouse. also legitimate Concessions. Grind Shows with own outfits. Will buy Octopus or Whip; no junk. Johnnie Riddick wants Trombone and Tuba Player for Minstrel Show. Address all mail to J. C. STEBLAR, Gen. Mgr., Box 621, Columbia, S. C.

### ARCADE SHOWS

(With Own Transportation) Want Ball Game, Slum Joints, Popcorn, Peanuts, Candy Floss, Small Bingo, Dart, Basket Ball, Photo. Good proposition for Shows. Will book or buy Kiddie Ride.

Staying out all winter and business good. Spur, Texas this week; Hamlin next.

### Collectors' Corner

By FRED P. PITZER-

292 Madison Avenue, New York City

Alexander Clark is a lucky circus fan. He's in charge of the Theatrical Division of the New York Public Library and is doing a swell job. Some fine circus items pass under his nostrils and he scents them in a minute. Recently he put the Corner wise to the New York Historical Society Bulletin, Vol. XVIII, October, 1934. The cover contains a picture of a trade card depicting Barnum's elephant Jumbo and is taken from the Bella C. Landauer collection now owned by the Society. This bulletin is issued to members and the title of this one is Jumbo's Influence on Advertsing or Some Jumbo Trade Cards. It is printed on heavy glazed paper, 16 pages, and contains 15 illustrations of various Jumbo

Among them one finds Kerr & Company advertising their Dollar Brand Sewing Cottons, then you find Jumbo doing his stunts with the products of J. & P. Coats, Willimantic Thread Company and Clark's O. N. T. The Coats card shows

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Sober, clean-cut Ticket Sellers who can grind for our various units of

### THE PARK AMUSEMENT CO., INC.

You work an hour on and an hour off. \$25.00 per week and your walks. No cutting cake or playing the short. All reply now to

#### RAY MARSH BRYDON

Hotel Admiral Sims, Mobile, Alabama, until Thursday; thereafter Hotel Sherman, Chicago, Illinois.

### LEE BROS.' SHOW WANTS

Eli Wheel, Baby Ride. What have you for some of the best money spots in Louisiana under strong auspices? Bazaars, street fairs, The heart of some of the best defense spots. Can place legitimate Concessions, Fish Pond, Penny Pitch, Slats, Punks, Hit and Miss, Cigarettes, Hoopla. Small Grab Joint can clean up (Whittie Utier, wire). What have you? Wire Lake Charles, La. Open Lake Charles November 29th.

lithographed by Buck & Bindner of 65 Warren Street, New York City, there is a quaint combination used in the composition: Oscar Wilde and Jumbo. The card Macon. is called "Jumbo Aesthetic." The ponderous arrival is adorned with a huge sunflower in his imaginary buttonhole.

Many other concerns used Jumbo in their advertising. There was Castoria. R. W. Bell & Company, of Buffalo, advertised Soapona in their scenes. Donaldson & Company, of Five Points, New York City, published many of these cards. Then there were the Hartford Sewing Machine Company; C. A. Hack & Son, Taunton, Mass., for their "Clinching Screw Fastener for Boots and Shoes"; Jumbo Cigar pack produced by Werner Brand. All of these trade cards are in the Bella C. Landauer collection and it is considered an almost complete collection of this sort of thing. That picture on the front cover shows Jumbo leaving England on the way to the steamer. It is the reproduction of a card issued by George F. Woods, druggist and apothecary, Bellows Falls, Vt. All of these cards were issued around the early '80s.

### Siegrist Club Notes

CANTON, O., Nov. 20 .- Jack McNuity, the Charles Siegrist Club's vice-president, former trouper and widely known among showfolk, has been granted a leave of absence from his post as manager of the Belden Hotel here, due to ill health. He plans to go to Miami, where he will be with a hotel in that city in such a capacity as his health will permit. His wife will accompany him.

Sterling (Duke) Drukenbrod, convalescing at his home here following an operation, expects to be around shortly. Jack Nedrow, former circus advertising car manager, owner of a poster plant at Massillon, is now manager of BPOE Club 1656 at Massillon, and chairman of the house committee.

Lillian Strock is offering her new acrobatic novelty on roller skates in Akron district night clubs during her spare time away from her books at Kent State University at Kent. Don E. Taylor, club director, with Base Construction Depot Detachment, somewhere in the Pacific, informs he is plenty busy, but would welcome a glimpse of the white tops.

Lester Rodgers has his race horses quartered at the Stark County fair grounds here for the winter, but still calls the Imperial Hotel, Steubenville, home. Barney and Jimmy Arnesen, clowns with Mill Bros.' Circus past season, are back in Umatilla, Fla., where they will remain for the winter. They are the oldest members of the club. R. Shrimplin, Alliance magician, is playing night club dates in the district. Dick Edwards is back home here after a successful season at Casino Arcade Park, Wildwood, N. J. A. Dimichele, president of the Hudson, O., Fireworks Company, is a new member.—Reported by Rex McConnell, Secretary.

### Franks Has Record Run; Permanent Lot Provided in Macon

MACON, Ga., Nov. 20.-W. E. (Bill) Franks, who returned to his Wilcox County farm after his best season in Macon, will devote most of the next two months to cutting pulpwood on his plantation about 100 mlles south of here. Franks's Shows business in Playland Park here topped all records since the organization began playing Macon lots about eight years ago. The last three years have been spent largely on one location.

As a result of litigation Franks acquired a large lot across the street from the former park site and this is being here." converted into a permanent park location. It will probably not be ready for opening until March.

thread. The Willimantic Company also closed. Elizabeth Lanier has gone to her presents him with the caption "Jumbo home at Madisonville, Ky. C. N. (Doc) must go, because drawn by the Willi- Myers and Mrs. Myers have booked their mantic Thread." But it is left for the concession with Playland Amusements. Clark's O. N. T. spool cotton concern to Johnny Gibson went to Birmingham. issue the most interesting series com- Mr. and Mrs. G. F. Litts are staying here. memorating Jumbo's advent in the George and Merle Evitts went to Tampa. United States. In this set of trade cards Harry Bestland and family went to Willacoochee, Ga. Jerrell F. Johnson is working in a Macon restaurant, Joe Duncan and Harry White are in and around

### Skating Meet Set for Chi

CHICAGO, Nov. 20 .-- Annual meeting of the Amateur Skating Union, governing body of figure skating, both ice and roller, will be held here November 27 and 28 in the Morrison Hotel. Pete Miller, national president, said delegates from Amateur Roller Skating Association and the United States Figure Skating Association and representatives from Eastern States would attend.

### UNDER THE MARQUEE

(Continued from page 49) rector. George B. Baxter is directing the show for the Moose. Mrs. Tom Mix and Wallace Bros.' elephants are among acts.

LOUISE WEIR has finished Hamid-Morton fall dates and is booked at the Lions' Club Circus, Savannah, Ga., and Junior Chamber of Commerce, Raleigh, N. C., with her loop-the-loop and cloudswing acts.

MEMORIES: The boxed item on overland circus heralds which read: "Clean and Colossal Entertainment. Children Can Attend Unaccompanied by Their Parents or Guardians. Your 

ALL aerial equipment of Harry Villeponteaux and his personal effects were destroyed by fire October 18 when the Folly Beach (S. C.) residence, that he occupied, was destroyed by fire. Since leaving the Purcell Stage Circus at end of the 1941 fair season, he has been working in a shipyard at Charleston, S. C., and plans to be there until the war is over.

JOHN F. DUSCH, circus and minstrel band leader, has been off the road the past two seasons after putting in 30 years as a leader. His first circus was Lowery Bros.' two-car show when he was 17. He is employed by the Holland Furnace Company, Jackson, Mich. He went to that city in 1937 to take the band on Lewis Bros.' Circus and remained with that show five seasons. His wife, Ida (Orton) Dusch, died two years ago. He expects to troupe next year.

FAVORITE yesferyear wagon-circus story was about the Arkansas hillbilly who made a side-show opening with, "Did ary a one of you'uns a standin' out that ever see a white camel? Nary a dad-burned one of you'uns ever did. But we'uns have got one in thar."

AMONG circus folk who are working in war plants in California are J. Alex Brock, at the California Shipbuilding Corporation as loft rigger, splicing cable and making up the rigging on ships; his wife, Anna, at the Douglas Aircraft Long Beach plant in the sub assembly; Charles and Percy Clark, at California Shipyards, in the marine electric shop; Jack Ernst, bar performer and son of one of the Loretta Twins was working there as a welder until he was inducted into the army; Pauline Loretta at an aircraft plant in Los Angeles, also Mabel Stárk; Stella Cronin, at the Douglas Long Beach plant; Chief Sugar Brown, formerly with Russell Bros., in a war plant. The Brocks attended Cole Bros.' Circus in Los Angeles and visited with Mr. and Mrs. Zack Terrell, Curly Stewart, Ernie White, Burt Dearo and many others.

WALKING up to a colored snack stand across from the lot, a circus man asked the price of chicken sandwiches. "Ten cents," replied the colored operator. Seeing a whole fried chicken cut up, the showman said: "Just make up the whole thing into sandwiches and I'll take them." "Sam!" yelled the cook and wife of the operator, "if you let him have it all we won't have anything to sell when the crowd gets

DUE to good business at Camden. S. C., Wild Life Exhibit, booked there Personnel has scattered, but a skeleton for three days, stayed the entire week. crew is maintained in Macon. Several Location was next to the post office and are helping in the pulpwood work. As- newspaper and schools co-operated. Lee's sistant Manager Jim McCall is at the Minstrels were there the first two days farm. Charles Drill is visiting relatives of the week and visits were exchanged. in St. Louis. Mrs. Pauline Drill was Rex and Mrs. Ingham and employees called to Madison, Fla., because of illness were guests of Manager Billy Hunt and Postmaster, New York City.

Jumbo stretched on the ground bound of her mother. The Drills purchased a Leon Long, of the Lee Show. At Orangefrom trunk to tail with their six-cord modern bungalow here after the season burg, S. C., business was light, one of the smallest week's grosses of the seacon. Tower Amusement Company was in Orangeburg and Manager Frank Harrison, Jimmy Cunningham and family and Red Schultz were visitors. Mr. and Mrs, Ingham visited the Dumont Shows at Camden recently and Bull Martin purchased animals from Ingham to add to his show on the Dumont Shows. John H. Thiele Jr., who had been expected on the show, canceled.

### CORRAL

(Continued from page 49) Reynolds, Jimmy Schumacher split.

\$20 each. Bareback Bronk Riding-Fifth day (two performances), Gerald Roberts, \$166; Louis Brooks, \$125; Jerry Brown, \$80; Jimmie Sloan, Bob Estes split, \$20

Calf Roping-Fifth day (two performances), Buck Sorrells (17 4/5), \$210; George Cosper (21 4/5), \$150; Homer Pettigrew (22), \$100; Jim Snively (24), \$50.

Cow Milking, Matinee of November 13-Everett Shaw (23), \$100; Lem Reeves (24 4/5), \$60; Jiggs Burk (26 2/5, \$40. Evening of November 13-Royce Sewalt (27 1/5), \$100; Bud Spilsbury (32 2/5), \$60; Ralph Stockwell (37 3/5),

Bull Riding-Fifth day (two performances), Duck Dowell, \$165; Jim Whiteman, \$125; Fritz Becker, \$80; Bud Fitzpatrick and Todd Whitley split, \$20 each.

Saddle Bronk Riding-Seventh day (two performances), Gerald Roberts, \$130; Bob Burrows, \$95; Eddie Curtis, \$65; Ken Roberts, \$31.

Bareback Bronk Riding-Sixth day (two performances), Bob Burrows, \$166; Bill Her and Jimmie Sloan split, \$102.50 each; Bubba Hebert, \$40. FINALS-Bob Estes, \$334; Hank Hills, \$250; Jimmie Sloan, \$160; Gerald Roberts, \$60.

Calf Roping-Sixth day (two performances), Buck Sorrells (15 2/5), \$210; Jiggs Burk (18 3/5), \$150; Buff Douthitt (18 4/5), \$100; Jim Snively (19 3/5), \$50. FINALS (total time on six calves)-Homer Pettigrew (140 2/5), \$420; Bud Spilsbury (150 1/5), \$300; Buck Sorrells (158), \$200; Jim Snively (159 4/5), \$120.

Saddle Bronk Riding-Eighth day (two performances), Jerry Ambler, \$130; Louis Brooks, \$95; Gerald Roberts, \$65; Bill Linderman, \$31. FINALS-Jerry Ambler, \$260; Bill Linderman, \$190; Johnny Tubbs, \$130; Bill Hancock, \$62.

Cow Milking, Matinee of November 14 -Buff Douthitt (28 4/5), \$100; Junior Eskew (374/5), \$60; Irby Mundy (382/5), \$60. Evening of November 14-Homer Pettigrew (22 2/5), \$100; Pat Parker (23), \$60; Weldon Young (27 3/5), \$40. TOTAL TIME on three cows-Everett Show (76 3/5), \$315; Lem Reeves (89), \$177; Homer Pettigrew (91 3/5), \$118.

Bull Rlding-Sixth day (two performances), Buck Dowell, 165; Whiteman, \$125; Dale Adams, \$80; Fritz Becker, \$40. FINALS-Fritz Becker, \$330; Gerald Roberts, \$225; Buck Dowell. \$165; Jim Whiteman, \$80.

Steer Wrestling-Fourth day (four performances), Steve Heacock (5 2/5), \$265; Claude Morris (6), \$200; Jiggs Burk (7 1/5), \$132; Louis Brooks (8 2/5). \$65. FINALS-Dub Phillips and Bill McMacken split (44 2/5), \$465 each; Howard McCrory (46 2/5), \$264; Dave Campbell (54), \$134.

BEN, the Rodeo Tallor, of Philadelphia, has returned from a trip, having visited the rodeos in New York City and Boston, and made other calls on friends. His second son entered the armed forces lately, giving him two sons in the serv-

EARL LINDSEY, former circus man now manager for Gene Autry, passed thru Chicago November 17 on his way to Dublin, Tex., with Autry's rodeo stock from New York and Boston rodeos. From Dublin, Lindsey will go to Houston. He stated that business at the Boston Garden was terrific, especially after word got around that Autry, on leave from the army, was a guest at the Garden.

PFC. WALTER MORROW, 6291220, "Human Cannonball" who worked for F. O. Gregg, is in Northern Ireland. He writes: "I am hoping it won't be too long until I am able to be back with my act again with the Fearless Greggs. My feet are itching to feel the soft carpet of sawdust on the lots again and I'm dying to hear a calliope and see some bright lights." Morrow's address is care

### W. C. Kaus Barns Out in Front of '42 Operations by 30%

NEW BERN, N. C., Nov. 20,-W. C. Kaus Shows closed a successful season in Jacksonville, N. C., November 13 and went into quarters here. Territory included Virginia, Pennsylvania, New Jersey and North and South Carolina. Seven weeks were canceled in New England because of dim-outs. Russ Owens, general manager, reported that business was 30 per cent above that of 1942. Org carried 7 rides, 6 shows and 30 concessions. Plans are being made to enlarge, three more tractors were purchased and new fronts are in the making.

Marie Kaus, owner, announced that the staff would be retained for 1944. General Manager Owens left for a visit with his parents in Plymouth, Pa., then to New York. Jack Perry, general agent, accompanied by Mrs. Perry, is on a bustness trip to New York. Mack Kassow, business manager, who left for his home in New York, will return here after the holidays. Helen Owens, secretary, will remain in New Bern. Grover Hill, billposter, remained in North Carolina to do outdoor advertising. Nick Ottle, lot superintendent, went to South Carolina on a visit. Johnnie Riggle, chief electrician, wa staken to Duke Hospital November 3. Marie Kaus is planning a trip to Connecticut to visit relatives.

"Mac" McIntyre, cookhouse, returned to his home in Winchester, Va. Buster and Renee Morgan left for Philadelphia. Mr. and Mrs. George Mendin went to New York City, where Mrs. Mendin will undergo an operation. "Happy Jack" Long will remain in quarters. Red and Hattie Meyers returned to their home in Detroit with Mr. and Mrs. Lou Meyers. Curley Wolf is visiting his mother in New York, then to Florida, Mr. and Mrs. Elwood Owens are visiting his parents and friends in Plymouth, Pa., then to Mrs. Owens's parents in White Plains, N. Y. Thomas and Agnes Carvel, custard and popcorn, went to their home in Hartsdale, N. Y., returning to Fort Bragg, N. C., where he has custard machines. Fred and Buddy Harris, to their home in Goldsboro, N. C.: Frank and Mary Maddish, to Kulpmont, Pa., then New York; Slim and Bee Barry to Florida. Dan Riley left with his animal show to join Leo Bistany. Lewis Scott is showing in South Carolina with his Swingland Revue. Great Arturo purchased a car in New Bern and left for New York. Whitey Wagner purchased a farm near New Bern and is spending most of his time deer hunting.

Show opened in New Bern, co-operating with the County Bond Drive and selling \$55,000 worth of War Bonds on the midway. Nearly \$13,000 worth was bought by the members of the show. Owner Kaus donated \$500 to the Boy Scout troop of New Bern to held build a camp. Workingmen were given a farewell party and many gifts were presented. Arrangements being made by Secretary Owens.

### Top Hennies Trek; Winters in B'ham

BIRMINGHAM, Nov. 20. - Hennies Bros.' Shows are in quarters here on Alabama State Fairgrounds after what Managing Director Harry W. Hennies declared was the most successful season. He said a working crew would be maintained in quarters all winter.

After the Greater Mobile Gulf Fair the show played in Pensacola, Fla., under auspices of the Elks' Lodge for the Christmas basket and crippled children's fund. Good business was reported despite cold weather.

Harry Gaughn, Andy Markham, Peter HASC Kortes; Clint Shoford, show secretary; Chester Mays, assistant secretary; Al and Willie Wilson, Harry Hennies, C. W. Franklin and others plan to attend the Chicago meetings. Johnny Moran and Jack Morgan will be in charge of produc- Reid Hotel on New Year's Eve, to be pretion in quarters.

At a recent War' Bond Drive on the Party" on the evening of December 30. midway over \$15,000 was realized, it was reported, Harry Gaughn, Harry Hennies and Dick Crawford each purchasing a \$1,000 bond. Six \$500 bonds were sold, hations on the show at a Midnight At 10 o'clock lunch was served. Rambles.

### Midwayites Gravitate to Denver Scene

DENVER, Nov. 20. - There are more midwayites here this winter than ever before. Many are in business or employed in war plants; others just waiting for the bluebirds to sing. But all of them report the past season the banner one of them all.

Sam (Spot) Goodman, of bingo note, has a large toy and novelty store. Mrs. Goodman is active in the selling end. Harry Levitt, former concession agent, has a jewelry store on Theater Row. Larry and Madiin Nolan, the past four years with the Anderson-Stader Shows and set to return in 1944, have a photo studio, also on Theater Row. In the rear of their building they have an archery range. This is the hot-stove-league spot and many jackpots are cut up nightly. Larry is thinking of taking a 5 per cent cut of them and retiring the national

Guy Forrest is in his winter quarters, rebuilding his Crime Show and building a new walk-thru, hand-carved motorized circus, complete with Side Show, dressing rooms and horse show, to be mounted on a truck. Charlie Brock is busy with his hand-carved animals and has heavy holiday orders. L. W. White's bowling alleys are so busy that he plans to open a second location. Faye Slavin, former cookhouse operator with the Paul Towes Silver State Shows, is on the staff of the Gem Theater here. Ted Lucky has a defense job. Al Gifford, builder and operator of Little Farm Shows, is ill at his home here. His No. 3 show, last summer with the Anderson-Srader Shows under management of Ben Roeth, is now in Texas. George Peck, in and out, is busy on the leaf. Smitty, with candy floss, is at various doings. George Banks, of mechanical show note, is driving a taxi for the winter. Tom Berry has a King Reid, Sam Rothstein, Moc Silberbaggage business. Don Dowis was in- man, George Traver, Nathan Weinberg, ducted into the army and his rides are Tom A. Wolfe, Pat Valdo. in storage.

Jack and Bob Veeland are operating a plaster factory and novelty house, assisted by Jack's daughters. A. G. Goldberg, whose sheet crew reports good business, formerly had a pan game on the Alamo Shows. Ralph Fordyce has his show in quarters at Boulder. George Rapp, with his coal and wood business in Englewood, has his show in quarters there. Rex Elliott is seen on the main

Ed Maple, Denver councilman and owner-manager of the Gem Theater, a friend of showmen, remembers with pleasure his road show days when he was an ace candy pitchman. A. A. McVittie, Denver cafe owner, recalls his candy taffy days on fairgrounds. The Billboard is always on hand at the Nolan studio and there is much talk of organizing a Rocky Mountain showmen's club, patterned after the established clubs.

### Caravans in Own Home

CHICAGO, Nov. 20. - Caravans are moving into permanent clubrooms at 155 North Clark Street, Ashland Building, reported Alice Kady, and the rooms will be open during the outdoor convention. At a social November 16 Myrtle Hutt and Clara Pollack were hostesses for the evening. Attendance was large and many prizes were awarded. Luncheon, donated by Rose Page, was served. Recent members are Myrtle Carrizean, Madeline Ragan, Minnie Simmons, Betty Brandt, Pat Seery and Mrs. Sol Wasserman. Awards on bond books will be made during convention week.

(Continued from page 40)

and Ball chairman reports that the committee expects record attendance at the annual event in the banquet room of the ceded by the Ladies' Auxiliary "Tacky

#### Ladies' Auxiliary

At the first social evening of the season November 12 cards were played at With the remainder in smaller denomi- six tables, winners receiving War Stamp nations. The Showmen's League of as prizes. Door prize, donated by Juan-America acknowledged \$400 raised by do- ita Strassberg, went to Loretta Ryan.

Word came of the serious illness of the

baby of Hymie and Pearl Schreiber. Boots Marr attended, reporting a good season in the South and saying they plan to spend the winter in San Antonio, where it is hoped the climate will restore her to good health. President Viola Fairly is expected at the next meeting. Out-of-town members should get articles in for the bazaar to be held December 16 and 17.

Present at the social were May Wilson, Dorothy Hugo, Nina Adams, Mae Mc-Neece, Ruth Ann Levin, Jess Nathan, Lettle White, Clara Zeiger, Margaret Haney, Bird Brainerd, Juanita Strassberg, Myrtle Duncan, Mike Noble, Ann Callender, Ann Carter, Mollle Ross, Boots Marr, Trixie Clark, Nellie Weber, Hattie Howk, Leola Campbell. Blanche Francis, Loretta Ryan, Billie Grimes, Marguerite Stone, Ruth Martone.

#### MSA

(Continued from page 40)

the next meeting. It is to be a surprise affair, date to be announced November 22.

Honored visitor was Brother Al J. Stempin, stationed at Camp Livingston, Louisiana. He was celebrating a year's service and his first furlough. His remark, "A letter brightens a soldier's day," has been adopted as slogan of the "Write-'Em-Often" Club, now being formed. Joe Marks, who closed his season in Gainesville, Fla., is here. Leaving to spend several months in Tampa is Joe (Philadelphia) Winokur. Secretary Robbins reported that pald-up membership for 1944 already totals a new high. As addresses of many out-of-town members are not now available, they should get in touch with him. A \$25 War Bond was sold before the meeting, and during the session a \$50 War Bond was disposed of.

(Continued from page 40)

Bloch, Harry Decker, Joe Kane, William A. Hartzman, Ross Manning, Rocco Masucci, Robert Morton, Louis A. Rice,

The slate was received with general satisfaction and it looks as the the ticket 22 before the annual meeting.

on the Thanksgiving Eve annual banquet, reporting that the show would be a surprise. He did announce that there would be three bands, Vincent Lopez, Joe Basile's Madison Square Garden Band and a famous rumba orchestra. Joe Mc-Kee, co-chairman, reported that his ticket sale was over the top, that he would have a sellout. President Emeritus Hamid said that he thought the dals would be the best ever. Executive secretary reported that all tickets that had been assigned to the office had been

#### Ladies' Auxiliary

A special meeting to complete arrangements for the banquet Thanksgiving Eve, held in the clubrooms November 18, was attended by 50 members, among whom were many just returned from the road. They were greeted by the president, as were the new members, Veronica Franz and Glenna McCarter. Sadie Silberman proposed for membership Mrs. Tinie Harris and Mrs. Beatrice A. Barry's application was sponsored by Katheryn Perry. Mrs. Kay Welss, Mrs. Gertrude M. Miller and Mrs. Bessie Haut were proposed by Margaret Lux and Madge Bloch proposed Ann M. Mancusco, it being the last application required by Madge for her gold life card. Miriam Sussman sent in the applications of Dorothy Jordan, Mrs. Veronica P. Thomas and Mrs. Pauline M. Daniels, which gives Mimi her life card.

It was reported that Auxiliary Hostess Pearl Meyers is on the recovery list; however, she will be in Wickersham Hospital another week. After the sudden and untimely passing of Sister Bessle Burkhardt, Brooklyn, services were held by the auxiliary with about 20 members in attendance. About 20 members expect to attend the Chicago meetings. As usual, the entertainment

committee, Dolly Udowitz, chairman, will take charge of dispensing refreshments at the open house of the NSA November 22,

On December 8 annual elections will be held, with Helen Rothstein as chairman of the election committee. Candidates are: Edna Lasures, president; Dolly McCormick, first vice-president; Queenle Van Vleit and Ethel Shapiro, second vice-president; Jeanette Rattiner, corresponding secretary; Lydia Nall, recording secretary; Ruth Gottlieb, treasurer; Mae Schoonmaker and Emma Fink, assistant treasurer; Mildred Peterson, chaplain; auxiliary hostess, Kate Benet and Julia Taffet. All members whose dues are paid for 1943-'44 may, if unable to be present, write in for absentee ballots and cast votes by mail. Rose Messias announced the birth of a daughter, Karen.

#### PCSA

(Continued from page 40)

ance was large, as a number drove in from San Diego, and several from the West Coast Shows were present for the first time this fall. Bank night went to Marie LeDuce. Door prize, donated by Rose Rozard, went to Emily Mettler and Madge Buckley. Members were invited to attend the men's club November 22, designated as West Coast Night.

Margaret Farmer, bazaar chairman, announced December 13 as the bazaar date, and as that is also election night, a large crowd is expected. Madge Buckley reported Rose Douglas ill. Marmosa Herman, Vivian Gordon, Betty Hensley, Peggy O'Neill, Ester Carley, Lucille Dolman and Julia Smith gave donations and brought in award books and bells, Jennie Perry and Mary Taylor brought eats, and a delicious lunch was served by the house committee. Emily Mettler made a donation toward lunch for the next meeting.

#### SLA

(Continued from page 40)

min, Jack Pritchard, Fred Donnelly, Leo Barrington, Fitzie Brown, Chick Bohdan, Petey Pivor, Lou Leonard, J. C. McCaffery, I. J. Polack, James Rison, Sam Ward, J. B. Hendershot, David Goldfen, Ralph G. Lockett, Frank Abramay be elected as written on December ham, Harry Wheeler, Alfred H. Kunz, Larry Benner, Charles H. Hall, Louis Chairman Jack Rosenthal spoke briefly Fulgona, Rex Boyd, Chester Junkin, Max Hirsch, Ralph Preston, Mike Wright, John Wulf and Ed Kornwumf. House committee plans are complete for Thanksgiving Day in the League rooms.



HOLLYWOOD'S STUNT DAREDEVIL ACE

AND HIS

6 DAREDEVILS OF HELL-6

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WALTER NEALAND, Director

ZINZENDORF HOTEL

WINSTON-SALEM, N. C.

#### COLE FOLK SCATTERED

(Continued from page 47)

Tenn.; Guy Smuck, Hamilton, O.; Leona Theodora, Chicago; Eva Young, Omaha; Kay Connelly, Springfield, O.; Golf Ball Abner, St. Louis: Gus Schwab, Bethel, O. Side Show band: Harvey Langford, St. Louis; William May, Cleveland; Ben Goodall, Omaha; William Mills, Valdosta, Ga.; Billy and Marion Cornell, New York City; Marie Kitchen, Saginaw, Mich.; Noah Robinson, Cuthbert, Ga.; Shufflin' Sam, Birmingham.

BIG SHOW BAND-Charles Fournier, Chicago; Phil Doto, Iron Mountain, Mich.; Carmini Pratrallo, Hot Springs; Spencer Williams, Philadelphia; Billy Todd, Kansas City, Mo.; Eddle Woeckener, Peru; Mike Doyle, Lynn, Mass.; Carl Bergren, Lynn, Mass.; Roy Melvin, Jackson, Tenn.

BALLET - Margaret Carter, Loew's State Theater, New York City; Ethel Bowles, Chicago; Vicki Kernan, Betty Biller, Alma Coy and Beulah Johnson, Louisville; Helen Charnes, New Orleans; Priscilla, Maisie and Snooks Plunket, San Antonio; Edna Mott, Houston; Ruby bert Dyer and Company. Theisfield and Gladys Thompson, Louisville; Juanita Mathews, Chattanooga; Vicki Price, Los Angeles; Cathy Chardin, New York City; Bobby Donovan, Louisville.

A. C. Donovan, Bloomer English, Frank (Dutch) Warner, Bob Bonin and John McGraw, Louisville; Mr. and Mrs. Charles Luckey, Denver; Mr. and Mrs. Harry Mc-Farlan, Rochester; Jack Biggers, Louisville; Mrs. Biggers, Denver; Harry and Nena Thomas and Arky Eugene Scott and wife, Louisville; Bill Dwyer, Los Angeles; Joe Kuta, New York City; Whitey Grovo, Louisville; Frank M. Campbell, Veto, Ala.; Bill Zastrow, Fred Walker and Walter Rice, Louisville; Harry Levy, Hot Springs; Al Hoffman, Greenwood, N. C.; Karl Knudson, Louisville.

BIG SHOW PERFORMERS-The Antaleks, New York Loew's State Theater; Poodles Hanneford and family, Louisville, then winter dates; the Slaymann Ali Troupe, Mexico City; Ernie White, Chattanooga, to get his Great Southern Circus ready; Paul and Ruth Nelson and John Smith, Louisville; Billy Temple, Los Angeles; Maurice Marmolejo, Los Angeles; Jimmie Reiffenach, Louisville; Bert and Corinne Dearo, Evansville, Ind., winter date; Joe Masker, Anderson, Ind.; Hank and Ella Linton, Tulsa, Okla.; Alice and Tommle Privett, Fort Worth; Tony Pena, Mexico City; Steve Seline, Rosedale, Ind.; Dan Moroz. Springfield, O.; Walter Powell, Louisville; Ethel and Freddie Freeman, Peru, to spend a few days with their son, who has a 14-day furlough from the Royal Canadian Air Force; Jean Allen, Louisville; Marion Knowlton, Middletown, Conn.; Golda Grady, Columbus, O.; Jo Jo Monarch, Owensboro, Ky.; Betty Escalante, Los Angeles; Helen Partello, Los Angeles; Mr. and Mrs. Louis Scott, Bloomington, Ind.; Charles and Virginia Tiffany, Hot Springs: Ruby Theesfeld, Rock Island, Ill.; Elizabeth De Angelo, Sea Girt, N. J.; Marlyn Rich, Pasadena, Calif.; Kay and Jack Burslem, Venice, Calif.; George Voise, Louisville; Orda Masker, Anderson, Ind.; Florence Tennyson, Sarasota, Fla.

CLOWN ALLEY: Otto Griebling, Famous-Barr Store, St. Louis; Alva Evans, Bowling Green, Mo.; Horace Laird, Chester, Pa.; Albert White, Baltimore; Karl De Mott, Jersey Heights, N. J.; Donald Hayden, Chicago; Dick Lewis, Los Angeles; yours truly will be at the same old stand, the third stool at the Jockey Club. Peru, Ind.; the second stool has been reserved for the duration for Winn Partello, who is with the "Biggest Show in the World." Reported by Freddle Freeman.

### HOUSTON GATE HUGE

(Continued from page 47)

Vera Corriell, aerialists. Phil and Bonnie, pole perch; Conley riders; Donahue and La Salle, tables. The Beatty elephants. Don Francisco, Bob Atterbury. Eddie Sheelar, Al Conners and Maximo, on the wire. Rolling, balancing turn; Donahue and La Salle, barrels; Walter Guice Duo, trampoline. Dorothy Herbert, rider. - Bela Brengks Golden Models. LaGeorgette and Marcelle, the Zavattas, Walter Arnold and the Lakes, in aerial turns. Henry's dogs, Herbert ponies, and Frieda's pets. Ernie Wiswell's Dizzie Lizzie. Sheelar on wheels; Coriell jugglers; Herbert's elephant; the Henrys on globe, and Connor on wheels. Beatty's chimps and Demetri's bears. Verne Corriell in slide, upside down. Greer's Liberty horses. LaGeorgette and Marcelle, Wen Hai Troupe and Phil and Bonnie, acrobats. Dorothy Herbert, William Heyer, and Joe Greer, with high-school

and menage horses. Berosini troupe on the high wire. Roland Tiebor's scals. Flying Behees and Flying Valentines. Zavatta troupe, bareback riders. Hollywood Sky Ballet. La Tosca, on the bounding rope; Victory Zacchini, woman shot from cannon.

#### DAVENPORT TURNAWAYS

(Continued from page 47)

poles, Aerial Ortons. Liberty horses, Rudy Rudynoff Jr. Aerial display, Ethel Hamilton, Spanish web; Conchita, ironjaw; Miss Helen, trapeze; Miss Dyer, trapeze. Happy Harrison's dogs, pony and monkeys. Roland Tiebor's scals. Balancing, Saxon Brothers, high perch; Pape and Conchita; Rolla-Rolla; Tom and Kay Hanneford. Wire display, Don Francisco, the Hodgesons, and the Kirks. Snyder's bears. Bicycle acts, Four Sydneys and the Kirks. Riding act, George Hanneford Family. Dolly Jacob's elephants. Rudy Rudynoff Family, trained horses. Charles Siegrist Troupe, flying return act. Clown, Chester (Bo-Bo) Barnett, Sherman Brothers, La Salle Trio, Hu-

#### ROUTES-

(Continued from page 31)

MacArthurs, The (Blackhawk) Chhi, re. | Maghandis, Two (Rockhead's Paradise) Montreal, until Dec. 10, nc. Mannion, Lynn, Dancers (Henry Grady) Atlanta, h. Marlyn & Martinez (Wm. Penn) Pittsburgh

15-27, h. Marvin Sisters (Leon & Eddie's) NYC, nc. Maurice & Maryea (Park Plaza) St. Loius, h. Marvelletes, Six (Central) Passaie, N. J., t. Mata & Hari (Roosevelt) New Orleans, h.

Maurice & Andrea (Washington Yource)
Shreveport, La., 22-Dec. 6, h.
Maysy & Brach (Hipp.) Baltimore 25-Dec. 1 t.
Meredith, Jane (Tower) Kansas City, t.
Merry Macs, The (Strand) NYC, t.
Mills, Buster (Snow St.) Providence, c. Milton, Jack (Blackhawk) Chi, re. Minevitch Rascals (Stanley) Pittsburgh, t. Modernaires, The (Oriental) Chi, t. Moke & Poke (Boulevard) Elmhurst, L. I., N. Y., nc. Moore, Muriel (Monte Carlo) NYC, nc.

Moreno, Consuelo (El Chico) NYC, nc. Moroccons, Four (Florentine Gardens) Hollywood, nc. Morris, Doug (Gardens) Pittsburgh 22-25;

Buffalo 27-Dec. 6. Morse, Ella Mae (Palace) Columbus, O., t. Moya, Lolita (Glen Park Casino) Buffalo, nc. Munro & Adams (Rialto) Chi. t; (Gayety) Kansas City 26-Dec. 2, t. Murphy, Dean (Palmer House) Chi, h.

Murtah Sisters (Walton Roof) NYC, nc.

Navarre, Leon (RKO Boston) Boston, t. Neal, Ginger (Snow St.) Providence, c. Nelson's Cats (885 Club) Chl, nc. Nelson Sisters (Chase) St. Louis, h. Nevel, Nik & Bernyce (Anderson) Anderson, Ind., h. Nichols, Les (Casino) Pittsburgh, t; (Troca-dero) Phila 28-Dec. 4, t.

Norelle, Della (Trocadero) Hollywood, nc. Norskaya, Nadya (Ruban Bleu) NYC, nc. Novellos, The (National) Louisville 26-Dec.

O'Dare, Dale (Mon Paree) NYC, nc. Ochman, Rita (Palmer House) Chi, h. Orla, Nina (St. Moritz) NYC, nc. Overman, Wally (John Q. Public) Seattle, nc. Ovettes, Great (Scruggs Dept. Store) St. Louis until Dec. 24,

Paddock, Jean (Romany Room) Washington,

Page, Buddy (Central) Passaic, N. J., t. Page, Diane (Charlie's Inn) Minmi Beach, Fla., nc. Parks, Bernice (Bowery) Detroit, nc. Pastimes, The (Edgewater Beach) Chi. h. Pat & Sylvia (Earle) Washington, t. Patterson & Jackson (Zanzibar) NYC, nc. Petty, Ruth (Romany Room) Washington, nc. Pickford, Murry (Mede's Log Cabin) Revere,

Mass., nc. Powell, Eddie (Oasis Egyptian Room) Sloux City, Ia., nc. Preisser, June (Michigan) Detroit, t. Princess Chio (Chateau) Rochester, N. Y., nc. Princess & Willie Hawaiians (Riviera) Co-

lumbus, O., nc. Pupi Dancers (Havana-Madrid) NYC, nc.

Quitsie (Continental Grove) Akron, nc.

Ray, Jimmie (400 Club) St. Louis, nc.

Reed Sisters (Hurricane) NYC, nc. Remos, Paul (Earle) Washington, t. Reso. Harry (Alpine Village) Cleveland, nc. Reyes, Billy (Blackhawk) Chi, re. Rhythm Rockets, Four (Latin Quarter) NYO, Richey, Jean (Earl Carroll Theater) Hollywood, re. Richman, Harry (Florentine Gardens) Hollywood, nc. Roberta & Alicia (Leon & Eddie's) NYC, nc. Robertos, The (Copley Plaza) Boston, h. Robinson, Ann (St. Regis) NYC, nc. Robinson, Al (Village Barn) NYC, nc. Robinson & Martin (Tower) Kansas City, t. Rocco, Maurice (Zanzibar) NYC, nc. Rolando (Havana-Madrid) NYC, nc. Rosini, Paul (Saks' Show-Bar) Detroit, nc. Rubinoff (Michigan) Detroit, t. Ryan Twins (Flamingo) Chi, no.

St. Clair, Sylvie (Paris Qui Chante) NYC, nc. Saro, Juan Rose (El Chico) NYC, nc. Savoy, Harry (Orpheum) Omaha, t. Scott, Hazel (Cafe Society Uptown) NYC, no.

Scott, Margaret (Pierre) NYC, h. Sedley, Roy (Club 18) NYC, nc. Shea & Haymond (Latin Quarter) NYC, nc. Silver, Cyclones (Idle Hour) Charleston, S. C.,

Slater, Jane (Palace) Columbus, O., t. Sloan, Estelle (Latin Quarter) Chi, nc. Smart, Doris (Celebrity) Pittsburgh, c. Solar, Willie (Village Barn) NYC, nc. Stanley, Neal, with Marti (Central) Passaic, N. J., t.

Sumner, Helen (Ivanhoe) Chi, re. Suns, Three (Piccadilly) NYC, h. Swifts, Three (Capitol) NYC, t. Sydell, Paul, & Spotty (Strand) NYC, t.

Tanya (Glenn Rendezvous) Newport, Ky., nc. Tapps, Georgie (Florentine Gardens) Hollywood, nc. Tarvers, Pat (Queen Mary) NYC, nc. Thompson, Arline (Drake) Chi, h. Thompson, Helen (St. Regis) NYC, nc. Thornton, Hal (McCarthy's) Milwaukee, cl. Tones, Three (885 Club) Chi, nc. Tops & Wilda (Zanzibar) NYC, nc. Terrell, G. Ray (Wm. Penn) Pittsburgh, h. Torres, Alfredo, Dancers (Riobamba) NYC ne. Tudell, Julio & Jean (Bismarck) Chi, h.

Van Hill & Walker (Jeff's) Miami nc. Van Jackie (Oriental) Chi, t. Vestoff, Floria (Greenwich Village Inn) NYC, Vine, Billy (Latin Quarter) Chi, cl.

Walters, Cy (Blue Angel) NYC, nc. Walton & O'Rourke (5100 Club) Chi, nc. Warren, Annette (Carter) Cleveland, nc. Washington, Dinah (Famous Door) NYC, nc. Waters, Ethel (Albee) Cincinnati, t. Watson, Betty Jane (Pierre) NYC, nc. Wayne, Justine (Elysce) NYC, h. White & Hale (Hurricane) NYC, nc. Williams, Frances (5100 Club) Chi, nc. Willys, Six (Palace) Cleveland, t. Wilson, Marcellus (Zombie) Detroit, nc. Winchell, Paul (Paramount) NYC, t. Withers, Jane (RKO Boston) Boston, t. Wood, Barry (Greenwich Village Inn) NYC,

Woods & Bray (Nixon Cafe) Pittsburgh, nc. Workman, Dave & Dotty (Glenn Rendezvous) Newport, Ky., nc. Wray, Lucille (Monte Carlo) NYC, nc. Whight, Bob & Peggy (St. Regis) NYC, nc.

Youngman, Henny (Central) Passale, N. J., t.

Zorita (Cobra) NYC, nc.

(Center Theater) NYC.

### ICE SHOWS ON TOUR

Carnival on Ice (Netherland Plaza Hotel) Cincinnati. Francy's, Dorothy, Ice Time (Adolphus Hotel) Dallas.

Henie, Sonja, Hollywood Ice Revue (Coliseum) Indianapolis 18-28 Ice-Capades of 1944 (Gardens) Pittsburgh 22-25; (Municipal Aud.) Buffalo 27-Dec. 5. Ice Follies of 1944 (Madison Square Garden)

Lamb-Yocum Ice Parade (Ben Franklin Hotel) Phila. Lewis, Dorothy (Statler Hotel) Cleveland. Stars on Ice (Sonja Henie & Arthur Wirtz)

### DRAMATIC AND MUSICAL

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

Abie's Irish Rose (Lyric) Richmond, Va. Abie's Irish Rose (Plymouth) Boston, Army Play By Play (American) St. Louis, Arsenic and Old Lace (Hanna) Cleveland. Barrymore, Ethel, in Corn Is Green (Studebaker) Chi. Blithe Spirit (Royal Alexandra) Toronto.

Blossom Time (Shubert) Boston. Carmen Jones (Opera House) Boston. Cornell, Katharine, in Lovers & Friends (Erlanger) Buffalo. Dante (His Majesty's) Montreal. Dark Eyes (Davidson) Milwaukee.

Dough Girls (Colonial) Boston. Dough Girls (Cox) Cincinnati. Gilbert & Sullivan Operas (Forrest) Phila. Good Night, Ladles (Blackstone) Chi. Jane Eyre (Geary) San Francisco.
Junior Miss (Omaha) Omaha, Neb., 24; (Municipal Aud.) Kansas City, Mo., 25-27.
Kiss and Tell (Locust St.) Phila.
Kiss and Tell (Harris) Chi.

Kiss and Tell (Curran) Ban Francisco, Life With Father (English) Indianapolis. Little Women (Shubert Lafayette) Detroit. Oklahoma (Erlanger) Chi. Patriots, The (Ford) Baltimore. Pitts, Zasu, in Ramshackle Inn (Wilbur) Bos-

Porgy and Bess (Memorial Aud.) Louisville 24; (Hartman) Columbus, O., 25-27. Sons o' Fun (Nixon) Pittsburgh, Student Prince (Cass) Detroit. Sullavan, Margaret, in The Voice of the Turtle (Walnut) Philadelphia. Three's a Family (Bushnell Aud.) Hartford, Conn., 22-24; (Municipal Aud.) Worcester, Mass., 25; (Klein Aud.) Bridgeport, Conn.,

26-27. Tobacco Road (Shubert) New Haven, Conn. Tomorrow the World (Selwyn) Chi. Uncle Harry (National) Washington. Without Love (Biltmore) Los Angeles.

#### CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listen.)

Arcade: Spur, Tex.; Hamlin 29-Dec. 4. Bistany Greater: Ocala, Fla.; Orlando 29-Dec. 4. Burke, Harry: Baton Rouge, La. Chatham Am. Co.: Hampton, S. C. Colley, J. J.: Hooks, Tex.

Crafts 20 Big; (26th & Main Sts.), San
Diego, Calif.; season ends.

Craig, Harry: Brownwood, Tex., 22-Dec. 5.
Dodson's World's Fair: Corpus Christi, Tex.

Fay's Silver Derby: Wellston, Ga.



### Advance Bookings

GLOVER AND LA MAE: Mayflower Hotel, Akron, December 13-January 11.

Gentsch & Sparks: Biloxi, Miss. Groves Greater: Lockport, La. Herrman, A. J., Am. Co.: Raceland, La. Kay Am. Co.: Gillett, Ark. Liberty United: Charleston, S. C. Magic Empire: Tallulah, La. Mighty Monarch: Bradenton, Fla. Miller, Ralph R.: N. Baton Rouge, La. Omar's Greater: Elaine, Ark. Park Am. Co.: Alexandria, La. Prell's World's Fair: Tampa, Fla. Rio Grande: Jasper, Tex.; Woodville 29-Dec. 4.
Royal Expo.: Pelham, Ga.
Sparks, J. F.: Birmingham, Ala.
Steblar Greater: (Assembly & Devine Sts.),

Columbia, S. C. Texas: Harlingen, Tex., 22-29. United Expo.: Leesville, La. Zacchini: Saluda, S. C.; Aiken 29-Dec. 4.

### CIRCUS

Clyde Bros.' Indoor: Edmond, Okla., 25; Shawnee 26-27; McAlester 29-30; Ada Dec. 1-2; Seminole 3-4. Dailey Bros.; Pearsall, Tex., 23; Crystal City 24; Uvalde 25; Del Rio 26; Eagle Pass 27. Patterson Bros.: Marion, O., Dec. 12-13. Polack Bros.: Peoria, Ill., 22-28; Davenport, In., 29-Dec. 5. Selio Bros.: Beulaville, N. C., 24; Faison 25; Warsaw 26; Wallace 27; Burgaw 28.

### MISCELLANEOUS

Barrett, Roy (Grand Leader Store), St. Louis, until Dec. 24. Campbell, Loring: Idaho Falls, Idaho, 29; Sugar City 30; American Falls Dec. 1. Couden, Doug & Lola: School Assemblies, Victorville, Calif. Hubbard, Paul: Public schools, Cincinnati, O.,

Ricton's Dogs: Florence, Ala., 22-27. Russell, Slim: San Antonio, Tex., 22-Dec. 5; Turtle, Wm. C.: Night clubs in Seattle, Wash.

### ADDITIONAL ROUTES

(Too Late for Classification)

Burton's Birds (Continental Club), Chesa-peake, O., 22-Dec. 2. Crawford, Ollie, Rhythm Rascals (Agnes Club Era) Chi. Daro & Corda (Rio Casino Club), Boston. Doyle, Eddie & Amy (Jungle Club) Dan-

ville, Ill., 22-27.

Hunt's, Billy, Colored Minstrels (Carolina),
Columbia, S. C., 24; Augusta, Ga., 25-27; (Auditorium), Savannah 29.

Layton's Dogs (Tic Toc Club), Boston, Mathews, Steve & Dorothy (Eau Claire Hotel), Eau Claire, Wis., until Dec. 11. Maurice & Andrea (Washington Yource Hotel), Shreveport, La., 22-Dec. 6. Sherman, Tessie & Maurice (Poweton Club), Phila., 22-Dec. 2.

### LET YOUR HEART DECIDE



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### NATIONAL WAR FUND



A Department for Operators, Jobbers, Distributors and Manufacturers

WALTER W. HURD, Editor
The Billboard, Ashland Bldg., 155 N. Clark St.,
Chicago 1, 111.

# PASSING COMMENT

The editorial page has been devoted during the past few months to a series of articles on association work. These articles have been intended to be more or less in permanent form and to suggest general ideas. A recent gathering of representative members of the trade in Chicago provides material for comment on current moves toward general organization.

Many of these coinmen who came to Chicago felt that a national organization of some kind would be formed. Many of them have had long experience in city and State organizations. Quite a number of them also have had experience in civic and patriotic organizations. The fact that everyone seemed to be thinking about a national organization brings this big question to the fore again.

It must be said here that before the meetings were closed, it was revealed that no one would accept the responsibility, even of serving on committee, of drawing up plans for a national organization. The apparent feeling here was that the job at present is too big, or else the leaders in the trade have finally reached the conclusion that the industry as a whole is not ready for a national organization. It certainly appears more difficult to form a really national organization in time of war.

Since so many leaders in the trade were present at the meetings, ordinarily it would have been expected that some concrete plan would have appeared. It was apparent, however, that no real preparations had been made for introducing a plan, and everyone came to the meeting thinking that someone else had prepared a plan. The final result was that no one had a concrete plan for introduction.

This suggests that whenever the industry itself reaches that stage where a national organization would be possible, someone must have workable plans drawn up long beforehand. In fact, it seems now that the industry must undergo another few years of education in association work in the local territories before a workable national organization can be set up. It can be said that the industry has already spent about 10 years in experimenting with organizations of various kinds. In those 10 years some very successful city and State associations have developed. And some workable national groups have been set up which represent only a part of the industry, such as the Coin Machine Industries, Inc., the Automatic Phonograph Manufacturers' Association, the National Automatic Merchandising Association and, more recently, the Arcade Owners' Association.

The recent meetings to discuss organization and other problems might have been much more successful had the above national groups joined in a concerted

effort to get industry leaders together to lead in proposing a general program. The fact should be kept in mind in the future that when any attempts to form a national program are made the existing national organizations should be given a leading part in forming the program and in calling the meetings.

Any general meeting of industry representatives at the present time faces two dividing issues, as was apparent at the recent meetings. The opening session in Chicago was a fine program with good speakers from the army, navy and the press. The program was an ideal presentation of patriotic and public relations work. Trade leaders who were at the meeting should recognize that a similar program could be made up for a local meeting in any city of any size in the country.

Underneath, many delegates to the meeting felt that the chief issue to be discussed was that of such problems as federal taxes and price ceilings. Others felt that this was the time for the industry to organize for patriotic services of various kinds and that the industry should not make a public display of its special tax and price ceiling problems. It will probably always be true that there are a number of serious problems facing the industry when national meetings are to be called and that divisive issues will make organization more difficult.

At this time the manufacturing industry is very busy with war production, and hence manufacturers could not be present. A long step forward was indicated when one proposal was made that an organization of "manufacturers, jobbers and operators" be formed. It is a good sign when the industry thru 10 years of attempted organization is able to see that any successful national set-up must be composed of manufacturers, distributors and operators. There is likely to be such a rush to get new business in the early postwar period that manufacturers may be farther from organization than ever for a while. The same situation may appear in the distributor field. In other words, the prospects for the general organization of the trade are set some distance in the future.

Underneath the surface there was still the old fear that a national organization would eventually degenerate into such practices as boycotts, coercion and pressure of various kinds. This is one of those fears that stands in the way of progress in association work because of past experiences under the wrong leadership. It should be said that there are many leaders in the industry now who have gained much experience and that they are fully aware that if associations are to make any progress in the future they must steer clear of unethical practices in every form.

### NATIONAL DROP

# Conference in Chi Brings Trade Leaders Together

No One Would Serve on Organization Committee

CHICAGO, Nov. 20.—Representative members of the coin machine industry met in Chicago for what was scheduled to be a wartime conference at the Morrison Hotel, November 15-16-17. The meeting had been called and plans made under the sponsorship of Bill Gersh, New York, a well-known advertising and publicity man in the industry.

The opening session had an attendance of 150 or more, and among them were some of the most experienced association workers of the industry. There was a general feeling that plans would be introduced for forming a na-

tional organization of some kind. The program for the entire first day made, the program was considered very included speakers from the armed services and also from the press. The very popular Vincent Gottschalk, of Chicago, was master of ceremonies and introduced Bill Gersh, who stated that the general theme of the meeting was to get the industry together for a more con-

certed drive to help the war effort.

Major J. A. Westbrook, of the Army Sixth Service Command, explained in detail some very definite things which the industry could do in an organized way to help boost merale of men in the services. His suggestions included such practical ideas as writing to the men in the armed forces.

Commander W. C. Eddy, commanding officer of the U.S. Naval Training School in Chicago, spoke in detail about how coin machines have been used to suggest at least two important mechanisms used in training men for the service. He told, too, how the men being trained under a most rigorous program patronized the nearest centers that had coin machines for recreational purposes in their times off duty. He also mentioned hospital convalescent centers and other recreational projects in and near camps at which the men greatly enjoyed games, target guns and music. He said the main fact to consider was the shortage of such equipment to supply the amusement the men definitely need in their free time.

#### Attendance Grows

In the afternoon the attendance grew to 250 or more which made a very impressive gathering for the coin machine trade. Otto E. Sciler, of the War Finance Committee of Illinois, presented the need for buying War Savings Bonds in a very effective way. Irving Pflaum, foreign news editor of The Chicago Times, made an unusual report of his observations on some of the fighting fronts overseas. Pflaum had only recently returned from the North African area, and his speech was considered very effective.

With such an array of speakers and with the many patriotic suggestions

profitable for the delegates present.

An official from the Chicago office of OPA read a letter from the Washington office, expressing the regret of George C. Toomey that he could not be present to address the body. The letter mentioned briefly an outline of the priceceiling regulations, following earlier communications which had specified the general rules. These were chiefly that sales of new machines are under general price regulations; sales of used machines by distributors are under MPR-429; sales by operators to operators are under 429 also; sales that comply with the legal definition of wholesale transactions are under general price regulations.

#### Second Day

The second day was listed on the program as an "Open Forum" to begin at 10:30 a.m. From the first there was general anticipation that a program for definite enlistment or organization would be presented at this meeting, and interest in this session was at a high pitch at the start. However, it was soon announced that no definite plans were ready, and Gersh named a committee of six members of the industry to take the platform and proceed with the meeting for open discussion with the suggestion that perhaps the discussions would lead to an organized program of some kind.

This was evidently the weakness in the conference because no one seemed to have concrete ideas in presentable form for the meeting. Possibly as many as 16 delegates present spoke their views on what should be done and what steps should be taken. The result seemed to be that so many suggestions, varied in detail, were brought before the body that action was delayed. Finally a motion was presented to "take steps to form an organization of manufacturers, distributors and operators," Further discussion followed on this motion.

It was considered unusual that such a proposal would include manufacturers, distributors and operators in the same

the trade had been somewhat divided on this issue. In most cases it was considered unwise to try to form an organization including the three groups. Then it developed that the manufacturing industry was not represented at the meeting, and hence they could not be included in the immediate plans.

The morning session ended, with the committee of six still having the responsibility of bringing back some plan for the afternoon session.

Attendance at the afternoon session dwindled considerably. The faithful committee of six were on the job and tried to develop some plan. They had spent the noon hour working on the situation. The plan finally decided on was to appoint a committee to draw up written plans for a national organization or program of some kind. When the chairman started to appoint this committee he asked for volunteers.

Then the conference took the unusual turn because no one would accept membership on the committee. This brought an apparent end to the idea of forming a national organization during the conference. However, the committee of six country, including Texas, the West Coast remained on the job and met on the third morning with the idea of possibly forming some plan that would lead to further organized efforts. The attendance was so small on the third day that the committee postponed making any definite announcements during the con-

organization, since for many years past ference. They suggested that if they arrived at a concrete plan in the near future it would be announced to the industry thru the trade press.

Manufacturers held open house, gathering in other hotels during the sessions of the wartime conference, and each entertained a large number of guests.

#### Informal Groups

The conference as a whole served the unusual purpose of bringing together leaders from all parts of the country who had not met in a general gathering since the last national convention in January, 1941. Many social groups met and discussed trade dealings and exchanged ideas that may help to shape the future. There was much consideration of what trends the trade would take in the post-war period. There were some cloakroom sessions in which plans for organization were discussed, and there were some rumors of an organization that would have power to enforce its regulations and maybe set up a czar for the industry.

Delegates came from all parts of the and the Eastern States. There was a fine representation of the leaders of the industry, and all of them expressed great confidence in the future of the industry. They agree that the main job for the industry now is to help win

the war.

# Copyright Pressure Grows

NEW YORK, Nov. 20.—The WLB panel hearings held for two days this week and a final summation of arguments is scheduled for November 22. The three-men panel will probably take two weeks to make its report to the national office.

Two important developments were reported by observers of the record situation here this week. The panel seemed to favor Petrillo in its views of the situation, and there was a big upsurge in plans to amend the federal copyright laws so that a number of organizations can collect fees from juke boxes.

The panel in its final hearings seemed clearly in favor of recommending that the record ban be settled along the same lines of previous contracts already made with Petrillo. This would include payment of fees direct to AFM and also the union employment fund.

The chairman of the WLB panel set off the new surge to amend the federal copyright laws when he suggested that legislation could be passed to give the union a substantial sum from juke boxes. The annual juke box income was put at about \$200,000,000.

Legal experts are now investigating the copyright situation. Many lawyers say the Constitution limits copyrights to authors and to writings and that records would not be covered by the Constitutional authority. However, the plans of England and Canada are being studied. In both these countries the fee collecting craze is being extended to collect from factories that use industrial music to boost war production. For more complete details on the copyright situation, see story entitled "Would-Be Copyright Changes" in Music Department of this issue.

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LONG ISLAND CITY, NEW YORK

# Important Correction

In the editorial entitled "Tax Amendment," The Billboard November 20, page 58, an error was made in reporting the proposed tax amendment now before Congress. The proposed tax on freeplay games should read \$25 per year instead of \$10.

The trade should study this proposal carefully because the big majority of free-play games today are being taxed as gaming devices at \$100 per year. If the proposed amendment is adopted it will classify by law free-play games and also tax them at \$25 per year instead of \$100.

The corrected clause in the proposed amendment is as follows:

"Any pinball machine or machine of similar character or design which is operated by the insertion of a coin, token or similar object, and by, or as a result of, the operation of which the player becomes entitled to extended use thereof or to the redemption of such use, shall be taxed at the rate of \$25 per annum."

In succeeding issues a more detailed analysis of the important

amendment proposals will be issued.

### Here in CHICAGO

#### First Look at Coin Machines

Thomas D. Sullivan, president of Sullivan-Nolan Advertising Company, who recently sold the game refurbishing division of their business to Al Sebring, had his first surprising look at the coin machine industry when he got a large order for silk-screen color process from Bally Manufacturing Company a few years ago. The firm intends to continue color work for the industry.

#### War Workers Rebuild Games

Lights blaze brightly every night at Illinois Novelty Company, where Leo J. Kelly has a night shift composed of several men who are engaged during the daytime in essential war work. Being former pinball mechanics, these workers enjoy the opportunity of keeping up-todate on coin machines. A rebuilt oneball payout model is now being turned

Kelly is an old-timer in the business, having been connected with various manufacturers in executive capacities for the past 20 years. A veteran of World War I, Kelly is an active Legionnaire and is mighty proud of his two sons who are serving in World War II.

#### Running Down a Hot Tip?

Joe Schwartz, of National Coin Machine Exchange, recently spent a few days out of the city, destination unannounced. Perhaps he got a hot tip on where he could buy some phonographs. His righthand man, Bruno Kosek, was holding down the fort as well he can. In charge of service and repairs, shipping and maintenance, Kosek has been with Schwartz since he first opened for business a long time ago.

#### Three Stores for Repair Dept.

Sam Winsberg, of Chicago Novelty Company, needed additional space for a new repair department. Partitions came down, alterations were made and in short order the location was ready for business. A large garage in back serves as a shipping department. Conversion work on Ray guns and repair of Ray gun amplifiers now utilizes practically every inch of floor space. Norman Stein heads the repair department and Martin Schlender Candy Manufacturer Offers handles shipping.

#### New Products Department

John (Midge) Ryan, assistant coin sales manager at Mills Industries, Inc., is throwing out his chest and proudly telling everyone about his first born—a daughter. The great event in the Ryans' life took place November 1. Congratulations are pouring in from all over and especially from the West Coast, where Ryan represented Mills for many years. His wife, the former Matty Mele, is from California. The girl was named Patricia

### Rose of Toledo Optimistic

Rose Knollmiller, whose dainty but de- coin machines all you want?"

termined hands steer the destinies of the Toledo Coin Machine Exchange, is planning on bright tomorrows in the coin machine industry. When in Chicago recently, she mentioned expansion moves for her firm which will be undertaken after the war. In the meantime she reports that her many operator friends in the Toledo area are being served with repairs, parts and available equipment.

#### Coin Machine Counterpart Of Wonderful One-Hoss Shay

Remember the one-hoss shay-the wonderful buggy created in the poetry of Oliver Wendell Holmes? This buggy was supposedly so perfectly balanced in the wearing qualities of each separate part that it could outwear a dozen ordinary carriages. Then when the end came it simply collapsed, all parts wear- Blendow; first vice-president, F. Petering out at once.

The same idea may be brewing in the mind of O. D. Jennings, founder of O. D. Jennings & Company, who recently discussed the wealth of new metals and alloys which will be available after the Recording secretary, Al Meyers; correwar. Balanced weight and balanced wear in coin machines will approach reality in the near future, he believes. Since the mechanical life of coin machines is dependent upon materials, assuming that engineering and design is sound, Mr. Jennings points out that longer-lived machines are sure to come.

A visit to the repair department at O. D. Jennings & Company confirmed Mr. Jennings' statement that a comparatively small number of parts must withstand most of the wear. When these few parts and wearing surfaces can be fabricated from longer wearing materials, the life of a coin machine will be greatly extended and repair costs will be materially reduced. New metals and alloys are constantly being developed. Some are not harder than formerly, but are designed to be more resistant to wear and friction.

Manufacturers have always been faced with the problem of balancing the mechanical parts and friction points of coin machines, according to Jennings. Distribution of weight has also been a factor in wearing qualities. With new and improved materials available after the war, Three retail stores in the 1300 block on Jennings believes his engineering staff in the heart of New London and is open Roscoe Avenue, Chicago, yielded when will be able to produce a more perfectly the year round. Al Koondel also operates balanced machine than in the past,

> However, and this is Important, Jen- England Sales Company. nings was careful to point out that long mechanical life is meaningless if player appeal is not equally long-lived. coin machine counterpart of "The Wonderful One-Hoss Shay" will be some version of a Jennings Chief.

### Candy to War Workers

Candy manufacturers have faced a desperate employment problem, but a bright copywriter unwittingly found the solution for Fannle May Candy Shops of Chicago. Radio announcements telling of ideal working conditions in the Fanny May plant-good wages, rest periods, wonderful cafeteria, frequent raises, etc., brought disheartening responses. But when a single line was tacked on, "You can eat all the candy you want!," a flood of applicants appeared.

Could it be possible that coin machine manufacturers might obtain more war workers if they advertised: "You can play

### 65C7-5Z3-80-83-2A4G and 70L7

These tubes are next to impossible to secure. We have adapters for making the change-

over that require no changes in the amplifier or remote boxes. #205-2A4G to 2051 (Seeburg Guns)

#100-6SC7 to 7F7 110-523 to 5U4G 210-2A4C to 2051 (Remote Music)

125-80 to 5T4, 5V4G, 5Y3 or 5Z4 126-83 to 5U4C or 5X4

215-70L7 to 7A4-7A5 (Seeburg Remote Boxes) \$3.00 Each in Lots of Six \$6.50 Each, Minimum Shipment of Six
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By BEN SMITH and BOB SEIDEL

#### **AOA Notes**

At the Arcades Owners' Association meeting held November 11 at the Abbey Hotel, the following slate was nominated for the 1944 term: For president, Al son; second vice-president, Louis Fox; third vice-president, Sam Holtzman; fourth vice-president, Nathan Faber; fifth vice-president, Charles Rubenstein. sponding secretary, Milton Weissman; treasurer, Bernard Katz; counsel, Herman Brothers. Regional directors: A. Nathanson, California; Morris Hankin, Georgia; Henry Freedman, Colorado; K. C. Wilson, Arkansas; Joe Ash, Pennsylvania, and F. McKim Smith, New Jersey.

During the course of the meeting, J. L. Campbell, insurance counseler, gave a short talk on the co-operative insurance plan which the association is putting into effect and answered questions from the floor. Before the meeting ended, arrangements were made to hold a party some time in January to celebrate the AOA first anniversary. The following were elected to work on the entertainment committee: Sam Holtzman, Mike Munves, Nat Faber, Frank Marcus and Herbert Weaver.

#### Sells Partnership

Phil Gould has sold his one-third partnership interest in the Palace of Fun. New London, Conn., to Al Koondel and Joe Gloth, who are now sole owners of this arcade enterprise, Arcade is located a jobbing firm under the name of New

#### Will Move

Mike Munves, one of the oldest and From this we might conclude that the most successful distributors of arcade and general coin machine equipment in the country, is finding it necessary, because his business is still growing, to shop around for new and larger quarters. He has several locations under consideration in mid-Manhattan and will probably make the big decision in the very near future,

#### Here and There

Oh, for the life of Dave Margolin. It may be hard work, but it can't be very unpleasant to be in Miami this time of the year. . . . Hyman Rosenberg, former A. B. T. distributor, was seen along Tenth Avenue. . . . Ike Berman, conditioned by the boys' extra particular observing at the recent AMOA affair, left his sife chaperoned by her sister, Mrs. Ant Merenstein, of Baltimore, when he went on his vacation. . . . On November 29 Irving Mitchell will be honored by being received as a member of the blood donors' Gallon Club. On that day he will have given eight pints of blood to the blood bank, the maximum any individual is allowed to give. As Irving puts it "I'd like to give blood until Hitler drowns in it." . . . Harry Hirsch, Rosedale. L. I., is a new addition to the cigarette and candy vending operating field. He was started in this business by Jack Seidler, of Uneeda Vending Service. . . . E. W. Pace, of Pace Manufacturing Company, had a long visit with Dave Lowy when the former dropped into town recently. . . . Charlie Ratnoff reports his fighting son in great shape. Young Ratnoff feels better and looks better since Uncle Sam took over. . . . Iry Morris took in the AOA meeting when he was in town last week. . . . Joe (Active) Ash has his nails manicured regularly to enable him to do a neater job counting nickels.

#### Patriotic

Barney Sugarman has the patriotic bug so bad he is encouraging his entire organization to join some branch of the armed service. He is trying to get Evelyn Goldberger and Doris Rose to join the WAVES and Rita Green the Red Cross. Wonder what Barney would do if the girls took him up on it.

### CLEVELAND COIN OFFERS: CONSOLES:

2 1938 Track Times, Each\$125.00 1 Triple Entry
2 1c Q.T. Glitters, Each
5 16-Record Wurlitzers, Each\$ 95.00 10 A.M.I. Singing Towers, Very Clean, Each
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One Set of FOUR UNITS 10c Completely AUTOMATIC COIN OPERATED PACE 45 FOOT DUCK PIN ALLEYS, in Excellent Condition, Complete\$1000.00 One 6 MACHINE GUN FELTMAN RANGE, Complete With PELLETS, TARGETS, ETC. WRITE

1/2 Deposit With All Orders, Balance C. O. D.

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### WILL PAY CASH

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REX, ROYAL, GEM, REGAL, CONCERT GRAND, CROWN, VOGUE, CLASSIC, CASINO, MAYFAIR AND PLAZA PHONOGRAPHS, State Price expected, Condition of Equip-

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### GOING INTO ARMY

Must sell at once, 7 Panorams, good, clean condition; Projectors, in excellent shape, \$3,150.00. Crated, \$50.00 extra.

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# JUKE BOXES PRO

### Youth Centers Find Music Boxes Are Main Attraction

Cleveland Phono Merchants' Assn. lauded for city clubs

CHICAGO, Nov. 20 .- Reports continue to pour in on the founding of youth clubs to combat juvenile delinquency. War production centers, where in many cases both parents are employed, leaving children without supervision and allowing them to make their own choice as to entertainment, have been especially quick to get on the youth-club bandwagon.

Programs at the clubs vary, but almost all are equipped with juke boxes and popular records for the youngsters' dancing. The juke boxes are big factors in promoting good attendance; in Philadelphia, for instance, a welfare worker studying the juvenile delinquency situation reported that while one club in that city had a juke box as almost the only source of entertainment, its appeal was strong enough to keep the youngsters interested.

Juke box operators have done an excellent job of co-operating with recreation directors and officials in many of the communities. Articles on the activities of the Philadelphia Music Operators' Association along these lines have appeared in previous issues of The Billboard.

Merchants' Association arranged with J. few have received more publicity, both had the same tastes in music as the Kemeny, city recreation director, to have juke boxes installed in the seven municipal recreation centers.

#### Will Test Appeal

A committee headed by Sam Abrams offered juke boxes free of charge to any teen-age center in Cleveland for a 90day period to test the appeal of the boxes.

In the next few weeks the following settlements will receive juke boxes: Clark Settlement, Lincoln, Woodland, Portland-Outhwaite, St. Clair, Central and Cudell House. These centers have soda bars and game space already set up, but had no funds to secure juke boxes for dancing.

The Cleveland group has won wide acclaim in local newspapers for its generosity and co-operation.

In Tulsa, Okla., a "drop-in center" was opened for students of the city's three high schools, sponsored by the YMCA and YWCA. The center, named "Awcumon In" by the students, is in the former women's gymnasium of the YWCA.

Representatives of the two organizations and a committee of students from each of the high schools worked out the plan for the club.

Students of Central High School redecorated the gymnasium and refurbished the kitchen. A juke box has been obtained, and students may dance or just sit and listen while they sip soft drinks.

Sponsors of the club hope mothers of students can be recuited to serve as chaperones and assist in dispensing refreshments.

In Detroit, an old fire station across from Southwestern High School, has been turned into a center called the Southwestern Teen Age Hangout. So popular is this club that as many as 800 students have tried to get into it at once.

The Hangout, which is operated by the YWCA with War Chest funds, was originally planned to serve two groups, teenagers and adult war workers, but when the younger group gets in there isn't much room for anyone else.

#### Hope To Enlarge Club

The proven success of this center has led WYCA workers to hope that it will be possible to finish the second floor into clubrooms, a home-work room, a game room, where table tennis equipment can be left up without interfering with traffic

thru the building, a crafts shop and more stronger games equipment.

A story in The Detroit Times says in part: "The juke box (without which any teen-age center is a total loss) works donating jukes to seven overtime from 2 to 10 p.m. Activity centers around the dance floor. Sometimes at peak hours as many as 600 youngsters attempt to dance at once."

> Waterloo, Ia., plans to open an old school building as an indoor recreation center next week. The center will be youth-operated, and a temporary council of five boys and five girls has been named. A permanent council will be elected after the center is open and a name for the youth club is chosen.

Social rooms have been outfitted with a juke box, radio, piano, magazines and several of the quieter games, such as chess and checkers. Four former classrooms have been completely furnished with game facilities such as pool tables, shuffleboard sets, a two-way bowling alley and similar equipment.

The Des Moines Register recently de- adult board of directors.

voted an entire page to pictures and a write-up of the "Dry Dock," Fort Madithe Mississippi River.

High school boys and girls of the town complained that there was no place for them to congregate, so parents, school officials and various civic and service groups got together and provided the "Dry Dock."

#### Co-Operative Venture

Much of the success of the venture is due to the students and their friends. who made house-to-house canvasses for funds with which to start. Parents and business houses donated a total of \$2,830. of which \$2,417 was spent in putting the center into good condition and furnishing it. It has proved so worth while that the Community Chest has agreed to help finance it.

The center's juke box is usually going full blast. In September the box took in \$90.35, a big factor in paying the recreation center's bills, During September the club came within \$8 of making expenses.

A local women, herself the mother of two children, is the club's hostess. Rules are enforced by a student council representing the public high school and two parochial high schools. There is an

# 

By MARGARET S. WELLS

FOR AND AGAINST MAMA .-- Un- of vantage I disagree with the writer in doubtedly there have been better songs The Daily Home. Recently the Cleveland Phonograph written than Pistol Packin' Mama, but favorable and unfavorable. The more sober-minded are inclined to view Mama's popularity with alarm, claiming that it is an example of the poor musical. taste of the general public. Others dismiss it with a shrug, hopeful that a song on a slightly more elevated plane will be the next big hit tune.

One of the viewers with alarm is an editorial writer for The Talladega (Ala.) Daily Home, who writes wrathfully:

"For a generation which may be forced to grow up believing that a juke box squalling. 'Put that pistol down, babe,' represents the ultimate in the tenderest and sweetest of all arts we'd like to suggest compulsory musical appreclation courses in our schools.

"The danger is real and in no sense is the situation the fault of the youngsters themselves. We get our music nowadays from the juke box or the radio, and the miserable caterwauling that assails the American ear on every side is nothing more or less than a reflection of the decadent taste of the American adult.

"Neither is it the fault of those who plan radio programs and stock juke boxes with records. They're in it to make a living and they're providing what the public evidently appreciates. .

"Let's consider this generation as lost from a musical sense. Let's admit we dropped to such a level that our writers can't even produce a good war song.

"But let's try to do something to give a fair break in the matter of music appreciation to the boys and girls coming along.

"Some way or another they should be given a chance to know what a magic laden and wonderful thing good music is. Some of us can appreciate and absorb the great operas and symphonies. Some of us find our taste running more to the simpler things.

"That part doesn't matter. There are ballads that will live as long as any piece plant. of music ever written.

"But it would be almost a national generation in which the musical taste slogans. is as thoroly bad as in this one."

Montgomery (Ala.) Advertiser, and a an opera singer, was born on the Island reader wrote the following letter about of Crete. He came to America in 1923 it to the editor:

close to my pupils, and from this point (See MUSIC IN THE NEWS on page 106)

"Youth has never, in any generation, adult. It has always been as it is now. Who would sing a lullaby about Mother Goose to an aged man or woman? Who would sing Rock of Ages to a youth of 18? Give our youth the music they desire, the music that compares with their 'oomph' and impetuousity, and songs of love that soothe their restless hearts.

"If the writer from Talladega will reflect soberly, I believe he will recall with pleasure how the strains of Turkey in the Straw brought life to his feet years ago. Pistol Packin' Mama is Turkey in the Straw in modern dress. . . . Let us indulge joyfully in the musical tastes of the youth of today. Let's not forget that we were young once and enjoyed the same things they enjoy now."

"LITTLE SYMPHONY." -- Ralph Mc-Gill, editor of The Atlanta Constitution, in his column, "One Word More," recently wrote about the Brunswick (Ga.) Little Symphony:

"This type of orchestra, it seems to us, offers a practical course in music appreciation of the sort the editorial writer mentioned above is clamoring for, altho the question arises of whether the little Moves, Expands Business symphony's programs would appeal to the young."

McGill first saw the orchestra while he was standing on a platform awaiting the launching of a liberty ship. The players' uniforms were their work clothes. A welder fingered a violin; an inspector blew out his trumpet; a timekeeper fingered a flute.

The orchestra played at the ship launching, and McGill talked to the conductor and asked for more information about this group. He got it in the form of a slick-paper announcement with photographs and information of and about each member of the Brunswick Little Symphony. It is made up entirely of professional musicians, almost all of whom are well over draft age and all employed as workers in the James A. Jones

Their slogan is "Music for morale, music in industry and music for victory." calamity for America to produce another McGill says he has seen much worse

The musicians are an amazing group. This editorial was reprinted in The Their leader, Christ Vrionides, the son of and took post-graduate work at the "I am a music teacher with many Juilliard School of Music; founded and years of experience and I try to stay very directed the Byzantine Vocal Ensemble,

### Shellac Supply Hangs on '44 son (Ia.) student center overlooking India Crop and Cargo Space

NEW YORK, Nov. 20 .- Reports on the possible supplies of shellac for civilian use next year are now coming into prominence. The Defense Supplies Corporation, government agency controlling such questions, recently stated that the stockpile for war use is now enough to last four years at the current rate of distribution. The government plans for the time being to maintain that high level of supply. Since there are prospects of getting more shellac from India as the months pass, government officials said that they are already planning to release more shellac for civilian needs.

However, this important question will depend entirely on the size of the spring crop of shellac in India and how much of it can be shipped here.

Investigators who had recently gone to India reported that shipping facilities were really the big problem in getting more sheliac to the United States. However, more recent reports say that shipping space has never been a real problem. They say that government buyers run into trouble with speculators and profiteers in India and so simply delay buying shellac that they could easily ship if it were not for paying too high a price. These speculators keep circulating reports that there is an extreme shortage of supplies in India, and government agents say it is simply to force prices up.

Representatives of American firms now in India in the majority report that transportation in India is their chief problem, so the American public must still wait for supplies of shellac, wondering what the exact situation is abroad.

When record manufacturers recently stopped collection of scrap records, many observers took this as a trade indication that there would be more civilian supplies released. One record manufacturer, however, stated that his firm stopped scrap collections because they had accumulated enough scrap for their use for many months to come, and not because they expect any increase in their consumption quotas.

Reports of substitutes are also attracting wide attention. Recently it was reported that the navy had developed a new synthetic substitute and that production had reached a large volume. The trade also believes that WPB may make some additions to the stockpile, and newspapers recently reported that a big industrial concern with plants in Illinois had developed substitute shellac that promises to meet all uses for which natural shellac is needed. The firm is boosting production at a rapid rate.

Shipments of the new shellac crop next spring in India will begin in May and continue for about four months. WPB officials say by that time they can make a more definite decision on releasing shellac for general use.

### Balto Public Address Co.

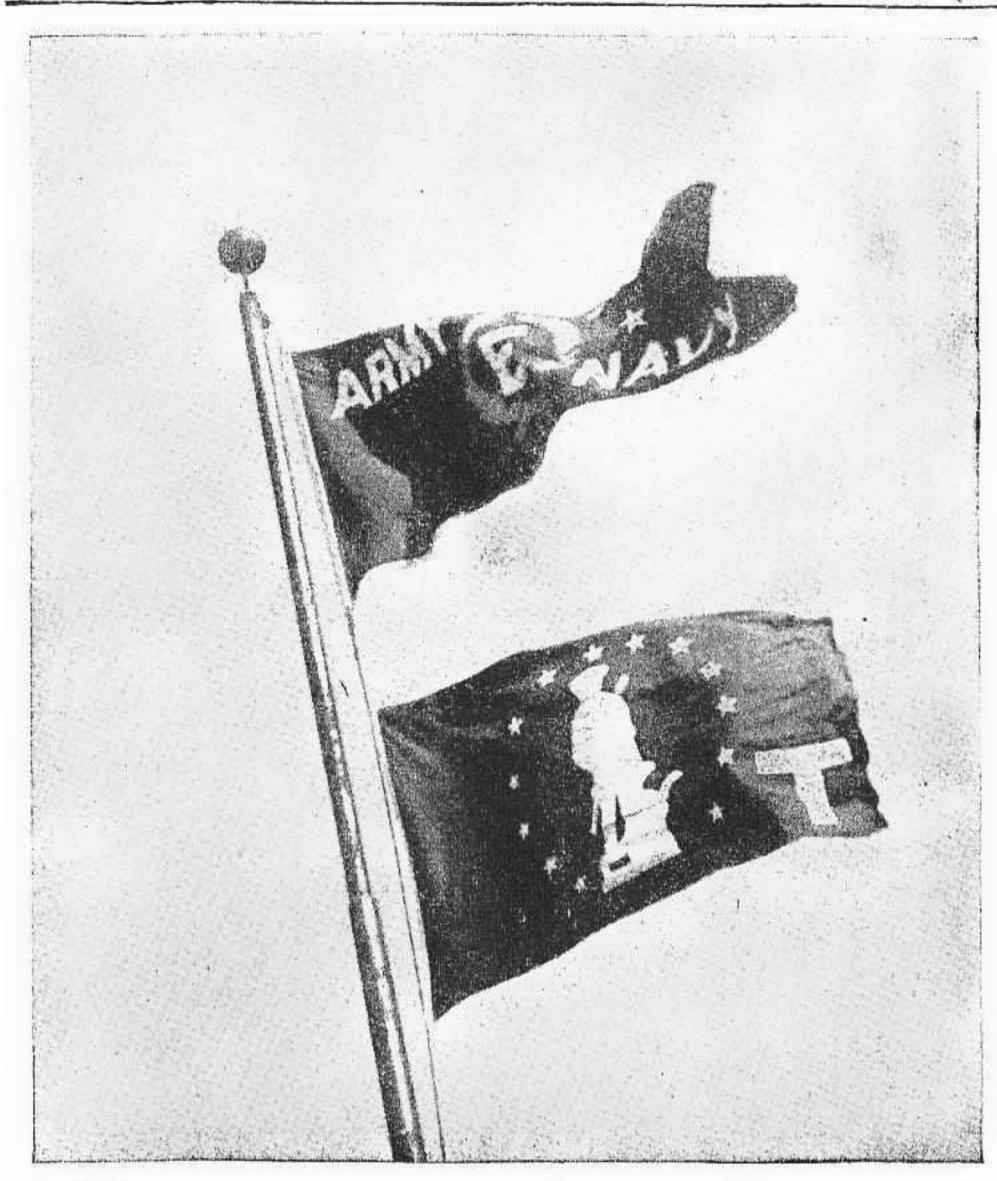
BALTIMORE, Nov. 20. - American Radio-Public Address Service, located for a number of years at 1328 West North Avenue, has moved to North and Druid Hill avenues, where it has larger quarters and has added records to its line of merchandise.

Headed by I. Goldstick, who has been associated with the radio and kindred fields for a number of years, the firm offers a comprehensive service in its field, including the renting of sound equipment for mobile work, for bingo, carnival, flag dedication and kindred lines of activities; repairs recording machines, record changers, radios and amplifiers, and sells amplifiers, microphones, tubes, records, inter-communicating systems and personal recordings.

M. Bass, who was associated with Goldstick in this business, has accepted a position with the Baltimore Bendix radio

### Cincy Ace at New Stand

CINCINNATI, Nov. 20 .- Charles Kantor, secretary-treasurer of Cincinnati Phonograph Owners' Association, has moved his Ace Sales Company to a newly purchased four-story building, 220 West Seventh Street.





On the Army-Navy "E" Flag that flies over the Packard plant is a white star, for continued excellence in war production. It is there because Packard men and women every one of them—have worked together, untiringly, to get the job done.

We are proud of the record they have made in the production of war materials. And we know, too, that when victory is ours, the same organization, the same engineering and the same teamwork will produce new and advanced automatic music systems which will carry Packard leadership to new heights.



HOMER E. CAPEHART (left), President of Packard Manufacturing Corp., and W. F. STRUBY (right), General Manager, join with employes' representatives at mass meeting celebrating addition of star to the Army-Navy "E" Flag awarded for continued excellence in production of vital parts for guns, tanks and aircraft.

PRESIDEN

### PACKARD MANUFACTURING CORP.

Indianapolis, Indiana



To help us make new Victor and Bluebird Records for you, sell your old ones to your distributor.



A column of music information for phonograph operators. The Billboard's Annual Talent and Tunes Supplement is issued the last week in September each year.

By GLADYS CHASINS

THE ranks of the swoon-croon boys, who have practically taken over in the record field since instrumental waxings become scarce, may be broken by draft quotas. Most of the singers are in their early 20s, making them eligible now that the drafting of fathers is in effect. Frank Sinatra, the No. 1 swooner who is currently represented on the Record Buying Guide by Sunday, Monday or Always; People Will Say We're in Love, If You Please, and Oh, What a Beautiful Morning, is already in 1-A, his induction MEMPHIS: expected in the early part of January. It may be delayed a little, however, as the Sinatra household is expecting an addition around the same time the singer's induction is skedded. Bob Eberly, another of the top-ranking swooners, is leaving for the army this month. Eberly will be out of the Jimmy Dorsey band before it starts its theater tour on November 25, but fortunately for operators, he did some recording sessions with the JD outfit, cutting Star Eyes, hit tune he sings in I Dood It, MGM flicker. . . . Vaughn Monroe was given a 4-F rating by his draft board last week and will be back in the business in a couple of weeks, when he reorganizes his band. Outfit broke up when the leader received his induction notice. . . . Among the femme singers, who may get more and more attention as the draft draws the males out of the picture, Helen Forrest is the latest to step out on her own. Miss Forrest leaves Harry James on December 1, skedded to make her debut as a single a week later at New York's Roxy Theatef. . . . Duke Ellington will start another concert tour next week, playing a week in Canada and then heading for dates in New York, Boston, Philadelphia and Washington, Last year's concert went a long way to boost Ellington to his present popularity, re- larlty Chart in the Music Department. flected by the increased demand for his waxings. Operators in those cities where set to appear.

#### Territorial Favorites

#### LOUISVILLE:

#### The Old Music Master. Paul Whiteman.

Included among the first batch of tunes recorded by Capitol under its new AFM license, this ditty is drawing the Kentucky folk back for more and more. Tune is featured in the Paramount flicker, True to Life, and will probably be cropping up in more and more cities as the film makes the rounds.

#### Cow Cow Boogie. Freddie Slack.

Altho this tune hit its peak of popularity and then slumped off quite some time ago, it never faded out completely. Sheet music and record sales have been fairly consistent and disproportionally high as compared with the number of air plugs. However, this is the first time in many months that phono fans plugged in as many nickels for it as they did last week in Memphis.

#### CINCINNATI:

#### For the First Time. Dick Haymes.

This heavily air-plugged ballad is whirling merrily in Cincinnati, but not for the first time. Waxing has been showing promise in several cities in the past few weeks, where operators have tried turning over Put Your Arms Around Me, Honey tune on the reverse side. Ops who haven't done so might try giving this side a few spins.

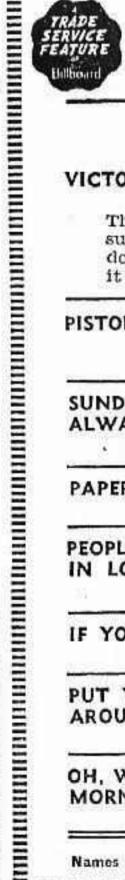
#### Note

For a listing of songs played most often over the radio for the week ended Thursday, November 18, see the Music Popu-

Operators with machines in Negro tocations will also find that the Popuconcerts are scheduled might slip some larity Chart presents a valuable listing Ellington disks into the slots when he's of the sepian best sellers under Harlem Hit Parade.

#### 

### RECORD



Special reports received from The Billboard representatives last week show the records listed below are currently receiving the most play on automatic phonographs thruout the nation. These reports stem from all the country's leading operating centers and are averaged together. Thus only records that are distributed nationally will show up in the guide.

### GOING STRONG

VICTORY POLKA ..... BING CROSBY-ANDREWS SISTERS (Vic Schoen Ork) ...... Decca 23277

The swift rise in popularity of this ditty has operators anticipating a successor to Beer Barrel Polka, and from its showing this week, ops don't seem to be hoping in vain. Decca didn't waste any shellac when it picked this tune for its first release.

PISTOL PACKIN' MAMA .. AL DEXTER (Al Dexter) ...... Okeh 6708 (18th week) BING CROSBY-ANDREWS SISTERS (Vic Schoen Ork) ...... Decca 23277

SUNDAY, MONDAY OR BING CROSBY ...... Decca 18561 ALWAYS ......... FRANK SINATRA ............... Columbia 36679 (13th week)

PAPER DOLL ..... MILLS BROTHERS ..... Decca 18318 (12th week)

IN LOVE ..... BING CROSBY ....... Decen 18564 (7th week)

IF YOU PLEASE ..... BING CROSBY ...... Decen 18561 (6th week)

PUT YOUR ARMS AROUND ME, HONEY...DICK HAYMES (Song Spinners)..... Decca 18558 CLAYTON McMICHEN ..... Decca 6091 (5th week)

OH, WHAT A BEAUTIFUL BING CROSBY ...... Decca 18564 MORNING ..... FRANK SINATRA ..... Columbia 36682 (3d week)

MILLING CONTROL OF THE PROPERTY OF THE PROPERT

Names in parentheses indicate vocalists,



MGM Songs

MGM's publishing subsidiary, Leo Feist, Inc., is starting a new exploitation campaign on tunes from MGM flickers, to be handled by field representatives thruout the country. Idea is Bands in Pix to give the songs from each MGM film a heavy advance build-up in each locality as the picture is skedded to play there.

ups with local music stores, local orchestra leaders and singers and local newspapers and radio stations. For operators this means that all the top songs in MGM films will be gaining a foothold before the flicker comes to town to plug them, so operators should contact local MGM field reps, obtain a schedule of films that will be worked on and slip in waxings of film tunes whenever available.

With Decca and Capitol under way and Classic lining up a roster of bands, operators will probably be getting more and more waxings of film tunes in the coming weeks, altho on the first couple of flickers exploited by MGM recordings may be scarce.

First film to be handled by MGM field Doubles Music Locations reps is Thousands Cheer, one of the tunes from this film already getting heavy air plugs. Tune, I Dug a Ditch, has been waxed on the Hit label.

#### National Releases

20th Century-Fox has set the national release date of The Gang's All Here for December 24. Film features the Benny Goodman ork, Carmen Miranda and Alice Faye. Ops can feature Goodman's latest release, The World Is Waiting for the Sunrise and Solo Flight or any other available BG waxings, working out tie- is managing to get enough records to ups on display material with local take care of its increased operations. theaters.

ber 2, is Columbia's The Heat's On, fea- Mama, by Al Dexter, and have added the turing Xavier Cugat and Hazel Scott, Bing Crosby-Andrews Sisters' recording Operators should check on local play- of the same tune. Reaction to the dates and display posters to play up Crosby-Andrews disk has been most recordings by these artists.

Both these films feature new songs. Any waxings of tunes from these flickers will be listed in this column if and when they are released.

The film studios almost without exception have hopped on the band wagon now, and the list of names currently be-Special exploitation will include tic- fore the cameras or lined up for films soon to go into production, promises to give operators a field day.

Some of the most recent bands to be slated for films include Freddie Slack, who'll appear in RKO Radio's Seven Days Ashore, and in Universal's Cross Your Fingers along with Ted Weems and Harry Owens. Woody Herman and Cab Calloway are the first two bands to be signed for United Artists' Sensations of 1944. and D'Artega has been signed for a Universal flicker in addition to his stint in You Can't Ration Love at the Paramount lot. Les Brown is also set to work at Paramount in Bring on the Girls.

### Evans Firm, Baltimore,

BALTIMORE, Nov. 20 .- Harry Ginsburg and Moe Kaminsky, trading as the Evans Coin Machine Company, operators of music boxes and pinball machines, are chalking up substantial collections on their music box operations. This is due largely to the expansion of activities in this field. They have more than doubled their number of music box locations and collections reflect this expansion,

Despite a shortage of records due to the lack of new releases, the company

They have had a fairly good supply Also set for national release, on Decem- of the top hillbilly tune, Pistol Packin' satisfactory.

### GUIDE-PART

According to The Billboard representatives, who have this past week contacted at least four large automatic phonograph operators in their cities, the records listed below are rapidly gaining in popularity all over the nation, and indications are these records will eventually move into the most-played bracket on the opposite page.



30-0816

### COMING UP

BLUE RAIN ..... CLENN MILLER (Ray Eberle) ...... Victor 20-1536

BEA WAIN ..... Bluebird

Rain just missed hitting the bull's-eye this week by a hair's breadth. Up until last week, the ballad hadn't made up its mind whether it intended to compete with the tunes in Going Strong, but last week it started on the way and this week's showing leaves little doubt that the tune means to stay in the running.

NO LETTER TODAY .... TED DAFFAN (Chuck Keeshan and Leon Scago) ..... Okeh 6706

This hillbilly ditty made a comeback this week worthy of three loud. cheers from operators. Not since the peak of its popularity did the tune cull so many mentions, and it's especially notable because last week it dropped off the Guide altogether. Daffan's waxing received exactly the same number of mentions as the Rain ballad above it, so tunes were listed in alphabetical order.

I NEVER MENTION YOUR JACK LEONARD (Ray Bloch's Orch) . . Okeh 6715 NAME ..... DICK HAYMES (Song Spinners) .... Decca 18558 ALLEN MILLER ...... Hit 7048

Altho this tune hasn't been making a very strong showing for a number of weeks, It's still head and shoulders above many of the new waxings that have recently been released. A couple of newly issued recordings have moved past it because Name hasn't been working upward, but it has held on for an even flow of coins and doesn't look ready to relinquish its position,

THE DREAMER ..... KAY ARMEN (Balladiers) ...... Decca 18566 

In its second week in fourth place, this film tune is showing up quite a bit stronger than it did last week. The Peter Piper version came in for a couple of mentions, not matching the number given to the Kay Armen rendition, tho. Tune is getting frequent airings, and that plus the plugging in Thank Your Lucky Stars should keep it spinning.

Double-meaning records are purposely omitted from this column. 

### VICE-PRESIDENT

NEW YORK COIN MACHINE OPERATORS' ASSN.

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THE ROWAN COMPANY 45-19 BROADWAY

LONG ISLAND CITY, N. Y.

WCHLITZER ROCK CLA SPERUNG

November 16, 1943

Mr. Harry C. Kruse Docum Distributing Corporation 621 W. 54th Street New York City

Dear Harry:

AUTOMATIC

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And

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I meant it sincerely when I told you at the New York Operators Annual Dinner Wat Decca is doing more than anyone else to keep the operators in business.

. We have always known since you started in business that December gone out of its way to give us operators a break but now it is more important than ever and I want you to know, Kruse, that I appreciate it. We know that there is a shortage in records. We know that it is tough to get anything today, but for about a year of those shortages, you have proved that Decen, even in these times, is going to play along with the operators as they always have and see that we got our fair share of the records that you can make under these times.

You know I am in touch with a great many operators, and most of them feel just the way I do about this thing. They feel just as atrongly that we owe a new to Decen.

Thanks Doces - keep it up and when this whole thing is over, we won't forget you.

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A column of comment designed to keep readers informed on what's doing in the hillbilly field.

Address all communications to Folk Tunes Editor, The Billboard, 155 N. Clark Street, Chicago 1.

### Pennsy Pickings

101 Ranch Boys, featured at the West York Play Barn, York, Pa., return to the airlanes there under sponsorship of the York Furniture Center. New feature at the Play Barn with the Ranch Boys on Saturday nights is Nemo and His Radio Show. Play Barn has added amateur shows Sunday nights to uncover new Western and cowboy talent.

Ralph Schafer and His Ambassadors Juneau Likes Folk Tunes providing the music for round and square dancing at The Palms, Phillipsburg, N. J.

Old-fashioned hoe-downs again being featured Saturday nights at Maple Grove Park, near Reading, Pa., with visiting Western units coming in each week.

Frank (Dutch) Reick brought in as caller for the old-fashioned round and square dances staged each Saturday night at Bert Gilson's Eagle Hotel, Phillipsburg, N. J.

Folks at Pottstown, Pa., are sure of getting their folk tunes at the town firehouse affairs as a result of the will left by one of the firehouse music lovers. A bequest that \$1,000 of his estate valued Schenck Launches Hillbilly at \$5,300 be used by the Philadelphia Steam Fire Engine Company No. 1 in Pottstown, to provide such special music, was included in the will of the late William N. Scheetz, 74, filed for probate at Norristown, Pa., this week. He was an active member of the fire company for 60 years.

HILLBILLIES-SEND FOR PROF. COPY Jenkins, Men Soud "THE KID WITH THE GUITAR" Published by Kelly Music Co., Franklin, Pa.

PULLY JENKINS 1 MAIN ST.

ILION, N. Y. POLLY JENKINS

S. Lane Anderson, 79, organizer and president of the Old Fiddlers' Association of Chester and Delaware counties in Eastern Pennsylvania, died November 10. at his home in Concordville, Pa. He was one of the leaders in keeping the interests of old-time and folk music alive in this area, and his association sponsored annual meets and picnics for the music

Frank W. Donalson, leading music operator of Juneau, Alaska, sends in a report on the boxes that indicates Alaska is fond of folk tunes. Says Donalson: "The Honey Song and Gals Don't Mean a Thing have been most popular for two months. Pistol Packin' Mama was the hit for about three weeks. The platters all wore out beyond use and we've never been able to get any more. Born to Lose is going strong and No Letter Today close behind. We never remove a popular hillbilly here. When it wears out we put on another if one is available."

Jack Schenck, producer of colored shows, has entered a new field with Jack Andrews as partner. On December 21 he will launch the Hillbilly Jamboree at I. M. A. hall, Flint, Mich. Talent includes Wendell Hall, of It Ain't Gonna Rain No More fame; the Corn Crackers, Red Foley, Little Eva, Bonnie and Connie, and Natche, Indian fiddler, with Sunny Bernet as emsee.

### Ranch Gang Tour East

Fleetwood Jack and His Nevada Ranch Gang have just completed a tour of schools and theaters in West Virginia,

"TUNES THAT NEVER GROW OLD" STANDARD RECORDS ASK YOUR LO MEAN BIGGER CAL JOBBER FOR STANDARD PROFITS FOR RECORD CATALOG ALL MUSIC OR WRITE TO MACHINES! STANDARD PHONO CO. 163 West 23 Street . New York II, N. Y.



Harmony Pals, Hene and Elene, folk be five men. songs and ballads.

### Melody Maverick on WJPF

as the Melody Maverick and Dude, the Singing Cowboy, will join the staff of WJPF, "The Voice of Egypt," Herrin, Ill., Hank Wright, the Tumbleweed Yodeler, his recording of Pistol Packin' Mama has

Maryland and Pennsylvania. In the gang, for one show, and he also plans to reare Fleetwood Jack, emsee; Julie and organize his Trail Riders' band, which Rusty Reggar, Smilln' Bill; Marjorie Lee, was disbanded when Uncle Sam called yodeling cowgirl, and the Victory Ranch eight of the nine men. New combo will

### Dexter's Newest

Al Dexter, author of Pistol Packin' Ramon L. Donaldson, variously billed Mama, has a new number, I'll Wait for You Dear, which he introduced last week on the National Barn Dance, WLS, Chicago. Dexter was special guest on the about December 1, and will appear on Barn Dance and was given a rousing reseveral shows. He will team up with ception. In response to a query he said

# RECORD BUYING GUIDE-PART 2



A Forecast of What New Songs and Record Releases Are Most Likely To Be Needed by Phonograph Operators

#### POSSIBILITIES •

These Records and Songs show indications of becoming Future Nationwide Hits in Automatic Phonographs. 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.

#### NOTE

Decca made available two more film tunes this week waxed by Jimmy Dorsey, They're Either Too Young or Too Old and Star Eyes. Operators all over the country have been reporting a heavy demand for the former, which stems from Warner's Thank Your Lucky Stars, so the tune should start spinning as soon as it reaches locations. Both tunes rank high in number of air plugs, and with JD playing and Bob Eberle singing Star Eyes exactly as they do on the screen in MGM's I Dood It, that one, too, should start whirling merrily. Decca also brought out two sides by Bing Crosby, singing the increasingly popular I'll Be Home for Christmas and the old fave, Danny Boy. The Hit label popped up with a surprise this week, releasing four new tunes waxed by Jan Garber, including another entry of They're Either Too Young or Too Old, and with advance demand for the tune so heavy, there'll be plenty of room for both name band versions in machines. Other sides are Shoo Shoo Baby, tune which is getting a substantial number of plays over the airwaves and is being featured in four films. Two other diskers have cut this tune, but this is the first version to be made available. Also included are My Heart Tells Me, from 20th-Fox's Sweet Rosie O'Grady, and No Love, No Nothin', from the same studio's The Gang's All Here, two more tunes that rank high on the air plug list. Decca has entered a waxing of the former, but this is the only one available of No Love. Columbia also added a contribution to the disk supply this week, readying a Kate Smith rendition of George Gershwin's Embraceable You, which is currently featured in MGM's Girl Crazy, mated with If I Had My Way. Disker also brought out Time On My Hands and For the Good of Your Country, done by Count Basie.

### THE WEEK'S BEST RELEASES

These Records have the Strongest Chance for Success among the Past Week's Releases by the Record Companies. Selections are based upon Commercial rather than Musical Value. These are not definite predictions, but merely the opinions of The Billboard's Music Department.

WAITIN' FOR THE JOHNNY MERCER (Freddie Slack's 

The low-down and dirty blues singing of Johnny Mercer is of the contagious kind, and his efforts for this fanciful race ditty shows much promise in becoming catching. Moreover, it is the kind of contagion that spells coin-catching for the music boxes. With Freddie Slack's band providing a righteous rhythmic background, Mercer makes a strong impression as he sings characteristically of the gent still on the inside looking at the outside as he watches out for the postman to bring him the bail that will get him out of gaol. Plattermate also holds much promise for the phono ops, it being Hoagy Carmichael's and Johnny Mercer's The Old Music Master, a tasty rhythm ditty from the forthcoming Mary Martin-Franchot Tone flicker, True to Life. And for the sticker, it's Paul Whiteman's orchestra, aided and abetted no end by the guest singing of Jack Teagarden and Johnny Mercer.

### NO LETTER TODAY ..... DICK ROBERTSON (Dick Robertson) .. Decca 4426

In the original hillbilly version by Ted Daffan's Texans on an Okeh label, this empty-mailbox classic has already been translated in terms of coinage for the music operators. And for added nickel-appeal, now comes the same song, with its simple and tuneful melody kept intact in the singing of Dick Robertson but without the nasal tang with its identifying outdoor aura. And for wide popular appeal, the musical background spins out in an entire modern and rhythmic pattern.

#### COMIN' THRU THE RYE MARTHA TILTON (Gordon Jenkins'

Calling to mind the record sensation created some years back by Maxine Sullivan in her singing of Loch Lomond, Martha Tilton can easily start the Scotch song cycle swinging all over again with her lifting and lilting interpretation of the Robert Burns folk classic. She builds the song real lowdown and blue with Gordon Jenkins' boys bringing up a background that is thoroly rhythmic and toe-tapping. In all, it tends to listening excitement, and handily do just that along the phono circuits.

DON'T CRY, BABY ..... LUCKY MILLINDER (Judy Carol) .... Decca 18569

Way out in the lead in the Harlem Hit Parade on the strength of Erskine Hawkins' recording, the race ballad should stay up on top even longer now that it gets added stimulation in the excellent treatment accorded it by Lucky Millinder. Judy Carol's singing also helps much on that score.

Maryon in parentheses indicate vocalists.

Double-meaning records are purposely omitted from this column.

reached a sale of more than a million and a half disks.

#### Location Comment

Buffalo: This was a spotty week for coming-up tunes, ops mentioning several hillbillies that hadn't figured much before-Rosalita (Al Dexter), Born to Lose (Ted Daffan), I'll Be Around (Mills Brothers). No Letter Today may make the top after all, since one op reports it as tops, and two others strongest on the coming-up list. PPM still terrific and seems to have the makings of another Beer Barrel Polka, tho it isn't as melodious as that oldie. Ops 1, 2 and 3, PPM (Crosby and Andrews Sisters) going strong. Ops 1 and 3, No Letter Today gaining. Op 1, Born to Lose (Daffan) gaining. Op 2, No Letter Today (Daffan) going strong; Rosalita (Dexter) gaining.

#### "Needles and Pins" Gaining

Fort Worth: PPM refuses to slip, but operators say Needles and Pins in My Heart is the next big hillbilly hit. So far it's doing well here. Ops 1, 2 and 3, PPM (Dexter) going strong. Op 2, No Letter Today (Daffan) gaining.

Hollywood: Rosalita (Dexter) and When the Blue Moon Turns to Gold Again are going good. Ops 1 and 2, PPM (Dexter) going strong.

Jacksonville: Op 1, No Letter Today (Daffan) and Born to Lose (Daffan) gaining. Op 2, No Letter going strong. Op 3, No Letter gaining.

Louisville: Ops 1, 2 and 3, PPM (Dexter) going strong. Op 1, They Took the Stars Out of Heaven (Floyd Tillman) gaining.

Memphis: Ops 1, 2 and 3, PPM (Crosby) going strong. Ops 2 and 3, PPM (Dexter) going strong.

Miami: Op 1, PPM (Crosby) going strong. Op 3, PPM (Dexter) going strong,

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### THE ON RECORDS

Reviews of the latest record releases. Paragraphs in heavy type are designed for operators of automatic phonographs. Key: FT - Fox Trot; W - Waltz; VC - Vocal Chorus; V-Vocal Recording.

-By M. H. ORODENKER-

(Continued from page 16)

has the Whiteman strings scratching out a symphonic introduction to start the spinning and set the stage for a riff-andride trumpet teeing off on the chorus. Taken at a bright and breezy tempo, the brasses join in on the bridge, with the sax section completing the stanza. Teagarden, as vocal guester, steps up next to sing the verse, with Mercer handling the chorus, carrying advice to the longhair musicmaster to get groovy. Teagarden takes over for a second set of lyrics, continuing for the last half of another chorus, with Mercer joining in duet on the tag to take out the side. Mercer, who cuts a fancy vocal figure when it comes to the salty blues singing, gets in his Salt Lake City groove, as Freddie Slack beats it off at a moderate tempo. Sings the verse and chorus on start, telling the story of the forelorn guy still on the inside looking at the outside waiting for the evenin' mail to bring him the ball to get him out of the jail house. The band takes over for a half chorus on the follow, with Mercer's hoo-ee rantings on the releases, and then picks it up for a special bail patter that leads him into the last half of the chorus to carry out the side.

Both of these sides make for highly acceptable phono fare. "The Old Music Master," with its picture tle and star-studded label, makes for music-box box office. And for immediate attention, the low-down disking for "Waitin' for the Evenin' Mail" strikes a phono pose that should find the fans waxing enthusiastic.

### LUCKY MILLINDER (Decca 18569)

Don't Cry, Baby-FT; VC. Sweet Slumber—FT; VC.

For his first waxing since the disk ban was lifted at Decca, Lucky Millinder scores a bellringer in bringing forth Don't Cry, Baby. A blues ballad written by Jimmy Mitchelle and Sammy Lowe, vocalist and trombonist, respectively, with Erskine Hawkins, it was the latter who kept building interest in the song with his originating record since last year. And now with Millinder giving the race hit a tip-top send-off on the spinning, it means added interest in the song. Beating it off at a moderately slow tempo, the solo sax blows it downright blue for the opening eight bars of the chorus to identify the theme, with Judy over from Rosetta Tharpe, applying that delta touch to the ditty. Maintaining the torrid tone of the side, muted trumpet gets a second stanza under way, joined by the sock band ensemble to complete a half chorus, with Miss Carol taking over for the last half to take out the side. Plattermate has the band subduing for forthright ballad interpretation on Sweet Slumber, for which Millinder, Al Neiburg and Henri Woode collaborated. A smooth ballad and gearing his gang to the sweet set, a simple plano introduction in the moderately slow tempo brings on the solo alto to start off the chorus, joined by the other saxes for make it a half chorus. And for the rest of the side it's the effortless and effective bary warbling of Trevor Bacon, polishing off the side with a neat trumpet and vocal coda.

Already going great guns at the race locations, with the song a major hit among such sets, music operators are sure to attract even greater coinage for "Don't Cry, Baby," now that Lucky Millinder's side has come along to stimulate the interest and vie with Erskine Hawkins' first entry for phone honors.

### MARTHA TILTON (Capitol 138)

Moondreams-FT; V. Comin' Thru the Rye-FT; V.

Not since the early days of Maxine Sullivan has there been such rhythmic application to a Scottie folksie ditty as lilting Martha Tilton, erstwhile Benny Goodman canary, delivers for Robert Burns's evergreen, Comin' Thru the Rye. With Gordon Jenkins's band laying down a terrific toe-tapping background to showcase Miss Tilton's easy and flowing lyricizing in rhythm, the ditty is kept in a lowdown groove all the way. Taken at a moderately slow tempo, but with the rhythms exhilarating right from the edge

in the band's introductory bars, Miss Martha gives out with an oh-be-joyous vocal chorus to start. A heavy brass riff interlude sets the stage for her singing of a second stanza taken in a minor key. Keeps going for a third chorus, reverting back to the briginal major key with the tag line repeated to make for a fade-out-finishing coda. Adapting herself just as handily and vocally to the dreamy ditties, Miss Martha spins with equal effectiveness for the Mercer-Mac-Gregor Moondreams ballad on the mated side. Stepping up to a moderately paced tempo, and with the studio orchestra's woodwinds etching out a "moondream" intro, Miss Tilton gets further assist in the neatly blended voices of the Mellowaires in setting forth the opening chorus. The accompanying mixed voices pick up the last half of another chorus of the smooth and sweet lullaby, with Miss Martha joining in to finish out the side. Studio band maintains a nice rhythmic beat thruout to keep the side ever bright, all adding up to a well-framed couplet to Miss Tilton's credit.

For the phonos, Martha Tilton puts her best foot forward with her righteous swing impression of the "Comin' Thru the Rye" classic. And recalling the sensation started years back with "Loch Lomond," this side should encounter little trouble in attracting the coins.

#### DICK ROBERTSON (Decca 4426)

No Letter Today-FT; V. I Walk Alone-FT; V.

Ever-ready to make the most of a song popularity cycle, Decca has called upon its perennial Dick Robertson to give a modern and rhythmic application to No Letter Today, the hillbilly hit created by Ted Daffan's Texans on the Okeh label. With a small band blowing it brightly in a moderate tempo, Robertson's singing of the opening chorus of Frankie Brown's classic concerning an empty mailbox gets sock rhythm support from the guitar and plane. The trumpet and trombone, keeping strict to the simple melody and letting the clarinet toy with the riffs and rides, take over for a half chorus, with Robertson returning to sing out the side with a third stanza. Keynote appeal of the spinning is its simplicity and the strong rhythmic urge, a blend that gives the side heavy commercial gloss. The same note is sounded for the mated side in, Herbert W. Wilson's I Walk Alone, another lover-come-back ballad that stems from the hillbilly folios. The clarinet and trombone share the riff background for Robertson's opening chorus, keeping it in the same moderately paced tempo. The small band, with plano fingering it alone for the bridge, makes the second stanza a straight instrumental and Robertson picks it up again at the bridge of another chorus to carry out the side.

With "No Letter Today" already showing Carol, who has taken the canary chores signs of more than casual coin strength in the music boxes, Dick Robertson's modern setting should handily creating a deepening wave of enthusiasm for the hillbilly song.

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The Billboard .

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The last word in vend-ing perfection. Vends all types of bulk mese., including Ball Gum.

Introductory Offer 5 Model V and 30 Lbs. of Peanuts or Candy Peanut Hearts.

\$49.10

Sample \$8.50 Each. (Porcelain Finish \$1.00 Extra)

10 or More \$7.50 Ea. Reconditioned Model V Vendors, \$6.50 Each. Send for Complete List of Machines,

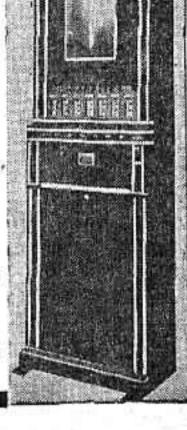
1/3 deposit with order-Rush your order now.

RAKE COIN MACHINE EXCHANGE 2014 Market Street PHILADELPHIA 3, PA.

### Cigarette Machines Completely Rebuilt and Refinished 7 Col.—Model S \$31.50

These machines have been refinished and completely rebuilt by service mechanics of New York and are as good as new. They will give years of trouble free service, 1/8 deposit with order, balance C.O.D., F.O.B. New York. Mention whether 15¢ or 20¢ operation is wanted.

HERALD VENDING CORP. 373 Grand Street BROOKLYN, N. Y.



Communications to Vending Machine Department, The Billboard Publishing Co., 155 North Clark Street, Chicago 1, 4ll.

# 'Unknown' Cigarettes To Sell If Shortages Curb Leaders

Facts show demand exceeds production, supply—crop restrictions eased

CHICAGO, Nov. 20.—The \$64 question in the minds of cigarette vending machine operators goes on unanswered as newspapers, tobacco interests and official friends. Washington argues as to whether there is or is not, will or will not be, a cigarette shortage. Some say "yes," others "no." In the meantime, the public has been scared into hoarding favorite brands, one of the "big three" manufacturers has found it necessary to reduce quantities on order, and other large manufacturers have begun shipping on a quota basis to wholesalers.

Actual shortages are being reported by cigarette machine operators in several sections of the country, but whether this condition is temporary or whether it will become more acute is all part of the main question.

#### "Operators Need Not Worry"

Among varying reactions obtained from members of the automatic trade, the statement of James H. Martin, Midwest distributor, serves as one of the best guides to operators. Martin told The Billboard that operators have nothing to worry about. "There are plenty of cigarettes," he declared, "but smokers may not always be able to get their favorite brand. Perhaps, at times, they may not even be able to get their second choice. But they are not going to stop smoking cigarettes. They will simply try other brands until they find other favorites. Brands of cigarettes which have been slow sellers in the past will move up. There is no indication that actual shortages will involve other than some of the leading brands," said Martin.

Even should it be established that stocks of flue-cured leaf tobacco are adequate, and crop restrictions on tobacco, farmers are lifted to increase 1944 production a full 20 per cent, it is reasonable that heavy overseas shipments

of cigarettes should affect distribution and stocks of cigarettes in this country. Men in service may not require more cigarettes than they consumed in civilian life, but millions of cigarettes in transit at all times is certain to disturb wholesale cigarette stocks. It also seems reasonable that American eigarettes are finding favor with natives in the far-flung corners of the world, and that our servicemen may be sharing them with foreign

#### How It All Started

In October when Domestic Commerce predicted the sale of 300 billion cigarettes and that manufacturers would need to dip into 1944 inventories to produce them, War Food Administration in Washington promptly contradicted the claim, declaring that supplies were entirely adequate.

Next, The New York Times printed a story pointing out that tobacco was the only agricultural product still under crop control. A few days later, manufacturers of Camel cigarettes printed its first shortage ad: "If your dealer is occasionally out of Camels, it is because hundreds of Camel cigarettes are now being sent to men in service."

Within a short time the public began to hoard cigarettes, retailers began to limit purchasers to four packs, discontinuing carton sales; and stores frequently ran out of favorite brands. Since that time, every prominent manufacturer has had to notify wholesalers that cigarettes would be apportioned to all

#### Facts Are Simple

The facts in the case, according to Tide, are simple: Crop restrictions first went into effect (for the purpose, of course, of insuring better tobacco prices for growers) in 1934. Since then the production of flue-cured tobacco (the type causing all the trouble) has risen 44 per cent; but in the same years cigarette production has shot up 125 per

This year sales are reaching unheardof heights: manufacturers will sell about 237 billion cigarettes here and export an (See 'Unknown' Cigarettes on page 106)

# VENDER SUPPLY NOTES

DIFFERENCE OF OPINION.—Industry executives and War Food Administration tion Board. officials differ sharply as to the necessity for placing an allocation order on oil of peppermint, it was apparent at a recent conference between food and drug industry executives and WFA's A. L. Kalish, order.

Kalish quoted figures concerning the amount of oil of peppermint on inventory and the amount which would be available. His figures were totally different from those of the industry, and his statement as to the requirements of oil of opinion.

Included in the list of requirements was 100,000 pounds for "civilian contingency reserve," but no explanation was given as to why this amount of reserve oil was necessary.

opinion thaat if ceiling prices on oil of peppermint are properly adjusted by the be an ample supply available.

THREE-POINT PROGRAM - A threepoint program designed to break a serious plies for critical needs has been mapped

by officials of OPA and the War Produc-

The plan, announced by Chester Bowles. OPA general manager, and C. E. Wilson, acting chairman of WPB, highlights these points:

1. Maintenance of present ceiling prices in charge of the new oil of peppermint on waste paper, with a warning to dealers and suppliers that they will not benefit by withholding supplies.

 2. Assignment of special OPA investigators in a drive against any waste paper handlers who violate ceilings. Simultaneously, WPB said it was considering directives or other controls on waste paper peppermint were different from trade distribution to channel supplies to areas of greatest need.

> 3. A WPB paper salvage campaign now under way to increase recovery of waste paper by nearly one third.

Waste paper is urgently needed in the manufacture of paper boxes and other Members of the industry are of the materials essential for shipping war goods and marketing civilian merchandise.

HOARDING WARNING - Tobacco jobbets Office of Price Administration there will and retailers over the country are concerned about the sudden wave of panicky buying and hoarding by smokers. This action has threatened the reserve which has been built up for shortage in waste paper and increase sup- the usually heavy Christmas buying rush and (See Vender Supply Notes on page 106)

# Hurrah!

VICTOR'S FAMOUS

Truly a Great Vendor. Vends everything-no additional parts needed. Capacity 6 lbs. bulk merchandise -or 1000 to 1200 balls of gum. Standard Finish Model V only . . . \$8.50 Each. (Porcelain Finish \$1.00 additional.)



EXTRA SPECIAL

> 10 New MODEL V and 28,000 BALLS OF

8 BALL GUM

ALL FOR \$155.00.

Full Cash With Order, F. O. B. Factory. Limited Number of Deals.

TORR 2047 A-50. 68 PAL

### HOTTEST TTEM TODAY

Every Merchant wants Will one. vend either book or box matches. Operators cleaning up. While the supply lasts. Sells for \$5.95

SINGLES \$3.50

Write for quantity prices

UNIVERSAL DISTRIBUTING COMPANY 1101 Center Street DES MOINES, IOWA

# CIGARETTEANDCANDY



National 9-30 .....\$67.50 National 6-30 ...... Natl, 6-26 (No Stand) . DuGrenier Model "S" ... DuGrenier Model "S" . . 38.50 Late Nat. Cig. & Candy Mchs. also available. Subject To Price C.

1/3 Dep., Bal. on Delivery. Write for Descriptive List.

NATIONAL VENDORS, INC.
All prices quoted are celling prices or lower.

LOUIS H. CANTOR COMPANY 250 WEST 54TH ST., NEW YORK CITY

### FOR SALE

EIGHT FRIGIDRINK CUP VENDORS Price \$550.00 F. O. B. Pittsburgh, Pa.

AUTOMATIC PRODUCTS CO.

Pittsburgh, Pa. 5424 Centre Ave.,



NEWARK 5, N. J.

# Venders Raise Stamp Sales

of venders increased War Saving Stamp sales 300%

DETROIT, Nov. 20.—A test installation of coin machine venders of War Stamps resulted in an increase of over 300 per cent in their sale in one of the largest retail chains in this area, and the installation is now being extended.

Machines were installed about two months ago by the Great Atlantic & Pacific Tea Company in their supermarkets in this area—one machine in each of the 43 large stores in the Detroit area. Results have been so satisfactory that the Detroit installation, considered as a test case, is being followed by installations thruout the rest of the region controlled by the same office, including Michigan, Kentucky, Indiana and part of Ohio.

A report of previous sales of War Stamps by store managers was compiled to serve as a basis for comparison, Stamps had been sold in the chain's stores practically since they were first issued, but it required the time of a busy manager or clerk, harassed by the problems of rationing, ceiling prices, supply and all the other headaches of grocery store operation today. Naturally, it was felt, the stamps were not being promoted as heavily as they should be, despite the promotional activities of the company.

The coin machine venders proved the natural solution, operating with practically no attention except occasional servicing for refills and collection.

front of each store, where shoppers necessarily see them as they pick up their the Bureau of Agricultural Economics, service baskets for their purchases-these stores are of the "self-service" type. This is an easy reminder to buy stamps before spending money for other purchases, and a convenient way of handling the household purchases of stamps for every member of the family. They have been placed in the best traffic and display position in each store.

Estimates of increase in sales of stamps, according to A & P executives here, show a gain of over 300 per cent. The actual increase may be considerably more than this, inasmuch as the sales before the machines were installed are based upon estimates of managers, who would naturally be optimistic in reporting, and could not be checked.

Sales now average \$17 per week per store—a good figure for these venders and a total of over \$700 per week for the city thru the machines in these stores alone. Operators of vending machines will recognize that these figures compare favorably with their normal returns.

The machines installed here are manufactured by the Schermack Products Corporation, headed by Joseph J. Schermack, a veteran of the industry, and manufacturer of savings banks and postage stamp venders for several decades. They are being made by Schermack for Charles Byrnes, of Chicago, who holds the patent rights to manufacture upon these particular models. Both 25 and 10 cent stamps are vended from the same machine.

### AT YOUR SERVICE!



Although we are 100% engaged in vital war production, we still want operators to feel free to call upon us whether you want machines, parts, repairs or just a bit of information. And if you operate venders you're missing a lot by not reading The Northwesterner. It's free!



### The Peanut Situation

To prices quoted must be added freight, shelling, shrinkuge in cooking, salting and one-half cent a pound profit for the salter.

RICHMOND, Va., Nov. 20,—Harvesting A&P reports installation and picking in the Virginia-Carolina area was delayed by rains which fell during the week and the movement of farmers' stock peanuts to mills was sharply reduced in some localities. Most millers, however, either had sufficient stocks on hand or were able to secure sufficient supplies to continue operations. Some of the receipts were reported too wet to mill well. More favorable weather will be necessary before the movement of farmers' stock peanuts becomes heavy. Present indications are that the quality will be somewhat under previous expectations. Most of the Spanish crop for this section has already moved to market.

> Movement of peanuts to mills in the Southeastern section is practically over and only a few small scattered lots still remain in the fields or in storage on farms. Difficulty in securing adequate transportation for movement and sufficient labor for harvest will probably prolong the movement in this section. Light quantities of peanuts will probably continue to move to market for some time to come. Demand for shelled goods is rather light and little interest has been shown in futures. A better feeling is indicated, however, by fractionally higher prices this

> Harvesting was general thruout the northwest sections of Texas and approximately 60 to 75 per cent of the crop has been harvested in different portions of the peanut belt. The yield so far has been disappointing with both crop and quality below expectations. As harvesting progresses, there is little indication that conditions will improve. Only a few mills are operating at this time, but crushing plants thruout the section are expected to get under way in the very near future. CCC prices prevail generally in all peanut growing sections on farmers' stock.

The machines have been placed in the A report of the yeld and production of peanuts picked and threshed, issued by puts the November 1 indicated production of peanuts for picking and threshing at 2,681,955,000 pounds. This compared with 2,206,935,000 pounds produced in 1942 and 1,214,777,000 pounds for the 10-year (1932-'41) average.

### Rosenthal Named Head of Candy Salesmen's Group

BALTIMORE, Nov. 20.—Samuel Rosenthal, district sales representative for Melo-Rolls Company, New York; Cocilana Corporation, Brooklyn; Maryland Baking Company, Baltimore, ice-cream cone manufacturer, and other confectionery concerns, was elected president of the Confectionery Salesmen's Club of Baltimore, Inc., at the annual meeting of the club.

Rosenthal succeeds G. Austin Sprecher, district sales representative for Mounds, Dreams and other chocolate bar goods manufactured by Peter Paul, Inc., of Naugatuck, Conn.

Walter Wells, veteran sales representative for Euclid Underwriters' Corporation; the Heidelberger Confectionery Company, Philadelphia; Austin Company, Baltimore, and other concerns, was elected vice-president.

Irving Hosking, representative for the Everhart Candy Company, Baltimore, and other concerns, was re-elected secretary-treasurer.

### Legislative Committee Is Organized by Candy Club

BALTIMORE, Nov. 20 .- For the first time in its history the Confectionery Salesmen's Club of Baltimore, Inc., has named a legislative committee, with John O. Huber, past president of the club and also a past president of the National Confectionery Salesmen's Club, as chairman. This committee was named at the annual meeting of the organization, Its purpose is to keep in touch with what is going on in the country, in so far as it affects the confectionery industry.

The committee is to keep the local organization posted so that it can take necessary steps to combat any adverse legislation proposed or enacted and assist in favorable legislation.

### Berlo Vending Co. Given Two Theater Concessions

BALTIMORE, Nov. 20.-The Berlo Vending Company, Baltimore division, operator of candy vending machines, has sions at the Rivoli and Embassy movie houses, two largest establishments on East Baltimore Street. The candy vending operation at both of these cinema houses had been held for many years by a local candy distributing house,

For the present the Berlo concern will operate the concession candy stands. It is expected that when materials and workers become available built-in ABC machines will be installed in both 1943. theaters.

The concession contract for both theaters was made by officials from the Philadelphia headquarters of the Berlo Vending Company, with the managements of both theaters.

### Reynolds To Handle Metal Foil Sales Thru Branch

RICHMOND, Va., Nov. 20.—Anticipating an increase in the demand for metal folls in almost every industry and particularly in the packaging of products of the tobacco and novelty industries, the Reynolds Metals Company has announced that a special organization for handling its business for these industries is being set up in the newly opened Minneapolis branch office of the firm. The organization will be headed by Emory P. Price, former vice-president of the Pillsbury Flour Mills Company of Minneapolis.

#### Taxes at New Peak

CHICAGO, Nov. 20 .- Total State tax revenues, despite a sharp drop in gasoline levies will pass the all-time high mark of \$5,000,000,000 this year, the been granted the candy vending conces- Federation of Tax Administrators reports.

> State tax revenues will reach \$5,099,-000,000, compared to the previous high of \$4,975,000,000 for 1942, altho gas tax revenues show a decrease of almost 20 per cent, the federation said.

> Largest gain of any single revenue source was chalked up by corporation income taxes, which climbed from \$247,-000,000 to \$365,000,000, the federation's analysis of a Bureau of Census report on State tax collections disclosed. Individual income tax revenues advanced from \$259,000,000 in 1942 to \$310,000,000 in

> The continuing upward trend of tobacco sales, alcoholic beverages and other taxes has not been strong enough to offset the decline in gasoline tax yields, it was reported.

### Operators of NAB Units in New Baltimore Quarters

BALTIMORE, Nov. 20 .- The Neptune Vending Company, formerly operators of NAB vending units at Camden, N. J., recently moved to Baltimore and now occupy new quarters at 12 East Eager Street. The new quarters provide a ground floor location.

At present the firm is centering its activities on NAB Diner units for cakes and cookies. It is also equipped for operating nut venders and will extend activities to include this field in the near future. Samuel Katz, brother of Milton Katz, operator of the Neptune Vending Company, is now associated with this operation.

# QUALITY ALWAYS

PAN CONFECTIONS

345 WEST ERIE ST.

CHICAGO, ILL.

### FOR SALE FIFTEEN

DRINK CUP THIRST QUENCHER MACHINES ALL IN GUARANTEED GOOD CONDITION. PART OF

THEM IN 100% WAR PLANTS. WILL EARN \$20,000

A YEAR OR BETTER.

PRICE \$17,500

Serving Either Coca-Cola or Root Beer BEVERAGE DISPENSING CO.

ADVANCE BLDG., CLEVELAND, OHIO.

5-Col. U-Need-a-Paks . .

PHONE CHERRY 1058

### CIGARETTE AND CANDY MACHINES

Aces High—in Quality and Value—the Very Best in Reconditioned Equipment
That Can Be Bought Today.

9-Col. U-NEED-A-PAKS, Model 500, "Brand New," Last 10 To Be Oblained. . \$125.00

CANDY MACHINES U-Select-It, Without Stand .....\$20,00 Also Nationals 9-18, 6-18 and 8-Col. Rowes Available.

1/3 Deposit, Balance C. O. D. COMPLETE STOCK OF U-NEED-A-PAK PARTS AVAILABLE UNEEDA VENDING SERVICE, 195 AVENUE O, BROOKLYN 4, N. Y.

### CIGARETTE MACHINE MIRRORS

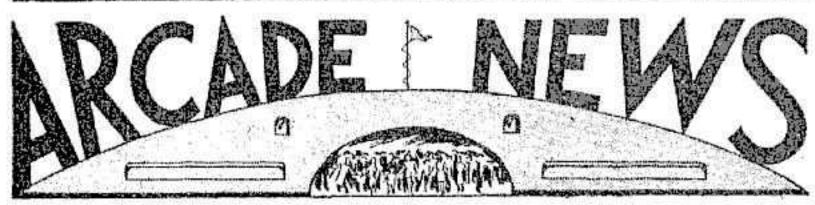
Replace those broken mirrors at less than factory prices. We can furnish mirrors for all cigarette machines now in operation regardless of make or model. Discount on quantity orders. Write or wire your needs for price quotations.

INDIANA VENDORS NEW AUGUSTA, INDIANA

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\$85 E. Armstrong St., -

Morrie, III.



### A Thumbnail Observation of The Man Called "Arcade King"

do likewise. Simple isn't it?

Very simple, Mr. Munves. But who. besides you, could do that? There is the little matter of equipment for which expanding arcade owners would gladly give anything up to and possibly including their right eye if any were obtainable. There is the slightly important matter of acquiring suitable locations; and successful management is not a small book to be mastered by the ambitious.

Mike and Joe Munves, otherwise known as the "Arcade King" and his brother,-(Mike says he holds the title but his brother does all the work)-are always glad to talk about areade opportunities. But last week in Chicago they had to ration their time, so great was the flood of questions - not only from this reporter, but from folks with folding money and lots of it. And lots of it is just what it takes, when you consider some arcade leases alone run up to 15G's, before you even start spending money for equipment, remodeling, lights, help, et cetera, et cetera. (Oh, well, we can dream, can't we?)

You probably know the Munves brothers, but here is a peep at the background arcade book. Also we may drop a hint

In the horse and buggy days of 1912, only by sacrificing quality.) Mike Munves operated vending machines, strength testers, post card machines and Mutoscopes. This was almost the alpha In fact, word got around so fast that a 50 per cent boost in production, others wanted to become operators. Mike set up new operations-and sell-them, on the problem at hand,

Wanting to establish a permanent thing—he wanted a chain of them.

support you?

1776 BROADWAY

Want to start an arcade? (And who operating routes, Munves was besteged doesn't!) Then go take a look at what by folks who wanted to buy complete you consider a successful arcade—and installations. You can guess the answer, aggressive selling and advertising. He sold the seven arcades. And since that time, not even Mike can estimate how many complete arcades he has sold or equipped.

#### 'UNKNOWN' CIGARETTES

(Continued from page 104) estimated 45 billion to servicemen-a total of 302 billion.

To meet these and future requirements, manufacturers need this year 615 million pounds of flue-cured tobacco. Instead they are getting only 463 million (because the total crop is smaller than usual, 800 million pounds, and because 42 per cent of it is going to lend-lease, compared to 45-56 per cent exported in pre-war years.) To make up these deficits, the manufacturers have dipped heavily into their 1944 inventories and even into their 1945 stocks.

Next year-even if the industry keeps its sales down to their present levelthey will again need 615 million pounds and an additional 152 million to make up what they already have borrowed from their inventories. They must move fast, too, for it takes 21/2-3 years to age tobacco properly and consequently a which moved them up to page one in the continuing deficit now could cause a serious shortage for years to come. (They or two about what's keeping them there. can use greener tobacco, of course, but

#### Want 50 Per Cent Increase

and omega of coin-operated equipment believe that the WFA's 20 per cent rise to state exactly what revision is contemin those days. But it was no secret in crop restrictions is not enough; in- plated. that they produced showers of pennies, stead they are plumping for no less than

was accommodating and offered to sell cerned with keeping the price up, points technical revision in wording, but offered the whole route to the right party. The out, quite justifiably, that despite the no price adjustments. deal was closed and Mike was out of heavy lend-lease requirements and a bad business-for a few weeks. Meanwhile, crop this year, the manufacturers have sugar allotments, which was announced as he set up another route, and up stepped enough tobacco available to make as temporary, will continue indefinitely, another buyer. From New York to St. many cigarettes as they did in 1938. But OPA announced. The larger allotments Louis and other cities Mike hustled to that, clearly, has only a remote bearing

Another complicating factor is the business in New York, Munves became WFA's hope to get more food production interested in arcades. Within a remark- out of the tobacco farmers, and its reably short time he had seven complete luctance to permit any more precious arcades in operation. Meanwhile, Joe, fertilizer to go for tobacco. On these his brother, had entered the picture, but points, the industry has this to say: the title "Arcade King" belonged to the Tobacco farmers never have grown anyman who wasn't satisfied with a good thing but tobacco (except possibly their own food needs) and probably never will; Just as had happened when he was neither man power nor fertilizer is much

rather easily.

#### See Demands Doubled

Additionally, of course, the growers now get rearing good prices.

Tobacco buyers have been bidding all along right up to the ceiling price of \$41 a hundred pounds (for flue-cured tobacco) and undoubtedly will continue doing so. They are not so much interested in a lower price, in fact, as in getting enough supplies to satisfy a ravenous market. For they know that once they let smokers cut down they will have to build all over again the enormous demand they have created thru years of

Actually, the whole shortage seems to come down to this: the WFA is thinking and talking in terms of 1938 consumption and production; the manufacturers (by the very nature of their operation) must think more in terms of 1948. And, interestingly enough, their thinking runs along lines like this: a leading tobacco company president said last week he would be "surprised and disappointed" if, in 1948, his industry did not sell twice as much as this year -or 600 billion cigarettes.

### VENDER SUPPLY NOTES

(Continued from page 104)

may result in a self-imposed conservation program on the part of wholesalers and retailers. Smokers are being urged to buy only their regular amount of tobacco on the grounds that this will afford a regular supply to all

There is absolutely no shortage of cigarettes as long as normal buying habits continue. Altho some retailers may run out of a certain popular brand around the end of the week, wholesalers have been able to rebuild supplies on their weekly visits.

PRICE REVISION CONSIDERED—OPA is considering revision of the recently issued price regulation on edible tree nuts in regard to the sections pertaining to pecans. Action is being taken at the request of trade groups affected by the Because of all this, the manufacturers regulation, but pricing officials declined

Ceilings were imposed November 3 on walnuts, filberts, almonds and pecans. The WFA, which is particularly con- An amendment to the order made a slight

MORE SUGAR—The recent increase in

were made to large industrial users, including confectioners, bakers, beverage manufacturers and other processors.

EARNINGS REPORTS-Philip Morris & Company, Ltd., Inc., in a report for the six months ended September 30, subject to audit and year-end adjustments, shows a net profit (not consolldated) of \$3,325,-316, after charges and provision of \$2,784,-000 for federal income and excess profits taxes. The above net is equal, after preferred dividend requirements, to \$2.90 a share on the 999,281 shares of common stock.

This compares with a net profit in the like period of the preceding year of \$3,-407,000, or \$3.37 a common share on 893,-993 shares of common, when federal tax provision amounted to \$5,400,000.

Nehi Corporation reports that the net profit for the nine months ended September 30, not including a post-war credit of \$128,700 equal to 10 per cent of excess profits taxes, amounted to \$769,420 after charges and provisions of \$482,000 for federal and State income taxes and \$1,287,000 for federal excess profits taxes. The above net is equal after dividend requirements on the \$5.25 cumulative preferred stock, to 70 cents a share on the 1,030,000 shares of common stock.

The adjusted net profit for the comparable period of 1942, not including excess profits tax post-war credit of \$115,-600, was \$766,555 after provisions aggregating \$1,661,000 for income and excess profits taxes. The net for that period was equal to 69 cents a common share.

Walter S. Mack Jr., president of Pepsi-Cola Company, states that the net profit of the company and its subsidiaries (other than the British subsidiary) for the nine months ended September 30, is estimated at \$4,925,000 after charges and taxes, equal to \$2.59 a share on 1,898,352 shares of capital stock.

This compares with a net profit of \$4,915,000 or \$2.59 a share for the first nine

months of 1942.

Sweets Company, America, Inc., reports

problem, since the great majority of to- for nine months ended September 30, a bacco farmers are small operators (one- net profit of \$111,030 after charges and acre growers in many instances) and federal income and excess profits taxes, therefore could hike their production equal to \$1.30 a share on the 85,000 shares of capital stock.

This compares with net profit of \$85,-232 or \$1 a share for the first nine months

#### MUSIC IN THE NEWS

(Continued from page 98) which toured America for two seasons and conducted four symphony orchestras. The list of musical societies of which he is a member is long and impressive. He is a worker in the plant.

The musicians themselves have had wide experience. They have played with such groups as the Metropolitan Opera Orchestra, the New York Philharmonic Orchestra, the Vienna Philharmonic and many others.

Says McGill, "Any city might well envy what they will give to Brunswick. In fact, I find myself wishing Atlanta had them. They plan, with the aid of the people of Brunswick, to make music available to all. They will give two series of concerts, a "pop" and a subscription series. The "pop" concerts . . . will educate and develop new musicians in that local musicians will be given auditions and presented at the concerts. . . . To the concert series will be brought worthwhile artists from metropolitan centers,

"I had heard about boxers, painters, baseball players, bankers, business men, newspapermen, striving to find themselves, and many, many other types of men and women to be found on the lists of employees. But somehow it never occurred to me that one shipyard could muster so many fine, professional musicians."

### ARCADE EQUIPMENT

ALL CLEAN——READY FOR LOCATION

Ace Bomber	\$335.00
Sky Fighter	385.00
Evans Playball	189.50
Evans Tommy Gun	150.00
Evans Ten Strike, H.D	69.50
Rock-Ola Ten Pins, H.D	59.50
Keeney Submarine	195.00
Scientific Betting Practice	100.00
Mutoscope Hookey	69.50
Gottlieb Skeeballette	79.50
Bally Defender	385.00
Genco Play Ball (Late)	175.00

Mutoscope Photomatic, late model, exceptional, like new, \$1200.00. Can furnish with 10,000 Cardboard Frames at list price plus express.

A.B.T. Rifle Range, complete with latest type Moving Targets, 7 factory reconditioned Guns, Cartridges, Steel Shot, etc. Ready to operate and in extra good condition, \$2500.00.

All Orders Require 1/3 Certified Deposit.

Write or Wire.

WANT TO BUY

Rockola Standard and DeLuxe Phonographs.

### E. C. DE LONG

Box 215

Dade City, Florida

### WANTED

First-class Photo Studio on twenty-five per cent of gross. Must make enlargements and be good on children's photos. Perfect setup for right party.

### PLAYLAND

276 S. High Street

COLUMBUS, OHIO

#### SHOOTING GALLERY WANTED

6 or 8 Guns, complete with Compressors; also anything that is new in Arcade Equipment.

### FUNLAND

811 Washington Ave. ST. LOUIS, MO.

### WILL PAY

\$225.00 per case for .22 Short Ammunition. Will buy any amount.

#### F. ZOTTER

423 12th Street

OAKLAND 7, CALIF.

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ARCADE OWNERS

DO YOU REALIZE

that the AOA needs your support to make it possible for the AOA to

Arcade owners from coast to coast have already joined and are con-

tributing their time and effort to assure the steady, profitable growth

of the arcade business. Let's make that close to 100% as possible.

SUBSTANTIAL SAVINGS ON INSURANCE PREMIUMS

WRITE OR WIRE TODAY!

ARCADE OWNERS' ASSOCIATION

FOR SALE

6 GUN A. B. T. SHOOTING GALLERY COMPLETE

Make Offer. Write, Wire or Phone

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For full information and details on our group insurance plan

You will receive many immediate advantages including

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NEW YORK 19, N. Y.

107



# INTERNATIONAL MUTOSCOPE CORPORATION

44-01 ELEVENTH STREET, LONG ISLAND CITY, NEW YORK (PHONE: STilwell 4-3800)

# PRIORITIES and MATERIALS

Developments of the Week in All Industries

CHEERFUL NOTE .- A majority of the increase of 20 to 40 per cent in employment after the war, P. W. Meyerigh, vicepresident of the Hercules Powder Company, declared at the annual meeting of the American Institute of Chemical Engineers this week.

Declaring that business was now carefully making post-war plans on a more intensive and country-wide basis than ever before, he said that the war-time miracle of production could be repeated.

POST-WAR PLANS. - Four months after the war ends General Motors will be making automobiles again and in another two months will be in full production, according to officials of the company. Sales for the three or four years immediately following the war will be 6,000,000 to 6,500,000 cars, they predict.

As soon as the armistice is signed the company will begin placing millions of dollars' worth of orders for parts, machinery and maintenance equipment, Getting these orders placed quickly will help sustain employment by shortening the reconversion period, it is believed. The reconversion process will cost about \$250,000,000, including the modernization of equipment and the expansion of facilities that are planned as part of the

Aircraft manufacture probably will not as current needs. be a big part of the company's program immediately after the war, altho the firm will stay in the aircraft field. A great deal of engineering work will be necessary before there can be large numbers of privately owned planes, and it is expected that it will be 5 or 10 years before there are a lot of airplanes in the sense that there are many automobiles at present, it was said.

voked unless there is strict conservation country's industrial concerns expect an of tires, Bradley Dewey, rubber director, warned motorists.

Reporting on progress of the synthetic and natural rubber programs, Dewey warned A and B gasoline cardholders to cut their driving to the barest necessity or suffer the consequences.

Altho synthetic rubber production is developing rapidly, he said, facilities for processing tires will not be available until well into 1944, hence recapped tires must continue to bear the transportation 1943.

Dewey said, and added that production almost 100,000,000 pounds in excess of of bomber tires alone cancels out thousands of passenger car tires. In addition, the natural crude rubber supply is far below estimates of the Baruch committee and the truck and bus tire situation of primary aluminum. Employment in is extremely serious.

More car pools and rigid adherence to the national 35-mile an hour speed limit were urged by Dewey.

As of October 31 synthetic plants had a rated capacity of 646,000 long tons yearly, he reported, and a minimum goal of 30,000,000 synthetic tires has been set for 1944. Altho this seems a large supply, he said, the country has been on a starvation diet for three years and future production must provide for the accumulated deficit as well

EXCESS PRODUCTION.—Altho it cost more than \$1,000,000,000, the aluminum-for-war program is producing 100,000,000 pounds in excess of requirements every three months, according to a report by Arthur H. Bunker, director of the aluminum and magnesium division a coin machine distributor on both sides of the War Production Board.

the report showed the prodigious growth center in Woodstock, which includes NEW RESTRICTIONS THREATENED, of the industry from pre-war insignifi- bowling alleys and billiard and pool -New driving restrictions may be in- cance to its present gigantic status.

When the rearmament program began in 1940 this country produced a limited amount of aluminm, unsuited to war needs, and almost no magnesium. Fabricating equipment could not be converted to military production and it was necessary to build a billion-dollar fabricating system from the ground up.

per month to 8,300 units in October, 1943, each utilizing light metals.

These production increases were estimated for 1943 as compared with 1939: Domestic bauxite, 1,200 per cent; aluminum tubing, 1,300 per cent; aluminum sheets, 700 per cent; aluminum rod and wire, 1,200 per cent; extrude shapes, 1,000 per cent, and aluminum forgings, 4,500 per cent.

Almost the only remaining production difficulty in the light metals division is the labor supply, the report stated. It is estimated that 67,250 additional workers are required in the last half of

Aluminum supplies for the last quarter Military requirements are tremendous, of 1943 were set at 871,200,000 pounds, the 774,000,000 pounds required. Scrap aluminum for resmelting now amounts to 700,000,000 pounds a year, double the total pre-war United States production the industry is more than six times as great now as in 1939.

PLANT SALES .- Secretary of Commerce Jesse Jones favors the sale of government-financed war plants to private business men to the extent that they want such plants and could afford to take them over. To carry out such a policy it would be necessary to permit installment purchases, he told a Senate committee recently.

Showing the vast government investment in war plants, Jones said that about 54 per cent of the nation's total aluminum productive capacity is now federally owned. The total government investment in war plants is more than \$15,000,000,000.

Jap Blake of Woodstock, N. B., long of the border, is now also an operator, The hitherto secret story unfolded in having installed machines at his sports tables.

DETROIT, Nov. 20.-Max Lipin, of Allied Music and Sales Company, is back from a business trip to Chicago.

C. C. Johnson, music operator at Flint, Plane production jumped from dozens Mich,, was a Detroit visitor, and reports he is buying some additional routes. He is planning on a Northern Michigan hunting expedition when the deer season opens.

> Zygmund Kaczynski, of Ziggy's Music Company, is awaiting his early induction into the army, as is Shim Weiner, Decca branch manager.

> L. V. Rohr, of Rohr Sales Company, reports that the Greater Detroit Vending Machine Operators' Association, of which he is president, has temporarily suspended regular meetings because of the stagnant condition of the vending field in Detroit, with all but a few of the larger operators practically out of active business because of shortage of supplies.

> Frank Healey and Henry C. Lemke are in Chicago on business.

> Bob Brooks, president of United Coin Machine Workers Local 22321, is leaving Central Service December 1, to take a job in a war plant, but may retain a part-time connection in the coin machine business.

Aaron Lipin, of Allied Music Sales Company, reports a tremendous demand in the territory for Pistol Packin' Mama.

Max Lipin is leaving soon for New York City on a buying trip.

Max Marston has left for Ohlo to dispose of the Brilliant Music Company's operations in that State to an Ohio operator.

Alex E. Cyrulewski, who has been in business about a year, has organized the Hit Parade Music Company, with headquarters at 8075 Yolanda Avenue. The company is operating both music machines and coin-operated bowling machines.

# Decisions

## California and Pennsylvania Courts Favor Free-Play Idea; Decisions Reprinted in Full

Favorable Decisions Become Impressive

court decisions were rendered which California, and a favorable minority in the main are very favorable to opinion in the Iowa Supreme Court. cently upheld the destruction of a free-play pinball games. In both cases the legality of the extended year were rendered by Courts of Ap- seized in Philadelphia upon proof play feature was the point at issue, peal, but the California Supreme that a substantial number of them and in both cases the high courts Court declined to hear an appeal in were actually used for gaming purapproved the simple feature of the the lower court decision which had poses and that they were all similarfree play as a regular form of the effect of affirming the favorable ly operated in public places. It was amusement.

The addition of these two important decisions makes a group of 1943, those in Pennsylvania and luncheonette in which the machines

Earlier in the year two important sions in Kansas, Pennsylvania and

decision in the Appeals Court.

this issue for reference purposes.

this list filed as important reference another coin. material to furnish to attorneys representing them in any case involving free-play pinball games.

1. Citation for the favorable deci-131 P. (2) 708.

2. Citation for the Pennsylvania Court of Appeals decision is Wigton (Penna.) 30 Atl. (2) 352.

3. Citation for California Court of Appeals decision is 59 A.C.A. 306. 4. There are two other decisions

which may also be helpful, and the citations are as follows: 124 Fed. (2) 725; and 16 Atl. (2) 656.

### PENNSYLVANIA DECREE

NO. 108. IN THE SUPERIOR COURT OF PENNSYLVANIA. No. 126, April Term, 1943. Filed January 28, 1943. Opinion by J. Kenworthey.

stroy seven pinball machines on the are used for unlawful gaming? ground they were devices used for wealth appeals.

vides: "It shall and may be lawful it is at least doubtful whether the for any sheriff . . . with or without machine would have been seizedwarrant, to seize upon . . . any de- that is to say, if the only thing which vice or machine of any kind, char- could 'be played for, or staked, or acter or description whatsoever, betted upon' the machine was the used and employed for the purposes privilege upon making a score above of unlawful gaming as aforesaid. . . . " a predetermined number, to again This section does not confine gam- operate the machine without depos-

legislative policy.

We held in Urban's Appeal, 14G ities in various jurisdictions, whether Pa. Superior Ct. 101. 24 Å (2d) 756, a 'valuable thing,' within the meanthat this section was not repealed ing of our present penal code, was by the Penal Code, ot of June 24, being played for. The presiding 1939, P. L. 872, S 101 et seq., 18 PGS judge devoted a part of his opinion 4101 et seg. 126 Pa. Superior Ct. 553, to a discussion of this question and 191 A. 210. "Unlawful gaming" is reached the conclusion that the defined in Sections 56 and 55 of the privilege or license 'to play addi-Code of 1860 (18 PS SS 1421, 1441) tional games of amusement on these which were re-enacted by Sections pinball machines,' was an intangible 603 and 605 of the Penal Code of thing having some intrinsic value.
1939 (18 PS SS 4603, 4605). Section "In our opinion, it is not necessary
603 provides: "Whoever maintains to go that far in order to make a

win or gain money or other property case." of value . . . is guilty of a misde-meanor. . . ." Section 605 provides: "Whoever sets up . . . any game or device of address or hazard, at which money or other valuable thing may

or shall be played for, or staked or betted upon . . . is guilty of a misdemeanor. . . . This section shall not be construed to apply to games of recreation and exercise such as billiards, bagatelle, tenpins, etc., where no betting is allowed."

In Urban's Appeal, 148 Pa. Superior Ct. 101, 24 A. (2d) 756, we re-The two favorable decisions this large number of pinball machines there shown that it was the practice The two decisions rendered in of the proprietor of the store or favorable State Supreme Court deci- California, are being reprinted in were operated to pay off the winners of "free games" in money-five Thru the courtesy of Curley Rob- cents for each. The number of "free inson and Arthur Mohr, of the As- games" won would appear on a sociated Operators of Los Angeles recording meter and by the opera-County, Inc., California, we have the tion of a simple mechanism, the following list of legal citations in "free games" would then be important court decisions favorable "knocked down" or canceled and to free-play pinball games. Opera- the machines would be ready for tors and distributors should keep further play upon the insertion of

#### No Payoffs

In the present case, there is no evidence that the players were ever sion by the Kansas State Supreme paid off in money or merchandise, or Court is State vs. Waite (Kansas) that gambling was permitted between the players. And the machines do not have the button or mechanical device for canceling the "free games" nor the recording meter which were used, in the machines in Urban's Appeal, to facilitate their use for gambling, altho it appears that if a player who wins the right to play "free games" does not desire to play them some of the gamesperhaps all but one-may be canceled without play by repeated operation of the coin plunger.

This appeal therefore presents two questions: (1) Does the fact that the player may win the right to play "free games" by making a high score or (2) the fact that it is possible to cancel at least some of the "free games" without playing them justi-The Commonwealth sought to de- fy the conclusion that the machines

First. In the course of the opinion the purpose of unlawful gaming. The in Urban's Appeal, Judge Cunningproceeding was under the Act of ham said at pages 112-113: "If the March 31, 1360, P. L. 382, S 60, 18 'free games' feature had not been PS S 1445. The court below was added, it is evident no attempt would not "satisfied that such device (s) or have been made by the police demachine (s) (were) employed and partment to confiscate them. And used for the purpose of unlawful even if the 'free games' feature had gaming" and made an order denying been so restricted that the player the prayer in the petition for leave could get nothing more than the to destroy them. The Common- privilege of operating the machine one or more times, as the case might Section 60 of the Code of 1860 pro- be, without depositing another coin, ing; we must look elsewhere for the iting a nickel, the question would be debatable, under conflicting author-

any gambling device or apparatus to proper judicial disposition of this

#### No Real Value

Obviously, the right to play a "free game" is neither money nor "other property of value" within the meaning of Section 603. Is it a "valuable thing" within the meaning of Section 605? We think it is not. We assume, because there is nothing in the record to the contrary, that the machines involved in this case were played exclusively for recreation or amusement - for the purpose of making a high score just as tenpins or billiards are usually

### CONSOLES Paces Reels, C.P. ...... 129.50

SLOTS Blue Fronts

Jennings Chief Watling Rolatops Watling Treasury **Brown Fronts** Cherry Bells

(Write or Wire for Prices) All makes of Slots rebuilt and refinished and sold under guarantee. Penny and Nickel Counter Games.

#### ONE-BALL

Club Trophy, C.P. .....\$375.00 Turf King ..... 550.00 Thistledowns . . . . . . . . . . . . . 79.50 1940 1-2-3, F.P. ...... 89.50

WANTED - Late 5 Ball F. P. Pin Balls.

WANTED - Wurlitzer Music Machines-500-600-700-800-750.

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### VEATCH'S PANTHER SPECIALS

FREE	LAIS
ABC Bowler .\$35.00	Zomble\$45,00
Bowlaway 49.50	Sun Beam 55.00
Formation 20.00	Topic 79.50
Grand Canyon 150.00	Stars 55.00
Landslide 20.00	Snappy 49.50
Playball 25.00	Silver Skates 30.00
The following Free Plays	are completely rebuilt.
All have plastlo bumper	s and repainted to look

Blg Town ...\$57.50 Dude Ranch . 57.50 Bandwagon . . \$67.50 Mascot .... 57.50 Dive Bomber. . 47.50 Powerhouse . . 67.50 (Formerly Formation)

Wurl. 61's .\$ 65.00 Wurl. 24's .\$140.00

Wurl. 71's . 115.00 Wurl, 600's, 265.00 One-Third Deposit with Order, Balance C. O. D.

#### SPECIAL

TIP TICKETS, 120 COMBINATION \$25.50 Per Gross \$2.75 Par Dozen

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### FOR SALE

PHONOGRAPHS—1 DeLuxe Rockola (money chute missing, needs minor Amplifier repairs, no breaks in plastic), \$215.00; 1 24A Wurlitzer (minor repairs needed), \$95.00; 4 616 Wurlitzers, \$75.00 each; 15 412 and 312 Wurlitzers (need slots, minor amplifier repairs), \$45.00 each; 1 61 Wurlitzer Counter Model (needs amplifier), \$45.00.

PIN GAMES—All American, \$34.50; Trailways, \$25.00; Cadillae, \$24.50; Jelly, \$29.50; Bowling Alley, \$35.00; Formation, \$29.50; 7 Up, \$30.00; 4 Diamonds, \$49.50; Velvet, \$55.00; Texas Mustang, \$69.50.

SHOOTING GAMES—1 Hitler and 1 Parachute (need minor amplifier repairs), \$115.50 each. Everything listed above \$1800.00. Shipped in cardboard cartons on receipt of deposit.

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### MILLS 5c, 10c, 25c and 50c SLOTS FOR IMMEDIATE DELIVERY Blue Front Q.T.

Four Bells

Gold Chromes Original Chromes Brown Fronts Blue Fronts War Eagles Gold Q.T.

Club Consoles Vest Pockets Jumbo Parades Super Bells 25¢ Blue Front, Hand Load 25¢ Gold Chrome, Hand L. ALSO HAVE

JENNINGS SLOT MACHINES PACE SLOT MACHINES JENNINGS CIG-A-ROLLAS XXV

PHONOGRAPHS 2 Sceburg 8200 Hi-Tones 2 Sceburg 8800 Hi-Tones 10 Mills '41 Thrones, Marb. 2 Mills '39 Thrones Sceburg Colonel Wurlitzer 616 Wurlitzer 412

Wurlitzer Rolaways

5 Organ Speakers

SEEBURG, BUCKLEY, ROCK-OLA & KEENEY WALLBOXES.

Program Strips in 5,000 Lots, \$2.65 M.

WRITE US, AS WE HAVE A LARGE STOCK OF ALL TYPES OF VENDING MACHINES. WRITE FOR PRICES. WE CARRY A COMPLETE LINE OF

Terms: 1/3 Certified Deposit, Bal. C.O.D.

MILLS PARTS

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669-671 S. Broadway, Lexington 20, Ky. "WE ARE WHOLESALERS AND SELL FOR RESALE."

#### WANT TO BUY

ANY MAKE OR MODEL OF COIN-CONTROLLED PHONOGRAPHS. Give Full Description, Mechanical Condition and Price Expected in First Letter.

WE ARE ALSO INTERESTED IN PUR-CHASING RAY-O-LITE GUNS.

NOVELTY CO., INC. 1903 Washington Blvd. ST. LOUIS, MO.

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900 Model D-112 National Slug Rejectors at \$3.00 each. In lots of ten or more-\$2.50 each.

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1640 18th Street

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Will pay \$35.00 for Stars; \$45.00 for Do-Re-Mi's, Double Plays, West Winds, Sunbeams. F. O. B. Rochester. WANT TO BUY ROUTE IN WESTERN N. Y.

AMERICAN COIN MACHINE CO. 557 Clinton Ave., N. Rochester 5, N. Y.

1

played. If the player cannot get any merely have a value to him; it must other consideration or reward from the play except the right to play again, his incentive for playing must be a recreational or amusement incentive only. Syllogistically if the player enjoys the play enough to pay money for the privilege the right to play has some value to him. But to come within the Act, it must not

WESTERN SUPER STRENGTH TESTER WITH BASE Changed to A.B.T. Coln \$7 6.50 All A-1 Condition. Blg Money-Makers In Arcades. OTHER ARCADE EQUIPMENT Pacific Play Balls . . . . . . . . . . \$ 50.00 Bally Rapid Fire ...... 265.00 Evans Play Ball ..... 210.00 \*Evans Ten Strike, High Dial .... 95.00 Keeney Submarine ......... 195.00 Mutoscope Drive-Mobile ...... 325.00 Club Trophy .....\$350.00 Dark Horse 1941 Derby ..... 365.00 Blue Grass . . . . . . . . . . . . . . . . . 184.00 Hawtherne (Payout) ...... 89.50 Long Shot (Payout) ..... 350.00

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Watling's Big Game, F.P. ..... \$ 99.50 Watling's Big Game, Payout .... 119.50

Jumbo Parade, Combination .... 185.00 Olub Bells, Combination ..... 249.00

Silver Moon, Free Play ...... 129.50

Keeney 1938 Track Time . . . . . . 135.00



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Write us your bid of what you want of the following. This equipment is either new or like new. I Paces Reels, 5¢ Combination, new; 1 Baker's Pacers, 5¢, new; 1 Sport Event, 1 Dark Horse, 1 Record Time; 1 Mills Blue Front, #10, late; 1 Mills Blue Front, #25, late; 1 Wurlitzer #71, 1 Wurlitzer #700, 1 Wurlitzer #800, 1 Wurlitzer 750E; 1 Wurlitzer 800, companed with #300 Adapter and litzer 800 equipped with #300 Adapter and #304 Stepper.

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be a thing of value. "General words shall be construed to take their meanings and be restricted by preceding particular words." Stat. Const. Act. of May 28, 1937, P. L. 1019, art. 111, S 33; City of Corry v. Corry Chair Co., 18 Pa. Superior Ct. 271. We think the close relationship in Section 605 of the words 'money' and 'thing' in the expression 'money or other valuable thing' compels, in view of the legislative mandate, a construction of the latter in the narrower sense—"an object; anything which can be apprehended or known as having existence in space or time as distinguished from anything which is solely an object of thought; . . . b. an inanimate object . . . hence now in pl., possessions; goods." Webster's New International Dictionary.

What he plays for is no thing, of

value.

"The object of all interpretation and construction of laws is to ascertain and effectuate the intention of the Legislature; . . . When words of the law are not explicit the intention of the Legislature may be ascertained by consideration, among other matters, of - (1) the occasion and necessity for the law; . . . (3) the mischief to be remedied; (4) the object to be attained. . . . " Stat. Const. Act, supra, art. IV S 51,46PS S 551. And penal laws must be strictly construed. Ibid art LV. S 58, 46 PS S 550.

The conventional, the ordinary conception of gambling is that it is "the act of playing, or gaming for stakes . . . a playing or gaming as at checkers, dice, cards, horse-racing, cock fighting or some other sport or contest as well as a staking or risking of money to be lost or won on the issue." Webster's New International Dictionary. Bouvier defines gaming as "a contract between two or more persons, by which they agree to play by certain rules at cards, dice or other contrivances, and that one shall be the loser and the other the winner." It has been defined judicially as "an agreement between two or more persons to risk their money or property in a contest or chance of any kind where one may be gainer and the other loser." See 24 American Jurisprudence, p. 398. After pointing out that it is ordinarily the promise by one to pay another "on the color of a card, or the fleetness of a horse," Mr. Justice Thompson in Brua's Appeal, 55 Pa. 294, 299, said: "The lucky winner, of course, is the gainer, and he will continue so until fickle fortune in due time makes him feel the woes he has inflicted on others."

### Outmoded Melodramas

The now outmoded melodramas, in which the irresponsible father or husband wagers-and usually loses —the old homestead or his favorite riding horse at cards, dramatically illustrate that to limit, in any definition of gambling, the thing to be played for to money would make the definition too narrow. And altho we are not prepared to say that a gambling contract must always be bilateral in the sense that the loser -here the proprietor of the pinball machine-must stand to lose money, merchandise or other property or thing of value, nevertheless, the thoughts we have just quoted point, in a sense, to "the mischief to be remedied" and "the object to be attained" by the law. Bearing in mind that penal laws must be strictly construed, we are not persuaded that the Legislature intended a definition of gambling broad enough to make unlawful, gaming in which the player, in addition to the pleasure of playing, stands to gain nothing but the right to play again without paying for it and the loser to lose nothing but the compulsion to let him play. (Continued next week)

# M. Fine, Montreal, **Is Chicago Visitor**

CHICAGO, Nov. 20 .- Moe Fine, of Roxy Specialty Company, Montreal, was a recent visitor at the Monarch Coin Machine Company's office. During his stay in Chicago he spent much time with Monarch's Roy Bazleon and Al Stern in discussing post-war planning.

Fine said that, altho coinmen are working under obvious handicaps at present, there is a strongly optimistic feeling in regard to prospects for the industry after the war. His company's post-war distributing activity is being planned on the basis of needs as currently indicated by operators, and Fine said he expects business to be far better than that of the best pre-war years.

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4 National Skeeball Alleys, 4 ft. wide, 36 feet long. Perfect mechanical condition. Excellent appearance. Newly repainted. \$250.00 each. Also Mutoscope Photomatic, latest model, Serial #WD-22, \$1500. Now being used. F. O. B. New Britain, Conn.

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The refurbished one-ball game with the sensational "Hold Over Multiple" feature. Write or phone for our special low price rebuilding and refurbishing your Sport Special and Sport Event Free Play Tables.

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F	OR S	ALI	$\overline{z}$		_		_	-		and the same	ula Plate o
25¢ Bally Reliance Automatic Pay Out	Dice Mac	hines. E	Each .							1	87.E
5¢ Bally Reliance Automatic Pay Out Die	e Machin	e, Each									67.8
10¢ Callle's Reserve Jackpot Model, 2-4,	Each										67.5
Be Watling Twin Jackpot Model, 2-4											42.5
5¢ Jennings Triple Jax											67.8
10¢ Jennings Triple Jax											77.
10¢ Jennings Chief											87.
10¢ Mills Extraordinary, 2-4											79.5
5¢ Mills Extraordinary, 2-4											The second second
5¢ Wills FOK Silent Jackpot, 2-4 (Esca	dator) .										67.5
5¢ Mills Futurity						1880					117.
5¢ Mills Blue Front, Single Pot										m /   m /   m /	137.
Be Mills War Eagles, Single Pots, 2-4, Eac											84.1
5¢ Mills War Eagles, Double Pots, 2-4, E.	ich										79.1
5¢ Mills Goosenecks that pay 60 coins fro	m tube o	n Jack I	Pot Co	mble	atlo	n. 1	avir	n J	nok	7	
Pot Display always full, Each	iii educ o	" WHON				1					37.
Groetchen Jackpot Bells											
Groetchen G.A. Columbias					• • •	•	•				65.
5¢ Baker's Pacers Daily Double, Each								•	•		
5¢ Evans Lucky Lucre, Sport Reels (Like	New				• • • •		٠.,		•		227 1
5¢ Pace Saratoga Srs., Convertible Cash of	Face Di	av Fact			•••		•	• • •		1	127
St Page Saratoga Srs., Convertible Cash o	Free Fi	ay, Each			•••	• • •	• • •	٠.,	•	• • •	89.
5¢ Pace Saratoga Jrs., Side Rails (Used Ve	TY LILLIO	Each							٠.	•••	
Mutoscope Sky Fighters (Excellent Condit											95.0
Scientific Baseball		* * * * * * *					* * * *			enne	The second second
All of the above machines have been che	cked over	caretui	ly and	are	in 8	coa	Ope	i arei	1114	COLIT	11010111
1/3 CER	LIFIED	aeposit	require	ed.	• .	a 3		U-1660).	500	or a	
A. R. RHODES		61	WITCH		PER	7	100	A. W.	1	пе	xic

ARCADE EQUIPMENT	CONSOLES
Supreme's NEW Shoot-Your-Way-to-Tokio \$330.00	1 NEW Keeney 5¢ Super Bell\$324.50
Supreme's NEW Shoot-Your-Way-to-Tokio \$330.00 1 Air Raider, Clean	3 Keeney 5¢ Super Bell, Comb. F.P. and Cash, Floor Sample
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Expert Workmanship-Will Not Pull Apart-Built To Last for the Duration No Time Lost . . . Can Be Installed on Location in 30 Seconds

6-SC7	 To		\$2,50
5-Z3	 To	5-U4G	2.50
		2051	

20% Discount in Dozen Lots

ACE MUSIC, P. O. Box #822, Nashville, Tenn.

# Review of OPA Regulations for Industry Committees; Meeting Of Coin Committee December 1

nounced the Coin-Operated Machine In- ting Company, Chicago; Ben Axelrod, dustry Committee November 13 and also Olive Novelty Company, St. Louis; Don called the first meeting of the committee W. Clark, California Simplex Distributfor December 1 in Washington.

Members named to the committee are as follows: Robert Z. Greene, Rowe Manufacturing Company; J. E. Broyles, Rudolph Wurlitzer Company; D. W. Donohue, Mills Novelty Company; Roy Torr, Philadelphia; Nat Leverone, Automatic Canteen Company, Chicago; W. S. Redd, Redd Distributing Company, Boston; A.

The Office of Price Administration an- J. Goldberg, Chicago Simplex Distribuing Company, San Francisco; Howard L. Hultz, Springfield, Ill.; Samuel Kresburg, Miami Beach, Fla.; J. A. Stevenson, Salt Lake City, and Al W. Blendow, International Mutoscope Company, Long Island City, N. Y.

> Recently the OPA issued an official bulletin which gives regulations for the appointment and work of these indus-

bulletin is as follows:

1. Industry committees are appointed to confer with OPA in an advisory and consultatory capacity. The committee can advise OPA about setting up price ceilings for the industry. The committee can also petition or make recommendations in writing.

2. In addition to the industry committee the OPA may appoint a standing sub-committee, and the industry committee itself may appoint temporary sub-committees.

3. The OPA may from time to time enlarge, reduce or change the membership of the industry committee. Members may resign from the committee by written notice.

4. Standing sub-committees may hold meetings, elect chairman and other officers, and make reports to the principal committee. Members of the standing sub-committee are appointed by OPA and may have members not a member of principal committee.

5. Temporary sub-committees may be appointed by the industry committee from its own membership, and OPA must be notified of such committees.

6. The industry committee and the standing sub-committee must elect a chairman and vice-chairman and may also elect a secretary and treasurer. The meeting of the industry committee in Washington December 1 will be for electing officers of the committee and perhaps naming sub-committees.

7. The industry committee may employ assistants, clerical help, or experts if it is desired. Official financial reports have to be made in such cases

8. Meetings of the committee or subcommittee may be called by the chairman thereof or by OPA officials. The chairman may call meetings when he thinks best. A majority vote decides questions. Two-thirds of the total membership of a committee constitute a quorum. No action can be taken unless a quorum is present at a meeting. Minutes must be kept of all meetings of the committee or any sub-committee. Reports must be made to OPA,

9. Recommendations must be made in writing to the OPA. A majority report and also minority report may be made if there is a difference of opinion. Sub-committees must report to the industry committee.

# Showman's Assn. Honors Nelson

CHICAGO, Nov. 20 .- The 25th annual convention of the National Association of Amusement Parks, Pools and Beaches will be held at Hotel Sherman, November 29 to December 2. A silver anniversary program will take the place of exhibits and equipment displays which have featured past conventions. The association is an affillate of the Showmen's League of America which opens its convention program November 27.

The annual President's Party Saturday night will honor a representative of the coin machine industry, Jack Nelson, vice-president and general sales manager of Rock-Ola Manufacturing Corporation, who was elected president of the Showmen's League at the 1942 convention. Official reports on progress of the Showmen's League under Nelson's administration reveal that membership applications have increased 100 per cent over the previous year, and that funds in the treasury have increased despite the fact that expenses have been heavy during the past year. More hospital and death cases were experienced in 1943 than in previous years, it is said, and a policy was maintained of sending every member in the armed forces a gift package each month.

A number of other coin machine men are members of the Showmen's League of America. They include Dick Hood, Walter Tratsch, Dan Odom, Pat Buckley and Jimmy Johnson. Nelson has been a member for the past 20 years.

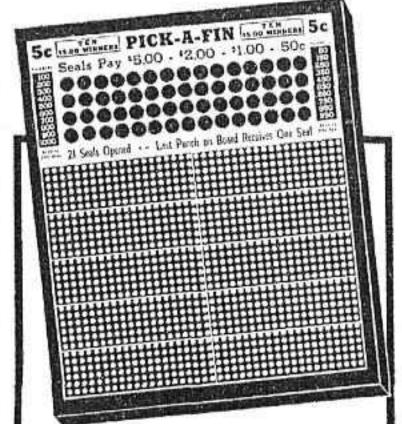
### Court Grants New Trial In "Side Bet" Game Case

ATLANTA, Nov. 20.-The operator of a pinball machine does not necessarily know that players of the machine place side bets on their skill, it was ruled by the Georgia Court of Appeals.

The high court ordered a new trial for Tyrus Childs, operator of a restaurant,

try committees. This bulletin was pub- who had been fined \$135 for maintaining lished in full in The Billboard November two pinball machines. The court pointed 6, page 60. A brief summary of the out that the machines bore labels, "No prizes, no minors, no gambling allowed. These machines are for amusement only."

> The sheriff of Stephens County testified he had seen customers betting on the machines, but the chief of police said he had not. Childs swore that if there was any betting he didn't know it.



PICK-A-FIN average profit is now \$33.05. Operated CONSISTENTLY in hundreds of spots for over two

Jumbo holes, CIRCULAR sewed gold foil seals, hand stamped winners. Good ticket.

60 seal board of which 21 seals are opened. 10 seals @ \$5.00, 1 seal @ \$2.00, 1 seal @ \$1.00 and 48 seals @ 50c. Average per seal \$1.28 1/3.

AVERAGE PROFIT...... 26.95 Same style 1200 hole board in other

5c, 10c and 25c play. 5c PLAY TEN SPOTS, AVERAGE

PROFIT .....\$ 31.16 5c PLAY WIN'N GRIN, AVERAGE PROFIT ..... 32.84

10c PLAY PICK-A-TEN, AVERAGE PROFIT ..... 59.40 25c PLAY \$25.00 SPECIAL, PROFIT 137.07

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FRANKFORT, INDIANA

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HERMAN MILLMAN 17 West 20th St. New York 11, N. Y.

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### ROCK-OLA COMMANDOS. FACTORY REBUILT FREE ARCADE EQUIPMENT CONSOLES Evans Ten Strike, FP \$ 99.50 DeLuxe Texas Leaguer 49.50 Jap and Hitler (Seeburg Ray Gun Conv.) . 149.50 Bally Rapid Fire . . . 239.50 Keeney Submarine . . 229.50 Mutoscope Sky Fighter 395.00 Mutoscope Sky Fighter 425.00 PLAY GAMES Mills 1-2-3 (1940 Now-Used Model F.P.) ....\$115.00 Bally Pimilco . . . . Write Bally '41 Derby . . . Write Keeney Triple Entry . 149.50 Derby Day Consoles . 49.50 United Midway United Grand Canyon United Streamliner United Brazil Paces Races (30 to Exhibit Action 1 Odds) ......\$149.50 Arcade Super Grip Con-United Santa Fe Batting Practice .... 104.50 Rock-Ola Baseball .. 89.50 Gottlieb Five and Ten Bally Ray's Track (with United Arizona Daily Double) ... 129.50 Stage Door Canteen Terms: 1/3 Deposit, Balance C. O. D. We carry a complete line of Pin Cames, Slots, Salesboards, Arcade Equipment. Phonographs-or what have you. WE BUY ANYTHING WITH A MANN NOVELTY CO. COIN CHUTE Send us your list and lowest price · Chicago 1335 E. 47th St.

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# Free Play, Late .....

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6-5c MILLS BONUS BELLS, Refinished, Around 430000 . 239.50 2-10c MILLS BONUS BELLS, 269.50 Very Clean and Late ...... 1-25c MILLS BONUS BELL. 299.50 Very Clean & Late, 467588 ...

1-50c MILLS ROMAN HEAD, Rebuilt & Refin., 3/5 P.O. . . 329.50 MILLS FLASHER, 50.00 Mechanically A-1 ...... MILLS 1-2-3, 50.00

SPECIALS PACERS RACERS RED ARROW \$239.50 PANORAMS, Very Clean,

Late With Wipers ..... 289.50 PACE'S RACER, Brown Cab., 169.50 2-WAY SUPER BELL, 5 & 5, 369.50

BrandNewGLITTER FRONT Q.T., 149.50 NEW SINGLE STANDARD SAFES 59.50 NEW MILLS SINGLE SAFE... 59.50

**NEW SINGLE REVOLVAROUND** SAFES ..... 99.50 2 USED PACE SINGLE SAFES.. 49.50 2 USED MEILINK SINGLE SAFES 54.50

One-Third Certified Deposit. Checks Accepted From Reputable Concerns.

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### BUY BONDS with these SAVINGS! 100 Snacks Peanuf Venders, 3 Col., 1c, Slug Proof. Each......\$ 6.50

100 Eversharp Peanut Venders, 4 Col., 1c Mechanism. Each.... 3.95 15 New Empire Venders, 1c Mechanism. Each ..... Double Value Phonos, 12 Record. 75.00



Ammunition Wanted .22 SHORTS

Any Amount. Immediate Cash. Will Pay Highest Prices.

FOR SALE!

Photomatons in Good Condition-25c Slot. Rock-Ola Commando, New

> Model. MAKE BEST OFFER!

PEERLESS VENDING MACHINE CO.

New York, N. Y. 220 W. 42d St. Wisconsin 7-8610 Mills Dewey Slot Machines, 7 coin head with jack-

pot, \$125.00; Bally Race Track, \$75.00; 30 Slots, running order, \$25.00 each; Jennings Cigarollas, \$70.00; 15 Groetchen Columbias, gold award, latest model, \$52.50 each; Bally Club House, \$35.00. R. E. HERSHNER

IBERIA, OHIO

# Atlantic City Law Proposed

Would legalize gambling. and lift ban on bingo now in effect

ATLANTIC CITY, Nov. 20.-Legalized gambling for Atlantic City, Southern New Jersey seashore resort, was urged by Mayor Thomas D. Taggart Jr., including the lifting of the ban on bingo. "Under proper control," said Mayor Taggart, "gambling in Atlantic City can be taken out of the hands of gangsters, racketeers and their political bedfellows. You now have the opportunity to obtain license fees from the operation of games of chance, instead of seeing protection money going into the pockets of politi-

Mayor Taggart also pointed out that legalized gambling would bring muchneeded money into the resort's treasury, "easing the burden of real estate taxation and providing funds for improvement." He quoted at length from Superior Court Justice Frederic R. Colie's charge to the October grand jury in reference to gambling, stressing the following statement made by the jurist:

"The presence of any place in Atlantic County where gaming or gambling is carried on is a violation of the criminal law of this State. Now, whether or not as grand jurors you agree with the law making gambling a crime is immaterial. The law is on the books. Being on the books, it is to be obeyed. If you think it should not be on the books, then the remedy to remove it lies with the citizens of the State of New Jersey in their Legislature in Trenton."

Mayor Taggart's stand is not alone here. Former Mayor Bacharach asserted he had favored legalized race betting establishments for years and expressed the hope it could be accomplished with revision of the State Constitution. Bach-

arach declared that such legalized places should be operated under strict regulations and only by responsible interests and be limited in number. He suggested that the municipal fee should be \$5,000 or more yearly, limiting licenses to no more than five places, with bingo palaces also to be taxed \$5,000 yearly.

"There is a big demand by local people and residents alike for other amusements outside of movies, piers, the Boardwalk and bathing, especially during the winter months," declared the former mayor.

Commissioner Casey was another, declaring that he had always been liberalminded and in favor of attractions that encouraged visitors to come here. "I have always stood for legalized gambling if under rigid control and revenue producing," he said.

# **CLOSING OUT**

Not being able to get a sufficient supply of jar doal tickets and having a substantial number of made-up jar deal cards, we are offering PORK AND BEANS, PULL 'EM TONY, NO BULL, PLAY BALL. All to be used with 1140 tickets at \$4.00 per doz. Previously sold at \$12.00 per dox.

PASS THE BISCUITS cards to be used with 2280 refills or 2520 refills at \$6.00 per dox. Previously sold at \$15.00 per dox.

All year BASEBALL cards, no tickets required, at \$4.00 per dox. Previously sold at \$12.00 per dox.

No literature available and not less than one dozen sold. All orders must be accompanied by certifled check or money-order. Each sale final.

GO GETTER JAR CO.

TYLER, TEX. P. O. BOX 691.

# TURKEY

Get your Turkey Cards from us now. We stock all sizes to take in any amount you want. Beautiful turkey picture on each card. Also cards for Ducks, Geese, Chickens, etc.

Get in on Profits with such non-rationed prizes

We also have a full line of Salescards for every kind of Deals. We supply anything and everything you need in the Salescard line. We save you money. We are the largest exclusive Salescard manufacturers. Be wise. Write or order today. Jobbers-Operators only.

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Manufacturers EAU CLAIRE, WISCONSIN

Salescards, Push Cards, Jackpot Cards, Bookboards BUY WAR BONDS AND HELP SPEED VICTORY

- FOR SALE

	Each
	8 Rock-Ola Commando Phonographs \$626.0
ì	14 Exhibit's Big Parade 112.5
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ľ	6 United's Grand Canyon 165.0
l	6 Exhibit's Knockout 112.0
ļ	6 Exhibit's Sky Chief 160.0
ŀ	4 Exhibit's Jeep
ŀ	4 Exhibit's Knockout the Japs 120.0
l	2 Chicago Coin Home Run 85.0
ŀ	2 Genco Bosco 85.0
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ı	2 Exhibit's Short Stop 25.0
ı	WRITE FOR AMYTHING NOT LICTED

Each 2 Genco Defense .....\$ 85.00 2 Gottlieb Miami Beach ...... 2 Bally Silver Skates ...... 2 Chicago Coin Barrage ........ 25.00 2 Gottlieb Five, Ten & Twenty .... 110.00 2 Exhibit's Battle (rebuilt from Zombie) ...... 6 Vest Pocket Slot Machines ..... 2 A.B.T. Challengers ...... 22.50 2 Pikes Peak ..... 2 3-Way Grip Machines (on Stands) 30.00 WRITE FOR ANYTHING NOT LISTED. TERMS: 1/3 DEPOSIT, BALANCE C. O. D.

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# RED-WHITE-BLUE

\$36.00 1950 TICKETS (FIVEFOLD) ......PROF. 25.50 Doz. Sets \$400.00 Per Gross \$36.00 DOZ 33.00 DOZ.

1930 TICKETS (SINGLE) ......PROF. 24.50 30.00 DOZ. Write for Prices Other Tickets, Tips, Boards. 25% Deposit, Balance C. O. D.

WILNER SALES CO. P. O. BOX 613

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WE CAN REBUILD YOUR OLD MACHINES AND MAKE THEM LOOK LIKE NEW

Get your machines rebuilt now and have them ready for the holiday play.

WATLING MFG. CO. 4640-4660 W. Fulton St.

Est. 1888—Tel.: COLumbus 2770. Cable address "WATLINGITE," Chicago.

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JAR O' DO RED-WHITE-BLUES \*Staple Packs of Five If Desired

\$2.50 Per Deal - 1980 8izo -\$27.50 Profit-\$2.50.

\$2.65 Per Deal — 2100 Size —
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Add 60¢ to prices of above deals if ordering
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We Have All the Above Items in 10c Deals With Double the Profit of the 5c Deal !!!!!

JAR O' DO BINGO DEALS COMPLETE
ON THE STICK
\$1.50-1000 Tickets, \$10.00 Prof.-\$1.50
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50-80 or 70 SEAL BINGO JACKPOT
SEAL CARDS-75¢ Each.

SPECIAL DEAL, WRITE!!!! JAR O' DO
COMBINATION TICKETS.
ALL SIZES INCLUDING PLUS DEALS.

SPECIAL DEAL, WRITE!!!!
\$1.75-1000 HOLE 25¢ JACKPOT
CHARLIE (THICK)-\$1.75,
WE HAVE A COMPLETE LINE OF THE
NEWEST BOARDS AT LOWEST PRICES, Write for Our Latest Illustrated Catalogue and Price List.

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Just because these Machines are being sold at these Low Prices does not mean they are not in A-1 operating condition. Every one of these Machines is in operative condition or else is in operation at the present time. If you need Machines do not hesitate to purchase these, as they are really a steal at the prices quoted below. We are cutting down the extent of our operations and for that reason are offering them at these very low prices.

7 Col. STEWART-McQUIRE, MODEL "B" (15¢ and 20¢ Operation)
With Double Shift Container, holding 325 Packs.

\$30.00 Each in Lots of 10. Single Machines, \$35.00 Each. With Standard Container, \$20.00 Each in Lots of 10, Single Machines \$25.00 Each. 8 Col. U-NEED-A-PAKS \$20.00 Each in Lots of 10, Single Machines, \$25.00 Each, 6 Col. ROWE IMPERIALS \$22.50 Each in Lots of 10. Single Machines, \$25.00 Each. 8 Col. ROWE IMPERIALS \$27.50 Each in Lots of 10. Single Machines, \$30.00 Each, 9-30 NATIONALS \$45.00 Each in Lots of 10,

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1/3 Deposit, Money Order or Cashier's Check,
Balance C. O. D., F. O. B. St. Louis.

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Attention: Operators

We will buy your Pin Games, Seeburgs, Rockolan and Wurlitzers, We pay \$47.50 for Do-Re-Mi; \$45.00 for Sunbeam, West Wind, Double Play; \$30.00 for Seven Up. Write. Tell us what you have. State condition and price you want.

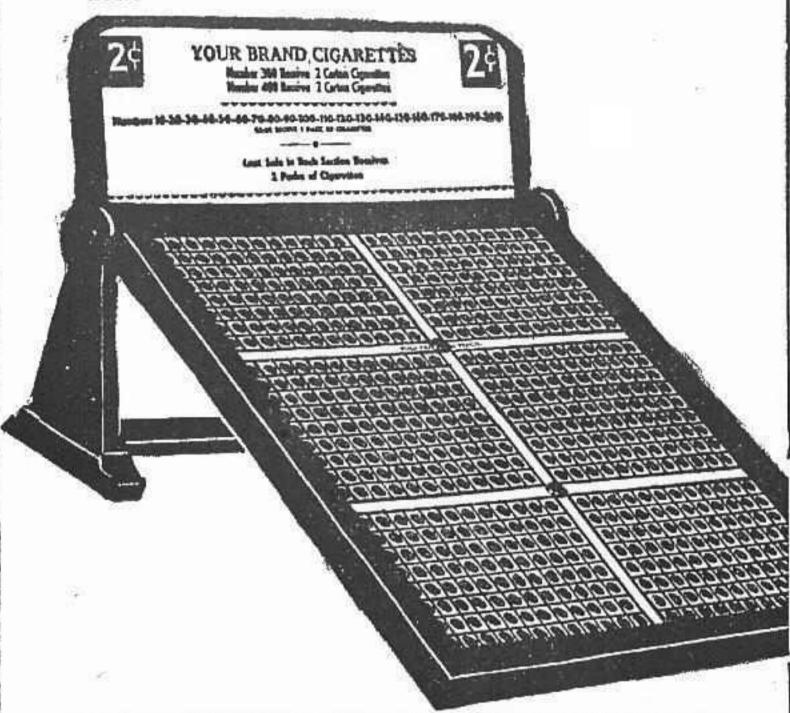
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THE BOARD YOU CAN USE OVER AND OVER



### THE FIRST SENSATIONALLY NEW IDEA IN SALESBOARDS IN TWENTY YEARS

A 600 punch card you can renew. The card is inserted in an attractively colored wood frame. When one board has been run off remove the used board. Insert a new one and—PRESTO—a New Deal.

EYE APPEALING! INTRIGUING!

Net Profit .....\$ 6.60 Cigarette awards can be changed to any payout. You can feature any brand of cigars or tobacco.

CANDY JOBBERS AND PREMIUM OPERATORS

Here is the finest silent salesman available for merchandising bars or boxed goods. Brand Names can be featured prominently on face of card. A DEFINITE ASSET TO ANY COUNTER. Cards can be made up for any premism and plenty of space for your advertisement and pictures of your items. AND AT A PRICE TO CUT DOWN YOUR DEAL COST. Protection on Numbers.

### THE PRICE???

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	S\$2	
In Lots of 12 or More		95 Each
600 Push Boards		.60 Each
Doxen Lots		.50 Each
TEST	A FEW AND BE CONVINCED	

### JAR DEALS

### CHAIN STITCHED TICKETS-MONEY-BACK GUARANTEE.

1930 Red, White & Blues ......\$25.00 a Dozen; \$225.00 a Gross 1836 Combination Tickets ...... 25.00 a Dozen; 225.00 a Gross 1440 Combination Tickets ...... 20,00 a Doxen; 175.00 a Gross 1000 Bingo Tickets ..... 15.00 a Dozen; 90.00 a Hundred Numbers run consecutively from 1 to 1000. Tickets loose in a bag.

> COMPLETE LINE OF MONEY BOARDS. WRITE US FOR PRICES. 25% Deposit With Order, Balance C. O. D.

# FRIEDMAN-KLEIN SALES CO.

217 WEST NINTH STREET

KANSAS CITY 6. MISSOURI

# Reports of More Civilian Goods Interests Trade

WASHINGTON, Nov. 20.—Interest in plans for increasing production of civilian goods is increasing day by day here. Donald M. Nelson has issued public statements which are encouraging to firms making civilian items. The War Production Board has recently issued a list of about 700 civilian items for which plans are being made to start small plants making these items.

The list included phonograph recordings and spring-wound alarm clocks. The big question in making additional phonograph records will be whether supplies of shellac are increased. Also labor shortages are creating serious problems for the record manufacturing firms.

It will be good news to small manufacturing plants to know that they will be permitted to turn out civilian goods as fast as arrangements can be completed. It is expected that each week will bring the army of small manufacturing plants closer and closer to civilian production. These small plants will al-ways have the difficulty of getting workers until war production itself begins to taper off. There are some predictions that this will begin very soon.

### MARKEPP VALUES PHONOGRAPHS

	WURLITZER 61s\$	74.50
	WURLITZER 61, with stand	89.50
	WURLITZER 41s	99.50
	WURLITZER TWIN 12s METAL	
	CABINET BUCKLEY ADAPTERS	69.50
100	ROCK-OLA TWIN 12 PACKARD	3.56.57.74.361
1	ADAPTER	89.50
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	MILLS EMPRESS	194.50
1		289.50
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Chicoin HOCKEYS .....\$209.50 Rock-Ola WORLD SERIES.....

TOM MIX RIFLES . . . . . . . . . . . 59.50 TEN PINS, High Dial...... TEN PINS, Low Dial..... PACE LOWBOY SCALES.....

Half Certified Deposit With Order.

Wurlitzer 616, 24s, 500, 600, 700; Seeburg Rox, Royal, Regal, Crown, Plaza, Mayfair, Vogue, Envoy, Classic 8800 ESRC, PHO-WANTED FOR NOFILMS, Wurlitzer SKEE

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### EACH STAR REPRESENTS AN ATLAS MAN IN SERVICE

EQUIPMENT NEW REVAMPS Supreme Shoot Your Way to Tokio Gun \$330.00 Exh. Action 5-Ball, F.P. ..... 169.50 Exhibit Rotary Merchandiser, Claw Type, Nov. Candy Vend. \$149.50

Groetchen Columbia, G.A. or Jackpot . . 82.50 Keeney Submarine .. 229.50 Batting Practice .... 129.50 Jenn. Golfarola, Latest Model, Like Now. . 139.50 Jenn. Cigarola, Mod. V 79.50 Jenn, Cigarola XXV. 169.50 Jenn. Fastime, F.P. or

P.O. .... 89,50 Silver Moon, P.O. . 129,50 Keency Super Bell . . 239.50 F.P. & P.O., Chrome Rall . . . . . . . . 169.50

### -FOR ALL MAKES OF COIN-OPERATED EQUIPMENT

Jackpot for Mills Vest

Packet ........\$19.50 NEW 4 BELL \$77.59 Chicken Sam Gun Stock (Only) ..... 12.50 Wurlitzer & Seeburg CABINET Casters (4) .... 1.50 5¢ or 10¢ Wurl. Coin Mills, Jenn. & Watl. Tone Dart Needles .... 50 J.P. Glass ......\$1.25 Complete Stock of Milis Escalator Glass ... . .75 Miniature Bulbs ... Write Phono Condensers, 8-12-16-20-30, M.F.D. Pin Game Clock . .... 1.75 450 W.V. ..... Write Western Kicker Coll . . 6.00 Fibre Contact Divid-ABT Coin Sildes (Only) 1.50 er for relay on 3 ABT Coin Chutes, and 4 Bells and F.P. & Reg. ..... 3.75 other equipmt....25c Curved Ten Strike Glasses 2.50 Toggle Switches for Exh. Bicycle Gear ... 10.00 Chicken Sam . . . . . \$2.50 Bally Escalator Belts . . .50 Photo-Cells for Ray Gun 3.50 Main Gear for Chicken

Write for Complete List of All Parts and Equipment Please Send Check in Full for Orders Under \$10.00.

Sam Motor ..... 2.50

PLEASE ADDRESS MAIL TO CHICAGO 47, ILL.

· ASSOC TAILAS AUTOMATIC MUSIC CO., 3939 Grand River Ave., DETROIT



### ABT RIFLE RANGE 6 GUN

Complete in Every Detail-Perfect in Every Respect!

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Will Buy Any Quantity WURLITZER

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Must be in working order. Wire quantity and price immediately.

GERBER & GLASS 914 Diversey Chicago 14, III.

> RED, WHITE AND BLUE JAR TICKETS TIP BOOKS

Plenty of Them-Prompt Shipment. BARNES NOVELTY CO. New Paris, Ohio

# DON'T BUY ANY RADIO TUBES

UNTIL YOU COMPARE THESE PRICES!!!

01A \$ .75	48
185-258 1.20	50 1.00
1H4G95	55
1N5 1.25	56
9. T. () 프라틴 (T. () (1. () () () () () () () () () () () () ()	59
1R5 1.00	77
1LE3 2,25	79 1.50
185 1.00	81 1.75
1T4 1.00	82 1.25
1V 1.10	83 1.20
1Q5GT 1.25	85
2A5 1.40 2A695	89
2A6	6K8GT 1.15 6K8, Metal95
3Q5 1.25	6K8, Metal
384 1.00	6L6, Motal 1.40
5T4 1.10	6N7 1.45
5U4Q95	6SD7, Improved
5W4GT95	68K7 1.00
5Y3GT69	6SJ7GT98
6A3 1:75	6R7G 1.10
6A4 1.50	68F5GT95
6AC7-18S2 1.50 6A6 1.60	65H7, Improved
6A6 1.60 6AG7, Television 1.25	68J7 1.00
6AD7GT95	68K7GT95
6A8G 1.30	6V6GT95
6AE5GT 1.20	12F5GT95
6B4G 1.75	12K8 1.10
6C5GT95	Substitute for 12K7
6C8G 1.50	128J7GT 1.00
6E5 1.25	1223 1.45
6F5GT	12SR7, Same
6G5 1.10 6F6G85	A-128Q7 1.25
6F6GT 1.25	(Super Sensitive Repl.
6F7 1.80	for 128Q7)
6F8G 1.25	Please include your
6L7 1.50	L265 limitation order!
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24A85	CONDENSERS
31	8-8, 21/2" Can,
33	450 V35¢
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36 1.25	Filter 29¢
3875	
4175	SCHOOL SECTION STATES AND SECTION OF STATES AND SECTION OF SECTION SEC
43 1.05	100 Assorted Carbon
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4650	1 Watt \$1.75
#55 or 44. Panel Lan	nps. Mazda, 10 for 65¢.
The above is only a pa	rtial list. Please send us
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NO ORDERS FOR LESS THAN \$5.00 ACCEPTED. 50% DEPOSIT ON C. O. D. ORDERS. ALL TUBES GUARANTEED.

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2280 Count Combinations

2040 Count Red, White and Blue 120 Tips With 10 Seal Cards Also Sales Boards

Write for New Low Prices AUTOMATIC AMUSEMENT COMPANY

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NONPROTECTED CARDS 5c LU LU'S, 1440 Holes, 80% Payout 126 WINNERS-PROFIT \$14.40. (Can Be Increased to \$19.20 UP \$28.80) \$1.10 Each Lots 100-\$1.25 Lots 10-\$1.35 Each 4 or Over.

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AND OTHER CIGARETTE MACHINES

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5911 4th Ave., Detroit 2, Mich. (Factory Zone Office)

# Cars Expected Soon

WASHINGTON, Nov. 20 .- The coin machine trade is watching with interest the moves toward setting price ceilings on used automobiles. When ceiling prices were applied to used machines, attention was immediately drawn to the fact that ceilings had not been placed on used cars. There is growing agitation from various parts of the country to place ceilings on used cars. This demand is said to come from dealers who no longer have cars to sell.

An OPA official said that ceiling prices must be placed on used cars if these dealers are to stay in business. Complaints are coming from automobile organizations that used cars are being drained from the East to supply the Midwest and West Coast markets. Dealers say they need a large used car market in order to meet overhead expenses and maintain their repair services for the

OPA has been studying the used car situation since last April, and a program is being worked out with other government agencies being called in to consider all angles of the used car market. At present OPA is considering October, 1942, prices as the base if ceilings are adopted.

# FREE GUN LAMPS

See Page 125 Chicago Novelty Co.

1348 Newport Ave.

CHICAGO, ILL.

### FOR SALE!

Nameplate Tape, 500 Lbs. 2 Lbs. Per Roll and Up. 50 Rolls BX Cable, 14-3 Wire, 250' Each.

MAKE BEST OFFER BOX 527, Care The Billboard, 1564 Broadway, New York 19, N. Y.

### WE HAVE ON HAND,

Used MILLS Chromes, Brown and Blue Fronts, and Q. T.'s; JENNINGS, PACE and WATLING SLOTS in 1c, 5c, 10c and 25c Play. Also CONSOLES and other Coin Operated Machines of every type. Write us what you are interested in.

PRACTICALLY NEW 5c Blue and Gold Mills Vest Pocket Bells........\$54.50

SICKING, INC. 1401 Central Parkway, Cincinnati, O.

MACHINES CI	EAN AND IN	GOOD CONDITION
Argentine\$45.00	Four Roses	\$35.00 Spot Pool
Bandwagon 30.00	Follies	35.00 Super Chubble, New In
Big Parade 95.00	Home Run	70.00 Factory Crate 75.00
Big League 25.00	High Hat	35.00 South Paw 30.00
Big Time 35.00	Knock Out	
Boom Town 35.00	Legionnaire	35.00 Seven Up 50.00
Blandle 25.00	Mascot	25.00 Sky Ray 35.00
Broad Cast 25.00	Monicker	75.00 Tan Spot 35.00
Border Town 25.00	Play Ball	35.00 Variety 25.00
	Red, White & Blue	
Crystal	Sky Ray	OF AA GIRL DIE W. A. O. OAD DA
Cadillao 30.00	Stars	A
	Sparky	OF AA F W D DAA DA
		- 1987 (1987) 1987 - 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
MCKENZIE MUSI	C CO.	Dillon, S. C.

# ORIGINAL RED, WHITE AND BLUE JAR-O'-DO 2100 Tickets. \$33.00 Definite Profit.

\$2.90 per set-in any quantity JOHN GLASSPIEGEL CO. 534 N. WATER ST.

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Regular Tips. Per Gross	
1930 Red, White & Blue. Per Doz 31.00   2280 Combination Tickets, i	Per Doz 30.00
1 2040 Red. White & Blue. Per Doz 31.501	Per Doz 36.00
2040 Red, White & Blue. Per Doz 31.50 2520 Combination Tickets.	Per Doz 38.00

BUCKEYE SALES CO.

Greenville, Ohio

4 Chicago Coin Hockeys 215.00 Ea.	2 Bally Rapid Fire Guns \$195.00 Ea. 1 Sceburg Small Mandelin Plane with Music Relis, perfect cend. 175.00 2 Mills Jumbo Parades, C.P 100.00 Ea. 1 Bally Royal Draw, C.P 100.00
Will Trade Any of the Above	on 25 or 50¢ Mills Slots.

KENYON COMPANY

108 High Ave., N. W. Canton, Ohio

# OPA Action on Used ELECTRAL OHIO QUALITY

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	"There Is No Substitute for Quality"		
	15 BALLY CLUB BELLS, Comb. F. P., Like New\$229.5	50	
	2 BALLY CLUB BELLS, Comb. F. P., Brand New 299.5		
	5 BALLY HIGH HANDS, Comb. F. P., Late Serials 149.	50	
	35 JUMBO PARADES, C. P., Lafe Heads 99.5	50	
	15 JUMBO PARADES, F. P., Blue and Red Cab 99.	50	
	1 JUMBO PARADE, Combination, Like New 149.5	50	
	30 SILVER MOON TOTALIZERS, F. P., Like New 109.	50	
	10 BOBTAIL TOTALIZERS, F. P., Like New 109.	2000	
	10 WATLING BIG GAMES, C. P., Fruit or Animal 109.	1000	100
	10 WATLING BIG GAMES, F. P., A-1		
	2 TWO WAY SUPERBELLS, 5c-5c, C. P., Like New 399.	50	
	5 5c SUPERBELLS, Comb. F. P., Like New 249.	50	1
	2 CHARLI HORSES, C. P., 5c-5c Number Reels 149.	50	
	3 JENNINGS CIGAROLLAS XV, 5c or 15c 109.	50	
	10 MILLS 3-BELLS, Like Brand New WRI	TE	
	2 MILLS 4-BELLS, Late Serials WRI	TE	
	1 4-WAY SUPERBELL, 5c, 5c, 5c, 25c, Like New WRI	TE	
	SLOTS		
	5c BLUE FRONTS, Rebuilt, Knees, C. H\$169.	50	
	10c BLUE FRONTS, Rebuilf, Knees, C. H 199.	50	
	10c CHERRY BELLS, 3/5 P. O., Knees, C. H 275.0	00	
	25c CHERRY BELLS, 3/5 P. O., Knees, C. H 315.0	00	
	50c CHERRY BELLS, 3/5 P. O., Knees, C. H 475.0		
	10c BONUS BELL, Late	50	
	5c JENNINGS CLUB CONSOLE CHIEFS, Like New 205.		9
	10c JENNINGS CLUB CONSOLE CHIEFS, Like New 249.		
	25c JENNINGS CLUB CONSOLE CHIEFS, Like New 299.		
	5c COLUMBIAS, Cig. Reels, Rear Pay, A-1 52.	50	N.
	5c COLUMBIA, Like New, Club Model, 3/5 P. O 119.	15	
	TARREST OF THE PROBLEM AND		

1c MILLS Q. T. BLUE FRONTS...... 49.50

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5 ROWE ROYALS, 10 Col., A-1...... 99.50

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20 PANORAMS, like new, \$325.00

5 BRAND NEW BUCKLEY 32 SE-LECTION WALL BOXES, ADAPTER AND 175 FT. OF NEW B8 WIRE CABLE. ALL

\$225.00

USED KEENEY WALL BOXES 24 SELECTION.

\$5.00 EA. 2 TWIN 12 WURLITZER KITCHEN CABI-NETS COMPLETE

WITH ADAPTER. \$75.00 EA. 1 ROCKOLA 1940 COUNTER 25c MELON BELLS, Late, Knees, C. H.......... 300.00 MODEL, STAND

AND SPEAKER 40 ROWE ROYALS, 8 Col., All Colors..... \$ 79.50 ALL FOR \$129.50

5 ROWE ROYALS, 6 Col., A-1 ...... 69.50 10 STRIKES, LOW

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2 UNEEDA PAKS, 15 Col., 1940, King Size...... 85.00 BUY WITH CONFIDENCE. 2 UNEEDA PAKS, 12 Col., 1939...... 72.50

SKYLINE ..... VICTORY ..... 89.50 29.50 GUN CLUB 1940 1-2-3 SPORT PARADE ... 49.50 CROSSLINE ..... LEGIONNAIRE .... 49.50 1/2 CERTIFIED DEPOSIT WITH ORDER. LANDSLIDE ..... 29.50 CENTRAL OHIO COIN MACHINE EXCHANGE, INC.

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TEN SPOT ..... 49.50

542.50

### SLOTS

Mills 5¢ Slot with Base Ball Front, Serial 201,000	21.00
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SCHOOL DAYS ....

Mills 1¢ Q.T.'s, Like New, High Serials.\$39.50 Mills 5¢ Vest Pockets, B.&G., \$42.50; Mills 5d Baby Grand-Slot ..... 17.50 Mills 1941 1-2-3's, Like New ..... 79.50 Mills Tycoon's P.O. Tables, Good Shape. 15.00

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BOSCO ...

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WILL TRADE one Mills 25c Club Bell, serial over 470,000, for Bally Thorobred; will pay difference. Club Bell like new.

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All American\$33.50 A.B.C. Bowler\$37.50 Big Show\$21.50 Broadcast\$37.50 Big Chief\$37.50 Double Feature\$19.50 Champlon\$17.50 Gun Club\$47.50 Jungle\$250 Lite a Card\$20.00 Lite a Card\$20.00	Rotation       17         Sara Suzy       24         Sea Hawk       42         Scoop       17         Seven Up       44         Slugger       44	White Salls White Salls Wild Fire Unced-a-Pak #500 Col., some never Model & DuGrenie Model W DuGrenie New Ohio Match V Complete Line of ARCADE EQU
Lite a Card, Rebuilt 35.00  Metro	Speed Demon         38           Sport Parade         37           Star Attraction         52           Snappy         40           Ten Spot         25	2.50 Evans Ten Strike, I Radio Rifle (No Fi Return)
New, Triple Jack, 5¢. 67.50	Three Score 27	.ou I custiff # deli 14.

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Seeburg \$82 Hi Tone, never used; Seeburg Vogue, Seeburg Gem, Seeburg Classic, Rock-Ola Commando,

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Bally Fast Track 225.00	& P.O\$395.00	Fao. Reb 110.0
이 사람들이 아내가 이렇게 하면서 가장이는 이상 맛있었다니까?	Keeney Skylark, F.P.	Bally Hawthorne,
Mills Spinning Reels, 125.00	& P.O 325.00	Fac. Reb 110.0
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	가다워전에 얼룩하다. PS에 500의 전에 바쁘다하다 하르 여름이 없을 사진다 ()	Gottlieb Multiple Races 45.0
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	ON FREE PLAY AND PAYOUT	L COMBOTES
Bally HI Hand,	● 1/42	<ul> <li>PERSONAL CONTRACTOR DE LA PRESENTA DEL PRESENTA DEL PRESENTA DE LA PRESENTA DEL PRESENTA DELA PRESENTA DE LA PRESENTA DEL PRESENTA DEL PRESENTA DEL PRESENTA DEL PRESENTA DE LA PRESENTA DELA PRESENTA DEL PRESENTA DE LA PRESENTA DEL PRESENTA DEL PRESENTA DEL PRESENTA DEL PRESENTA</li></ul>
Fac. Rebuilt\$150.00	Pace '41 Saratoga \$150.00	Milla Jumbo Parade .\$185.0
Reb 255.00	Bally Club Bell 220.00	Keensy Super Boll 255.04
News	FREE PLAY CONSOLES	5
Jenn, Silver Moon, 10¢	\$150.00   Bally Big Top	95.0
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Jenn, Bobtall, 10¢	125.00 Watling Big Qa 150.00 Mills Jumbo Pa 125.00 Jenn, Silver Mc	rade, Blue 110.00
Jenn, Silver Moon, 5¢	UTOMATIO PAYOUT CONSOLE	on, 25¢ 150.0
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Exh. Rotary Merchandiser, Chr.	ome Claw Type	
Exh. Merchantmen Diggers	· · · · · · · · · · · · · · · · · · ·	
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Jenn, Latest Model Fac, Reb. V	ctory Chiefs-Nickel, \$325.00; D	ime, \$375.00; Quarter 5400.00
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Chloken Sam Jap, outstand-	Evans Play Ball \$225.00	Drivemobile\$425.00
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Pikes Peak ..... 19.50 | Gott, Skee Ball Ette. 95.00 Mutoscope Photomatic, Perfect Condition ...... IN STOCK FOR IMMEDIATE DELIVERY: Mills 3 Bells, 4 Bells, Jumbo Parade; Keeney Twin Super Bells, 5¢ & 5¢ or 5¢ & 25¢, Cash Payout or F. P. & P. O.; 4-Way Super Bell, 4-5¢, 3-5¢ & 25¢; Evans '41 Bangtalls, J.P.; Evans '41 Dominoe, J.P., and many others, WRITE FOR PRICES ON ALL COIN MACHINE EQUIPMENT NOT LISTED.

Rifle, Fac. Reb. . . 125.00

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WORLD SERIES for Seven-Up	SLAP the JAPS for Strafoliner
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Extra Thick - 30-Hole Jackpot - Protected Numbers - Ave. Profit \$57.65

SPECIAL \$2.09 EACH JOHN GLASSPIEGEL CO. MILWAUKEE 2, WIS.

# Toronto Area Has FALL SPECIALS About 3,000 Machs., Officials Report

TORONTO, Nov. 20 .- An official drive against gambling has been gathering momentum in this area for some time. One of the first objectives was against slot machines. Public officials have made serious threats against machines which operate in smaller areas in the Provinces.

Only recently gambling on pinball machines was included. The announcement apparently was not intended as a threat against pinball machines operated for amusement only. Operators of the games here, however, fear that when an official drive gets started, there is a tendency to take in more and more territory. Newspapers say that the present move by officials seems to be merely a routine procedure and that it will continue about like other campaigns in the past. One public official said there are about 3,000 coin-operated devices in the Province. He suggested that all of these devices should be watched since he thinks many of them may be used for gambling. A number of cases are pending in court here.

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	-	44	R	44	Phonographs	94.5
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	1	44	W	++	Drink Machines	7
		**	D		Bally Drink Machines	
	-	64	ç		Record Requests	~
ı	7	**	Ť	46	Cigarette Machines	*
ı		44		55 1	for Victory Tax Record	
	×	"			for Casoline Rationing	*
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Specialist in Coin Machine Forms

# Baltimore Salesbook Co.

120 West 42nd St., New York 18, N. Y.

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# WANTED BALLY ROLL-EMS

Need not be in running order if no parts are missing. Class may be broken and cabinet in any condition. Will pay \$100.00.

# MILTON JACOBS

212 W. Pueblo St. Reno, Nevado

# HIGHEST CASH PRICES USED SLOTE & CONSOLES

BAKER NOVELTY COMPANY 1700 WASHINGTON BLVD.

CHICAGO 12, ILLINOIS

### WANTED

DAMAGED SLOT MACHINES Jennings, Mills, Watlings, Pace Any condition. Write us for estimate, give detail of condition or ship to us freight collect and we will appraise and if price is unsatisfactory will return machine. Prefer 3-5 Pay.

> CLUB DISTRIBUTING CO. BATESVILLE, INDIANA

ONE BALLS
Just Off Location-in Excellent Condition!
'41 Derby\$350.00 Fortune
Skylark
Fleetwood 29.50
Fairgrounds
Gold Cup
Overhauled by Mills 89.50 Mills Owl, Like New 94.50
Mills Owl, Brand New in Orig. Crates 149.50 Spinning Reels
COUNTER GAMES

# American Eagles, Like New, 1¢ or 5¢ 9.95 Lucky Smokes (New) ......

SLOTS	
WATLING	
Hol-a-Top, 3-5, 5¢	
COLUMBIA Convertible, Late Style	
Olgarette Reels 74.50	
CAILLE Commander or Playboy	
(Exceptionally Clean), 5¢ 74.50	
104 79.50	
PACE	
5¢ Comet	
10¢ Comet	
PACE DELUXE SLUG-PROOF	
- 1 : 4 () : [ [ [ [ [ [ [ [ [ [ [ [ [ [ [ [ [ [	
PACE ROCKETS	
5¢ 119.50	
10¢ 129.50	
[1] 1 전 1 전 1 전 1 전 1 전 1 전 1 전 1 전 1 전 1	
Write for our attractive prices on late Slots,	
Blue Frents, Brown Frents, Copper Chromes,	
Silver Chromes. Also 3 Bells and 4 Bells.	

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Jennings 4-Coin Muit., Brand New \$ Used	69.50 39.50 17.50
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Pace Saratogas, Convertible to Free Play or Pay Out	
We have over four hundred 5-Balls.	Write
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1/3 Deposit — Balance C. O. D State Distributor for Seeburg Phonographs and Accessories

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1 Shoot Your Way to Tokio\$260.00 2 Wuriltzer Victory Model '42 24s 395.00
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5 Rock-Ola 5c Dial-a-Tune Boxes. 16.50
1 K-20 Seeburg Remote 165.00
1 Envoy ESRC
Brackets 25.00
1/3 deposit, balance C.O.D.

SPECIAL-WHILE THEY LAST! WATLING TOM THUMB

WILL PAY TOP DOLLAR FOR ROCK-OLA, WURLITZER,

SCALES. Ea...........\$52.50

SEEBURG, MILLS ALSO WILL BUY ARCADE EQUIPMENT

Send List and Lowest Price.

Longacre 5-9495

FOR MILLS JUMBOS

GUARANTEED REBUILT

Much stronger than when new. \$5.00 EACH with your old or broken Scavenger. IN LOTS OF 10-84.00 EA, with Scavengers. Terms: 1/3 Deposit and Old Scavengers, WE WANT TO BUY ANY OLD OR BROKEN SCAVENGERS. Tell us how many you have and price expected.

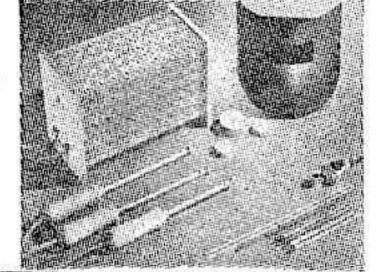
LYNES MANUFACTURING CO.

2842 Cecella St., St. Louis County 17, Mo.

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### ELECTRIC WELDER

The Magic Electric Welder makes it easy for you to do a professional welding job with very little practice. There is nothing difficult to learn; no technical training is required. Absointely safe to use-no fumes, no mess. Just plug it in any 110 volt A.C. or D.C. Socket and you are ready to work. Complete instructions with each set. Handles Aluminum, Brass, Copper, Iron, Steel and other metals.



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GENL	IINE	A.B.T.	PELLETS	FOR
			(ANTEED)	
100,000			\$2.50 p	er 1,000
50,000			2.75 p	er 1.000
			3.00 p	
			BMARINE I	
\$32	.50 pe	r 1,000-	-\$4.00 per	100
STEEL	PEL	LETS FO	R CHALLE	NGER

TEXAS LEAGUE

\$5.00 per 100-\$40.00 per 1,000.

### COIN WRAPPERS Lowest Prices-All Denominations

1c-5c-10c-25c-50c 65c per 1,000..... 1,000 to 50,000 55c per 1,000..... 50,000 to 100,000 50c per 1,000.....100,000 and Over

Write for Special Prices on Larger Quantities.

1	1EM	MA	PLE	B	ALLS	;
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								No. of the second		-		A 100 mm					
				FO	R S	KEE	AL	LEYS	A	ND	PI	LAY	BA	LLS			
0	14	Ft.	Skee	Alley,	31/8.	10,	\$5.50	; 100								 \$	52.00
or.	9	Ft.	Skee	Alley,	25/4	10,	5.50	; 100							 	 	52.00
Þ	Pla	y E	alls a	nd Rol	l in	the E	Sarrel,	10,	\$4.2	5: 10	10				 		38.50
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ATTENTION ZA4G TUBE USERS Available now, a perfect conversion unit allowing continued operation of all Seeburg Guns and Remote Music Equipment. You can use a 2051 Tube, which is a later development and far superior to the 2A4G, without removing amplifier or making any wiring changes. NO SKILL NEEDED, just plug in our adapter. This unit is a life saver for you, and you will save considerable money in the long run. Send your orders in now. 1/3 deposit, balance C.O.D. \$14.50 including 2051 tube.

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Can Be Used for Chicken Sam, Japs, Chutes, Rapid Fires and Other Ray Cuns. Ea. \$2.50 REPLACEMENT RELAY FOR DEFENDER GUNS

This Relay Takes the Place of the Can Type, Four Prong Relay Used in Defender WIRE. 9 Conductor Cable for Any Bally Came or Seeburg Gun ....... 25c per Foot 

TERMS: 1/3 Deposit With Order, Balance C. O. D. WRITE FOR PRICE LIST OF PARTS, SUPPLIES, TUBES, FUSES, WIRE, ETC., ETC.

615 TENTH AVE., NEW YORK CITY (Phone: BRyant 9-3295)

# TRIPPE Price Plus Quaranteed Satisfaction

KLLVIIDIIIV	ATA WELTER	DE LILLIAN
ABT Challenger \$ 27.50   ABT Fire & Smoke . 22.50	Inter. Muto, with Std. \$ 29.50   Elec, Lifting Machine 22.50	Rockola Ten Pins, Rep. Red-WhB\$ 69.50
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Chicago Coin Hockey, 209.50 Crystal Gazer	Machine 150.00	Practice 119.50
(Repainted) 29.50 Elec. Shocker, Advance 12.50	Mills Cig. Mach., 6 Col. Double 39.50	Mach., New 29.50
Elec. Shocker, Advance 12.50 Evans Play Ball 199.50	Mills Panoram 295.00	Skee Ball Ette, Gott. 89.50
Evans Ten Pins (Repaint) 69.50	Muto, Console, Fl. Mod. 15.00 Photo, Counter Model 10.00	Strike, 1¢ 2.50 Tank Gun, Repainted 149.50 Western DeLuxe Base-
G-Man Triple Gripper 10.00	Planetellus Horo., 10¢,	hall, Repainted 89.50
Gott. Single Gripper. 10.00   Gott, Triple Gripper. 15.00		Repainted 29.50
HAND TRUCKS, Steel Ball-Be	arings, Rubber Tires, Brand New.	Ea 22.95

# AND ROCK-OLA PHONOGRAPHS

Give All Details in First Letter

IDEAL NOVELTY CO.

Phone: Franklin 5544 2823 Locust St., St. Louis, Missouri

Our Victory Boards are the sensation of today-efficient, economical, with a new concept.

A trial order will convince you. Order today. Ou Name Sales	r stock is Per Sale	Takes	Meximum	Price
Victory Cigarette Boards 432	2c	\$ 8.64	S 4.04	Each 66c
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Jackpot Jim	5c	50.00	20.50	2.55
Jackpot John	10c	100.00	33.00	2,93
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Jackpot Charley (Thin)	25c	250.00	56.00	2.35
Jackpot Charley (Thick)	25c	250.00	56.00	2.93
Regular Push Cards-Any Following Sizes: 20-25-	30-35-40-	50-120 or	150 Hole, \$3	.50 per
100. Terms: Minimum Order \$25.00. One-1	Third With	Order, Ba	lance C. O. I	D

TEXAS WHOLESALE NOVELTY DALLAS, TEXAS P. O. BOX 4186

### FOR SALE

6 Shoot the Jap\$149.50	2 Keency Anti Aircraft & Screen\$ 64.50
2 Shoot the Chutes 149.50	2 Western De Luxe Baseball 105.00
2 Keeney Ray o Lite Submarine Cuns. 159.50	3 Bally Clicks 79.50

The above machines are all in perfect condition. 1/3 Cash With Order, Balance C. O. D.

BEACH SALES

409 Espanola Way Miami Beach 39, Florida

MONUMENT SQ. HAVERHILL, MASS.

# LOTS OF SLOTS!

Satisfaction Guaranteed

	10c BROWN	5c BLUE FRONT	5c BLUE & GOLD Now.	CHERRY
Like WRITE	Hem	\$169.50	In Cala Castes	Like WRITE

You'll get the surprise of your life—a pleasant surprise!—with the first shipment you receive from FISCO! When we say "like new" we don't mean a quick "onceover" with a rag to clean it up, or patch-work repair! Our "like new" means a careful, expert overhaul and reconstruction if necessary, perfect working condition AND a clean, bright, snappy finished appearance! We back this up with a FULL MONEY-BACK CUARANTEE! The merchandise makes good on sight! or we do on demand! All this means: YOUR ABSOLUTE SATISFACTION CUARANTEED!

10c CHERRY BELL, Like New	\$259.50	5c FUTURITY	119.50	
		5c 4 STAR CHIEF		
10c MELON BELL, Like New	249.50	10c BLUE Q. T	119.50	
5c MASTER CHIEF, Like New	225.00	25c COMET	89.50	
5c BROWN FRONT, Like New	198.00	WATLING ROLA TOP	89.50	
5c CHERRY BELL, Like New	198.00	5c-25c BALLY BELL	89.50	
10c BLUE FRONT, Like New	198.00	25c CAILLE	79.50	
5c MELON BELL	187.50	5c CHROME Vest Pocket	79.50	
5c WAR EAGLE, S. J. C. H. (3-5)	149.50	Sc BLUE Q. T	74.50	
10c 4 STAR CHIEF	139.50	25c GOOSENECK	69.50	
5c GLITTER GOLD Q. T	139.50	5c COMET	69.50	
5c KITTY	129.50	7 WAY CAILLE	69.50	
5c BIG CHIEF	127.50	COLUMBIA CHERRY REELS	49.50	
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4-WAY SUPER	CONSOLES	CLUB BELLS
BELL LIKE WRITE	PACES RACES \$159.50	Like New. \$249.50

Brox	wn Cabinet		
HIGH HANDS Combination	\$159.50   BIG	TOP, F. P\$	89.50
38 TRACKTIME	97.50 BIG	GAME, F. P	89.50
IEMNINGS GOOD		¢20 KN	SIGNOSSES

PRODUCTION	\$139.50	TRAILWAYS	\$32.50	BAND WAGUN \$32.50
VENUS	57.50	FLICKER	37.50	METRO 32.50
HI-STEPPER	42.50	BOOMTOWN	32.50	THREE SCORE 27.50
SHOW BOAT	42.50	LINE-UP	32.50	MYSTIC 27.50
LEGIONNAIRE	42.50	PLAY BALL	32.50	ANABEL 27.50
HODOSCODE	39.50	FOX HUNT	32.50	DIXIE 27.50

WURLITZER 750-E.\$475.00 Glamourtone Speaker, 10

WESTERN B. B. .. EXHIBIT ALLEY. 89.50 79.50 EVANS 10 STRIKE SCIENTIFIC BAT-TING PRACTICE 109.50

us your requirements. probably in stock or quickly obtainable.

Exceptionally Clean, Complete Outfit

ROCK-OLA Playmaster

Dial Wall Boxes (latest),

VICTORIOUS, '43 . 189.50 **GRAND STAND, P.O. 89.50** MILLS 1-2-3 ..... 79.50 MILLS 5-IN-1 .... 79.50 THISTLEDOWN, P.O. 69.50 GOTTLIES Multiplay, 

Very Clean, '40.\$249.50

ROCK-OLA MASTER,

MILLS Double DD .. 48.50 MEILINK Heavy-Duty MILLS Single Double

-quickly for Write fully!

Save time and shipping costs in convenient, centralized buying! Superior, Cardner, Hamilton, Globe, Harlich-we have them all!

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SI	ECI	A LI	5 DAYS	ONLY-	-SPECIAL
800 880 1800		Charlie Board Cheery Charlie Hotel Bedlam Rapid Action Spinning Reel Bombahell	, J.P. Thick Thick Thick Super Semi	Jumbo Slot Thick Slot	Profit Net Price \$50.00\$1.75 \$1.483.55 21.752.95 22.963.25 51.904.95 49.814.25 95.004.95
		Terms: 1	3 Cash in Advar	nce, Balance C. C. D. , Over 150 Best Selle	

LION SALES CO.

409 ESPANOLA WAY MIAMI BEACH 39, FLORIDA

MAKE OFFER

Sample Gross PP, \$1.00. WURLITZER SKEEBALL ALLEY VICTOR HOME RUN KOUNTER KING TRACK REELS



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### (New) BOTTLES OF BEER

Got 'Em? Get 'Em!

1280 Tickets, Stitched, ranging from 1 to 1280, incl. 3c Sale Takes in \$34.80-Pays Out 135 Bottles of Beer.

### PRICE \$1.25

In Gross Lots.

\$1.40 in Doz. Lots-\$1.50 Less Than Doz.

### (New) CIGARETTES

Got 'Em? Get 'Em!

ic Sale -- 500-Hole -Takes in \$5.00-Pays Out 15 Pkgs. Cigarettes.

### PRICE 65c Ea.

Also in stock 300-H. 400-H, 500-H and 1000-H 3c and 5c Boards.



### ORIGINAL DANGLING DOCKETS

1200 Tickets to the Deal.

PRICE \$1.60 Ea.

In Gross Lots. \$1.75 in Doz.

\$2.00 Less Than Doz.



# RED, WHITE AND BLUE TICKETS

2160 Tickets to the Deal (Break Tab) At 5c sale Net Profit \$36.00 At 10c sale \$72.50 Net Prolit PRICE \$1.75 EACH

In Gross Lots.

\$2.00 in Doz. Lots-Less Than Doz. \$2.25.

400-Hole 5c DOLLAR GAME (Thick), Definite Profit \$7.00 ..... 85g Ea. 1000-Hole 25c JACK POT CHARLIE, Definite Profit \$50.00 .....\$1.75 Ea. 500-Hole 25c CHARLIE BOARDS JR., Definite Profit \$45.00 ..... 95c Ea. BASEBALL and TIP 120 TICKETS .

Price \$25.00 Per Gross, Salesboards of Every Description . . . And

Priced Right. Terms: 25% Dep. on All Orders, Bal. C.O.D.

### MIDWEST NOVELTY CO. 6409 N. Bell Ave.

CHICAGO, ILL.

### WANTED TO BUY FOR CASH!-

**PHONOGRAPHS** 

ROCK-OLA SUPERS, MASTERS STANDARDS DELUXES

500 600 — 750E 800 — 850

WURLITZER

5-BALL FREE PLAY STARS

SUNBEAM WEST WIND DOUBLE PLAY

Send us your list for quick action! WE PAY HIGHEST PRICES! FACTORY REBUILT 5-BALL FREE PLAY GAMES

Exhibit Action .....\$175.00 | Exhibit Streamliner .\$175.00 | Exh. Grand Canyon . 175.00 | United Midway ....\$175.00 United Arizona .... 175.00 ARCADE EQUIPMENT
Shoot the Chutes . \$139.00
Batting Practico . . 115.00
Bally Shoot the Bull . 100.00
1939 West, Baseball 94.50
Tom Mix Rad, Rifle . 85.00 Rock-Ola 10 Pin, Low Dial .....\$42.50 Kicker & Catcher ... 27.00 Bally Rapid Fire ...\$225.00 Chi Coin Hackey ... 225.00 Evans Tommy Gun, Late Model . . . . 225.00 Keeney Submarine . . 220.00 ABT Challenger .... 27.50 ABT Streamline, Model F ..... 27.50 Pikes Peak ..... 19.50 Gatt, Triple Grip .... 18.50 Exh. Fist Striker . . . 150.00 Exh. Bicycle Trainer, 125.00 Skee Ball Ette . . . . . 85.00 Ev. 10 Strike, HI-Dial 65.00 Watl, Guesser Scales. 115.00 Slap the Jap, Reb. . 139.00 Evans 10 Strike, Low Skill Shot ..... 12.50 Dial .....

5-BALL FREE PLAY GAMES Majors of '41 .....\$47.50 Snappy ......\$39.50 Flicker ..... 27.50 Ten Spot ..... 49.50 Legionnairo ...... 42.50 Pan American ..... 32.50 Zig-Zag ..... 54.50 Horoscope . . . . . . . . 47.50 Miami Beach . . . . . . 47.50 All American . . . . . 34.50 Sport Parade . . . . . 37.50 Texas Mustang .... 57.50 Capt, Kidd ..... 57.50 HI Hat ...... 47.50 Stratoliner . . . . . . . . 37.50 Jungle ..... 57.50 Terpedo ..... 47.50 Zig Zag . . . . . . . . . . . . 37.50 Big Chief . . . . . . . . . . 37.50 Victory ..... 89.50 Sea Hawk ..... 47.50 Gobs .... 95.00 Spot o Card . . . . . . . 47.50 Yanks ..... 95.00 ABC Bowler ..... 47.50 Big Parade .......109.50 Four Aces ......109.50 Bella Hop ..... 47.50 Champ .... 47.50 CONSOLES

Bally HI Hand ....\$135.00 Keeney '38 TrackTime 125.00 Evans Gallop, Domino 100.00

K'ney Kentucky Club \$115.00 Jenn. Good Luck, 5¢., 35.00 PHONOGRAPHS Rock-Ola Deluxes ..\$230.00 | Mills Throne of Music 175.00 Rock-Ola Counter Model,

Mill Jum. Parado, F.P., Brown ....\$75.00 Mills Spin. Reels, PO. 97.50 "Mills Empress ....\$190.00 Metal Stand .... \$98.00

BACK THE ATTACK WITH WAR BONDS!

COIN MACHINE EXCHANGE

(Phone: BUCkingham 6466) 1411-13 DIVERSEY BLVD.

CHICAGO

MILLS

# VEST POCKET BELL

5c Play Only Complete With Automatic

Pays out automatically just like a big Will pay for itself the first week.

**NEW MACHINE .....\$87.50** REBUILT MACHINE..\$75.00

CERTIFIED DEPOSIT WITH ORDER

SIMPLE FOOLPROOF REGISTERS ALL JACKPOTS

COLOR-BLUE AND GOLD

ALLEY SPECIALTY CO., INC. 1061 JOSEPH AVE., ROCHESTER 5, N. Y.

# "JAIL-BIRDS"

Machines must be complete with amplifiers and all parts, but not necessarily in good working condition. \$15.00 less without bases. Ship C. O. D. or Sight Draft. Write us description and quantity before shipping.

\$150 for Bally Rapid Fires. We also recondition Rapid Fire Guns and will turn out fine work.

# Chicago Novelty Company, Inc.

1348 Newport Avenue

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# BUY One or a Hundred .. CASH W

WURLITZER Phonographs
Models 24, 24A, 500, 600, 600E, 700, 750, 800, 850. Also Models 71 and 81.

Thrones and Empresses Commandos

Give serial numbers, complete description first letter. We mean business. BILL FREY, INC., P. O. Box 4141, Miami 25, Florida

# "Active's" Super Values!

### CONSOLES

	-	-	_	_	-	-	_	_	_	_	_	-	44.		
Club Bells					·										.\$224.50
Fast Times															. 79.50
Hi Hands .															
Jumbo Para															
Paces Reels													٠		. 149.50

### ONE BALLS

Sport Special								.\$167.50
Record Time								
Contest	٠,							. 149.50
Winning Tick	et							. 99.50

### ARCADE

Keep Punching \$ 89.50	
Play Balls (Late Model) 164.50	
Ten Strikes 49.50	
Bally Basketball 89.50	

### BRAND NEW

Super	Bells	10.00				6	e.			٠	¥		\$325.00
Home !	Run	'42	i ico	e e	101		e e	•0	 •				125.00
													175.00
													175.00

"Slipons" for your Pin Game protection. Package of 25 only \$2.75. Order Now.

1/3 With Order, Balance C. O. D.

"You can always depend on Joe Ash ALL-Ways"

# **Active Amusement** Mach. Company

900 N. Franklin Street Philadelphia 23, Pa.

### ALL GAMES CLEAN, SCRAPED AND READY FOR LOCATION

CONSOLES PIN GAMES 1 Bally Club Bell Pan American \$32,50 (like new) \$210.00 Play Ball ... 29.50 Fast Time. . 75,00 Sara Suzy ... 22.50 Mills Rio, Ea. 35.00 Anabel . . . . 3 Liberty Bells, Ea. . . . . . 35.00 1 Derby Day . 44.50 1 Jennings Mul-Target Skill .. 22.50 League Leader, 22.50 Sparky ..... 22.50 ARCADE EQUIPMENT

tiple Cubes . 50.60 Converted Chicken Sams to Hitler & Mussolini, 2 figures moving up and down at same time. Ea. .........\$99.50

Western Baseball DeLuxe ...... 94.50 Chicken Sam Converted to Jap & Hitler 129.50 2 Evans & Rockola 10 Strike, Low Dial, Ea. ....... High Dial ... 1 National 6 Column Cigarette Machine. 29.50

265 South 60th St. Philadelphia, Pa.

1/3 Deposit, Balance C, O. D.

### Baker Novelty LINE-A-LINE

Floor Sample .....

Evans' PLAY BALL Reconditioned \$229.50

111914 Diversey

CHICAGO 14, ILL.

### ALL MACHINES A-1 THROUGHOUT

READY FOR LOCATION

Actions . . . . \$100.00 Big Chiefs . . . \$25.00 Zig Zag . . . . 30.00 Gun Club . . . 35.00 Jeeps . . . . . 95.00 Blg Parades . . 95.00 Monickers . . 65.00 Sink the Japs . 39.50 Turi Champs HI-Hats .... Band Wagon . . . . \$140.00 25,00

709 Sherman St., Phone 26-303 Johnstown, Pa.

### FOR GUARANTEED JENNINGS EQUIPMENT

BAKER NOVELTY COMPANY 1700 WASHINGTON BLVD. CHICAGO 12, ILLINOIS

BEST COIN OPERATED PHONOGRAPH Will pay as high as \$500.00. State full particulars. No Junk.

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20 South Ave.,

Whitman, Mass. Materiale protetto da copyright



The Greatest Top Money Makers on Every Location!!

An Array Variety With d if is pariguing buckers is in in All Stars I B BINGO - BINGO O B Depend-Spctability lighting in the 50/ ST.00 25/ B Record Five (5) Break-Popular Profit Sizes Making 1260 Head. Ticket lining Sizer "King the of Colns" Original "Wonlar-0'-Do der Bars" Dangling "Buck Ducket That Tickets in 1,020 1,200 1,260 1,600

Line" and Smack Bali" Also the 1200 Sizo Bingo Jack-

All Original Jar-o'-Do Dangling Ducket Deals Available Complete or as Refills on Wooden Sticks With or Without Jack "The Industry's Fastest Growing Factory."

and

3,000

UNIVERSAL MANUFACTURING CO.

405 E. 8th St. Kansas City, Missouri "We Manufacture Only"

# PIN GAME PARTS

PRACTICALLY EVERY TYPE PIN CAME BUILT DURING 1935 TO 1941

OVER 1000 GAMES WITH BACK GLASSES

### WANTED

Will pay \$10.00 each for the following games: Blondy, Formation, Power House, Big League, Big Town, Follies, Attentions,

Ship one or a hundred C. O. D.

Don't Junk That Came!! We Have the Part You Need,

WRITE-WIRE-TELEPHONE

# WINNER SALES CO.

3400 Armitage Ave.

CHICAGO, ILL.

Telephone: Belmont 5400 

# 2 WIRE CABLE \$12.00

PER 1,000 FEET

Used on army maneuvers, in good condition. Specs.: 18 gauge weatherproof twisted—7 strands—4 steel, 3 copper— all tinned. Spooled on 2,000 ft. reels, 1 reet minimum.

1/2 with order, balance C. O. D.

WELLS ELECTRIC CO. 4521 Diversoy

CHICAGO, ILL.

### BROKEN—SMASHED WURLITZERS

ALL MODELS-ANY CONDITION CASH WAITING

P. O. Box 900

Richmond 7, Va.

Also Bally King Pins. Will pay top dollar, Any quantity. Advise condition, price

desired, etc. LEMKE COIN MACHINE CO. DETROIT 1, MICH. 31 W. Vernor

# Ponser Purchases Conversion Units

CHICAGO, Nov. 20 .- While here last week, George Ponser, of George Ponser Company, Newark, N. J., completed arrangements for necessary units and materials for the conversion of Panorams to Solo-Vue.

As a result of this conversion, only the person who inserts a coin can see the film, but everyone present can hear the musical accompaniment. Films have been especially designed and produced for Solo-Vue by Soundies Distributing Corporation of America, Inc., and the supply is said to be practically unlimited and of wide variety, involving more than 1,000 subjects.

Ponser said he had made tests in every type of arcade and found that the earnings had been consistently large, He added that the supply of units was necessarily limited under present conditions, but orders would be filled as they were received.

### USED CONSOLES

Two Jennings Liberty Bells, 5c Play, \$75.00 Each

Two Jennings Multiple Racers, 5c Play. \$75.00 Each

Four Jumbos, 5c Play, \$100.00 Each Four Square Bells, 5c Play, \$100.00 Each One Pace Exhibit, 5c Play, \$60.00 Plus \$5.00 Crating Charges on Consoles.

### SLOTS

### Reconditioned and Used

5c Blue Fronts 10c Brown Fronts 10c Blue Fronts 25c Brown Fronts 25c Blue Fronts 5c Mills Q. T. 5c Brown Fronts 1c Mills Q. T.

Write for Prices on Blue Fronts, Brown Fronts and Q. T.'s.

5c Rol-A-Top, 3-5 Pay, D.J.P. Pay, Refinished, \$100.00.

One 5c Jennings Chief, Good Condition, \$135.00.

One Double Heavy Duty Safe, Front Door, With Revolving Bases, \$75.00. Ten Single Lock Base Stands, \$15.00 Each.

One Uneeda Pack Cigarette Machine, Two Dime Play, Revolving Counter Type, \$10.00.

One-Third Deposit.

# GEORGE W. DUN

BOX 123

SABINA, OHIO

### —FOR SALE—

IAR DEALS SALES BOARDS SLOT MACHINES

"Always the Best" Prices the Lowest

-Write-

# D. M. NOVELTY CO.

120 Harrison Pl. Fond du Lac, Wis.

### BINGO BUYERS

WE ARE CLOSING OUT A BIG LOT OF UNIVERSAL

BINGOS

of all kinds.

Don't waste any time—Write Now!

Arrow Novelty Co.

ST. LOUIS, MO. 2852 Sidney St.

WILL PURCHASE ANY QUANTITY

# Exhibit

Quote Quantity and Best Price MONARCH COIN MACH. CO. 1545 N. Fairfield, CHICAGO 22, ILL.

### ARCADE MACHINES AND SUPPLIES

WE STILL HAVE THE LARGEST ASSORTMENT OF FACTORY REBUILT ARCADE MACHINES IN STOCK! MOST ARE BEAUTIFULLY REPAINTED LIKE NEW! WRITE FOR FREE LIST OF MACHINES OR ANY PART FOR ANY PIN GAME OR ARCADE MACHINE.

"TRAP THE JAP," Munves' Chicken Sam Complete Conversion. It's Entirely Doubles Your Play. Different in Appearance. Cabinet Beautifully Repainted. Mechanically It Is a Chicken Sam Factory Overhauled...\$169.50

Groetchen SkillsJump, New Model With Stand ........ Gatter Automatic Bowling Alley (Pin Game Size) ............. 

Watling Guess Your Weight, Fl. Size. . \$ 50.00 ATHLETIC Small Ideal Scale ....... Light House Grip, Very Attractive . . . . \$125.00 Exhibit Bicycle Trainer ..... 115.00 Exhibit Foot Ease Vitalizer . . . . . . . . 75.00 Exhibit Grandfather's Clock Grip .... 125.00 Exhibit K.O. Puncher ...... 150.00 125.00 125.00 85,00 Elec. Shocker, Floor Size Cabinet .... 65,00 60,00 Mills Large Floor Sige Elec. Shocker . . . 150.00 Mills Punching Bag ...... 165,00 85.00 Rosenfeld Grip and Lift, Large Dial. . Rosenfeld Grip and Lift, Lite Up Tower Mutoscope Windmill Grip ...... 125 Mutoscope Thiograph ......

### AMUSEMENT

	Supreme (To Tokyo) Gun (New)\$30 Knockout Fighters (2 Players) 16	
ŀ	Seeburg Hockey 7	5
ı	Mutoscope Hurdle Hop 4	15
ř		7.
ı		15,
۲	Kue Ball, Used 3	10
ė		35
۱	Watling Low Medel	35
ı	the party last the same profit course the same and the same and the	0
ı	KUE BALL-Billlards in Pin Ball Form. I	
1	Fascinating Competitive Game. A Big M	cn

Atlas Baschall ......... Genco Rolla Base ....... Chester Pollard Racer (2 Players) . . . . 150.00 FORTUNE TELLING Exhibit Astrology (12 Slots) ..... \$ 65,00

.00	Exhibit Color of Eyes (12 Sicts) 55.00
.00	Exhibit Color of Hair (12 Slots) 55.00
.00	Exhibit Floor Size Card Venders 25.00
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40 Different Exhibit Cards, Al Any Card for An	so Grandmother Love Letters, P	alm Reader, Mystlo Pen Cards, O. B. New York.

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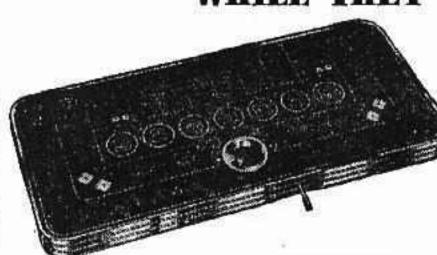
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CONVERTED FROM (DO-RE-MI)

With Return Ball feature that creates last ball suspense to the Nth degree.

Location reports indicate that BRAZIL is out-earning all previous United conversions.

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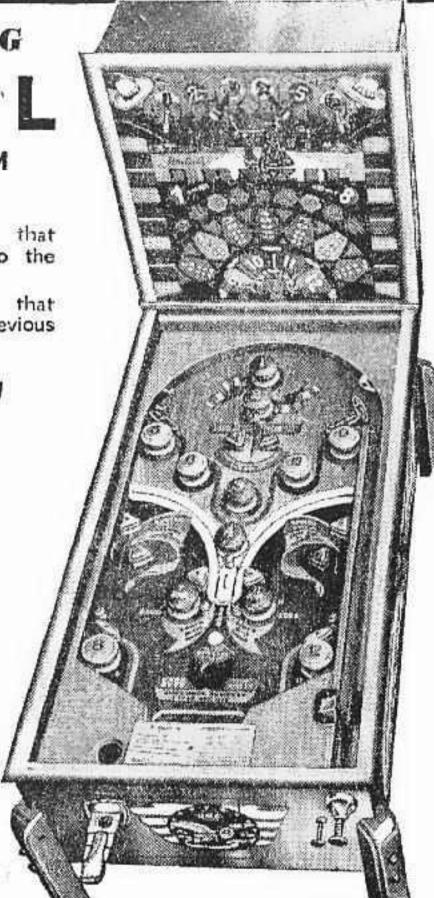
MIDWAY from (ZOMBIE)

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NEW AND BLACKOUT for TOJO-EYE & PLAY

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A "MUST"

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GUN \$229.00

IN ANY ARCADE

THE MOST PROGRESSIVE GUN EVER PRODUCED. 10 Shots a nickel. Every shot from a different angle. Shooter must hit and BLACKOUT a TANK, a PLANE and then MUSSOLINI. Next a CARRIER, a SWASTICA Flag and then HITLER. No. 7 is a SUB, then a JAP PAGODA, 9 the JAP FLAG when TOJO lights up. Hitting and BLACKING OUT TOJO, lights up VICTORY.

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YOUR CHECK RETURNED IMMEDIATELY IF SOLD

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Reconditioned and Ready To Ship

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Super Bombers Write	Big Parades\$117.50	Kicker and Catcher \$17.50
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WILL TRADE BINGO IACK-POT CARDS FOR TICKETS Will Give 3 Dox. Cards for 16 Set of 1200 Tickets. Will Give 3 Doz. Cards for 18 Set of 1000 Tickets.

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# WILL BUY ANY QUANTITY

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Mills Sc Vest Pockets, Gr. S 34.50

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### All Types of Slofs and Consoles

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	Twin Sixteen Buckley System, Com-
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Wall Boxes Betty Tone System, Complete with Desks, Etc. Per Set ...... 179.50 Extra Eurphones. Per Set ..... 35.00

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Any Quantity. State Lowest Price and Condition.

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# License Law **Under Court** Test in Florida

Miami County Attorney pushing case to decide validity of State Law

MIAMI, Nov. 20 .- The Florida law Itcensing coin machines thruout the State has been definitely attacked in court here recently. The law was passed in 1941, and in some cases payout games have been licensed. It is these payout games that apparently are being used to make a test of the validity of the law.

The assistant county attorney here is leading the drive to declare the State law invalid. He is said to be a young and very sincere attorney and expects to push the test of the State law thru to the State Supreme Court.

The present campaign may reach the proportions of the famous crusade of 1937 when newspapers owned by the Moe Annenberg interests enlisted churches and reform groups in a general drive to wipe out the State license law.

The former law licensed slot machines in the State. The present law was intended to license only amusement games, but some officials have interpreted it to be broad enough to license payout games.

A hearing before a three-judge court was held November 4. They took the case under advisement after a session lasting about one hour. Local newspapers featured the case in bold headlines but not in the proportions that were used in the 1937 crusade,

It is not known whether racing interests are inspiring the present drive. In fact, the opinion prevails that they have not yet entered the situation and that the county attorney who is handling the case feels that the law is actually being violated. The test case revolves around a plea by an operator to recover seven machines that have been taken in by the police department.



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Blue Grass, Dark Horse, Sport Special, Sport Event

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Similar in player appeal to Longacre and Thoroughbred

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We replace the old 17x23 inch backboard and glass with a new backboard cabinet and glass, sixe 23x23.

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Cabinets are redesigned in their entirety—new, smart,

New moldings-new legs -to make of the finished product a game of real beauty.

Operators may obtain price quotations from their distributors or by writing us direct.

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If you have any of these games that you wish to sell, write us, quoting your lowest price.



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Black or Brown. In Any Condition, Any Amount. Write giving full particulars in first letter, including price and quantity.

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Whether you want to BUY or SELL-music, arcade, pin or slot machines, write for our prices.

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16MM, SOUND FILM for use in Panorama and other makes of Coin Operated Machines or any ordinary 16MM. Sound Projector.

FOR SALE—\$32.50 TO \$39.50

Reel of 8 Subjects. Just Enough "Spice and Comph" to Bring in the Dimes. (Specify if for use in Panorams.) 1/3 Deposit With Order, Balance C. O. D.

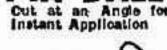
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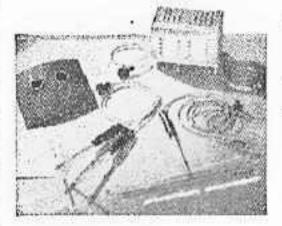
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6L6Q	\$2.10 Ea.	6SJ7	\$1.15
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100 Different	Numbers	from whic	h to choose.
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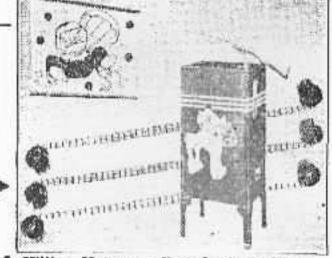
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Only 200 Rolls Left (Quantity Limited), \$4.50 Per Roll

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In Crates ......

7 EXHIBIT ROTARIES Very Clean ...

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CONTAINS Silver Points, Phosphor Bronze Leaves, Lifters, Switches, Bakelite Bushings, Separators, Contact Point Adjusters, Brass Rivets, Copper Pig Tail Wire, Fish Papers, Ask for our free Parts and Supplies Catalog!

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This New Kit Contains a Very Handy and Useful Contact Switch Assembling Tool. Value \$2.00. Plus 60 Extra Assorted Genuine Phosphor Bronze Leaves, Value \$4.00, in Addition to the Liberal Assortment of Switch Parts Contained in Our Well Known Guardian Contact Kit,

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ALL ORDERS SHIPPED SAME DAY RECEIVED 400 HOLES LUCKY BUCKS, SPEC. THICK, 5c, DEFINITE PROFIT \$7.00 850 HOLES TICKER TAPE, A. SPEC. THICK JUMBO HOLES, 5c, AVERAGE PROFIT 1000 HOLES GET YOUR PIECE, Spec. Thick, 5c, AVERAGE PROFIT \$29.45 PROT. .... 3.10 1200 HOLES TEN BIG FINS, THIN JUMBO HOLES, 5c, AVERAGE PROFIT \$35.20 .... 2.50 1200 HOLES VICTORY BELL, SPEC. THICK "C," 5c, AVERAGE PROFIT \$38.57 PROT. 3.60

1000 HOLES J.P. CHARLEY, SPEC. THICK, 25c, 30-HOLE JACKPOT, AVERAGE 1200 HOLES HAPPY CHARLEY, 25c, SPEC. THICK, AVERAGE PROFIT \$77.00 PROT. . 3.00 1000 HOLES CIGARETTE BOARDS 10 OR 20 SEC. ANY PAYOUT

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NOVELTY CO., BOX 66, MICHIGAN CITY, INDIANA

ALL TIME TOP MONEY MAKER SEND IN YOUR

BLUE GRASS, DARK HORSE, SPORT SPECIAL AND SPORT EVENT WE WILL REBUILD THEM INTO "WHIRLAWAY," BEAUTIFUL NEW ONE BALL CONSOLE.

This machine has been re-designed by engineers who have had years of experience with operators' problems in the coin machine field, difficulties which the manufacturer does not foresee but which the operator in the past has had to overcome. Ship us your game today.

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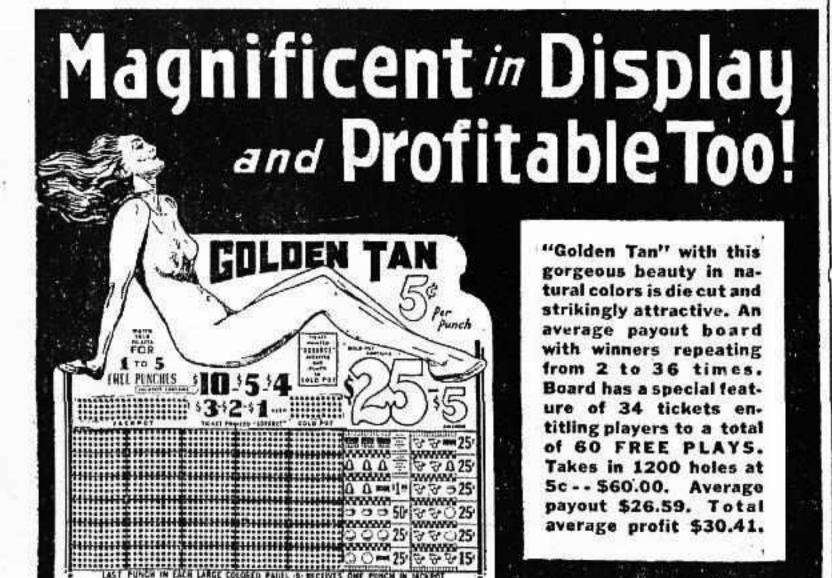
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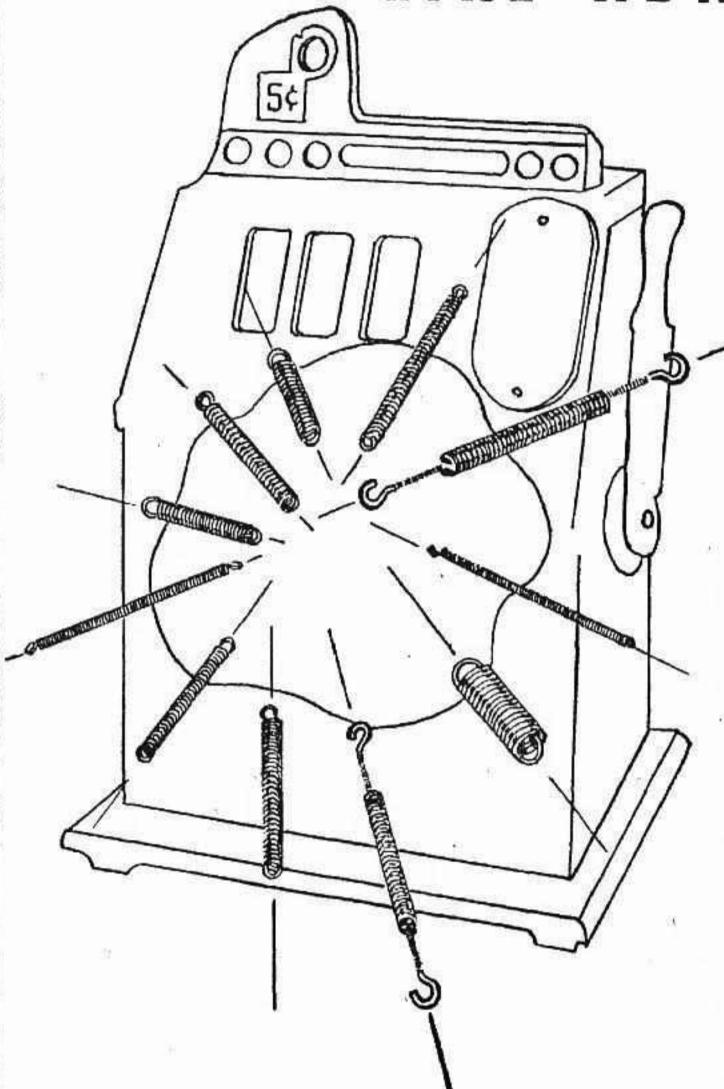
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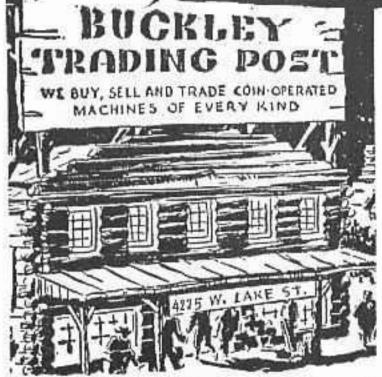
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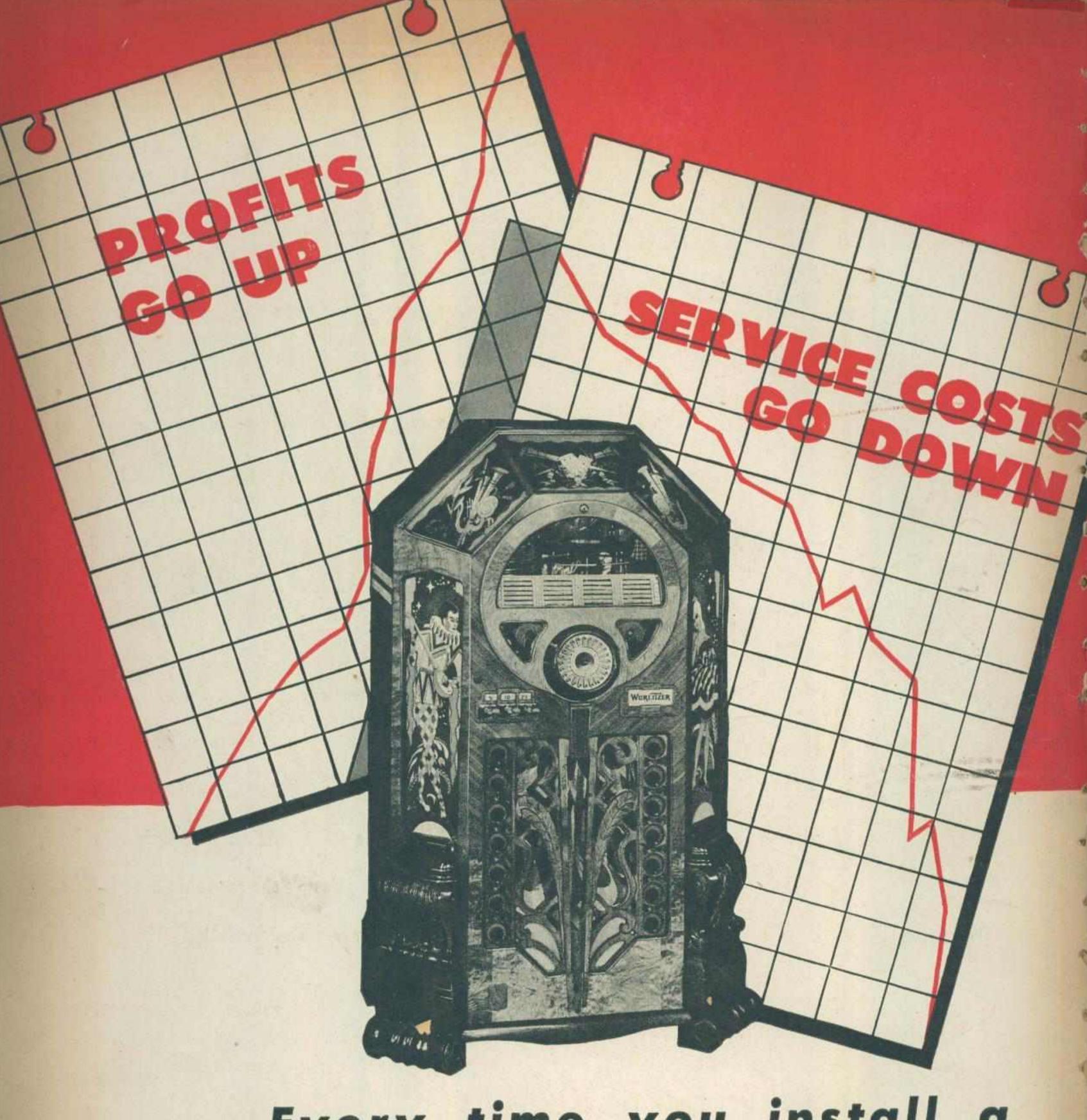
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