

A SPECIAL ISSUE OF

The Billboard

Cavalcade of Fairs



Section 2

December 2, 1944

IN

Appreciation . . .

TO THE STATE AND COUNTY FAIRS

Who had the vision and courage to look ahead to VICTORY when the going was roughest . . . who did and are doing their part by keeping up the MORALE of our nation through entertainment. Only with all of their help have we been able to present the finest in grand-stand shows despite war-time difficulties.

Fun at the fair is the escape valve for trouble and toil. That's why with a song of victory in their hearts the farmers and the workers alike are inspired to achieve greater production goals to speed the coming victory.

We also wish to thank all acts and show folks who helped to make possible our success.

Looking Forward To Topping Our Previous Efforts, We Present for Next Season

THE CLASS OF ALL GRAND STAND SHOWS

STATE FAIR REVUE OF 1945

AND OTHER OUTSTANDING PRODUCTIONS IN THE MAKING FOR FAIRS AND ALL OUTDOOR EVENTS

FOR THE BEST IN

REVUES,
RODEOS,
THRILL SHOWS

STAGE, TRACK
AND INFIELD ACTS;
CIRCUS NOVELTIES

MUSICAL EXTRAVAGANZAS,
RADIO STARS,
BANDS

IT'S

BARNES - CARRUTHERS

FAIR BOOKING ASSOCIATION

121 NORTH CLARK STREET

CHICAGO, ILLINOIS





SHOWMEN

WHAT ARE YOUR POST-WAR PLANS

We're all in the same boat and need each other's ideas. Our post-war plans make provisions for one of the biggest booms in outdoor amusement history . . . and we are preparing to meet these demands by planning *now* and not when it's too late.

The plans we are working on will startle and revolutionize the entertainment world.

Let's exchange ideas now for the benefit of our entire industry.

George Hamid

10 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

HAMID'S MILLION DOLLAR PIER
Atlantic City, N. J.

HAMID-MORTON CIRCUS
On Tour

NEW JERSEY STATE FAIR
Trenton, N. J.

Representing
THE TOP
 THRILL & CIRCUS ACTS
 IN
 SHOW BUSINESS TODAY

FIRST AMERICAN TOUR
SUTUSH HAGUR & CO.

Mysteries of India

CHESTER "BO-BO" BARNETT

and his Canine Comedians

CYCLING KIRKS

New Sensation of Wheels

THE GREAT GREGORESKO

The Man Who Hangs Himself and Lives

THE SYNCHRONAIRS

America's Aerial Classic

SENSATIONAL MARION

A Slip of a Girl With Colossal Nerve

THE THREE D'S

Comedy Bar Act High Swaying Pole

SKYLETTES

Thriller—High in the Air

CAPT. ROY SIMMS

The Human Fly

THREE MILOS

Booking for 1946

FOUR APOLLOS

Booking for 1946

JIMMY JAMISON

Booking for 1946

HARRY FROBOESS

High Swaying Pole

ERIC PHILMORE

World's Greatest Juggler

FLYING MELZORAS

Featuring RAYMOND, America's Aerial Comedian

EDDIE POLO

The Rocket Man—New Novelty

JACK KLIPPEL & ED RAYMOND

Producing Clowns

AERIAL MATHIEUS

Trapeze Thriller

HAPPY MAXWELL

Again 1945 B. Ward Beam Thrill Clown

FONDAW AND GLADYS

Supreme Aerialists

DEAN AND BROWN

Equilibrists

AMERICAN DARE DEVILS

Thrilling Stunts of All Types

★ **CHARLES ZEMATER** ★
 54 WEST RANDOLPH ST.
 CHICAGO • ILLINOIS ★

The Billboard

CAVALCADE OF FAIRS

FIFTH ANNUAL SPECIAL SECTION

December 2, 1944

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CONVENTION PROGRAM

HOTEL SHERMAN, CHICAGO, ILL., DECEMBER 4, 5, 6, 1944

MONDAY, 2 p.m., Crystal Room. State Associations of Fairs. E. W. Williams, chairman; J. M. Dean, vice-chairman; James P. Malone, secretary. Concessions, Wilbur Laymon; Standard Classifications, A. W. Kalbus; *What May We Look Forward To?*, Harold Felton; *Michigan's Fairs*, Charles Figg; resolutions; election. 4 P.M., annual meeting, Middle West Fair Circuit, Mrs. Ethel Murray Simonds, president.

MONDAY, 6 p.m., reception and buffet supper, William V. Ward, chairman.

TUESDAY, 10 a.m., Crystal Room, President Herbert H. McElroy, presiding. Committee reports: Classification, Charles A. Nash; appeals, J. J. Isaacson; auditing, Leon H. Harms;

reception, William V. Ward; directors, Frank H. Kingman, secretary; government relations, Samuel S. Lewis. Annual address by president.

How Will Post-War Federal Aid Affect Your Fair?, William V. Ward; *United States Department of Agriculture*, R. L. Webster, Washington, D. C. 12 Noon, Past Presidents' Club luncheon, room 116, Charles A. Nash, chairman.

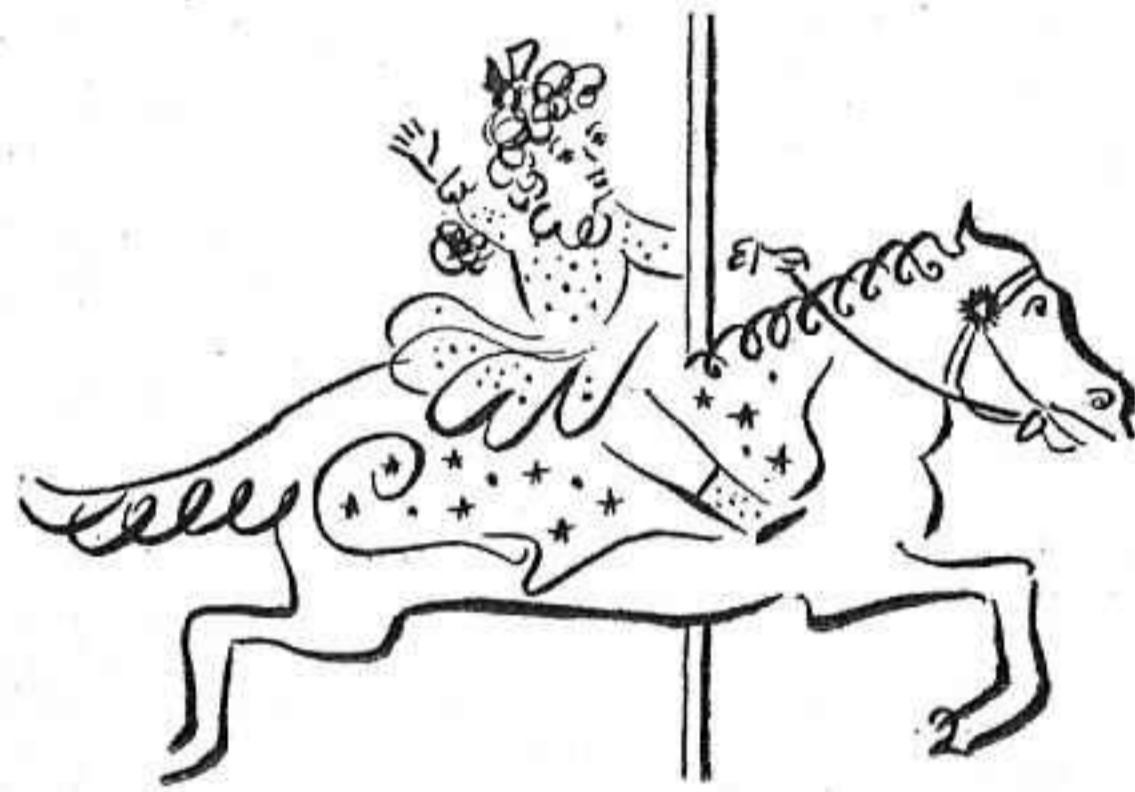
1:30 p.m., Crystal Room; Harry J. Frost, chairman. Concession Space Forum. Faculty, Bligh Dodds, Harry J. Frost, Archie L. Putnam, B. B. Sawyer, W. W. Simonds. Exhibit Space Forum. Faculty, Harry J. Frost, Charles A. Nash, William T. Marriott. *A New National Market*, Carlton Duffus, Washington, D. C.

WEDNESDAY, 10:30 a.m., Crystal Room. President McElroy, presiding. *Wisconsin Junior State Fair*, Russell E. Frost; *Boy Scout Exhibits and Programs*, A. N. Ekstrand; *"Know Your Minnesota" Quiz Contest*, Raymond A. Lee; *Work of National Committee on Boys' and Girls' Club Work*, G. L. Noble; *Talk by a 4-H Club Member*, delegate to Club Congress.

2 p.m., Crystal Room. President McElroy, presiding. *Everybody's Fair*, Leon H. Harms; *Something New Has Been Added*, Samuel S. Lewis; *Advantages of Group Insurance*, John L. Campbell; *United Nations Exposition*, Raymond A. Lee; *Trophies for Editors*, Ray Speer. Resolutions; election; adjournment for Showmen's League Banquet and Ball.

2

of America's Great Amusement Parks



"ON THE OCEAN"

SEASIDE AMUSEMENT PARK

VIRGINIA BEACH, VA.

ART LEWIS, *President*
JACK L. GREENSPOON
Vice-Pres. and General Manager

DUDLEY COOPER, *Secretary*
CHARLES LEWIS, *Treasurer*

and

"THE SOUTH'S LARGEST AMUSEMENT RESORT"

OCEAN VIEW PARK

NORFOLK, VIRGINIA

DUDLEY COOPER } *Co-Owners*
W. R. AITKEN }
ALBERT MILLER, *Director-General*

ART LEWIS } *Exclusive Game*
JACK L. GREENSPOON } *and Refreshment*
CHARLES LEWIS } *Concessions*

ART LEWIS, *Garden of Rides and Republic Theater*

The operators of Ocean View and Seaside Amusement Parks look back upon another year of achievement in bringing happiness into the hearts of a nation at war.

We are proud of the part we played in lifting the morale of both our friends in the services and those who are serving on the home front, and we look forward to 1945 with the fervent hope that it will find us all celebrating the Victory.

MEET US AT THE CHICAGO CONVENTIONS



TO AMERICAN FAIR-WORKERS

On behalf of the Treasury I want to thank you for the fine support the fairs of America have given the War Bond program. Thru exhibits, booths and special grandstand attractions you have dramatized War Bonds in the more inaccessible areas of the country. Your co-operation is all the more appreciated because of the handicaps under which fairs have operated during the difficult wartime years.

Because fairs have been a traditional vehicle for carrying to the country the story of its agricultural and industrial progress, it is appropriate that they should also display and sell War Bonds.

For behind War Bonds is the wealth and strength of America. At one and the same time these bonds are financing the war and making the wealth and strength of America ours, to enjoy and develop forever.

Sincerely, TED R. GAMBLE,
National Director,
War Finance Division.

SALUTE FROM D. C.; MARK TIME IN '45

AMERICAN fair men and women are saluted by official Washington for a job well done in aiding the win-the-war drive.

Government officials, from top to bottom, doff their hats to North America's fair executives for a 100 per cent co-operative effort. No request, whether on the home front or the war front, has gone unheeded by those who operate the fairs, officials of the government declare in singing their praises.

Fair workers have the government's kudos on three specific counts.

War Bond sales drives sponsored by fairs held in 1944 were 100 per cent co-operative and effective, War Finance officials of the Treasury Department declare.

Travel restrictions, tho nearly a death blow to many fairs, still were accepted in good grace and again with full co-operation, say Office of Defense Transportation heads.

Final contribution to the war effort during the year by fair boards men was the granting of many fair plants and equipment to the armed services. In the early days of the war, when the services

found themselves in desperate circumstances due to the rapid expansion of facilities, many of the fairs of the nation rallied to the services' needs, turning over grounds and other facilities, lock, stock and barrel.

Until the war is won fairs are likely to face additional hardships, Washington officials admit. Travel restrictions, as Col. J. Monroe Johnson, ODT director, informed *The Billboard*, are likely to continue "tight" thru 1945 unless victory comes.

Exhibits of the Department of Agriculture, once a feature at a great many fairs of importance, have been suspended owing to war conditions. There is little likelihood that the exhibits will be resumed in '45 unless conditions return to near normal. Illustration of what the exhibit situation is in the Department of Agriculture is shown by the fact that the exhibit appropriation has been slashed to \$40,000, 50 per cent of the normal appropriation for the coming year. Department officials admit that this is sufficient only to keep the exhibit section together for the coming year.

(Continued on opposite page)

ODT APPRECIATES TRAVEL CO-OP

FAIRS TO HAVE VITAL INFO TASK



COL. J. MONROE JOHNSON
Director, Office of Defense Transportation, Washington



CLAUDE R. WICKARD
Secretary of Agriculture, Washington

AS A group the associations presenting county, State and interstate fairs thruout the United States have been most helpful in their co-operative willingness to observe wartime travel and transportation measures. They realize, I am sure, that such restrictions are made necessary by the war; that failure to heed government requests in regard to such matters, militates, to just that extent, against the war's successful prosecution and delays the time to which we all are looking forward—the end of hostilities and the resumption of a peacetime economy.

We, of the ODT, in our work of coordinating and conserving the transportation facilities of this nation so that the war effort may be more effectively served, come into contact with all kinds of organizations. Only occasionally we encounter unwillingness. By far the majority of all our people are willing to put

up with such curtailments—so small in comparison with what our fighting men are called upon to endure!—as may be necessary for the duration. And the duration may be longer than some people anticipate.

The end of the war in Europe is not going to mean the end of necessary transportation restrictions. We wish that it did!

The shortage of truck and bus tires, of replacement parts, of motor vehicles themselves, will not be completely solved until the Oriental Sons of Heaven are conquered! Moreover, the wartime loads upon all transportation lines reaching to the West Coast will from now on be increased due to the stepping up of the war in the Pacific even after the European phase ends. This will be an added burden on transportation, not merely a shift in direction.

No, until Tokyo falls, we must main-

FARM production has hit a new high this year for the eighth successive year in a row. Farmers have been able to make this astounding record in large part because they have built up thru the years a knowledge of farm production that they used to the limit when the nation called upon them.

Over the years the agricultural fairs have had an important part in conveying to farmers the information they needed for war production. Farmers have

tain—even increase—every measure of wartime transportation conservation. But we of the ODT know that your associations, regardless of what the inescapable demand may be, will continue to cooperate. We are grateful to the fair men and women of America for the splendid co-operation they have given us.

achieved this record production under many handicaps, just as the fairs of this country have made their contribution to the war effort under such handicaps as curtailed transportation and loss of space.

The Department of Agriculture looks forward to the time when war conditions and transportation will once more enable all fairs to operate and also enable us to make available to fairs thruout the nation the agricultural exhibits which are such an important medium for carrying the story of agriculture to the public.

The post-war period is going to be one in which farmers will face many extremely difficult problems. They will need full information on a wide range of scientific and economic subjects and the agricultural fairs can share importantly in the total job of informing farmers.

Salute From D. C.

(Continued from opposite page)

The \$25,000 War Show that featured many fairs in '43 has also been suspended, altho many corps area commanders continued to loan war equipment to fairs for use in pushing War Bond sales. Captured enemy equipment, sure fire in selling bonds, is now turned over to corps commanders and, instead of being obtained thru Washington, is now acquired locally.

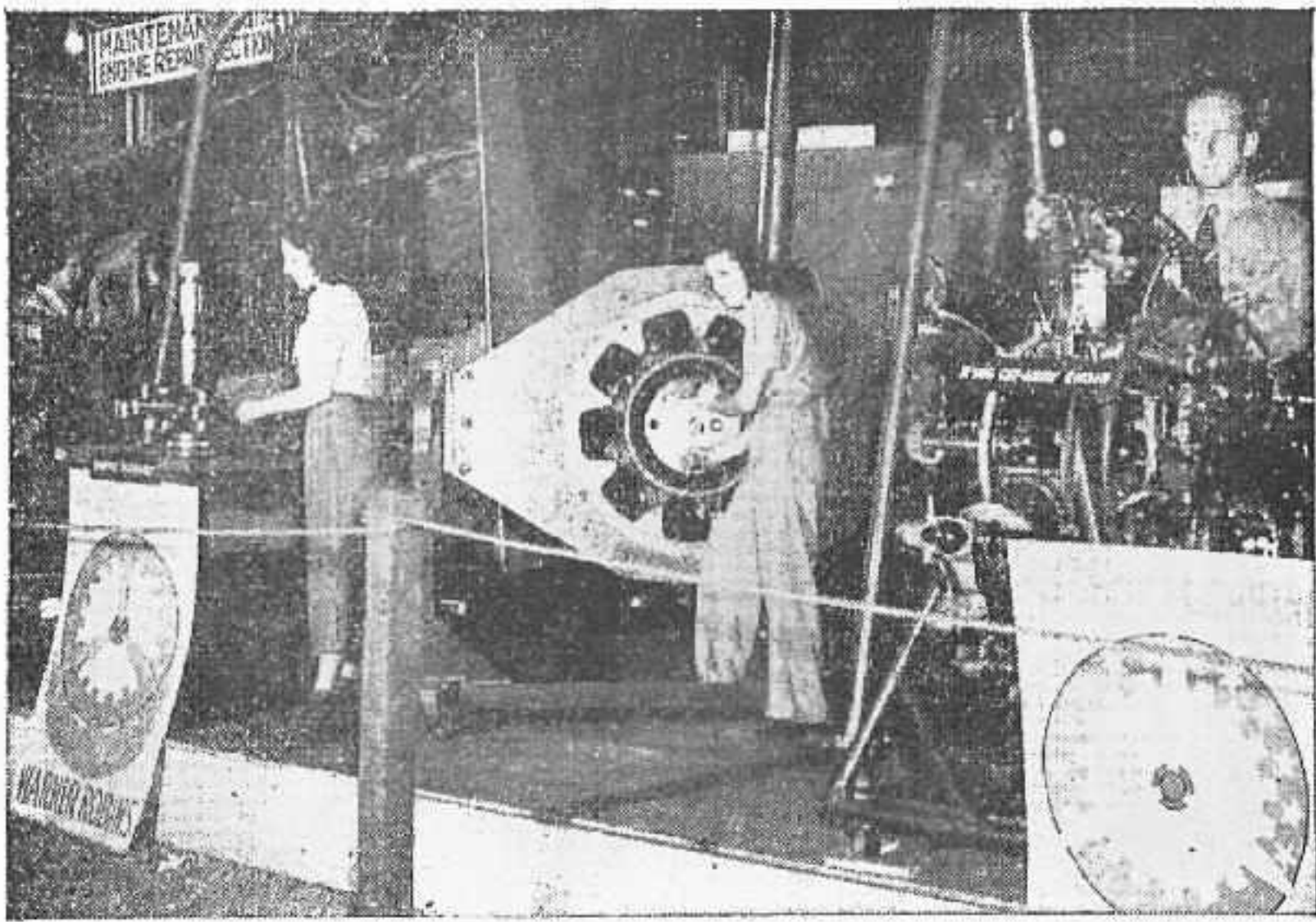
Not Special Target

Biggest factor in future prospects of fairs, from the Washington viewpoint at least, is the "travel restrict" edict first issued in 1942 and still in effect. Government policy continues to be one of "discouraging" travel to fairs.

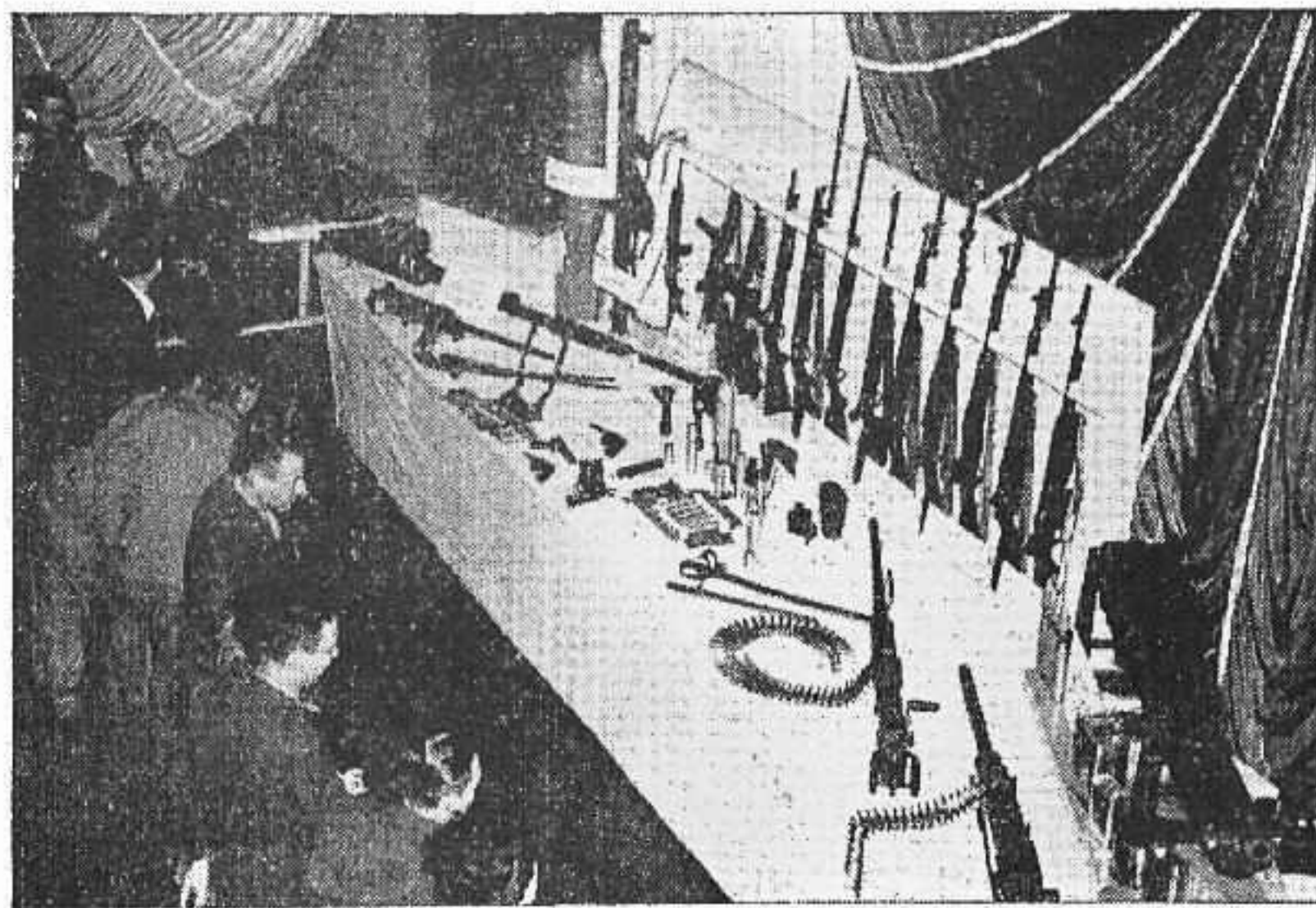
It is pointed out that fair workers should not feel that they have been singled out as a special target by Washington. Official policy is to discourage travel of all types and conventions are far more of a special target than fairs, it appears.

Best guess for 1945, as far as fairs are concerned and from the Washington viewpoint, is that there will be little relaxation of government restrictions thru the early part of 1945. Should victory in both Europe and the Pacific come sooner than now anticipated in responsible sources, it will, of course, change the fair outlook drastically in '45. Fair men had better expect another season in the "fox holes," however, and hope for better things in '46, it is agreed in the nation's capital.

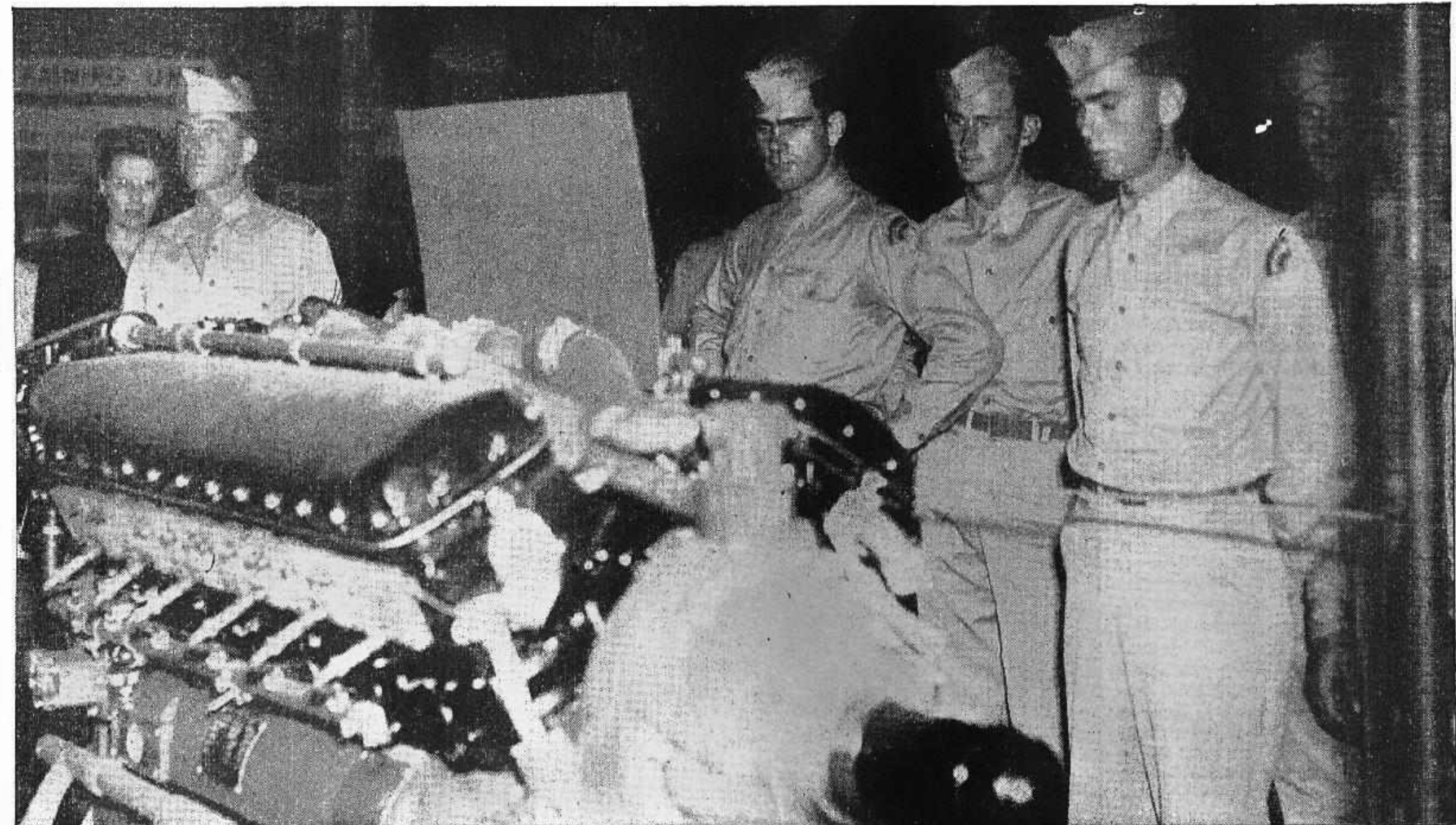




MECHANICS of Warner Robins Air Service Command engine repair section show how they return worn motors good as new, as part of WRASC exhibit at Southeastern World's Fair, Atlanta.



ANOTHER Warner Robins display showing aircraft cannon and types of machine guns and bombs. Uniformed spectators were as numerous as civilians around this booth.



WAR EXHIBITS FOR NATION'S

Millions of civilians now winning for Allied Nations fairs have brought displays

MIGHTY armament providing the sinews for victory in the war is now familiar to millions of civilians who have seen it on parade at fairs in the States and Canada. With the passing of the Army War Show, the tour of which was necessarily limited, fair execs made special efforts to present battle equipment and other adjuncts used by men and women in the services.

Particularly at State and district fairs in the Northwest and South were boards fortunate in lining up displays thru commanders of adjacent military stations. That War Bond sales and divers other imperative causes were given vast impetus by the war exhibits is now 1944 fair history.

Running the range from big guns, block busters, super chargers and giant motors to work of the women's services and replicas of army chapels for all denominations, the exhibits always were thronged by spectators, seemingly in the evident hope and belief that before long

they would never again have opportunity to view and study such grim set-ups.

Keep-'Em-Flying spreads of the Army Air Forces Air Technical Service Command provided the reasons for maintained Allied air superiority. In addition to individual exhibits of the WRASC Maintenance, Supply and Personnel and Training Divisions, there were those of the Quartermaster, Medical, Signal and Chaplains' Corps and Chemical Warfare Section and Ordnance Department. Among items hitherto withheld from public gaze were a 4,000-pound block buster, rocket launcher and many other pieces which have received prominent attention in daily war bulletins.

Everything from a high altitude, electrically heated winter flying suit to a jungle kit were in the WRASC Supply Division's display, with bullet-proof glass used at aerial gunners' positions, aerial cameras for map making of enemy installations, self-sealing and dropable gas tanks and a rubber inflatable raft like

SERVICEMEN are drawn to this section of the Musgokee Army Air Base exhibit at Oklahoma Free State Fair. The big engine was one of the popular features this year.

STILL CARRY GRIPPING APPEAL VICTORY-CONSCIOUS FAIRGOERS

savvy the armament that is
because State and district
of it to their front doors

that from which Capt. Eddie Rickenbacker and survivors were rescued.

Making 'Em New Again

The WRASC Maintenance Division featured some of the overhaul and repair functions which return war-weary and battle-damaged aircraft and equipment to the air forces in as-good-as-new condition; a Link Trainer, training device for instrument flying; a cut-away radial engine, which permits a view of its internal movements; a supercharger, which makes possible high-altitude flight into the stratosphere and adjustable pitch propellers.

A war map, 12 by 16 feet, marking up-to-the-minute progress of Allied offensives around the world was an outstanding feature of the WRASC Personnel and Training Division unit. Special Service kits of books, games, phonograph records and athletic equipment provided to troops in remote areas overseas, training aids and model plane silhouettes for spotter training were additional items of interest. Equipment for repair of clothing and salvage of paper and metal, a baking unit, bath and sterilization unit, field kitchen and clothing display comprising the Quartermaster exhibit, required largest tentage of any of the individual units.

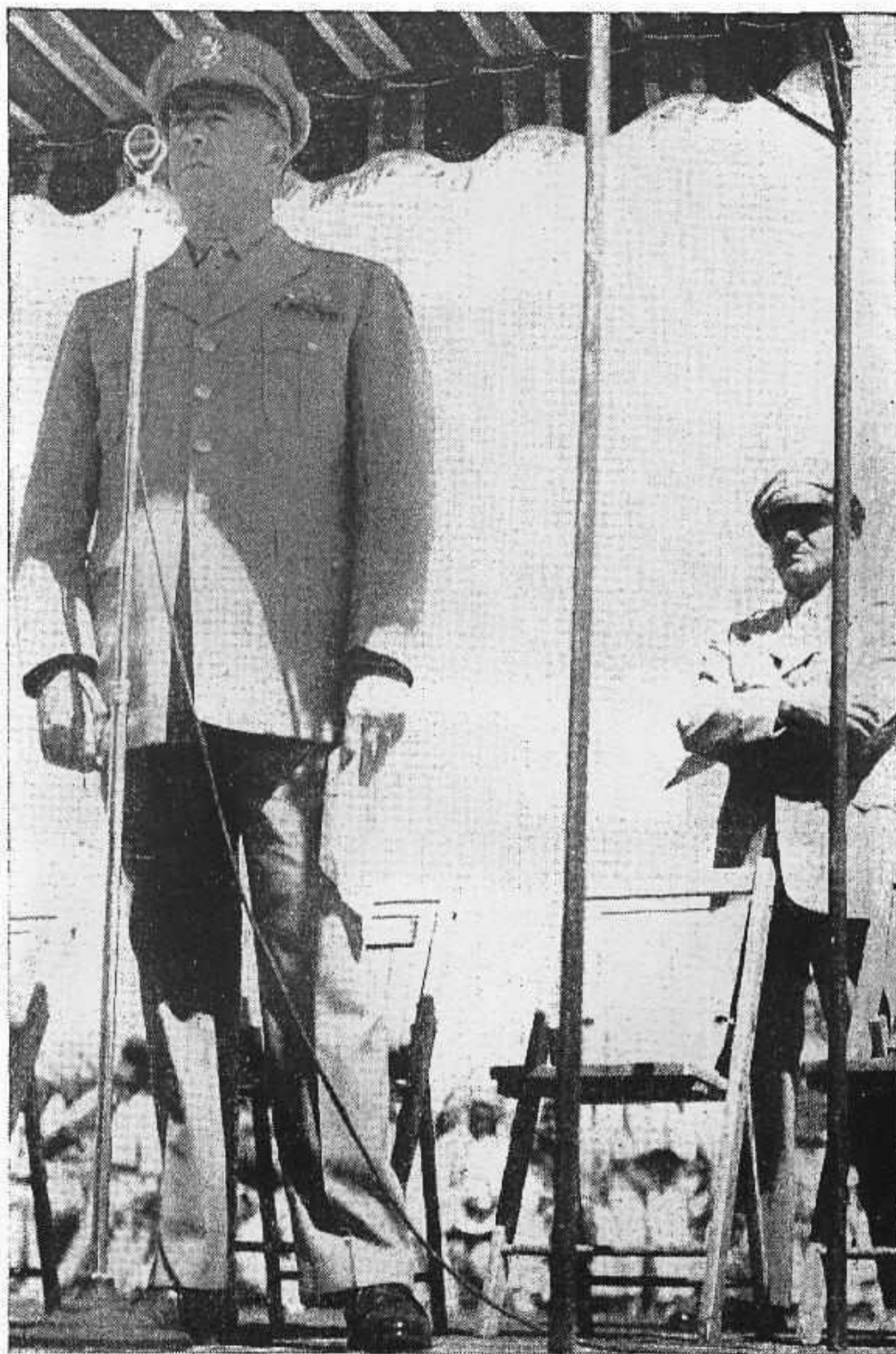
A display of small arms, cut-away models of 75 and 30-millimeter aircraft cannon, 30 and 50-caliber aerial machine guns, 4,000 rounds of various type ammunition, parachute flares and all sizes of bombs from the block buster to the practice model made up some of the Ordnance Department's contribution to

the WRASC exhibit. Foreign-type gas masks and a mobile gas-proof collective protector were the center of an equipment presentation provided by the WRASC Chemical Warfare Section.

Combat Is Simulated

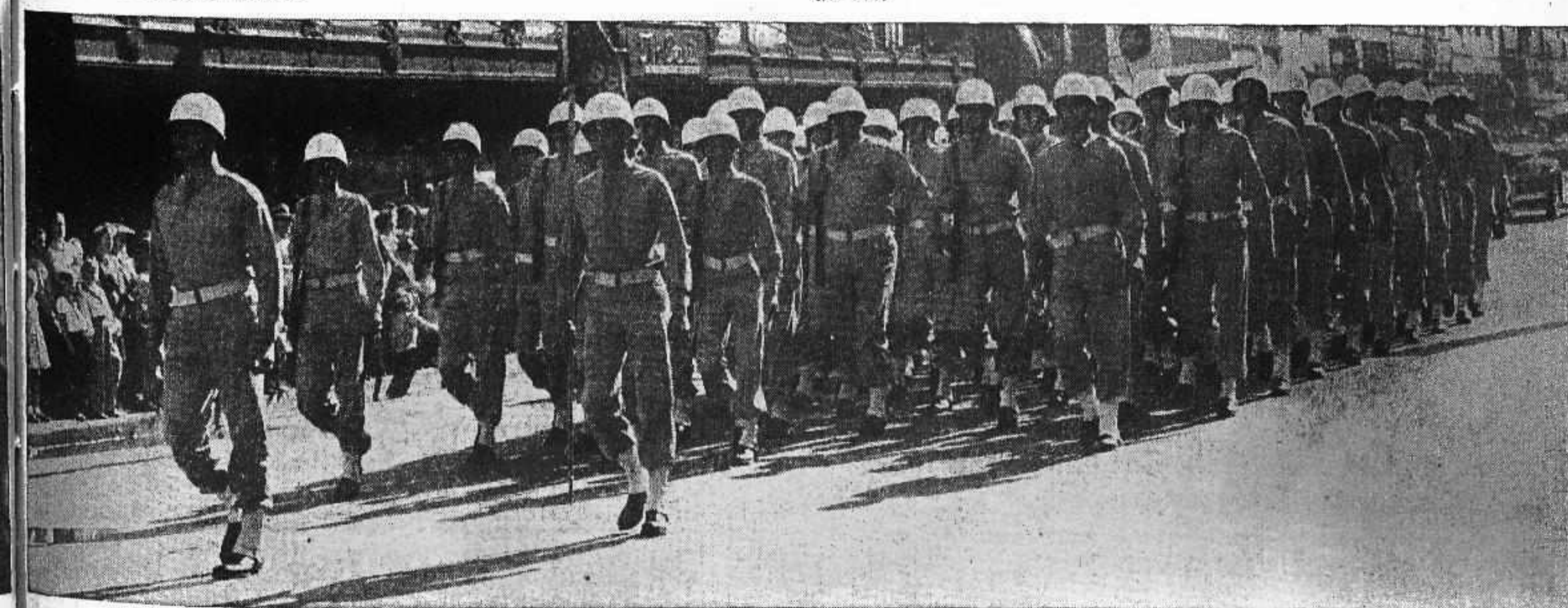
First aid, surgical procedures, malaria control and sanitary installations in the field were demonstrated by Medical Corps officers and enlisted men from the AAF Medical Service Training School at Robins Field. Medical Corps demonstration had a location and layout simulating a unit in combat operation. The WRASC Service Command School presented its mission in a group of miniature shadow-box displays, its engineering training section including a ball turret in full operation, Curtiss electric propeller and V-type aircraft engine. The fuselage of a B-26 provided background for important Signal Corps airborne equipment. Other Signal equipment included throat microphone, osilograph, emergency transmitters and handy talkies.

Before photographic backgrounds of chaplains' work overseas and at home were showings of religious articles and equipment necessary for overseas field services of the various faiths to complete the display of the WRASC Chaplains' Corps. The Keep 'Em Flying exhibit, as provided by the Warner Robins Air Service Command, gave a comprehensive picture of the tremendous job of the AAF Air Technical Services Command, upon which the air forces depend for maintenance of aircraft and the ever-increasing flow of supplies necessary to keep 'em flying.



THE MILITARY was strong at North Montana State Fair, Great Falls. Here Gen. Dale V. Gafney, Alaskan Wing Air Transport Command, officially opens the fair.

A CONTINGENT of marching soldiers participates in a two-mile-long military parade preceding opening of North Montana State Fair. All types of mobile equipment drew record street crowds.



PAYDAY FOR THE REVENUERS

FAIR week all over the continent, this year particularly, was a gigantic pay-off to federal and State internal revenue and other tax offices. Admission taxes alone, under the new so-called 20 per cent scale, gave Uncle Sam and his Canadian counterpart a staggering income which as yet does not appear to have been broken down into a lump total.

The revenuers also had field days in checking up on and collecting from patrons who had neglected to decorate their windshields with federal-use stamps. Concessionaires were called upon for various and unexpected and intricate and local licenses. As many showfolks have been shuffling their license and tax receipts this fall they have been intrigued by thoughts of what the national treasury has received, figured by the cost per gallon of gasoline consumed by them as against the sums which have poured into the federal exchequer.

Upped By Revenue Act

The increased outpouring of shekels was sparked by the Revenue Act under which, as of April 1, 1944, the tax on admissions was increased from 1 cent for each 10 cents or fraction thereof to 1 cent for each 5 cents or major fraction thereof.

Originally the proposal had been to make the increase 2 cents for each 10 cents and it also had been proposed to make it a flat 20 per cent tax. There had been considerable sentiment for exempting tickets selling for less than 15 cents. The provision as to the major fraction of 5 cents was welcomed by many showmen as helpful in arriving at total sales prices of tickets, including the tax charged therein, in figures which would make for easy computation and rapid change making.

Tremendous grosses run up on numerous fair midways and at grandstands the past season were all to the good for federal and State tax collectors and in a number of instances the net takes,

Gates, grandstands and midways kick in with unprecedented sums under 20 per cent admission tax

with taxes deducted, were far in excess of gross takes of former years. Fair plants with permanent rides or fun zone areas naturally kicked in with heavier tax assessments, grounds of Wisconsin State Fair, Milwaukee, offering a case in point.

Permanent Midway Divvies

Wisconsin's fair paid a federal total of \$37,562.07, divided as follows: Gates, \$19,028.87; grandstand, \$16,685.36; Horse Show, \$1,341.20; opera, \$78.51; dance hall, \$428.13. The permanent amusement



MILLING ON THE MIDWAY, crowds like these ante up with admission taxes to gates, grandstands and tented attractions. The new tax rate has zoomed the takes for Uncle Sam in the past season, and returns from fair officials indicate the great source of revenue created by the annuals in the States and Canada.

park is operated from the middle of May to Labor Day and it paid \$27,527.87 on rides and other attractions for the season, including the nine days of the State Fair. Dance hall for the park season, other than fair week, paid \$912.96. From the Badger State plant to the government went a grand total of \$66,002.90.

Minnesota State Fair, St. Paul, paid \$38,163.92. The carnival midway also paid heavily on an all-time gross record. State taxes were levied in a number of commonwealths. Allentown (Pa.) Fair paid on its gates and grandstand the sum of \$20,025.02.

Among other leading State, district and county fairs these admission taxes were paid: Kansas Free Fair, Topeka, federal, \$18,500; State, \$5,239.47; midway, \$14,560; Kansas State Fair, Hutchinson, federal, \$17,905.47; State, \$1,083; Nebraska State Fair, Lincoln, federal, \$13,517.89; State, \$2,949.62; Brockton (Mass.) Fair, \$10,984; North Montana State Fair, Great Falls, \$17,302.04; midway, \$6,936.20; Midland Empire Fair, Billings, Mont., \$12,250 for gates, grandstand and midway; Oklahoma Free State Fair, Muskogee, grandstand (six performances missed by rain) and night club, \$5,474.16; Ozark Empire District Fair, Springfield, Mo., federal, \$7,547.87; State, \$352.57; Montgomery County Fair, Dayton, O., \$5,356.16.

Canadian Figures Robust

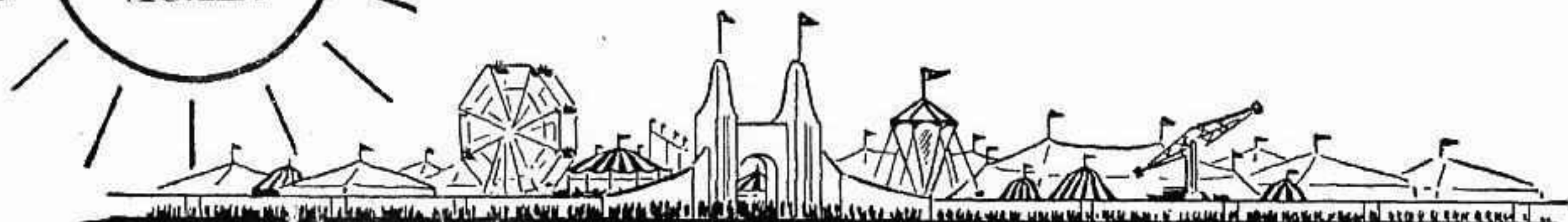
In Canada these figures give an indication of the pay-out there. Saskatoon (Sask.) Industrial Exhibition paid federal tax on pari-mutuels of \$15,080.60; Provincial tax on pari-mutuels, \$15,080.60; city tax for midway, \$1,170.64; city tax for grandstand, \$1,129.82; Exposition Provinciale, Quebec; shows and rides, federal, \$13,341.27; Provincial, \$11,246.61; grandstand, exempt from federal tax; Provincial, afternoon, \$1,834.60; Coliseum, night, \$3,987.71.

About 2,000 fairs, large and small, all contributing to the 1944 pot, turned in a mess of long green not conducive to easing the Axis headaches.



KANSAS' GREATEST OUTDOOR EVENT

Our 1944 fair broke all previous records for attendance and receipts in every department.



KANSAS FREE FAIR, Topeka

Our fair has become a great agency to help the morale of Kansas people during this war.

In 1945 we shall again demonstrate this to be *America's Greatest Free Fair.*

Concessionaires wanting space for our 1945 fair . . . September 8 to September 14 . . . write *at once* to

**MAURICE W. JENCKS, Manager, or
RUSSELL R. BROWN, Supt. of Concessions
Topeka, Kansas**

PROVING TO THE NATION THAT A GREAT FAIR BUILDS THE MORALE OF ITS PEOPLES IN WARTIME

PAST RECORDS HAVE PROVEN

THE GREATEST NAME

IN THE CARNIVAL
WORLD

**ROYAL
AMERICAN
SHOWS**



WORLD'S LARGEST MIDWAY



1944 FAIRS

MINNESOTA STATE FAIR
MINNEAPOLIS-ST. PAUL

KANSAS FREESTATE FAIR
TOPEKA, KAN.

OKLAHOMA STATE FAIR
OKLAHOMA CITY, OKLA.

MISSISSIPPI STATE FAIR
JACKSON, MISS.

LOUISIANA STATE FAIR
SHREVEPORT, LA.

TRI-STATE FAIR
SUPERIOR, WIS.

**NORTHERN WISCONSIN
DISTRICT FAIR**
CHIPPEWA FALLS, WIS.

ANDERSON FREE FAIR
ANDERSON, IND.

**GREATER MOBILE GULF
COAST FAIR**
MOBILE, ALA.

Again THE WORLD'S SETS NEW PEAK AT NATION'S MOST

Although we have terminated the 1944 season with overwhelming success, that year shall never be forgotten as an epoch in the history of the Outdoor Show World.

It was a year of comparative importance to the great institution of Outdoor Shows as the treasured epochs of our own American history... destined to live forever. The Spirit of 1776... the assassination of Lincoln... the bombing of Pearl Harbor. Yes, even the ultimate victory over our enemy.

We also have won our Victory in this memorial year of 1944!

We of the Majestic family of Royal American Shows are PROUD: Proud because we were the spearhead in carrying out the old adage THE SHOW MUST GO ON.

AND WE ARE THANKFUL: Thankful because of the opportunity in which we won the everlasting response of millions of people. People burdened with war torn nerves and sorrow. Of toil from their daily grind in the Victory plants. The World's Greatest Midway made them forget. And so we are thankful.

AND WE ARE GRATEFUL: Grateful because of the dauntless courage and never surpassed co-operation of Raymond A. Lee, Minnesota State Fair; Maurice Jenks, Kansas Free State Fair; Ralph Hemphill, Oklahoma State Fair; William R. Hirsch, Louisiana State Fair; Max Levine, Tri-State Fair, Superior, Wisconsin; Terry Hughes, Mississippi State Fair; Archie Putnam, Northern Wisconsin District Fair, Chippewa Falls, Wis.; William Hutton, Anderson Free Fair, Anderson, Indiana; Fernier Gale, Greater Mobile Gulf Coast Fair, Mobile, Alabama, and all of their board members and able assistants.

★ **60** DOUBLE LENGTH
truly THE WORLD'S

ROYAL AMER



GREATEST MIDWAY GROSS RECORDS FAMOUS FAIRS!!

WE ARE HAPPY: Happy because we bear the crown of Royal Leadership over any Midway in the World. Our subjects are the millions of war workers and men and women in uniform to whom we have brought joy, if only for the fleeting nonce, so that they might forget their cares.

Yes, all in all, We are Proud, We are Thankful, We are Grateful and We are Happy that we have been helpful in building up the morale of millions of people who in turn have helped us to **BREAK ALL RECORDS** of any year in the **OUTDOOR SHOW WORLD**.

AND WE APPRECIATE: We appreciate the integrity and the loyalty of our show managers and producers. Also our personnel, workmen and performers who so liberally gave their best to uphold the Crown of Royal American Shows.

AND WE WISH TO SHAKE HANDS: To shake the hand of every delegate and visitor at the 1944 conventions of the International Association of Fair Secretaries, the Showmen's League of America and all others taking part in the glamorous events of the current week.

AND WE PROMISE: We promise that in the season of 1945 we will bring to every Fair we are privileged to play the best that is available to the Midway Industry.

RAILWAY CARS LARGEST MIDWAY 60

AMERICAN SHOWS

1944 FEATURES

ROSE'S MIDGET REVUE
MRS. IKE ROSE, *Producer*

WORLD FAIR FREAKS
LOROW BROS., *Producers*

FOLLIES BERGERE
GEORGE MARSHALL, *Producer*

KEMP'S THRILL ARENA
BILL KEMP, *Producer*

MONSTERS ALIVE
CLIFF AND FREDA WILSON, *Producers*
CHAS. FOGLE, *Manager*

MONKEY CIRCUS
EARL CHAMBERS, *Producer*

DAUGHTERS OF EVE
MOE EBERSTEIN, *Producer*

HEP CATS
LEON CLAXTON, *Producer*

TONS OF FAT
BABY BETTY, *Producer*

BARRELS OF FUN
DORIS KIMMERER, *Manager*

THE BUG HOUSE
CLOVER FOGLE, *Manager*

Keeping Faith



**YOUR CONFIDENCE IN US
RESTS WITHIN THE PORTALS
OF OUR PRECIOUS REPUTATION**

Royal American Shows



**POINTS WITH PRIDE TO ITS
1944 RECORD OF ACHIEVEMENTS
AND YOUR CONTINUED FAITH IN US IS A
STIMULANT TO REACH EVEN GREATER
HEIGHTS IN 1945**

**WINTER QUARTERS
PINELLAS COUNTY FAIR GROUNDS, LARGO, FLORIDA**

FAIRS - SUPER MARKET PLACE

Commercial exhibits, at low ebb in wartime, are due to perk up and be greatest in history in peacetime era

FAIRS will become a super market place for consumer goods after the war! The huge demand for all sorts of products, the introduction of many new lines and numerous improvements in old ones, and the vast production facilities that are being developed will result in the keenest competition ever known; and the fairs, with their more than 60,000,000 attendance, will constitute a super market of vast proportions.

Since the dawn of history fairs have been a market place for the people—a place of barter and exchange. As civilization advanced, fairs expanded and they have not only kept pace with progress—they have speeded it up by introducing to countless thousands the latest improvements in every line of human endeavor.

In no other country have fairs made as great an advance as in the United States and Canada, and the more than 2,000 fairs on the North American continent are now at the dawn of a new era which will break in full force with the advent of peace. Agriculture, livestock, entertainment—all of the elements that have gone into the amazing growth of State and county fairs, will continue to expand on a scale that will dwarf the era that followed World War I, but it seems apparent that the greatest advances will be made in the field of commercial exhibits, a field that has played a vital role in modernizing farms and rural homes.

War Work Is Easing

Commercial exhibits have been at a low ebb since the start of World War II because practically all factories have had to devote most of their facilities to the production of war materials. During 1944 there has been some easing of war production and a corresponding increase in the manufacture of goods for civilian use. The WPB has recently authorized the manufacture of still larger quantities, but it would be raising false hopes to anticipate an early resumption of large-scale production of farm machinery, refrigerators and other heavy goods for civilian consumption. Likewise, the likelihood of large exhibits of such things at 1945 fairs is slim. Even should victory come suddenly, it will require months to change over from war production to peacetime manufacture and very little new machinery is likely to be available for exhibit by next fair time.

Tremendous Demand Faced

Some idea of the tremendous demand that will face manufacturers may be gained from the statement of J. L. Jones, assistant manager of the J. I. Case Company, who forecasts that farm equipment sales will reach nearly \$1,000,000,000 during the first year after victory over Germany. He points out that New York farmers alone, on the basis of 1944 income, will spend at least \$22,000,000 for equipment when it is again available in amounts to meet their needs. What is true of farm machinery also is true of refrigerators, radios, washing machines, sewing machines—everything, in fact, that goes into furnishing of homes. No new equipment has been manufactured for several years. Dealers' stocks have melted away to nothing and home owners have had to get along with what they already had. Practically all of them need new equipment and have the money to buy it, and when manufacturers reconvert to peacetime production they will find awaiting them the greatest market in history. But also awaiting them will be tough competition, due to the great advances in production and

the numerous improvements in products that will have been made. So, regardless of the demand, they will have a selling problem. That is where the fairs fit perfectly into the picture.

Fair Executives Speak

Now to check the opinions of some leading fair men on the prospects for commercial exhibits next year and, more particularly, in the post-war era.

Charles A. Nash, general manager of Eastern States Exposition, Springfield, Mass., and a past president of the IAFE, probably is in as close touch with conditions as any fair man. Of the post-war era, he says: "To my mind, after this war is over and industries have a long enough time to reconvert to production of consumer goods, I believe we will have the greatest demand for exhibition space to be used by commercial exhibitors that fairs have ever had in their history. You will recall that after World War I our commercial exhibits were greater than we had ever known before, including new lines of every kind. For instance, recall the number of makes of automobiles that were on display, many of the names now forgotten; the development of the oil burner industry; electric refrigeration, and the many new ideas brought out. This demand for exhibition space then came two or three years after World War I and continued until 1929 or 1930. By that time, thru extreme competition, many of the new lines developed had been forced out of business, while certain standard lines remained, and thru the seasons of let's say 1932 to 1940 demand for exhibition space decreased. I feel confident that history will repeat itself and that within a year or two after the close of the present conflict, without question, more new products will come out than we had after World War I and competition will be more keen than before."

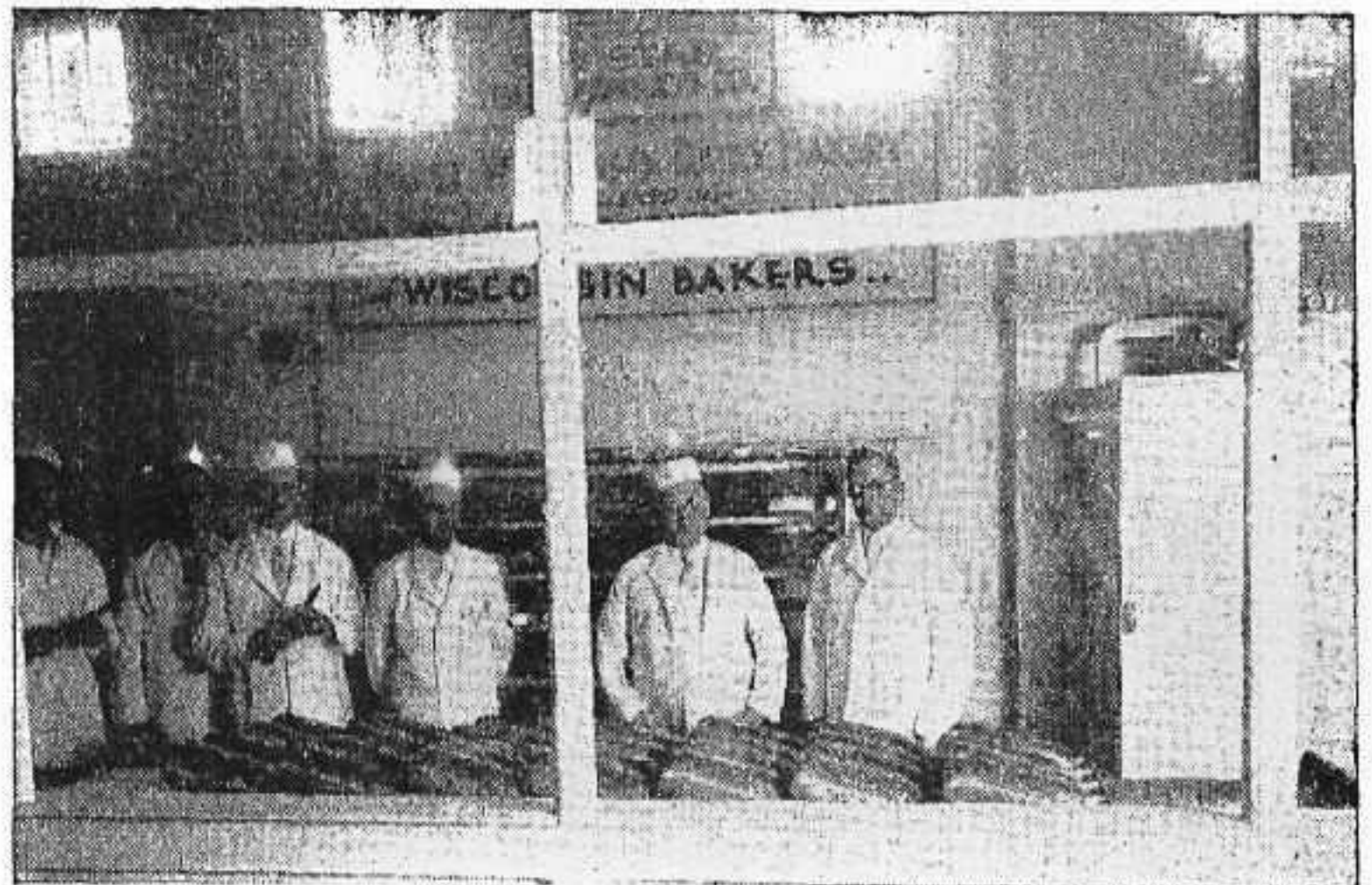
More Commercial Displays

With practically no exceptions, fair men who have been contacted by *The Billboard* are of the opinion that 1945 will see a large increase in commercial exhibits, not only in the standard lines that have been exhibited in the past but also many new lines.

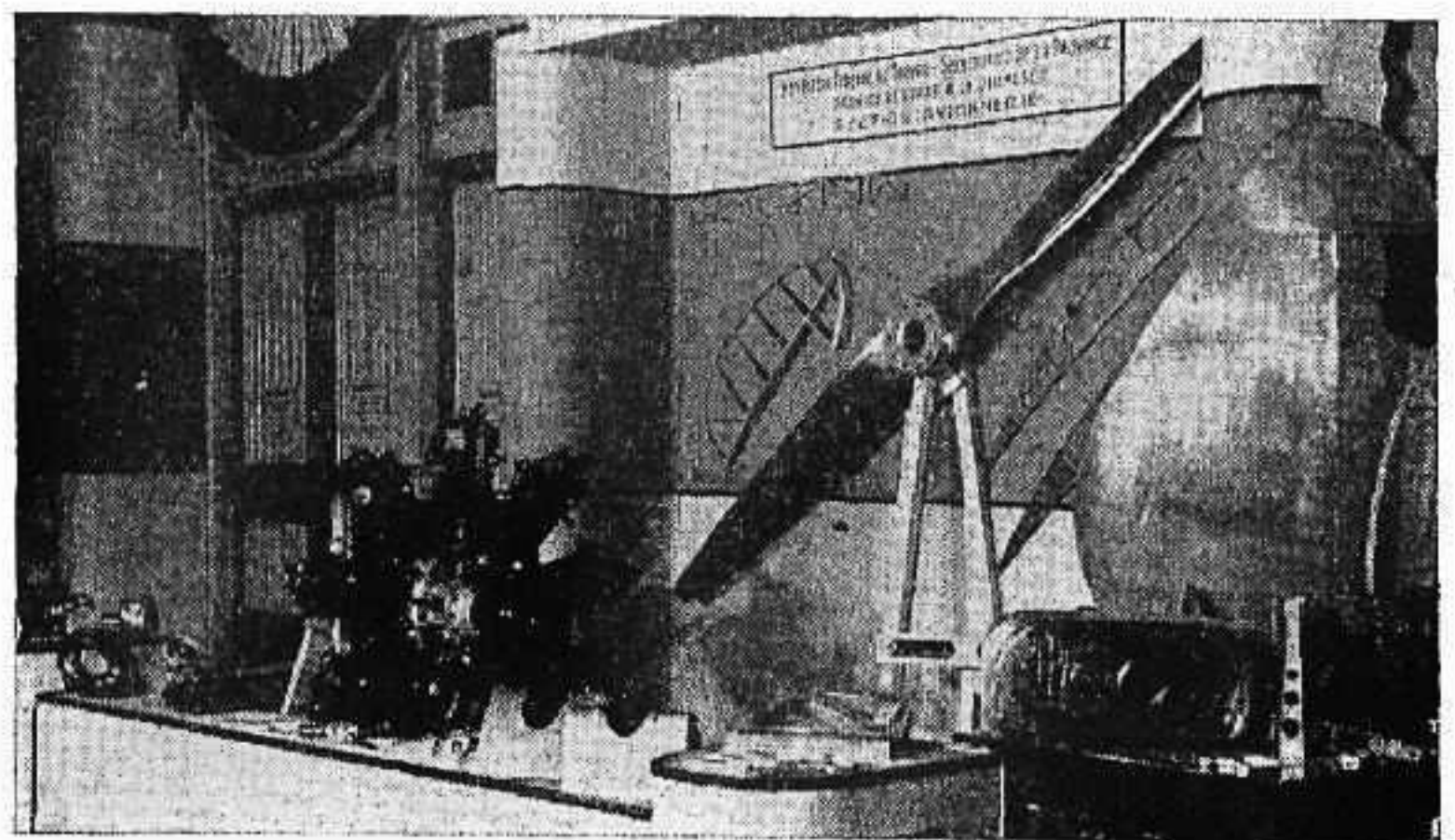
S. M. Mitchell, secretary of Kansas State Fair, Hutchinson, sees a big year ahead. "While our machinery section was almost a blank this year, comparatively speaking, there were a great many indications that 1945 will be almost a banner year for farm machinery exhibits," says Mitchell. "This year we had a large exhibit of Ford tractors and farming and industrial equipment. The Gleaner-Baldwin Harvester Company of Independence, Mo., was here with two large combines. The Allis-Chalmers Company, thru its local dealer, was on the grounds with a limited amount of equipment. A local concern known as the Master Manufacturing Company had on display a unique one-man combine which attracted a great deal of favorable comment. One of the most significant things was the fact that we had an exhibit by the Jacobs Wind-Electric Company, of Minneapolis, the first exhibit of this kind that has been on our grounds for three years. They erected a large tower for the display of their wind driven electrical equipment. The silo companies, of course, were all on hand and many of them exhibited silage cutters and other equipment of this character. With the exception of a few accessory demonstrations, this was about



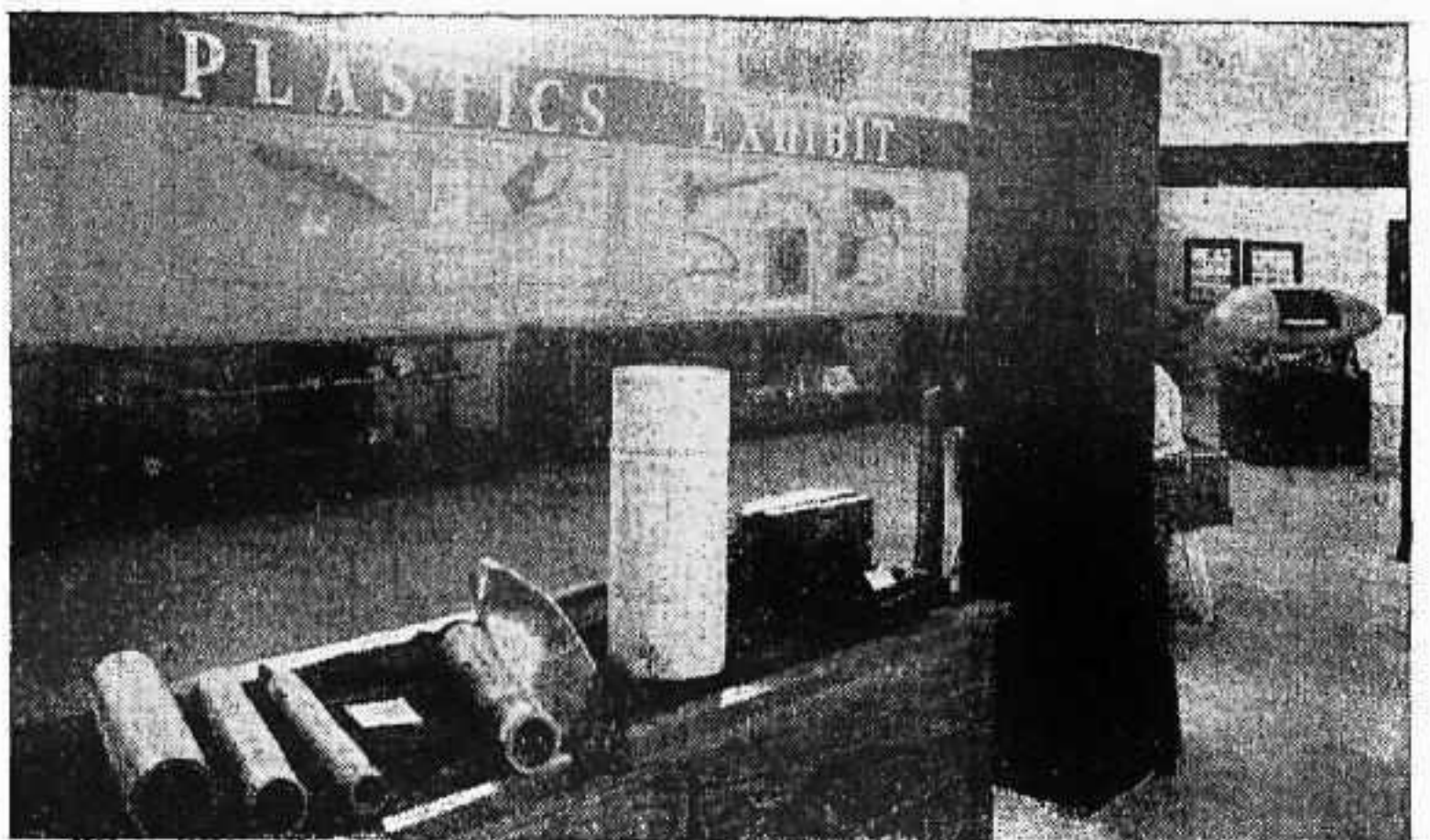
AT MINNESOTA STATE FAIR, St. Paul, the A. O. Smith Corporation displayed these huge propeller blades and other products turned out by the big steel manufacturer.



BAKERY and yeast products came in for this immaculate presentation at Wisconsin State Fair, Milwaukee, sponsored by co-operative organizations and Badger bakers.



IN INDUSTRIAL HALL at the Exposition Provinciale, Quebec City, displays were augmented by this showing of aircraft appurtenances in the aviation section.



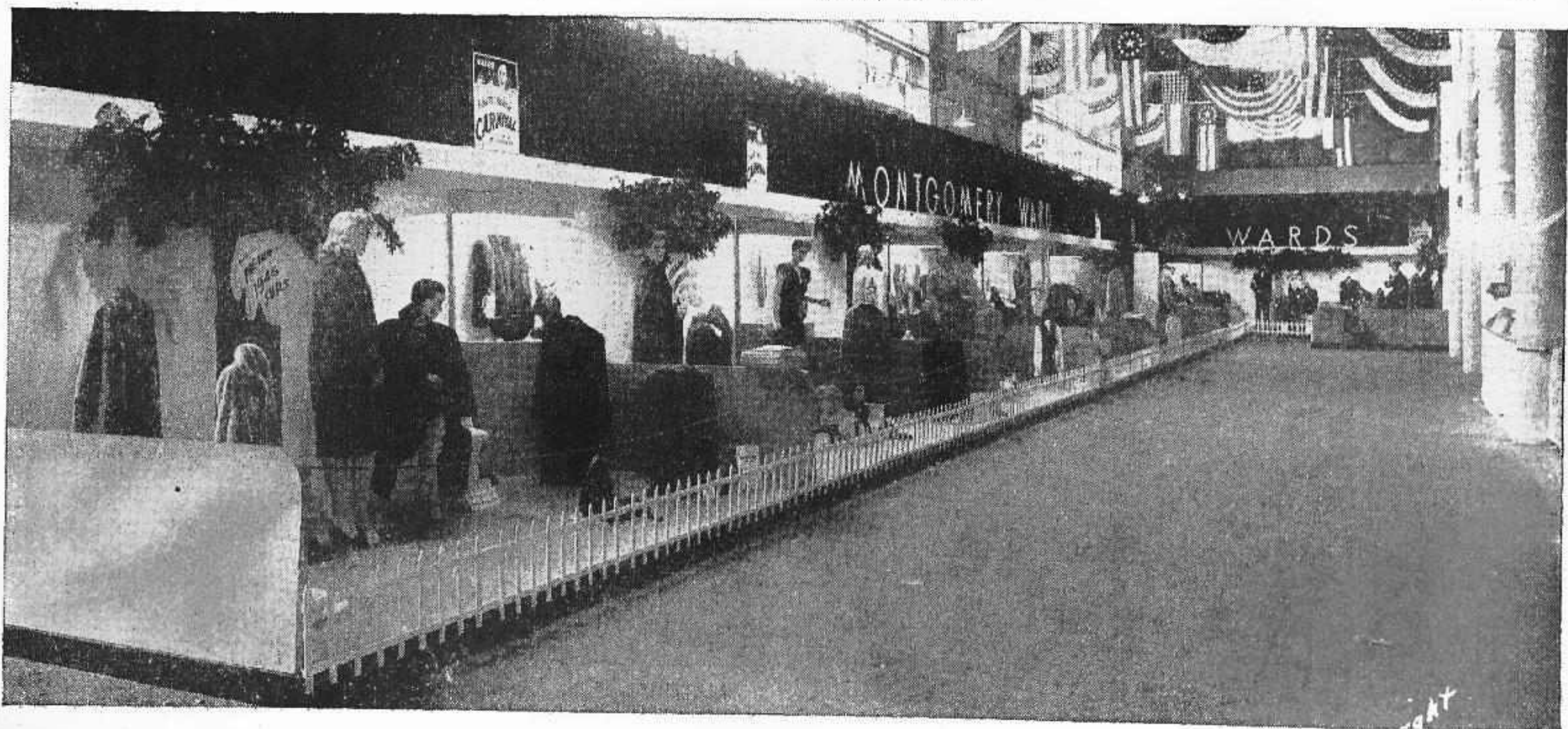
MATERIAL of the future was exploited at Kansas Free Fair, Topeka, this plastics exhibit being typical of such shows in evidence at many fairs this year.



WISCONSIN STATE FAIR, Milwaukee, in the great canning industry commonwealth had this Kerr glass exhibit, with receptacles filled with seasonal vegetables and fruit.



IN A DAIRY STATE like Wisconsin the State Fair offers an ideal show window for products of the industry, as shown here by the booth of Empire Milking Machine, Inc.



all the farm machinery exhibits we had."

Mitchell continues: "One of the major companies which in normal times occupies one of the largest lots in our machinery section, is already making extensive preparations for 1945. Late this summer they plowed their lot and seeded it to alfalfa. They expect to demonstrate on this lot at the 1945 fair the actual operation of a new one-man hay baler which will be ready for distribution as soon as the war is over. Other major machinery concerns have already expressed their regrets that they were not represented on the fairgrounds this year, and from this I feel confident that they will be here with large exhibits next year.

"We had a great many commercial exhibits inside our buildings and many more than we had originally anticipated. Most of our equipment this year consisted of milking machine equipment, automatic milk coolers and things of this character. We will make a special effort between now and our 1945 fair to solicit commercial exhibits of all types."

Change Felt in Canada

J. Emery Boucher, manager of the Exposition Provinciale, Quebec, believes that there will be a substantial increase in the fair's exhibits next year. "For the last three or four years," he says, "our industrial and commercial exhibits have been about 50 per cent of what they used to be, due to the rationing of raw materials, etc. This was offset, in so far as we were concerned, by exhibits from small and home industries like pottery making, draperies, carpets, doll making, etc. Such exhibits offered a great variety of products and were very interesting. At the same time they served to advertise a lot of home products made in this province that were little known up to now. Of course, this was only temporary and we are looking forward to the day when commercial and industrial exhibitors will resume their participation. This was felt, this year, when a few of them, absent for the last three or four years, showed up again. We believe that next year more of them will be ready to exhibit new products."

Minnesota State Fair had a 20 per cent increase over 1943 in the amount of space sold to commercial exhibitors this year, Harry J. Frost, assistant secretary, reports. "We had quite a lot of machinery and other products on exhibit," he says. "Some of the restrictions on manufacture of farm machinery have been lifted, and if these same restrictions are lifted on washing machines, refrigeration and electric appliances by the spring of 1945, we will have a show equal to 1941, which was our peak year."

New Products to Market

Exhibits at Ozark Empire District Fair, Springfield, Mo., showed an increase over 1943 in total space occupied. "We had several new manufacturers represented," says G. B. Boyd, secretary-manager, "and there is no doubt in my mind that this type of display and advertising will become more popular each year, since there are so many new products on the market. I am looking forward to an even greater number of commercial exhibitors in 1945 and plan to contact all manufacturers who will, by that time, be turning out civilian goods."

Boyd states that at the Arkansas-Oklahoma Fair and Livestock Exposition at Fort Smith, Ark., which he also managed, Fordson, International and several other machinery companies were represented with exhibits, making a larger machinery show than that at Springfield. The fact that the fair was held in October enabled it to obtain more exhibits than Springfield, which was held in August, before restrictions on machinery manufacture were lifted.

Best Increase Since 1940

C. L. Harnden, secretary-manager of Saginaw (Mich.) County Fair, sold more space for commercial exhibits this year than at any time since 1940, and he is confident that the post-war era will show a great expansion of such exhibits. "With the new advances and improvements in radio, refrigeration, plastics, synthetic rubber and other new applications," he says, "we feel that fairs will enjoy the greatest period of prosperity in their history. The advent of this period, together with new forms of entertainment and changed living conditions, improved modes of travel, etc., also will bring about changes in our fairs as compared to the pre-war era. Fair management will need to be more than ever alert to these changing conditions if they are to meet these conditions and profit by them. Farm machinery will show great improvement and numerous new labor-saving units will be added, and as in the past will make their first appearance at the fairs. This exhibit should be one of the most interesting and should be given a prominent location on the grounds and well advertised."

Auglaize County Fair, Wapakoneta, O., had no machinery exhibit 11 years ago when Harry Kahn became secretary, but in a few years Kahn had built up an exhibit that covered over three acres. Then the war came along and killed it. But the fair has continued to have creditable commercial exhibits and this year, Art Hall, where the exhibits are displayed, was visited by 12,000 people.

MINNESOTANS naturally being interested in furs, this display of Montgomery Ward at the Gopher State annual featured garb to catch the eyes, particularly fur orbs.

With conditions easing up, Kahn expects big machinery display next year. Leon H. Harms, secretary-manager of New Mexico State Fair, Albuquerque, plans to put forth extra effort to increase commercial exhibits in 1945. "This year," he says, "our fair showed some increase in these exhibits, especially farm machinery and dairy equipment. The Rio Grande Valley has a great opportunity for expansion and we are very anxious to encourage our ranchers to be informed and interested in modern machinery and equipment for the ranch. We are arranging for a special outside 'Commercial Row' for machinery, silos, tractors, etc., and expect to devote our entire Industrial Hall to indoor commercial exhibits. We believe it is an important department and very beneficial, not only to the advertisers but to our general public here in New Mexico."

Farm Machinery Emerging

From the interest shown in the limited commercial exhibits at North Montana State Fair, Great Falls, there should be a large increase in '45, according to Dan P. Thurber, secretary-manager. Says he: "Now that the ban has been lifted on the rationing of farm machinery, I think we will have no difficulty in securing a good farm machinery exhibit. Other commercial exhibitors will also be on the increase due to the fact that materials and equipment are becoming available. We are planning to definitely expand this particular department in 1945 and expect a good showing of the newer types of equipment that will be available in the near future."

Here are the opinions of some well-known Midwest fair men:

M. H. Schey, supervisor of concessions, Wisconsin State Fair: "Commercial and machinery exhibits have been at low ebb the last two years. However, in contacting exhibitors the past season, we were given the assurance that as soon as the present conditions change they will again be very anxious to exhibit at the State fair."

A. L. Putnam, secretary-manager, Northern District Fair, Chippewa Falls: "We anticipate good farm machinery exhibits just as quickly as dealers here

can secure machines to exhibit. Regardless of what the big sales managers say, the local implement dealers are going to show. I also anticipate a big trend in nationally advertised products exhibits. Sales agencies are now sending out questionnaires finding out available space, and I look for lots of new products to be shown at the better fairs to speed up sales and introduce products to the public."

E. J. Mille, secretary, Nebraska State Fair, Lincoln: "We have in mind to encourage commercial exhibits as much as possible. In fact, we have the assurance of a wonderful commercial exhibit providing exhibitors can get the materials, which now looks possible."

All-Time Showings Coming

William V. (Jake) Ward, general manager, Illinois State Fair, Springfield: "As a result of observing Illinois fairs, and from a number of written requests from manufacturers and distributors who have never exhibited, I believe that the post-war era will find fairs and exhibitions with the greatest number of exhibits of all time."

L. B. Cunningham, secretary, Iowa State Fair, Des Moines: "The commercial exhibitors were all present at our fairs in Iowa this year altho they had very little merchandise to exhibit. They all inform us that as soon as the material is available they will be back bigger than ever."

J. W. G. MacEwan, president and honorary manager, Saskatoon (Sask.) Industrial Exhibition: "Wartime regulations prohibited the exhibiting of farm machinery at fairs and exhibitions in recent years. We have reason to believe that these restrictions may be lifted in 1945, in which case we are confident that machinery companies will be anxious to display the newest in farm machinery."

Guy Cantwell, secretary-treasurer, Indiana State Fair, Indianapolis: "Next year will see farm machinery men advertising again. I think you also will see synthetic rubber advertised widely and various chemurgic exhibits should show up, especially in the Midwest."

Some Await Reconversion

Most of the manufacturers queried were uncertain at this time as to their chances of exhibiting at fairs in 1945. A few definitely said they would not exhibit; but they stated they probably would make such exhibits when their plants convert to peacetime products.

Said Inesco Williams, acting manager of exhibits and displays for the Frigidaire division of General Motors: "Because our plants are still concentrating on the production of war material we are unable to say whether or not we will participate in commercial fairs and exhibits. Undoubtedly when our plants convert to peacetime products we will again encourage our dealers to participate in these activities."

R. F. Weing, vice-president of Wincharger Corporation, Story City, Ia., advised that the firm has definite plans to display Winchargers at many county and State fairs. E. E. Quick, general sales manager of Farm Tools, Inc., Mansfield, O., says that as the firm's quotas are still far from adequate no plans have been made for exhibits at fairs during 1945. "Of course," he says, "in the majority of States we go thru distributors and they have their exhibits as usual. In such States as Illinois, Ohio and Michigan we have always had our own exhibits, going direct to the dealer trades in those three States."

Fairbanks, Morse & Company expects to be represented at the leading State fairs. R. W. Lewis, manager of general dealer sales, said: "Insofar as participating at county fairs," he says, "that is entirely a dealer proposition. Our sales representatives often assist the dealers in setting up and handling such displays. The matter of getting space and the decision as to whether or not our line would be represented is left entirely to our dealers' discretion."

A trend toward more exhibits at county fairs is seen in the statement of M. E. Cook, advertising manager of Pillsbury Feed Mills. He states that exhibits will be made at certain State fairs next year, but adds that it is possible to get county fairs, and "it might be that the

forthcoming years would see a greater a more intimate person-to-person feeling with customers and prospects at activity and participation on the part of the company in county fairs."

New Idea, Inc., farm equipment manufacturers of Coldwater, O., has not definitely decided on exhibits for 1945. "It all depends on the turn of events abroad," said J. H. Oppenheim, vice-president. "In other words, if the European war should terminate within the next few months and if then the manpower situation should ease up so as to make increases in production schedules possible, we would in all likelihood put on our own display at the State fair where we have normally exhibited. We do not exhibit at county fairs, but encourage our dealers to do so and supply them with material for display."

So far no plans have been formulated by International Harvester Company to exhibit in 1945, according to C. E. Johnson, assistant manager. "The fact that all farm machines, except corn pickers, are no longer rationed does not materially change the situation," he says. "Unfortunately, we cannot foresee conditions this far in advance of the 1945 fair season."

Greatest Space Demand Seen

Many fairs this year had exhibits of war products made by manufacturers who in normal times exhibited civilian goods, and it is possible that many such exhibits will be shown in 1945. At Chemung County Fair, Elmira, N. Y., the Eclipse machine division of the Bendix Aviation Corporation had an extensive exhibit of its war products. Similar exhibits were shown at hundreds of fairs by other manufacturers and they attracted much interest.

From the foregoing expressions of fair men and manufacturers it is quite evident that both are interested in the resumption of exhibits; that there will be a large increase in general commercial exhibits in 1945, and that when peace returns and manufacturers resume full scale production of civilian goods the demand for exhibit space will be the greatest the fairs have ever known.

OZARK

EMPIRE DISTRICT FAIR!

SPRINGFIELD, MO.

"IN THE HEART OF THE OZARKS"

BREAKING ALL PREVIOUS RECORDS IN 1944 WITH AN ATTENDANCE OF MORE THAN 135,000
INDEPENDENT CONCESSION MIDWAY—COMMERCIAL AND INDUSTRIAL EXHIBITS
COMPLETE LIVESTOCK SHOW

NOW PLANNING AN EVEN GREATER EXPOSITION IN 1945—AGAIN OPENING THE MIDDLE-WEST
FAIR CIRCUIT.

Address all inquiries to P. O. Box 630

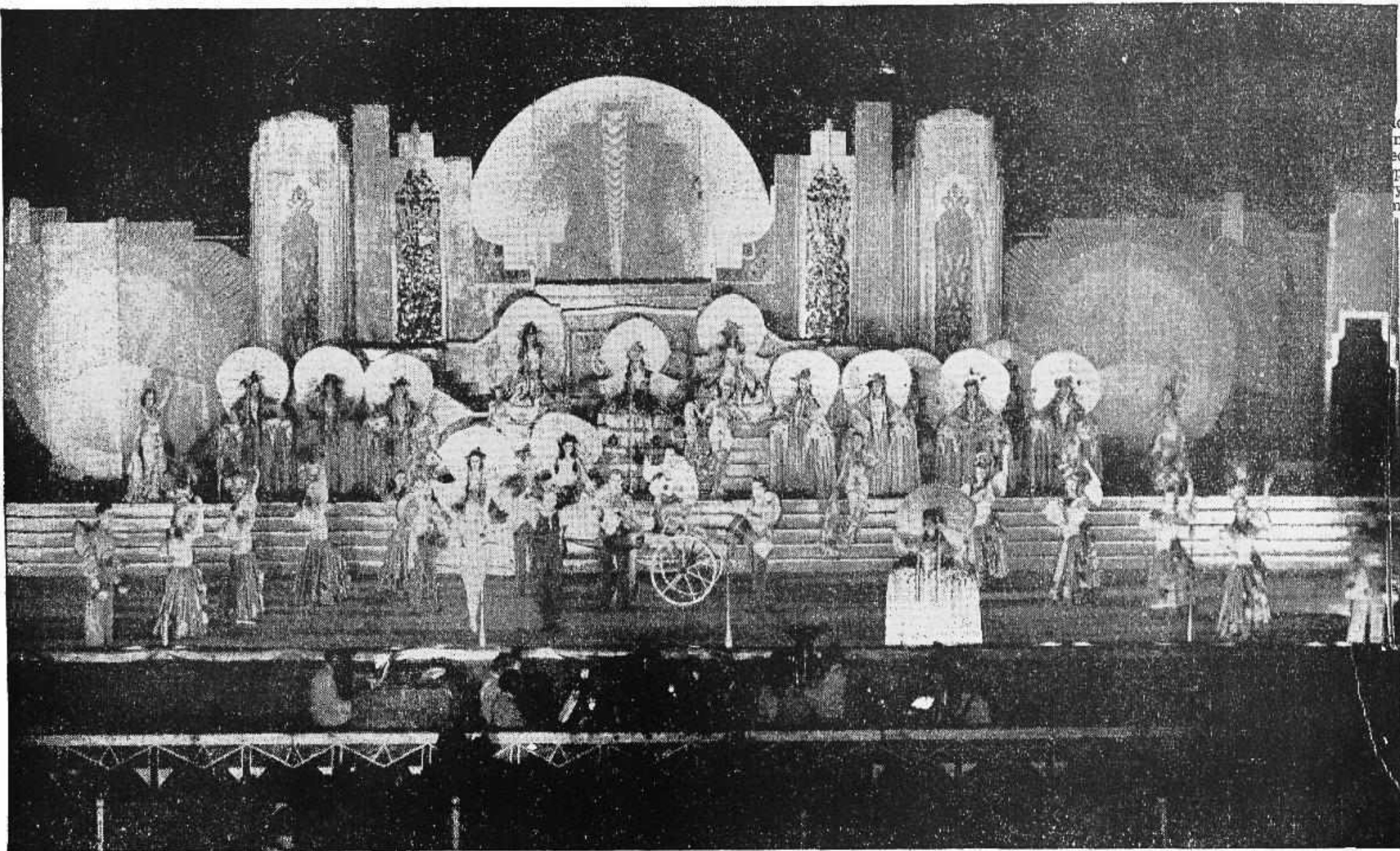
1945 DATES (TENTATIVE) AUGUST 11-17

H. FRANK FELLOWS
President

DR. W. A. DELZELL
Vice-President

TOM WATKINS, Sr.
Treasurer

G. B. BOYD
Secretary-Manager



PERFORMERS IN BIG GRANDSTAND REVUES, such as this at Kansas State Fair, Hutchinson, join with other talent on fairgrounds to present jamborees in tops on midways for the benefit of numerous war causes, especially those fostered by the various showmen's clubs and auxiliaries. Service members of the shows and clubs have written many letters of appreciation for the attentions to them made possible by special shows.

JAMBOREES ON MIDWAYS UNITE TALENT TO AID SERVICE FUNDS

Patriotic and social highlights combined at fairs when grandstand performers and show personnel do their stuff to swell coffers of showfolks' clubs



HUNDREDS OF PACKAGES have been sent to service members by the Showmen's League of America. Here Bill Carsky (left) and Bernie Mendelson (now in the navy), as co-chairmen of the package committee, were snapped at work.

OUTDOOR shows and showmen have played an active part in every branch of the war effort both at home and abroad since the start of the world conflict. In the war bond drives, contributions to the Red Cross as blood donors and in many other ways they have done their bit, and hundreds of them are now serving their country in the armed forces overseas and in the States.

Among patriotic and social highlights of the season of fairs have been the jamborees staged on fairgrounds midways. These have been for the benefit of funds maintained by clubs of outdoor showfolk for aid in war work and to send gifts to members in armed services. Fair executives have co-operated fully in the jamborees, generally held in show tops on special nights set aside after the performances of the day.

Acts and personnels of grandstand shows have participated in the talent galaxy along with members of the carnivals playing the fairs and some distinctly meritorious presentations have resulted. Tickets have been sold in advance and big turnouts of attraction contingents have netted thousands of dollars for the objectives. Show owners and

managers have officiated as emcees. Contests, box-lunch sales and other adjuncts have been worked up by fem groups that added interesting and hilarious touches to the programs.

The various showmen's organizations have done and are doing splendid work. Their members on shows scattered thru-out the country have co-operated in furthering the war effort, and numerous fairs played by the shows also have lent their aid and co-operation. How many millions of dollars worth of War Bonds have been sold thru the efforts of show people and fair men cannot be accurately computed, but undoubtedly it mounts to staggering figures.

Reports from all showmen's clubs are not available, but those which follow will give an excellent idea of the good work they have done.

Showmen's League of America

The Showmen's League of America, oldest and largest of the showmen's organizations, has been active in every branch of the war effort ever since the United States entered the war. It has participated in each of the country's



EVEN Hollywoodites catch the midway spirit. Andy Devine, Terry Gordon and Ann Sheridan put oomph into concession booth at Frontier Days Carnival in Encino, Calif.

War Bond drives and thru its members on various shows has been responsible for the sale of several million dollars worth of bonds. The League itself has been a generous purchaser of bonds. At the present time it has \$29,500 (cost value) worth of bonds in its Home Fund, \$15,000 in other funds and \$7,500 in Canadian war bonds.

Generous contributions have been made to the Red Cross War Fund. The Chicago executive committee of the fund designated the Showmen's League as the official clearing house for the outdoor amusements section of the amusement and recreation division, and in 1943 League members contributed more than \$10,000 to the fund. This year's drive has netted over \$12,000 to date. J. C. McCaffery, past president of the League, is chairman of the Red Cross committee; G. L. Wright is co-chairman, and 50 League members have served with them.

Two years ago the League decided that members serving in the armed forces would appreciate a little remembrance from the boys back home and it was decided that each month a package would be sent to each member in service. William Carsky and Bernard Mendelson were appointed a package committee and, with the assistance of other members, they arranged to select the things to be included in the packages, pack them and mail them to the boys. Since then the packages have gone out regularly. Cigarettes, cakes, chocolate, razors, handkerchiefs and various other articles that would be appreciated by the boys have been included, and that they have been appreciated is attested by hundreds of letters received from the boys thanking the League for the gifts. An average of \$350 a month is spent for packages.

Another gesture that undoubtedly will be appreciated is a move to see that every member in the services receives letters regularly. Nothing so cheers them as to hear from people who "speak their own language" and tell them what's going on in the outdoor show world. To insure every boy getting letters regularly, it was arranged to hand the names of two servicemen to each member attending the League's regular meetings each week. Members are to write to the names assigned them and file copies of the letters with Secretary Joseph L. Strelbich. Members receive different names each week and thus all men in the services are assured of hearing from someone frequently.

Mustering-Out Fund

One of the biggest things the League has done for the boys in service is the establishment of a Mustering-Out Fund which will provide a nest-egg for the boys when they return to civilian life. The idea was broached by President Floyd E. Gooding last December and received the hearty approval of the membership. President Gooding was chosen as chairman and M. J. Doolan co-chairman, and with their co-workers they have conducted an intensive campaign during the 1944 season. Special shows have been held on many carnivals, an honor roll was established to which everyone who donated \$10 was eligible, and various other methods of raising money were used, in addition to which a number of members made large donations. On November 1 the fund had reached more than \$18,000 and, with the amounts still to be received from several shows which held special jamborees for the fund, it is expected that by the time the outdoor conventions are on the fund will be close to \$25,000.

Auxiliary Gives Aid

The Ladies' Auxiliary of the League also has been active in war work. They have given generously to the Red Cross, worked hard on bond sales, aided the local servicemen's centers and contributed to the Mustering-Out Fund. They also raised money with which to purchase an ambulance, and in many other ways have aided the war effort.

Heart of America Showmen's Club

G. C. McGinnis, secretary of the Heart of America Showmen's Club, Kansas City, advises that the club has taken an active part in the War Bond drives, and during the last drive it sold \$29,619 worth of War Bonds. The club itself has purchased bonds to the amount of \$3,000. It also has given the Red Cross more than \$500 raised during the last drive.

NSA Ladies' Auxiliary

Activities of the Ladies' Auxiliary of the NSA are many and varied. Jeannette Rattiner, corresponding secretary, writes: "Our organization has donated to the Red Cross for the past five years, sums varying from \$100 to \$300. We have had sewing machines in the clubrooms where hours upon hours of sewing dresses and baby clothes was done by our sisters. Some of our members have donated blood, and we have received a citation.

In the bond drives the organization has subscribed to bonds for some years now in large amounts; and each member individually has bonds to her credit.

"The organization has purchased an iron lung, and, while it has been given to a private hospital, the Lenox Hill Hospital, New York City, upon two hours' notice from any naval or military hospital in the metropolitan district, it can be sent there and used for service men and women who need it. The parent organization presented an ambulance to the army, with the assistance of the auxiliary to some extent. We have collected clothes from our membership and given them to the Bundles for America organization.

"For the last two years we have sent gifts to the boys and girls in the services. In former years packages were sent, but the last two years they were given subscriptions to *Coronet* magazine. At Christmas time our organization selects 50 children who have fathers in the services, of every race, creed and color, and they are given a real Christmas party in the clubrooms, including a nice dinner and entertainment and gifts of clothing, toys, etc., handed out by a Santa Claus."

Pacific Coast Showmen

"Like all other showmen's clubs," says Bill Hobday, secretary of the PCSA, "we have extended membership to all brothers in the service for the duration and six months thereafter; have given our best efforts toward maintenance of correspondence with all members; have sent out cigarette showers from time to time, also monthly bulletins and a 'messenger boy' service to expedite contacts which would have been almost out of the question thru other sources.

"On December 31, 1941, we sponsored a War Bond circus in Pershing Square which exceeded in attendance and financial returns any previous attraction. This event has played two return dates, both gigantic. PCSA's building fund, cemetery fund, sick and relief fund and general fund are all carried in War Bonds, except for such nominal balances as are necessary for current overhead commitments. The club's War Bond holdings are now at the \$30,000 mark. Our Ladies' Auxiliary has been especially active."

PCSA Ladies' Auxiliary

The ladies on the West Coast have been doing their part. Edith Bullock, secretary of the PCSA Ladies' Auxiliary, out-

lines it thus: "Donations are made each year to the Red Cross Blood Bank and the United Nations' Relief Fund. A great many members are working in vital war work helping to hasten the day of victory. Members have given freely of blood plasma. A plaque of honor has been placed in the clubrooms and many members have six stars to their credit. Three bond drives have been held in the past year, and members of the auxiliary have subscribed \$85,750 to date. The auxiliary has joined the Christmas Ship Club and will send Christmas packages to the boys fighting in all parts of the world."

Michigan Club Active

The Michigan Showmen's Association, Detroit, has been active in the war effort since March, 1942, when a Servicemen's Fund was created. "The primary method of raising funds for this work," says Arthur J. Frayne, secretary, "was thru the sale of War Bonds and this, coupled with various War Bond drives, has resulted in bond sales of over \$100,000. Twenty-five per cent of the organization's funds are invested in War Bonds. Our membership has given their wholehearted support to every war loan drive. Last July, when Michigan extended the fifth "E" drive to complete its sales quota, a 10-minute recess in our meeting resulted in the sale of \$10,000 in War Bonds. This was an average of \$150 in bonds for each brother present. Thru-out the winter season more War Bonds are sold at every meeting. The sale of War Bonds also is a feature at every party and dance.

"Of the \$11,000 raised for the Service Fund, nearly \$8,000 has been spent on monthly packages for soldier showmen, regardless of affiliation. As other showmen's clubs formed their own service committees, we then devoted our efforts primarily to our own brothers. In May of 1943 the Mustering-Out Fund was originated with the modest beginning of a \$25 War Bond for each of our servicemen. This fund has gradually grown to a present total of \$2,800 and will continue growing for the duration.

"Believing that 'Mail Means Morale,' we have emphasized writing the boys regularly. Our files now contain 2,000 letters from soldiers all over the world and more are arriving daily. Seeking to keep our servicemen better informed of things 'back home,' *The Michigan Showmen's Newsette* was created. This small two-page monthly gives a run-down of club happenings, and in its nine months of



AS A CONCESSION agent, Ann Rutherford, of the movies, spins the wheel for a doll at a Frontier Carnival in a "barn" atmosphere during benefit doings in Encino. The "barn," which has a stage, hardwood floors and two pianos, serves as Encino's town meeting hall. Outside, grazing sheep and cows and hens give an authentic barnyard slant.

CLUBS DO THEIR

life has become a permanent public tlon.

"Long ago a special section of our rooms was dedicated to a permanent memorial to our fighting brothers. The honor roll and wall display of their photographs, now numbering 40, has become a gathering place for visitors and brothers to see and remember our servicemen. Complete address list of all our soldier brothers hangs over the writing desk, and a display of self-addressed, stamped envelopes is kept conveniently at hand."

Charles Siegrist Showman's Club

Altho a small club, with a membership of about 200, the Charles Siegrist Showman's Club of Canton, O., has done its share in the war effort. It has arranged

THE WISCONSIN STATE FAIR

TOTAL ATTENDANCE, 1944, 440,000

Looks to '45 for Its Greatest Year

With an improvement in the international situation in 1945:

- Better entertainment will be available —and more premiums will be possible.
- Attendance will be greater. Travel less restricted. War and farm production problems less serious.
- More money will be spent in all departments.
- Concessionaires will want more space.

The Wisconsin State Fair is offering 1945 Concessionaires the largest amount of space ever offered by the Fair. Prior to the war in 1941 attendance had tripled in 10 years (in 1941, 676,288). 1945 should be a big year for Wisconsin State Fair Concessionaires.

May we suggest you write Wm. T. Marriott, Milwaukee, soon—and remember concession space has been at a premium at the Wisconsin State Fair every year for many years.

MILTON H. BUTTON, Director
WISCONSIN DEPARTMENT OF AGRICULTURE

Lest We Forget

And if the Japanese war is not over, we will again do a whale of a job for Uncle Sam and the lads fighting in the Pacific. We are proud of the contribution the Wisconsin State Fair has made during the past two years to bring Victory sooner.



WILLIAM T. MARRIOTT, Manager
STATE FAIR PARK, MILWAUKEE

BIT TO CHEER

Shows and supplied talent from its ranks for the entertainment of servicemen in district veterans' hospitals, has made donations to the Showmen's League of America for its servicemen's work; also to the Red Cross, district canteens and other wartime activities. It is now building a Mustering-Out Fund and will give each of its 12 members now in the armed forces a cash gift when he returns home.

International Showmen

International Showmen's Association, St. Louis, has donated liberally to the local War Chest, Red Cross and various other war funds and during the last year it has purchased \$1,500 worth of War Bonds. Its members have been active in all phases of the war effort on the home front.



CARNIVAL in Edward Everett Horton's barn in Encino, Calif., raised funds for a new army general hospital at near-by Van Nuys and movie folk manned the concession booths. San Fernando Valley residents staffed the benefit attractions. Here Mischa Auer makes a giveaway from his stock.

LET'S HAVE MORE LIKE '44

The season of fairs just past was one of the most successful in our history. And it was you fair managers who made it one of the most pleasant as well. Thanks for your cooperation. Here's to your success in '45. And remember, year after year, WLW Shows ring the bell.

Call, wire, or write Manager Bill McCluskey

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**BROKE ALL RECORDS AT ALL ENGAGEMENTS
IN 1944, INCLUDING ALABAMA STATE FAIR**



ATTENTION, SHOWMEN!

While In Chicago Attending I. A. F. E. Convention,
Dec. 4th to Dec. 6th, Sherman Hotel

WE WILL BOOK

OUTSTANDING SIDE SHOW
COLORED MINSTREL SHOW
GIRL SHOW AND MIDGET SHOW



NOTICE

*This Show Has Not Changed Ownership
Since Its Inception. Watch Us For 1945.*

NOTICE



WANT

We Want 2 or 3 Outstanding Ride Foremen
Also Capable Ride and Train Help
Can Place Manager for Corn Game

WANT

Will Book First-Class Arcade and Furnish Wagons

**Fair Secretaries And Committees Desiring The Best In Outdoor
Attractions, Contact Us.**

**WE WILL OPEN OUR 1945 SEASON MARCH 16 AT BIRMINGHAM, ALA.
WINTER QUARTERS OPEN JAN. 1, FAIRGROUNDS, BIRMINGHAM, ALA.**

HARRY W. HENNIES GEN. MGR.

J. C. McCAFFERY GEN. REP.

LOUIS BERGER TRAFFIC MGR.

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STATISTICAL DIRECTORY OF FAIRS

ALABAMA

North Alabama State Fair, Florence
TOTAL ATTENDANCE: 1944, approximately 52,000; 1943, approximately 40,000. Paid, 1944, not reported; 1943, not reported.

AID, PREMIUMS AND TAXES: State aid, 1944, none; 1943, none. Cash premiums paid, 1944, \$3,428; 1943, not reported. Federal taxes paid, 1944, \$2,565.18; admission State taxes paid, 1944, \$218.23 sales tax. Federal taxes paid for midway, 1944, not reported; State taxes paid for midway, 1944, not reported.

RECEIPTS: Gate, 1944, \$14,174.05; 1943, \$10,252.85; grandstand, carnival, space, not reported; total receipts, 1944, \$19,569.03; 1943, \$13,490.54; net profit, not reported.

ADMINISTRATION: President, J. T. Flagg; secretary, C. H. Jackson; superintendent of concessions, B. L. Nabors; director of attractions, C. H. Jackson; superintendent of space, B. L. Nabors; racing secretary, not reported. Annual meeting, not reported. Dates of 1945 fair, September.

CONNECTICUT

Harwinton Fair, Harwinton

TOTAL ATTENDANCE: 1944, 10,843; 1943, 6,400. Paid, 1944, 8,980; 1943, 5,138.

AID, PREMIUMS AND TAXES: State aid, 1944, \$363.50; 1943, \$257.95. Cash premiums paid, 1944, \$727.05; 1943, \$515.95. Federal taxes paid, 1944, \$473.50; State taxes paid, not reported. Federal taxes paid for midway and State taxes paid for midway, 1944, not reported.

RECEIPTS: Gate, 1944, \$3,985.50; 1943, \$2,213.10; grandstand and carnival, not reported; space, 1944, \$1,321.60; 1943, \$301.50; total receipts and net profit not reported.

ADMINISTRATION: President, Charles A. Page; secretary, Paul Klambt; superintendent of concessions, L. L. Cronan; director of attractions, superintendent of space, and racing secretary, not reported. Annual meeting, December 12. Dates of 1945 fair, October 6-7 (tentative).

IDAHO

Eastern Idaho State Fair, Blackfoot

TOTAL ATTENDANCE: 1944, 39,750; 1943, no fair. Paid, 1944, 38,900.

AID, PREMIUMS AND TAXES: State aid, 1944, none. Cash premiums paid, 1944, \$6,659.55. Federal taxes paid, 1944, \$5,806.20; State taxes paid, 1944, none. Federal taxes paid for midway, 1944, no record; State taxes paid for midway, 1944, not reported.

RECEIPTS: Gate and grandstand, \$3,175.43; carnival, \$2,249.30; space, \$1,155.53; total receipts, \$59,713.92; net profit, \$21,298.67.

ADMINISTRATION: President, Paul V. Nash; secretary, Ruth C. Hartkopf; superintendent of concessions, Harry H. Shelley; director of attractions, J. K. Smith; superintendent of space, not reported; racing secretary, F. E. DeKay. Annual meeting, February 28. Dates of 1945 fair not set.

ILLINOIS

Oblong County Fair, Oblong

TOTAL ATTENDANCE: 1944, 12,000; 1943, 11,000. Paid, 1944, 11,790; 1943, 10,860.

AID, PREMIUMS AND TAXES: State aid, 1944, \$2,658.07; 1943, \$4,422.55. Cash premiums paid, 1944, \$7,717.16; 1943, \$8,845.31. Federal taxes paid, 1944, \$1,024.75; State taxes paid, 1944, none. Federal taxes paid for midway and State taxes paid for midway, 1944, not paid by fair.

RECEIPTS: Gate, 1944, \$3,751.61; 1943, \$3,351.09; grandstand, 1944, \$2,333.11; 1943, \$938.40; carnival, none; space, 1944, \$170.60; 1943, \$170; total receipts, 1944, \$6,254.32; 1943, \$4,459.49; net profit, 1944, \$1,925.53; 1943, \$1,422.65.

ADMINISTRATION: President, D. D. Deatherage; secretary, O. B. Price; superintendent of concessions, W. E. Meyers; director of attractions, W. E. Meyers;

superintendent of space, E. E. Bloom; racing secretary, none. Annual meeting, not reported. Dates of 1945 fair not set.

The Fairbury Fair, Fairbury

TOTAL ATTENDANCE: 1944, 27,000; 1940, 15,000. Paid, 1944, single admission, 15,635; season ticket, 1,420; 1940, single admission, 11,532; season ticket, 907. No fair in 1941, 1942, 1943.

AID, PREMIUMS AND TAXES: State aid, 1944, \$5,020.34; 1940, \$4,908.96. Cash premiums paid, 1944, \$8,467.55; 1940, \$8,869.33. Federal taxes paid, 1944, \$2,743.35; State taxes paid, 1944, none. Federal taxes paid for midway, State taxes paid for midway, not reported.

RECEIPTS: Gate, 1944, \$12,607.35; 1940, \$4,771.30; grandstand, 1944, \$4,537.50; 1940, \$2,614.40; carnival, 1944, \$1,026.55; 1940, \$448.35; space, 1944, \$656.75; 1940, \$764.25; total receipts, 1944, \$22,697.33; 1940, \$16,651.90; net profit, 1944, \$7,000; 1940, \$489.16 loss.

ADMINISTRATION: President, M. E. Tarpy; secretary, Geo. H. Decker; superintendent of concessions, Geo. H. Decker; director of attractions, M. E. Tarpy; superintendent of space, Geo. H. Decker; racing secretary, Jim Broadwell. Annual meeting, February 14. Dates of 1945 fair not set.

INDIANA

Harrison County Fair, Corydon

TOTAL ATTENDANCE, 1944, \$14,000; 1943, 16,000. Paid, 1944, 12,000; 1943, 14,000.

AID, PREMIUMS AND TAXES: State aid, not reported. Cash premiums paid, 1944, \$2,935; 1943, \$2,179. Federal taxes paid, 1944, \$1,537.58; State taxes paid, 1944, not reported; Federal taxes paid for midway, 1944, not reported.

RECEIPTS: Gate, 1944, \$5,700.50; 1943, \$6,335.50; grandstand, 1944, \$1,983.45; 1943, \$1,887.15; carnival, 1944, \$2,883.46; 1943, \$2,264.20; space, not reported; total receipts, 1944, \$14,049.34; 1943, \$14,025.64; net profit, 1944, \$1,977.42; 1943, \$2,436.71.

ADMINISTRATION: President, A. I. Martin; secretary, Dr. L. B. Wolfe; superintendent of concessions, Dr. L. B. Wolfe; director of attractions, Dr. L. B. Wolfe; superintendent of space, Dr. L. B. Wolfe; racing secretary, Roy Duggins. Annual meeting, November 14, 1944. Dates of 1945 fair, August 23-27.

Indiana Streamlined State Fair, Indianapolis

TOTAL ATTENDANCE: 1944, 12,915; 1943, 20,800. Paid, 1944, 11,115—three days; 1943, 18,709—four days.

AID, PREMIUMS AND TAXES: State aid, not reported. Cash premiums paid, 1944, \$7,088; 1943, \$6,296.50. Federal taxes paid, 1944, \$1,349.27; State taxes paid, 1944, \$1,341.90. Federal taxes paid for midway, 1944, not reported; State taxes paid for midway, 1944, not reported.

RECEIPTS: Gate, 1944, \$3,343.32—three days; 1943, \$4,677.27—four days; grandstand, not reported; carnival, 1944, \$238.70; 1943, \$2,509.43; space, 1944,

\$1,502.10; 1943, \$4,487.12; total receipts, net profits, not reported.

ADMINISTRATION: President, Albert C. Derr; secretary Guy Cantwell; superintendent of concessions, U. C. Brouse; director of attractions, Levi P. Moore; superintendent of space, U. C. Brouse; racing secretary, not reported. Annual meeting, Indianapolis, January 3. Dates of 1945 fair, if held, will be Labor Day week.

Parke County Fair, Rockville

TOTAL ATTENDANCE: 1944, 35,000 (estimated); 1943, 37,000 (estimated). Paid, free fair.

AID, PREMIUMS AND TAXES: State aid, none. Cash premiums paid, 1944, \$1,350; 1943, \$1,145.75. Federal taxes paid, none; State taxes paid, none. Federal taxes paid for midway, not reported; State taxes paid for midway, not reported.

RECEIPTS: Gate, none; 1943, none; grandstand, 1944, none; 1943, none; carnival, 1944, \$825; 1943, \$872.75; space, 1944, \$948; 1943, \$857; total receipts, 1944, \$1,773; 1943, \$1,729.75; net profit, 1944, \$230; 1943, \$589.

ADMINISTRATION: President, Owen Dooley; secretary, Earl G. Swaim; superintendent of concessions, Earl G. Swaim; director of attractions, Earl G. Swaim; superintendent of space, Earl G. Swaim; racing secretary, none.

Annual meeting, February. Dates of 1945 fair not set.

IOWA

Appanoose County Fair, Centerville

TOTAL ATTENDANCE: 1944, 14,000; 1943, 12,000. Paid, 1944, 9,782; 1943, 7,540.

AID, PREMIUMS AND TAXES: State aid, 1944, \$1,553.11; 1943, \$1,360.98. Cash premiums paid, 1944, \$2,088.52; 1943, \$1,801.40. Federal taxes paid, 1944, \$553.40; State taxes paid, 1944, not reported. Federal taxes paid for midway, 1944, not reported; State taxes paid for midway, 1944, none.

RECEIPTS: Gate, 1944, \$2,835.43; 1943, \$1,805.73; grandstand, 1944, \$242.95; 1943, not reported; carnival, 1944, \$180; 1943, \$55; space, 1944, \$1,302.33; 1943, \$1,068.50; total receipts, 1944, \$4,541.21; 1943, \$2,929.23; net profit, 1944, \$1,675; 1943, \$575.

ADMINISTRATION: President, R. O. Duree; secretary, A. M. Farber; superintendent of concessions, A. M. Farber; director of attractions, A. M. Farber; superintendent of space, A. M. Farber; racing secretary, none. Annual meeting not set. Dates of 1945 fair not set.

Audubon County Fair, Audubon

TOTAL ATTENDANCE: 1944, 12,474; 1943, not reported. Paid, 1944, 7,434; 1943, not reported.

AID, PREMIUMS AND TAXES: State aid, not reported. Cash premiums paid, 1944, \$2,474; 1943, not reported. Federal taxes paid, 1944, \$1,186.19; State taxes, federal taxes, not reported; State taxes for midway, 1944, not reported.

RECEIPTS: Gate, 1944, \$3,891.93; 1943, not reported; grandstand, 1944, \$2,039.04; 1943, not reported; carnival, 1944, \$524.07; 1943, not reported; space, 1944, \$248; 1943, not reported; total receipts, 1944, \$14,453.77; 1943, not reported; net profit, not reported.

ADMINISTRATION: President, J. J. Ruhs; secretary, A. B. Jensen; superintendent of concessions, A. B. Jensen; director of attractions, J. J. Ruhs; superintendent of space, A. B. Jensen; racing secretary, Frank D. Lane. Annual meeting first week of January. Dates of 1945 fair not set.

Buchanan County Fair, Independence

TOTAL ATTENDANCE: 1944, 17,000; 1943, 18,000. Paid, 1944, 8,376; 1943, 9,711.

AID, PREMIUMS AND TAXES: State aid, 1944, \$1,587.45; 1943, \$1,246.79. Cash premiums paid, 1944, \$2,145.77; 1943, \$1,638.29. Federal taxes paid, 1944, \$1,094.90; State taxes paid, 1944, none. Federal taxes paid for midway, 1944, paid by carnival, approximately \$600; State taxes paid for midway, 1944, no record.

RECEIPTS: Gate, 1944, \$4,284.80, plus



Edward J. CARROLL ENTERPRISES

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HIGHLIGHTS OF 1944

RIVERSIDE PARK

ALL RECORDS BROKEN IN EVERY DEPARTMENT

BARRINGTON FAIR

TOP FAIR GROSSES IN MASSACHUSETTS THIS YEAR

NEW STATE RECORDS ESTABLISHED

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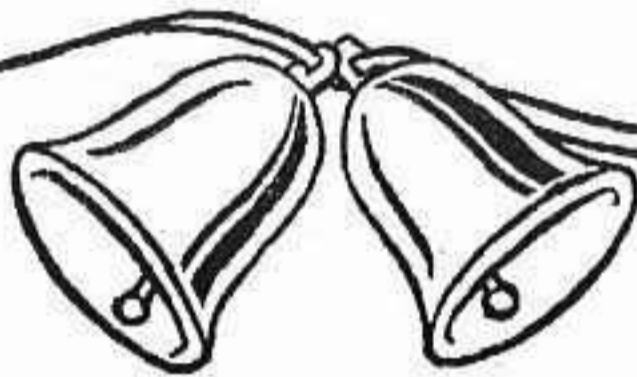
The Directory

FACTS and figures on size and attendance are incorporated in this alphabetical list of fairs by States. A considerable number of the larger fairs are still missing because of government use of their plants for war purposes. But many more of the fairs which lapsed in 1942 were resumed this year where grounds and buildings were available. A number of State fairs, especially in the Middle West, are still in abeyance because the properties have not yet been turned back from federal use. More smaller fairs are listed this year, and they continued to make remarkable showings. Co-operation of fairs in War Bond selling and Food-for-Victory campaigns is lauded by official Washington in articles in this issue.

Holiday Greetings

Friends, Employees,
Fair Associations,
Committees, Show
Folks and Business
Associates.

We have enjoyed
the greatest season
ever through your
good will and splen-
did co-operation.
Thanks very, very
much.



★ TO THOSE IN SERVICE ★

We send heartiest greetings and again pay tribute to our heroes for the great sacrifice they are making. Our deepest respect and admiration to all of you.

F. E. GOODING AMUSEMENT CO.

GOODING GREATER SHOWS

AMERICAN EXPOSITION SHOWS

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50—RIDING DEVICES—50

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PERMANENT ADDRESS: 1300 NORTON AVENUE, COLUMBUS 8, OHIO

tax; 1943, \$3,758.27, including tax; grandstand, 1944, \$1,505.98, plus tax; 1943, \$1,652.40, including tax; carnival, no record; space, 1944, \$1,570.78; 1943, \$1,163.73; total receipts, 1944, \$13,845.19; 1943, \$12,039.27; net profit, 1944, \$4,969.93; 1943, \$2,541.19.

ADMINISTRATION: President, J. B. Elliott; secretary, B. O. Gates; superintendent of concessions, B. O. Gates; director of attractions, B. O. Gates; superintendent of space, B. O. Gates; racing secretary, W. Barshe. Annual meeting November 6. Dates of 1945 fair, tentative, August 14-17.

Buena Vista County Fair, Alta

TOTAL ATTENDANCE: 1944, 15,132; 1943, 18,127. Paid, 1944, 12,160; 1943, 13,663.

AID, PREMIUMS AND TAXES: State aid, 1944, \$1,290.35; 1943, \$1,442.41. Cash premiums paid, 1944, \$1,700.50; 1943, \$1,442.41. Federal taxes paid, 1944, \$668.60; State taxes paid, 1944, none. Federal taxes paid for midway, 1944, none.

RECEIPTS: Gate, 1944, \$1,957.25; 1943, \$1,901.49; grandstand, 1944, \$2,053.55; 1943, \$1,920.00; carnival, 1944, \$320; 1943, \$292.55; space, 1944, \$115.81; 1943, \$66.85; total receipts, 1944, \$4,446.63; 1943, \$4,180.89; net profit, 1944, \$670.67; 1943, \$642.60.

ADMINISTRATION: President, Chas. L. Miller; secretary, G. A. Soderquist; superintendent of concession, G. A. Soderquist; director of attractions, Chas. L. Miller; superintendent of space, G. A. Soderquist; racing secretary, G. A. Soderquist. Annual meeting, Alta, October 20, American Legion Club-rooms. Dates of 1945 fairs, August 15-19, tentative.

Elkader Fair, Elkader

TOTAL ATTENDANCE: 1944, 8,600; 1943, 5,100. Paid, 1944, 4,931; 1943, 2,707.

AID, PREMIUMS AND TAXES: State aid, 1944, \$331.96; 1943, \$278.62. Cash premiums paid, 1944, \$414.95; 1943, \$348.28. Federal taxes paid, 1944, \$536.16; State taxes paid, 1944, none. Federal taxes paid for midway, 1944, not reported; State taxes paid for midway, 1944, not reported.

RECEIPTS: Gate, 1944, \$2,106.25; 1943, \$971.55; grandstand, 1944, \$1,178.25; 1943, \$325.50; carnival, 1944, \$181.70; 1943, \$123; space, 1944, \$757.89; 1943, \$333.75; miscellaneous, \$2,523.12; total receipts, 1944, \$6,750.21; 1943, \$3,802.74; net profit, 1944, \$1,624.87; 1943, \$8.16.

ADMINISTRATION: President, Joel Clark; secretary, E. F. Seifert; superintendent of concessions, A. J. Meyer; director of attractions, executive committee; superintendent of space, A. J. Meyer; racing secretary, Ray Barton. Annual meeting, October 25, Elkader. Dates of 1945 fair, August 14-17.

Grundy County Fair, Grundy Center

TOTAL ATTENDANCE: 1944, approximately 4,000; 1943, not given. Paid, 1944, 3,466; 1943, free 4-H show.

AID, PREMIUMS AND TAXES: State aid, 1944, \$1,112.23; 1943, not reported. Cash premiums paid, 1944, \$1,446.05; 1943, \$637.30. Federal taxes paid, 1944, \$498.39; State taxes paid, 1944, none. Federal taxes paid for midway, 1944, not reported; State taxes paid for midway, 1944, paid by carnival company.

RECEIPTS: Gate, 1944, \$1,758.13; 1943, none; grandstand, 1944, \$728; 1943, none; carnival, 1944, \$386.44; 1943, none; space, 1944, included with carnival; 1943, none; total receipts, 1944, \$6,405.53; 1943, \$2,189.11; net profit, 1944, \$251.92; 1943, \$128.09.

ADMINISTRATION: President, R. S. Plager; secretary, C. S. Macy; superintendent of concessions, C. S. Macy; director of attractions, R. S. Plager; superintendent of space, R. S. Plager; racing secretary, Lyle Hawn. Annual meeting, November 14, Grundy Center. Dates of 1945 fair not set.

Kossuth County Fair, Algona

TOTAL ATTENDANCE: 1944, 8,000; 1943, 5,000. Paid, 1944, 6,000; 1943, 2,000.

AID, PREMIUMS AND TAXES: State aid, 1944, \$1,500; 1943, \$1,300. Cash premiums paid, 1944, \$2,100; 1943, \$2,800. Federal taxes paid, 1944, \$643; State taxes paid, 1944, none. Federal taxes paid for midway, 1944, \$550; State taxes paid for midway, 1944, none.

RECEIPTS: Gate, 1944, \$2,500; 1943, \$1,000; grandstand, 1944, \$1,000; 1943, \$300; carnival, 1944, \$600; 1943, \$100; space, not reported; total receipts, 1944, \$4,100; 1943, \$1,400; net profit, 1944, \$2,000; 1943, \$800.

ADMINISTRATION: President, A. A. Schipull; secretary, A. L. Brown; superintendent of concessions, A. L. Brown; director of attractions, A. L. Brown; superintendent of space, A. L. Brown; racing secretary, not reported. Annual meeting November 27, Algona. Dates of 1945 fair not set.

Lee County Fair, Donnellson

TOTAL ATTENDANCE: 1944, 7,162. Paid, 1944, 6,856.

AID, PREMIUMS AND TAXES: State aid, 1944, \$997.75. Cash premiums paid, 1944, \$1,282.50. Federal taxes paid, 1944, \$9,63.11; State taxes paid, 1944, none. Federal taxes paid for midway, 1944, not reported; State taxes paid for midway, 1944, not reported.

RECEIPTS: Gate, 1944, \$3,432.75; grandstand, 1944, \$2,255.19; carnival, 1944, \$247.11; space, 1944, \$60; total receipts, 1944, \$8,688.94; net profit, 1944, \$1,900. No fair held in 1943.

ADMINISTRATION: President, I. C. Bell; secretary, C. I. Redfern; superintendent of concessions, A. D. Krebill; director of attractions, I. C. Bell; superintendent of space, A. D. Krebill; racing secretary, C. I. Redfern. Annual meeting, second Wednesday of January, Donnellson. Dates of 1945 fair not set.

North Iowa Fair, Mason City

TOTAL ATTENDANCE: 1944, 43,096; 1943, 17,176. Paid, 1944, free gate; 1943, free gate.

AID, PREMIUMS AND TAXES: State aid, 1944, \$1,064.31; 1943, \$693.63. Cash premiums paid, 1944, 1944, \$1,377.59; 1943, \$867.04. Federal taxes paid, 1944, \$1,294.60; State taxes paid, 1944, none. Federal taxes paid for midway, 1944, paid by carnival; State taxes paid for midway, 1944, paid by carnival.

RECEIPTS: Gate, 1944, autos only, \$519; 1943, autos only, \$199.75; grandstand, 1944, \$6,796.65; 1943, \$1,403.53; carnival, 1944, \$1,205.72; 1943, \$321.96; space, 1944, \$219.25; 1943, \$379.10; total receipts, 1944, \$8,740.52; 1943, \$2,304.34; net profit, none.

ADMINISTRATION: President, C. W. Gasswint; secretary, Harold S. Palmer; superintendent of concessions, none; directors of attractions, L. P. Loomis and C. W. Gasswint; superintendent of space, none; racing secretary, none. Annual meeting, YMCA, Mason City, November 8. Dates of 1945 fair not set.

Shelby County Fair, Harlan

TOTAL ATTENDANCE: 1944, 15,500; 1943, 14,000. Paid, 1944, free gate; 1943, free gate.

AID, PREMIUMS AND TAXES: State aid, 1944, \$1,049.74; 1943, not reported. Cash premiums paid, 1944, \$1,356.27; 1943, grandstand, \$2,258.40. Federal taxes paid, 1944, \$400; State taxes paid, 1944, not reported. Federal taxes paid for midway, 1944, \$360; State taxes paid for midway, 1944, not reported.

RECEIPTS: Gate, not reported; grandstand, 1944, \$2,640; 1943, \$2,258.40; carnival, 1944, \$283; 1943, \$256.60; space, total receipts, net profit, not reported.

ADMINISTRATION: President, Jay Colburn; secretary, J. H. Frederickson; superintendent of concessions, J. H. Frederickson; director of attractions, J. H. Frederickson; superintendent of space, J. H. Frederickson; racing secretary, no racing. Annual meeting not set. Dates of 1945 fair not set.

KANSAS

Central Kansas Free Fair, Abilene

TOTAL ATTENDANCE: 1944, 23,000; 1943, 20,000. Paid, 1944, 10,000; 1943, 7,000.

AID, PREMIUMS AND TAXES: State aid, 1944, none; 1943, not reported. Cash premiums paid, 1944, \$3,000; 1943, \$2,500. Federal taxes paid, 1944, \$515; State taxes paid, 1944, \$300. Federal taxes paid for midway, 1944, not reported; State taxes paid for midway, 1944, not reported.

RECEIPTS: Gate, not reported; grandstand, not reported; carnival, not reported; space, not reported; total receipts, not reported; net profit, not reported.

ADMINISTRATION: President, O. A. Sterl; secretary, Ivan Roberson; super-

(Continued on page 26)



JAMES E. STRATES
GENERAL MANAGER

SEASON **1944** NOW OVER
A PHENOMENAL SUCCESS

-----★-----
NOW IN PREPARATION THE

1945
PRESENTATION
AMERICA'S
MOST PROGRESSIVE
OUTDOOR AMUSEMENT
ORGANIZATION



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GENERAL AGENT

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NICK BOZINAS
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KEITH BUCKINGHAM
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20
JOYGIVING
MASSIVE
GLOOM
DESTROYING
SAFETY FIRST
RIDING DEVICES

JAMES E.
STRATES
SHOWS INC.

20
HIGH CLASS
ENTERTAINING
EDUCATIONAL
MODERNIZED
ATTRACTIONS

"AMERICA'S BEST AND LARGEST MIDWAY"

CHROMIUM-NEON FRONTS-ARTISTIC, ORIGINAL IDEAS-SUPERB CREATIONS-TOPS IN AMUSEMENT-
UNSURPASSED BRILLIANT ILLUMINATION-MAMMOTH NEON TRIMMED LIGHT
TOWERS-35 ALL STEEL RAILROAD CARS

SEASON 1944-30 WEEKS-2 CELEBRATIONS-10 OUTSTANDING FAIRS

SEASON'S BEST WISHES TO ALL OUR FRIENDS

A MESSAGE

KNOWING THAT THE MAMMOTH GROWTH BOTH IN SIZE AND STANDARD OF OUR ORGANIZATION IS THE ABSORBING TOPIC OF THE OUTDOOR SHOW WORLD, I WISH PERSONALLY TO THANK THE FAIR OFFICIALS, OFFICERS OF THE ORGANIZATIONS WE HAVE PLAYED UNDER AND THE ENTIRE PERSONNEL OF MY ORGANIZATION WHO BY THEIR CO-OPERATION HAVE MADE THIS GROWTH A REALITY, NOT A MYTH.

JAMES E. STRATES.

NOW BOOKING ATTRACTIONS FOR 1945 SEASON

NOTHING TOO LARGE. WE HAVE THE EQUIPMENT AND THE ROUTE. WILL FINANCE ANY NEW AND NOVEL SHOWS

FAIRS AND COMMITTEES
CONTACT
WILLIAM C. FLEMING
327 WINSLOW AVENUE
BUFFALO, N. Y.

JAMES E. STRATES SHOWS, INC.

WINTER QUARTERS, MULLINS, S. C.



tendent of concessions, not reported; director of attractions, not reported; superintendent of space, not reported; racing secretary, not reported. Annual meeting, Box 446, Abilene. Dates of 1945 fair August 18-24.

Kansas Free Fair, Topeka

TOTAL ATTENDANCE: 1944, 357,000; 1943, 225,000. Paid, 1944, no outside gate; 1943, not reported.

AID, PREMIUMS AND TAXES: State aid, 1944, \$7,500; 1943, \$7,500. Cash premiums paid, 1944, \$23,000; 1943, \$20,000. Federal taxes paid, 1944, \$18,500; State taxes paid, 1944, \$5,239.47. Federal taxes paid for midway, 1944, \$14,560; State taxes paid for midway, 1944, not reported.

RECEIPTS: Gate, 1944, free gate; 1943, free gate; grandstand, 1944, \$85,000; 1943, \$42,000; carnival, 1944, \$72,807; 1943, \$32,500; space, 1944, \$15,000; 1943, \$9,500; total receipts, 1944, double any year; 1943, not reported; net profit, not reported.

ADMINISTRATION: President, D. E. Ackers; secretary, Maurice Jencks; superintendent of concessions, Russell Brown; director of attractions, Maurice Jencks; superintendent of space, Russell Brown; racing secretary, Dean Yingling. Annual meeting, not reported. Dates of 1945 fair, September 8-15.

Kansas State Fair, Hutchinson

TOTAL ATTENDANCE: 1944, 315,000; 1943, 175,000. Paid, 1944, not reported; 1943, not reported.

AID, PREMIUMS AND TAXES: State aid, 1944, \$21,000; 1943, \$21,000. Cash premiums paid, 1944, \$28,392.58; 1943, \$20,629.01. Federal taxes paid, 1944, \$17,905.47; State taxes paid, 1944, \$1,083. Federal taxes paid for midway, 1944, not reported; State taxes paid for midway, 1944, not reported.

RECEIPTS: Gate, 1944, not reported; 1943, not reported; grandstand, 1944, not reported; 1943, not reported; carnival, 1944, not reported; 1943, not reported; space, 1944, not reported; 1943, not reported; total receipts, 1944, not reported; 1943, not reported; net profit, 1944, not reported; 1943, not reported.

ADMINISTRATION: President, Perry H. Lambert, Hiawatha; secretary, S. M. Mitchell, Hutchinson; superintendent of concessions, E. Hutton, Hutchinson; director of attractions, executive committee; superintendent of space, E. Hutton; racing secretary, Carl Hipple. Annual meeting, Topeka. Dates of 1945 fair September 16-21 (tentative).

LOUISIANA

Louisiana State Fair—National Hereford Show, Shreveport

TOTAL ATTENDANCE: 1944, estimated 350,000; 1943, not reported. Paid, 1944, free gate; 1943, not reported.

AID, PREMIUMS AND TAXES: State aid, 1944, \$15,000; 1943, \$10,000. Premiums paid, not reported. Taxes paid, not reported.

RECEIPTS: Not reported.

ADMINISTRATION: President, not reported; secretary, W. R. Hirsch; superintendent of concessions, not reported; director of attractions, M. H. Barnes; superintendent of space, not reported; racing secretary, not reported. Annual meeting, February 12, 1945. Dates of 1945 fair October 20-29.

MAINE

North Waterford Fair

TOTAL ATTENDANCE: 1944, 10,000; 1943, 4,000 (rain). Paid, 1944, 7,000; 1943, 2,100.

AID, PREMIUMS AND TAXES: State aid, 1944, \$300; 1943, \$250. Cash premiums paid, 1944, \$800; 1943, \$750. Federal taxes paid, 1944, \$44; State taxes paid, 1944, \$200. Federal and State taxes paid for midway, 1944, unknown.

RECEIPTS: Gate, 1944, \$3,200; 1943, \$1,800; grandstand and carnival, none; space, 1944, \$750; 1943, \$728; total receipts, 1944, \$3,950; 1943, \$2,538; net profit, 1944, \$1,200; 1943, \$200.

ADMINISTRATION: President, W. A. Hersey; secretary, Bill Button; superintendent of concessions, Bill Button; director of attractions, Alton White; superintendent of space, Bill Button; racing secretary, no racing. Annual meeting (Continued on page 28)

The world's foremost shoe center dedicates itself to deliver the final kick to the world's foremost heel . . . and we, of the Brockton Fair, are proud of the part we are playing to deliver that final kick.

Our 1944 Victory Fair has gone a long way to lift the spirits of those who are responsible for turning out millions of pairs of G. I. shoes. We promise to do even a bigger job in our 1945 Victory Fair which is now in intensive preparation.

BROCKTON FAIR

Massachusetts

FRANK H. KINGMAN

SECRETARY

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America's Finest and Newest Railroad Show

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SHOWS

GAY NEW YORKERS
HOLLYWOOD ANIMAL
AND MONKEY CIRCUS
WALL OF DEATH
BEAUTIFUL HAWAII
NEW ORLEANS MINSTRELS
CONGRESS OF SMALL
PEOPLE
WILD LIFE AND JUNGLE
ODDITIES
KORTES WORLD'S FAIR
FREAK AUDITORIUM
GLASS HOUSE
MECHANICAL FUN HOUSE
BEFORE BIRTH
FLEA CIRCUS
POSING SHOW

The Amusement World on Parade

*Modern and High-Class Entertainment
Traveling on Our Own Special Train of
Twenty-Five Double Length Railroad Cars*

FAIR SECRETARIES, contact us
at the Chicago meeting.

PEOPLE who have been with
us before contact us again in
Chicago during convention at
Sherman Hotel or at Winter
Quarters.

CAN PLACE reliable show and
ride help in all departments.

WANTED carpenters, painters,
builders, contact us at once.

FIRST-CLASS neon man wanted
at Winter Quarters. Excellent
proposition to right man.

BEAUTIFUL neon light towers
will be on midway.

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MERRY-GO-ROUND
TWIN FERRIS WHEELS
AUTO SCOOTER
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OCTOPUS
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ALABAMA STATE FAIR

BIRMINGHAM

Under New
Ownership and Management
1945 DATES
OCTOBER 1-6

JOE McDAVID
PRESIDENT

R. H. McINTOSH
V.-P. AND GEN. MGR.

J. C. McCAFFERY
CONCESSIONS

MEMBER
IAFE

ing, first Saturday in October following fair. Dates of 1945 fair, Friday and Saturday before Fryeburg Fair.

MASSACHUSETTS

Barrington Fair, Great Barrington
TOTAL ATTENDANCE: 1944, estimated 80,000; 1943, estimated 65,000. Paid, 1944, not reported; 1943, not reported.

AID, PREMIUMS AND TAXES: Not reported.

RECEIPTS: General average all business, 49.2 per cent ahead of 1943.

ADMINISTRATION: President, Edward J. Carroll; secretary, Marsh D. Giddings; superintendent of concessions, Edward J. Carroll; director of attractions, Harry Storin; superintendent of space, Harry Storin; racing secretary, James Picarello; grounds superintendent, Vernon A. Trigger. Annual meeting, October 28, 1944. Dates of 1945 fair not set.

Brockton Fair, Brockton

TOTAL ATTENDANCE: 1944, 136,663; 1943, no fair. Paid, 1944, not reported; 1943, not reported.

AID, PREMIUMS AND TAXES: State aid, 1944, none. Cash premiums paid, 1944, \$24,000. Federal taxes paid, 1944, \$10,984; State taxes paid, 1944, none. Federal taxes paid for midway, 1944, unknown; State taxes paid for midway, 1944, none.

RECEIPTS: Not reported.

ADMINISTRATION: President, Harold G. Morse; secretary, Frank H. Kingman; superintendent of concessions, Harold MacNeill; director of attractions, Frank H. Kingman; superintendent of space, Harold MacNeill; racing secretary, James Picarello. Annual meeting, December 8. Dates of 1945 fair, September 10-15.

MICHIGAN

Branch County 4-H Fair, Coldwater
TOTAL ATTENDANCE: 1944, 30,000; 1943, 25,000. Paid, free fair.

AID, PREMIUMS AND TAXES: State

aid, 1944, \$2,200; 1943, \$2,100. Cash premiums paid, 1944, \$4,400; 1943, \$4,200. Federal taxes paid, 1944, \$599.74; State taxes paid, 1944, \$199.98. Federal taxes paid for midway, 1944, not reported; State taxes paid for midway, 1944, not reported.

RECEIPTS: Gate, 1944, free; 1943, free; grandstand, 1944, \$3,713; 1943, \$1,875; carnival, not reported; space, 1944, \$1,429; 1943, \$1,294; total receipts, 1944, \$13,052; 1943, \$11,072; net profit, not reported.

ADMINISTRATION: President, L. Dean Steffey; secretary, Gordon R. Schlubatis; superintendent of concessions, Gordon R. Schlubatis; director of attractions, Lloyd Luce; superintendent of space, not reported; racing secretary, no races. Annual meeting, November 15, Batavia Grange Hall. Dates of 1945 fair, September 12-15.

Sanilac County 4-H Fair, Sandusky

TOTAL ATTENDANCE: 1944, 30,000; 1943, 25,000. Paid, free admission.

AID, PREMIUMS AND TAXES: State aid, 1944, \$1,500; 1943, \$1,150. Cash premiums paid, 1944, \$3,000; 1943, \$2,300. Federal taxes paid, 1944, \$308; State taxes paid, 1944, none. Federal taxes paid for midway, 1944, \$1,000 approximately; State taxes paid for midway, 1944, not reported.

RECEIPTS: Gate, none; grandstand, 1944, \$1,800; 1943, \$900; carnival, 1944, \$1,578; 1943, \$1,400; space, 1944, \$130; 1943, \$100; total receipts, not reported; net profit, 1944, \$2,000; 1943, \$1,000.

ADMINISTRATION: President, Gordon Smeckert; secretary, Clarence E. Prentice; superintendent of concessions, Clarence E. Prentice; director of attractions, John R. Francis; superintendent of space, Clarence E. Prentice; racing secretary, none. Annual meeting, January 12. Dates of 1945 fair, August 23-25.

Caro Fair, Caro

TOTAL ATTENDANCE: 1944, 75,000; 1943, not reported. Paid, 1944, 60,000; 1943, not reported.

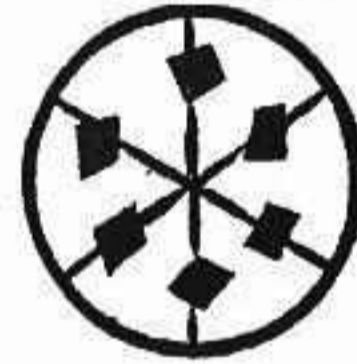
AID, PREMIUMS AND TAXES: State aid, 1944, \$3,000; 1943, 2,500. Cash

Greater W.C. KAUS Shows




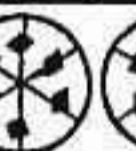
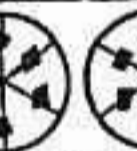
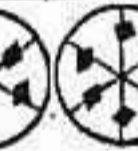


We are looking forward to a bigger and better 1945 . . . when we will go on tour with the largest plant in our history.

It was no accident that the W. C. Kaus Shows was able to expand its facilities more and more each year and we want to express our thanks to our loyal employees and associates for the splendid part which they played in making our expansion possible.

RIDES







1940   2

1945         9

CONCESSIONS



1940   10

1945        35

SHOWS



1940   2

1945         7

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Owner

RUSSELL OWENS

General Manager

HELEN OWENS

Secretary-Treasurer

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(Home of the Kentucky Derby)

SEPTEMBER 2-8, 1945

Good Display — Excellent Grounds

ELLIOTT ROBERTSON
President

JOHN C. WEHRLEY
Asst. Mgr. and Treas.

premiums paid, 1944, \$6,100; 1943, \$5,700. Federal taxes paid, 1944, \$3,210; State taxes paid, 1944, not reported. Federal taxes paid for midway, 1944, not reported; State taxes paid for midway, 1944, not reported.

RECEIPTS: Gate, 1944, \$11,822.94; 1943, not reported; grandstand, 1944, \$4,926.47; 1943, not reported; carnival, 1944, \$2,842; 1943, not reported; space, 1944, \$2,426; 1943, not reported; total receipts, not reported; net profit, not reported.

ADMINISTRATION: President, B. B. Reavey; secretary, Carl F. Mantey; superintendent of concessions, Don Elwanger; director of attractions, Carl F. Mantey; superintendent of space, Don Elwanger; racing secretary, Clarence Donahoe. Annual meeting, December 4, Caro. Dates of 1945 fair, August 20-25.

Cass County Fair, Cassopolis

TOTAL ATTENDANCE: 1944, 8,000; 1943, 2,500. Paid, 1944, 8,000; 1943, 2,500.

AID, PREMIUMS AND TAXES: State aid, 1944, \$400; 1943, \$350. Cash premiums paid, 1944, \$800; 1943, \$700. Federal taxes paid, 1944, not reported; State taxes paid, 1944, not reported. Federal taxes paid for midway, 1944, not reported; State taxes paid for midway, 1944, none.

RECEIPTS: Gate, 1944, \$2,400; 1943, \$900; grandstand, 1944, \$1,200; 1943, \$700; carnival, 1944, not reported; 1943, none; space, 1944, \$200; 1943, \$100; total receipts, 1944, \$3,800; 1943, \$1,700; net profit, 1944, \$175; 1943, \$26.

ADMINISTRATION: President, G. Elwood Bonine; secretary, Harry B. Ibbotson; superintendent of concessions, Harry B. Ibbotson; director of attractions, Harry B. Ibbotson; superintendent of space, Harry B. Ibbotson; racing secretary, Lew Cays. Annual meeting, January 5, Cassopolis. Dates of 1945 fair, September 4-8.

Dickinson County Free Fair, Norway

TOTAL ATTENDANCE: 1944, 10,000; 1943, 10,000. Paid, 1944, no gate.

AID, PREMIUMS AND TAXES: State aid, 1944, \$3,000; 1943, \$3,000. Cash premiums paid, 1944, \$5,500; 1943, \$5,200. Federal taxes paid, 1944, \$515; State taxes

paid not reported. Federal taxes paid for midway, not reported; State taxes paid for midway, not reported.

RECEIPTS: Gate and parking, 1944, \$581; 1943, \$195.25; grandstand, 1944, \$1,057.42; 1943, \$657.17; carnival, 1944, \$500; 1943, \$433.47; space, 1944, \$581; 1943, \$285.10; total receipts, 1944, \$2,349.80; 1943, \$1,634.51; net profit, 1944, \$300; 1943, \$289.34.

ADMINISTRATION: President, Nick Ries; secretary, Frank J. Mollinare; superintendent of concessions, not reported; director of attractions, not reported; superintendent of space, not reported; racing secretary, not reported. Annual meeting, Dickinson County Court House, Iron Mountain. Date of 1945 fair not reported.

Eaton County 4-H Fair, Charlotte

TOTAL ATTENDANCE: 1944, 35,000; 1943, 32,000. Paid, 1944, 34,500; 1943, 31,500.

AID, PREMIUMS AND TAXES: State aid, 1944, \$2,000; 1943, \$1,422. Cash premiums paid, 1944, \$4,000; 1943, \$2,843.21. Federal taxes paid, 1944, \$1,835; State taxes paid, 1944, now known. Federal taxes paid for midway, 1944, not known; State taxes paid for midway, 1944, not reported.

RECEIPTS: Gate, 1944, \$2,716.30; 1943, \$5,604.31; grandstand, 1944, \$5,380.80; 1943, \$3,696.21; carnival, 1944, \$1,115.45; 1943, \$857.83; space, 1944, \$1,950; 1943, \$1,872; total receipts, 1944, \$21,232.03; 1943, \$17,005.39; net profit, 1944, \$3,513.20; 1943, \$4,949.90.

ADMINISTRATION: President, John B. Strange; secretary, Hans Kardel; superintendent of concessions, Sidney Phillips; director of attractions, Hans Kardel; superintendent of space, Hans Kardel; racing secretary, Earl Clever. Annual meeting, December 4. Dates of 1945 fair August 28-September 1.

Ingham County Fair, Mason

TOTAL ATTENDANCE: 1944, 35,000; 1943, not reported. Paid, 1944, 21,000; 1943, not reported.

AID, PREMIUMS AND TAXES: State aid, 1944, \$3,000; 1943, \$1,800. Cash premiums paid, 1944, \$6,000; 1943, not re-



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14 RIDES—10 SHOWS—SENSATIONAL FREE ACT Leo Simon in a High Fire Dive

EXECUTIVE STAFF:

JACK RUBACK
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Assistant Manager

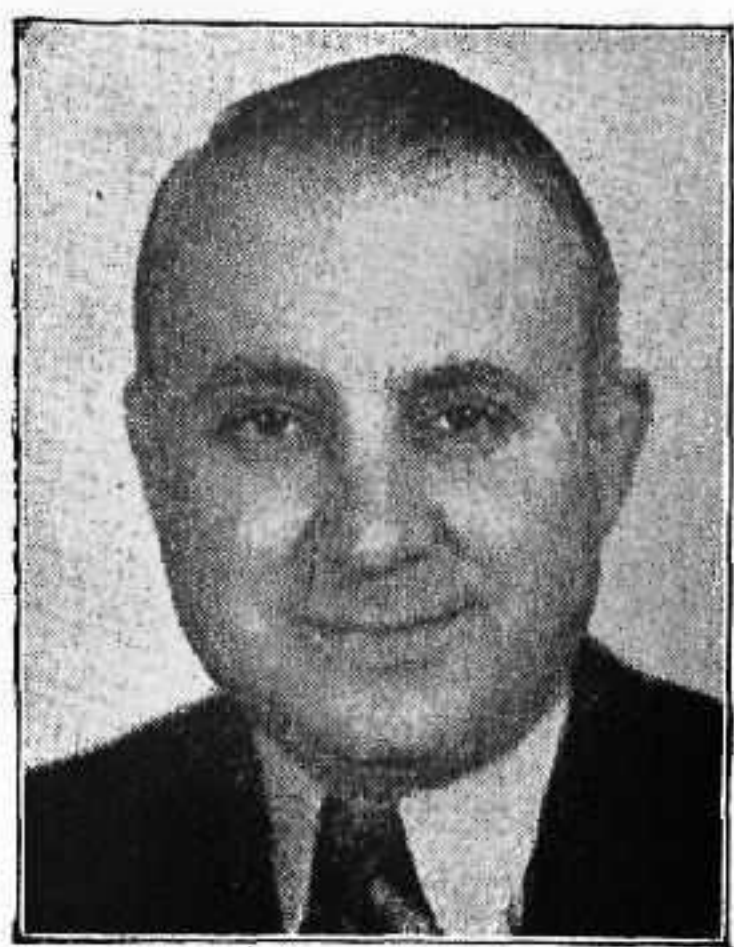
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Will Book Penny Arcade, Fun House, Athletic Show, Snake Show and Any Other Shows of Merit, and Rides Not Conflicting; Also Merchandise Concessions That Will No Conflict. Will Buy Ferris Wheel or Fly-O-Plane for Cash.

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WE WISH ALL OF OUR FRIENDS A MERRY CHRISTMAS AND A HAPPY NEW YEAR



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"It's your Fair —
So Be There!"



LOUISIANA STATE FAIR

SHREVEPORT

39 YEARS OF UNINTERRUPTED OPERATION

Thanks to all who helped make our
1944 State Fair and National Hereford Show

such a Tremendous Success

PLANS ARE NOW BEING MADE FOR A FINER
EXPOSITION FOR 1945

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SAGINAW FAIR

MICHIGAN'S LARGEST

Ask anyone who has been there!

SEPT. 9-15, 1945

Member I. A. F. E. and

Michigan Assn. of Fairs

CLARENCE H. HARNDEN, Mgr.

ported. Federal taxes paid, 1944, \$2,037.84; State taxes paid, 1944, none. Federal taxes paid for midway, 1944, not handled by fair; State taxes paid for midway, 1944, none.

RECEIPTS: Gate, 1944, \$6,559.05; grandstand, 1944, \$4,738.32; carnival, 1944, \$5,049.86; space, 1944, not reported; total receipts, 1944, not reported; net profit, 1944, \$4,000; 1943, receipts not reported.

ADMINISTRATION: President, Otto Hartig; secretary, superintendent of concessions, director of attractions and superintendent of space, Jay O'Davis; racing secretary, Bert Roche. Annual meeting, September 15. Dates of 1945 fair, August 20-26.

MINNESOTA

Becker County Fair, Detroit Lakes

TOTAL ATTENDANCE: 1944, 13,400; 1943, 12,600. Paid, 1944, free gate; 1943, grandstand.

AID, PREMIUMS AND TAXES: State aid, 1944, \$1,550; 1943, \$700. Cash premiums paid, 1944, \$1,630.45; 1943, \$1,155.97. Federal taxes paid, 1944, \$293.15; State taxes paid, federal taxes paid for midway, and State taxes paid for midway, not reported.

RECEIPTS: Gate, 1944, free gate; 1943, free gate; grandstand, 1944, \$1,448; 1943, \$1,690.71; carnival, 1944, \$1,191.46; 1943, \$960.80; space, not reported; total receipts, 1944, \$3,525.95; 1943, \$3,133.99; net profit, 1944, \$38.39; 1943, \$56.22.

ADMINISTRATION: President, Wester Harvala; secretary, George W. Peoples; superintendent of concessions, T. E. Vigen; director of attractions, George W. Peoples; superintendent of space, G. W. Peoples; racing secretary, Roy Lambert. Annual meeting, November. Dates of 1945 fair, not set.

Chippewa County Fair, Montevideo

TOTAL ATTENDANCE: 1944, 10,350; 1943, 11,663. Paid, 1944, 7,233; 1943, 8,277.

AID, PREMIUMS AND TAXES: State aid, 1944, \$1,436.55; 1943, \$1,442.10. Cash premiums, 1944, \$1,055.65; 1943, \$1,436.55. Federal taxes paid, 1944, \$801.40; State taxes paid, 1944, none. Federal taxes paid for midway, 1944, \$395.15; State taxes paid for midway, 1944, none.

RECEIPTS: Gate, 1944, \$2,097.57; 1943, \$2,234.89; grandstand, 1944, \$1,559.76; 1943, \$2,109.61; carnival, 1944, \$1,396.45; 1943, \$1,499.83; space, 1944, \$460; 1943, \$183; total receipts, 1944, \$11,312.58; 1943, \$10,986; net profit, 1944, \$1,594; 1943, \$894.

ADMINISTRATION: President, J. M. Thornton; secretary, Carl Engstrom; superintendent of concessions, A. J. Larson; director of attractions, Carl Engstrom; superintendent of space, A. J. Larson; racing secretary, G. W. Clawson. Annual meeting, January 15. Dates of 1945 fair, September 17-19.

Crow Wing County Fair, Brainerd

TOTAL ATTENDANCE: 1944, 12,000; 1943, 10,200. Paid, 1944, 8,456; 1943, 7,246.

AID, PREMIUMS AND TAXES: State aid, 1944, \$1,548; 1943, \$1,203. Cash premiums paid, 1944, \$1,548; 1943, \$1,203. Federal taxes paid, 1944, \$564; State taxes paid, 1944, none. Federal taxes paid for midway, 1944, carnival paid; State taxes paid for midway, 1944, none.

RECEIPTS: Gate, 1944, \$2,610; 1943, \$2,079; grandstand, 1944, none; 1943, none; carnival, 1944, \$510.71; 1943, \$738.29; space, 1944, \$202; 1943, \$262; total receipts, 1944, \$3,385.91; 1943, \$4,758.06; net profit, 1944, \$1,115.68; 1943, \$1,603.66.

ADMINISTRATION: President, Earl Richolson; secretary, B. C. Wilkins; superintendent of concessions, B. C. Wilkins; director of attractions, Earl L. Richolson; superintendent of space, B. C. Wilkins. Annual meeting, November 24. Dates of 1945 fair, August 15-18.

Minnesota State Fair, St. Paul

TOTAL ATTENDANCE: 1944, 414,386; 1943, 438,813. Paid, 1944, everybody pays; 1943, everybody pays.

AID, PREMIUMS AND TAXES: State aid, 1944, \$25,000; 1943, \$25,000. Cash premiums paid, 1944, \$25,697.56; 1943, \$27,871.56. Federal taxes paid, 1944, \$38,483.92; State taxes paid, 1944, none. Federal taxes paid for midway, 1944, paid by carnival; State taxes paid for midway, 1944, none.

RECEIPTS: Gate, 1944, \$90,373.50; 1943, \$115,714.06; grandstand, 1944, \$80,-

207.48; 1943, \$66,945.75; carnival, including concessions, 1944, \$84,471.67; 1943, \$73,098.33; space, 1944, \$5,550; 1943, \$4,642.50; total receipts, 1944 (estimated), \$431,000; 1943, \$383,136; net profit, not reported.

ADMINISTRATION: President, A. H. Dath; secretary, Raymond A. Lee; superintendent of concessions and space rentals, Harry J. Frost; director of attractions, Al Sheehan; racing secretary, J. G. Goodspeed. Annual meeting, Radisson Hotel, Minneapolis, January 10, 11 and 12. Dates of 1945 fair, August 25 to September 3.

Mower County Fair, Austin

TOTAL ATTENDANCE: 1944, 36,000; 1943, 23,000. Paid, not reported.

AID, PREMIUMS AND TAXES: State aid, 1944, \$1,550; 1943, \$1,550. Cash premiums paid, 1944, \$8,000; 1943, \$5,500. Federal taxes paid, 1944, \$2,500; State taxes paid, 1944, not reported. Federal taxes paid for midway, 1944, \$1,600; State taxes paid for midway, 1944, not reported.

RECEIPTS: Gate, 1944, \$6,000; 1943, \$5,000; grandstand, 1944, \$6,500; 1943, \$5,200; carnival, 1944, \$8,000; 1943, \$7,200; space, not reported; total receipts, 1944, \$35,000; 1943, \$24,000; net profit, 1944, \$2,500; 1943, \$1,500.

ADMINISTRATION: President, Alvin Baudler; secretary, P. J. Holand; superintendent of concessions, Guy Wold; director of attractions, Alvin Baudler; superintendent of space, Harry Saunders; racing secretary, not reported. Annual meeting, November 21. Dates of 1945 fair, August 8-12.

Steele County Free Fair, Owatonna

TOTAL ATTENDANCE: 1944, 128,643; 1943, not reported. Paid, 1944, free gate; 1943, not reported.

AID, PREMIUMS AND TAXES: State aid, 1944, \$1,550; 1943, not reported. Cash premiums paid, 1944, \$4,419.61; 1943, not reported. Federal taxes paid, 1944, \$2,163.32; State taxes paid, federal taxes paid for midway, and State taxes paid for midway, not reported.

RECEIPTS: Gate, 1944, free gate; grandstand, 1944, \$10,266.26; carnival, 1944, \$4,077.59; space, 1944, \$4,087.80; total receipts, 1944, \$30,920.51; net profit, 1944, \$6,212.09; 1943, not reported.

ADMINISTRATION: President, Fred C. Johnson; secretary, C. A. Tincer; superintendent of concessions, C. A. Tincer; director of attractions, C. A. Tincer; superintendent of space, C. A. Tincer; racing secretary, Fred C. Johnson. Annual meeting, November 6, Owatonna. Dates of 1945 fair, August 14-19.

Swift County Fair, Appleton

TOTAL ATTENDANCE: 1944, 15,000; 1943, 22,000. Paid, 1944, 8,036; 1943, 9,020.

AID, PREMIUMS AND TAXES: State aid, 1944, \$1,550; 1943, \$1,550. Cash premiums paid, 1944, \$1,573.05; 1943, \$1,557.01. Federal taxes paid, 1944, \$955.53; State taxes paid, 1944, none; State taxes paid for midway, 1944, none.

RECEIPTS: Gate, 1944, \$2,811.74; 1943, \$2,795.55; grandstand, 1944, \$1,566.15; 1943, \$1,511.37; carnival, 1944, \$884.04; 1943, \$1,012.13; space, 1944, \$13.50; 1943, \$14.50; total receipts, 1944, \$5,275.43; 1943, \$5,333.55; net profit, 1944, approximately \$2,000; 1943, approximately \$2,000.

ADMINISTRATION: President, Paul Waldon; secretary, J. G. Anderson; superintendents of concessions, J. G. Anderson and E. W. Pederson; director of attractions, J. G. Anderson; superintendent of space, J. G. Anderson. Annual meeting, October 26. Dates of 1945 fair, tentative, August 23-26.

Traverse County Fair, Wheaton

TOTAL ATTENDANCE: 1944, 8,565; 1943, 8,857. Paid, 1944, 8,565; 1943, 8,857.

AID, PREMIUMS AND TAXES: State aid, 1944, \$1,550; 1943, \$1,550. Cash premiums paid, 1944, \$1,564.30; 1943, \$1,604.65. Federal taxes paid, 1944, \$1,204.32; State taxes paid, federal taxes paid for midway, and State taxes paid for midway, 1944, not reported.

RECEIPTS: Gate, 1944, \$3,557.85; 1943, \$3,630.69; grandstand, 1944, \$1,560.60; 1943, \$1,250.61; carnival, 1944, \$2,884.89; 1943, \$2,026.15; space and total receipts, not reported; net profit, 1944, \$227.51; 1943, \$813.51.

ADMINISTRATION: President, Earl E. Huber; secretary, A. W. Vye; superintendent of concessions, A. W. Vye; director of attractions, Earl E. Huber; su

(Continued on page 35)



World of Mirth Shows



MAX LINDERMAN
GENERAL MANAGER

FRANK BERGEN
ASSISTANT MANAGER

RALPH W. SMITH
SECRETARY-TREASURER

L. HARVEY CANN
GENERAL AGENT

GERALD SNELLENS
CONTRACTING AGENT

STARR DE BELLE
PRESS AGENT

It was no easy task to take a mammoth enterprise like the **WORLD OF MIRTH SHOWS** through another war-time season. But the loyalty of all our co-workers to the great tradition that "The Show Must Go On" was equal to the most trying handicaps.

It is, therefore, to these resourceful and conscientious showpeople and to the fair managers and directors under whom we played that we extend our thanks for helping us put the show on in all its splendor in every one of the stops we made.

WORLD OF MIRTH SHOWS, Inc.

Max Linderman, General Manager
10 ROCKEFELLER PLAZA, NEW YORK, N. Y.

Winter Quarters

William Byrd Hotel, Richmond, Va.

The honor of having again been the heads of the concession department of the **WORLD OF MIRTH SHOWS** during the '44 season—is all ours. Through the splendid reputation of your midway and the great route played, we have again endeavored to keep our merchandise concessions in keeping with the high standards of your midway and we are pleased that our endeavors brought financial results. We and our personnel thank you for another pleasant and profitable tour.

AMERICAN CONCESSION CO.

JACK GILBERT, Manager
PHIL ISSER, Directing Manager at Fairs

FOR VICTORY - BUY BONDS

AL WAGNER



THE OF AMUSSEMENTS SALUTES THE CAVALCADE OF FAIRS

- ★ NORTH DAKOTA STATE FAIR
Minot, N. D.
- PENNINGTON COUNTY FAIR
Thief River Falls, Minn.
- ★ MONTANA STATE FAIR
Great Falls, Mont.
- ★ MIDLAND EMPIRE FAIR
Billings, Mont.
- ★ NEBRASKA STATE FAIR
Lincoln, Nebr.
- ★ KANSAS STATE FAIR
Hutchinson, Kan.
- ★ NEW MEXICO STATE FAIR
Albuquerque, N. M.
- ★ TULSA FAIR AND LIVESTOCK
SHOW
Tulsa, Okla.
- ★ GARFIELD COUNTY FAIR
Enid, Okla.

★ BROKE ALL ESTABLISHED MIDWAY RECORDS

Visit our SUITE 342 (Bull Fight Room) at the Sherman Hotel,
Chicago, During the Convention.

LOOK!

IT WILL BE DONE

ONE YEAR AGO we announced a NEW SHOW not just a NEW TITLE. OUR CONTENTION was then . . . and IS NOW . . . that America NEEDED a NEW SHOW.

NOT the SAME OLD MIDWAY with a NEW NAME but SOMETHING DIFFERENT. What Happened? Our representatives booked a route for the Cavalcade of Amusements that everybody claimed was SUICIDE for a NEW SHOW.

WE PLAYED EVERY CITY AND FAIR CONTRACTED. RECORDS . . . FINANCIAL and ATTENDANCE . . . WERE BROKEN AT SEVEN STATE FAIRS.

76,584 AMUSEMENT SEEKING ST. LOUIS PATRONS WENT THRU THE CAVALCADE GATES IN 3 DAYS.

NOW COMES ANOTHER YEAR. WE WILL NOW MAKE MORE PROMISES AND THESE WE WILL FAITHFULLY FULFILL AS WE DID IN 1944.

For Our 1945 Season We Will Present a **NEW CAVALCADE OF AMUSEMENTS.**

NEW SHOWS will be produced and built for Amusement.
NEW RIDES THAT WILL BRING THRILL AND COLOR TO YOUR MIDWAY
MORE LIGHT TOWERS . . . MORE MILES OF NEON LIGHTING.

WE THANK THOSE PROGRESSIVE FAIR MANAGERS FOR THEIR CONFIDENCE IN OUR UNDERTAKING. WE ARE GRATEFUL TO THEM ALL FOR THE WHOLE-HEARTED EFFORTS TO MAKE OUR FIRST SEASON A RECORD-BREAKING ACHIEVEMENT.

A MODERN 1945 MIDWAY WITH ALL THE MERIT AND GLORY OF A WORLD'S FAIR.

FAIR SECRETARIES AND SHOWMEN

FOR 1945 SEASON, WRITE:

AL WAGNER

40 RAILWAY CARS OF SUPER ATTRACTIONS IN 1945

CAVALCADE OF AMUSEMENTS

WINTER QUARTERS: FAIRGROUNDS,

TULSA, OKLA.

**AFTER BREAKING ALL RECORDS-
IN
1944**



L. C. CURLY REYNOLDS, Owner
W. I. Lindsay, Secy.

*Two great shows
will combine into
one and*

Present



H. (IZZY) WELLS, Owner
A. Signon, Auditor

AN ENLARGED, MORE DYNAMIC

WORLD *of* TODAY SHOWS

and **REYNOLDS & WELLS** **UNITED SHOWS**

FOR THE 1945 VICTORY TOUR!!

THE WORLD'S LARGEST MOTORIZED MIDWAY
10 LIGHT TOWERS 18 RIDES 20 SHOWS

**No Fair Too Large For This Modern Midway. All Equipment
Pleasing To The Eyes And In First-Class Condition**

- REPUTABLE SHOWMEN
- FOREMEN & RIDE HELP
- SLUM CONCESSIONS
- PENNY ARCADE
- MOTOR DROME


CAN PLACE

Only the Best of Attractions and Equipment Will Be Considered

WINTER QUARTERS: FAIRGROUNDS, BOX 782, MUSKOGEE, OKLA.

STATISTICAL DIRECTORY

(Continued from page 30)
 perintendent of space, A. W. Vye; racing secretary, Earl E. Huber. Annual meeting, November 9. Dates of 1945 fair, September 6-9.

Waseca County Fair, Waseca

TOTAL ATTENDANCE: 1944, estimated 10,000; 1943, estimated 8,000. Paid, 1944, free fair; 1943, not reported.

AID, PREMIUMS AND TAXES: State aid, 1944, \$1,500; 1943, \$1,040. Cash premiums paid, 1944, \$1,505; 1943, \$1,040. Federal taxes paid, 1944, \$84; State taxes paid, 1944, not reported. Federal taxes paid for midway, 1944, carnival paid direct; State taxes paid for midway, 1944, not reported.

RECEIPTS: Gate, free fair; grandstand, 1944, approximately \$512.75; 1943, none; carnival, 1944, approximately \$210; 1943, approximately \$400; space, total receipts and net profit not reported.

ADMINISTRATION: President, F. W. Sponberg; secretary, Leon J. B. Sexton; superintendent of concessions, F. T. Madden; director of attractions, not elected yet; superintendent of space, F. T. Madden. Annual meeting, December. Dates of 1945 fair not set.

MISSISSIPPI

Mississippi-Alabama Fair and Dairy Show, Inc., Tupelo, Miss.

TOTAL ATTENDANCE: 1944, 97,000; 1943, 101,000. Paid, 1944, not reported; 1943, not reported.

AID, PREMIUMS AND TAXES: State aid, 1944, \$1,000; 1943, \$1,000. Cash premiums paid, 1944, \$10,000; 1943, \$8,000. Federal taxes paid, 1944, not reported; State taxes paid, 1944, not reported. Federal taxes paid for midway, 1944, not reported; State taxes paid for midway, 1944, not reported.

RECEIPTS: Not reported.
ADMINISTRATION: Manager, James M. Savery; superintendent of concessions, James M. Savery; director of attractions, James M. Savery; superintendent of space, James M. Savery. Annual meeting, monthly, Tupelo. Dates of 1945 fair, October 1-5.

MISSOURI

Ozark Empire District Fair, Springfield

TOTAL ATTENDANCE: 1944, 128,000; 1943, 104,000. Paid, 1944, 102,000; 1943, 89,700.

AID, PREMIUMS AND TAXES: State aid, none. Cash premiums paid, 1944, \$14,600; 1943, \$10,874. Federal taxes paid, 1944, \$7,547.87; State taxes paid, 1944, \$352.57. Federal taxes paid for midway, State taxes paid for midway, no record.

RECEIPTS: Gate, 1944, \$26,755.68; 1943, \$17,044.77; grandstand, 1944, \$20,930.90; 1943, \$15,852.56; carnival, 1944, \$5,440.03; 1943, \$4,558.78; space, 1944, \$6,019.48; 1943, \$4,404.86; total receipts, 1944, \$74,995.76; 1943, \$52,376.57; net profit, 1944, \$15,385.69; 1943, \$4,500.24.

ADMINISTRATION: President, H. Frank Fellows; secretary-manager, G. B. Boyd; assistant to manager, Dorothy Dickman; superintendent of concessions, M. R. Walshe; director of attractions, Louis W. Repp; superintendent of space, not reported; racing director, Dr. W. A. Delzell. Annual meeting, during January, Springfield. Dates of 1945 fair, August 11-17 (tentative).

MONTANA

Midland Empire Fair and Rodeo, Billings

TOTAL ATTENDANCE: Not reported.
AID, PREMIUMS AND TAXES: State aid, cash premiums paid, not reported. Federal taxes paid, 1944, \$12,250; State taxes paid, federal taxes paid for midway, and State taxes paid for midway, not reported.

RECEIPTS: None reported.
ADMINISTRATION: President, Rockwood Brown; secretary-manager, H. L. Pitton. Dates of 1945 fair, not reported.

North Montana State Fair, Great Falls

TOTAL ATTENDANCE: 1944, 174,027; 1943, 178,911. Paid, not reported.

AID, PREMIUMS AND TAXES: State

aid, 1944, none; 1943, county taxes, \$33,572.59. Cash premiums paid, 1944, \$20,203.75; 1943, \$20,617.90. Federal taxes paid, 1944, \$17,302.04; State taxes paid, 1944, none. Federal taxes paid for midway, 1944, \$6,936.20; State taxes paid for midway, 1944, none.

RECEIPTS: Gate, 1944, \$37,228.06; 1943, \$21,566.88; grandstand, 1944, \$60,956.61; 1943, \$33,230.40; carnival, 1944, \$7,591.34; 1943, \$4,469.58; space, 1944, \$9,163.54; 1943, \$10,010.01; total receipts, 1944, \$263,841.37, not including October taxes; 1943, \$162,298.71; net profit, 1944, \$83,540.81; 1943, \$21,100.11.

ADMINISTRATION: President, O. S. Warden; secretary, Dan P. Thurber; superintendent of concessions, Howard H. Stanley; director of attractions, Dan P. Thurber; superintendent of space, Howard H. Stanley; racing secretary, Earl Harrill. Annual meeting, Great Falls, October 27. Dates of 1945 fair, August 6-11.

NEBRASKA

Douglas County Fair, Waterloo

TOTAL ATTENDANCE: 1944, 30,000; 1943, not reported. Paid, not reported.

AID, PREMIUMS AND TAXES: State aid, 1944, \$7,500; 1943, not reported. Cash premiums paid, 1944, \$3,000; 1943, not reported. Federal taxes paid, State taxes paid, federal taxes paid for midway, State taxes paid for midway, not reported.

RECEIPTS: None reported.
ADMINISTRATION: President, Wm. Steyer; secretary, R. D. Herrington; superintendent of concessions, R. D. Herrington; director of attractions, superintendent of space and racing secretary, not reported. Annual meeting, not reported. Dates of 1945 fair, second week of September.

Gage County Fair, Beatrice

TOTAL ATTENDANCE: 1944, 12,000; 1943, 7,500. Paid, 1944 and 1943, free gate.

AID, PREMIUMS AND TAXES: State aid, not reported. Cash premiums paid, 1944, \$1,500; 1943, \$1,200. Federal taxes paid, 1944, \$732; State taxes paid, not reported; Federal and State taxes paid for midway, 1944, not reported.

RECEIPTS: Gate, 1944, \$928.65; grandstand, 1944, \$4,308.31; carnival, 1944, \$804.69; space, 1944, \$390; total receipts, 1944, not reported; net profit, not reported. Receipts, 1943, not reported.

ADMINISTRATION: President, Henry F. Brandt; secretary, J. M. Quackenbush; superintendent of concessions, Orville Glass; director of attractions, William Cook; superintendents of space, Louis Klein and Ken Reid; racing secretary, H. F. Brandt. Annual meeting, December 7. Dates of 1945 fair, September 25-28.

Morrill County Fair, Bridgeport

TOTAL ATTENDANCE: 1933, \$5,500; 1943, 4,000. Paid, 1944, 4,608; 1943, 3,087.

AID, PREMIUMS AND TAXES: State aid, 1944, \$2,000; 1943, \$2,000. Cash premiums paid, 1944, \$523.35; 1943, \$480.55. Federal taxes paid, 1944, \$523.77; State taxes paid, 1944, not reported; federal and State taxes paid for midway, 1944, none.

RECEIPTS: Grandstand, 1944, \$2,594.18; 1943, \$1,564.51; total receipts, 1944, \$2,594.18; 1943, \$1,564.51; gate, carnival, space and net profit not reported.

ADMINISTRATION: President, A. B. Atkins; secretary, J. Cedric Conover; superintendent of concessions, C. N. Clemens; director of attractions, G. B. Alshouse; superintendent of space, not reported; racing secretary, not reported. Annual meeting, January 8. Dates of 1945 fair, September 1-3.

Nebraska State Fair, Lincoln

TOTAL ATTENDANCE: 1944, 190,000; 1943, 70,000. Paid, 1944, 75,057; 1943, 36,234.

AID, PREMIUMS AND TAXES: State aid, 1944, none; 1943, none. Cash premiums paid, 1944, \$26,035.21; speed purses, \$33,379.55; 1943, \$8,747.43; speed purses, \$23,565.50. Federal taxes paid, 1944, \$13,517.89; State taxes paid, 1944, \$2,949.62. Federal taxes paid for midway, State taxes paid for midway, not reported.

RECEIPTS: Gate, 1944, \$41,609.15; 1943, \$13,712.20; grandstand, 1944, \$35,717.95; 1943, \$17,860.15; carnival, 1944,

WE'LL
BE
SEEING
YOU!!!



ILLINOIS STATE FAIR

—SPRINGFIELD—

DWIGHT H. GREEN, Governor

HOWARD LEONARD, Director of Agriculture

W. V. (JAKE) WARD, General Manager

Despite the Rain...



The JITTERS

DID NOT GRIP THE 1944

YORK INTER STATE FAIR

MANAGEMENT, EXHIBITOR OR THE CONCESSIONERS

THEY ALL MADE MONEY AND WERE HAPPY

HAVE YOU ANYTHING TO MAKE A GOOD FAIR BETTER? IF SO

Write to

YORK INTER STATE FAIR 141 W. MARKET YORK, PA.

DAY SEPT. 11, 12, 13, 14, 15, 1945 NIGHT

NEBRASKA STATE FAIR

LINCOLN

**Broke all attendance
and receipt records
in 1944**

**Now planning for a bigger and
better fair next year**

1945 DATES—SEPT. 2-7

**EDWIN SCHULTZ, President
E. J. MILLE, Secretary**

\$9,652.78; 1943, \$3,847.20; space, 1944, \$8,976.48; 1943, \$6,454.87; total receipts, 1944, \$219,539.97; 1943, \$126,029.94; net profit, 1944, \$37,865.50; 1943, \$29,834.06.

ADMINISTRATION: President, Edwin Schultz; secretary, E. J. Mille; superintendent of concessions, J. M. Calder; director of attractions, E. Preston Bailey; superintendent of space, J. M. Calder; racing secretary, Charles Mullancy. Annual meeting, January 23 and 24, 1945, Cornhusker Hotel, Lincoln. Dates of 1945 fair, September 2-7.

Richardson County Free Fair, Humboldt

TOTAL ATTENDANCE: 1944, 40,000; 1943, 30,000. Paid, 1944, 1943, none.

AID, PREMIUMS AND TAXES: 1944, 1943, not reported.

RECEIPTS: 1944, 143, not reported.

ADMINISTRATION: President, E. M. Boss; secretary, L. E. Watson; superintendent of concessions, director of attractions, superintendent of space, racing secretary, not reported. Annual meeting, November 16. Dates of 1945 fair, September 12-14.

Thayer County Fair, Deshler

TOTAL ATTENDANCE: 1944, 6,900; 1943, 6,000. Paid, 1944, 6,800; 1943, 5,900.

AID, PREMIUMS AND TAXES: State aid, none; cash premiums paid, not reported; federal taxes paid, 1944, \$612.26; State taxes, not reported; federal taxes paid for midway, not reported; State taxes paid for midway, none.

RECEIPTS: Gate, 1944, \$1,505.59; grandstand, 1944, \$1,036.66; carnival, 1944, \$452.43; space, 1944, \$102.41; total receipts, 1944, \$3,097.09; net profit, 1944, \$750; 1943 receipts not reported.

ADMINISTRATION: President, H. B. Rossmiller; secretary, not reported; superintendent of concessions, not reported; director of attractions, not reported; superintendent of space, E. J. Grupe. Annual meeting, October 30. Dates of 1945 fair, August 14-17.

NEW HAMPSHIRE

Cheshire Fair, Keene

TOTAL ATTENDANCE: 1944, 7,194; 1941, 10,000. Paid, 1944, 5,824; 1941, 7,739.

AID, PREMIUMS AND TAXES: State aid, 1944, \$7,000; 1941, \$5,200. Cash premiums, 1944, \$5,825; 1941, \$3,700. Federal taxes paid, 1944, \$698.32; State taxes paid, 1944, none. Federal taxes paid midway, not reported; State taxes for midway, not reported.

RECEIPTS: Gate, 1944, \$2,908.44; grandstand, 1944, \$362.25; carnival, 1944, \$1,235; 1941, \$920.50; space, 1944, \$450; 1941, \$682.50; total receipts, not reported; net profit, not reported.

ADMINISTRATION: President, Charles T. Richardson; secretary, H. W. Adams; superintendent of concessions, Clarence F. Worcester; director of attractions, Lawrence M. Pickett; superintendent of space, Carl E. Bloomer; racing secretary, Roger B. Ladd. Annual meeting, November 16. Date of 1945 not set.

Lancaster Fair, Lancaster

TOTAL ATTENDANCE: 1944, not reported; 1943, no fair. Paid, 1944, 15

AID, PREMIUMS AND TAXES, not reported. Cash premiums paid, \$4,377. Federal taxes paid, \$2,846.27; State taxes paid, not reported; Federal taxes for midway, not reported; State taxes paid for midway, not reported.

RECEIPTS: gate, \$14,376.53; grandstand, \$2,788.95; carnival, not reported; space, \$2,780.50; total receipts, not reported; net profit, \$1,306.01.

ADMINISTRATION: President, Dan Lee; secretary, Carroll Stoughton; superintendent of concessions, Daniel J. Land; director of attractions, not reported; superintendent of space, Dan Truland; racing secretary, Albert J. Ney. Annual meeting, October 9. Date of 1945 fair, September 1-3.

NEW JERSEY

Flemington Agricultural Fair

TOTAL ATTENDANCE: 1944, 75,194; 1943, not reported. Paid, 1944, no

SUNSET AMUSEMENT CO.

Permanent Winter Quarters, 701-05 N. Main Street
EXCELSIOR SPRINGS, MISSOURI

K. H. GARMAN

OWNER & MANAGER

To all the Fairs, Auspices and Committees in Missouri, Iowa, Kansas, Nebraska and Illinois who have helped make the past season the best in our 16 years under the Sunset Banner.

BIGGER IN 1945!

CONTACT US AT

Hotel Sherman, Chicago, Meeting.

Hotel Fort Des Moines, Iowa, Meeting.

Hotel St. Nicholas, Springfield, Ill., Meeting.

Missouri Fair Meeting.

OR WRITE:

SUNSET AMUSEMENT CO. DANVILLE, ILLINOIS

THE ART B. THOMAS SHOWS



ART THOMAS

Holiday Greetings

To All Our Friends and Customers

Again Our most successful season — the best of our entire experience — 19 years in show business.

A better show in 1945 with 7 major rides and 8 side shows. Quality and beauty always first.

LENNOX, S. D.—PHONE 118

ported. 1943, not reported.
AID, PREMIUMS AND TAXES: State aid, 1944, \$3,000; 1943, not reported. Cash premiums paid, 1944, \$5,000; 1943, not reported. Federal taxes paid, 1944, not reported; State taxes paid, 1944, not reported. Federal taxes paid for midway, 1944, not reported; State taxes paid for midway, 1944, not reported.

RECEIPTS: gate, not reported; grandstand, not reported; carnival, not reported; space, not reported; total receipts, not reported; net profits, not reported.

ADMINISTRATION: President, Maj. Edward B. Allen; secretary, not reported; superintendent of concessions, not reported; director of attractions, not reported; superintendent of space, not reported; racing secretary, Norman Marshall. Annual meeting, fairgrounds, January 10. Dates of 1945 fair, opens Thursday before Labor Day.

NEW YORK

Albany-Schenectady County Fair, Altamont

TOTAL ATTENDANCE: 1944, 20,000; 1943, no fair. Paid, not reported.

AID, PREMIUMS AND TAXES: State aid expected, 1944, \$8,000. Cash premiums paid, 1944, \$6,500; horse race, \$3,000. Taxes paid, not reported.

RECEIPTS: not reported (rained out, except Tuesday and Saturday).

ADMINISTRATION: President, Fred Dorsett; secretary, Roy F. Peugh; superintendent of concessions, O. C. Buck; director of attractions, O. C. Buck; superintendent of space, O. C. Buck; racing secretary, M. J. Pangburn. Annual meeting, Altamont, December 9. Dates of 1945 fair, August, date not yet set.

Union Agricultural Society Fair, Palmyra

TOTAL ATTENDANCE: 1944, approximately 16,000; 1943, not reported. Paid, 1944, 11,247; 1943, not reported.

AID, PREMIUMS AND TAXES: State aid, 1944, \$6,983.60; 1943, \$6,995.50. Cash premiums paid, 1944, \$9,627.45; 1943, \$6,983.60. Federal taxes paid, 1944, \$1,146.06; State taxes paid, not reported. Federal taxes paid for midway, not reported; State taxes paid for midway, not reported.

Receipts, gate, 1944, \$6,464.60; 1943, grandstand, 1944, \$972.85; 1943, \$694.07; carnival, 1944, \$1,848.04; 1943, \$1,591.82; space, not reported; total receipts, 1944, incomplete, \$10,798.15; 1943, \$9,813.97; net profit, not reported.

ADMINISTRATION: President, Charles H. Johnson; secretary, W. Ray Converse; superintendent of concessions, W. Ray Converse; director of attractions, W. Ray Converse-John Meyers; superintendent of space, W. Ray Converse; racing secretary, John Meyers. Annual meeting, Palmyra. Dates of 1945 fair not set.

OHIO

Auglaize County Fair, Wapakoneta

TOTAL ATTENDANCE: 1944, 85,000; 1943, 70,000. Paid, 1944, 1943, not reported.

AID, PREMIUMS AND TAXES: State aid, 1944, \$2,800; 1943, \$2,800. Cash premiums paid, 1944, \$12,400; 1943, \$8,000. Federal taxes paid, 1944, \$3,600; State taxes paid, federal taxes paid for midway, State taxes paid for midway, not reported.

RECEIPTS: Gate, 1944, \$8,200; 1943, \$6,000; grandstand, 1944, \$11,000; 1943, \$6,700; carnival, space, not reported; total receipts, 1944, \$42,000; 1943, \$32,000; net profit not reported.

ADMINISTRATION: President, E. W. Laut; secretary, Harry Kahn; superintendent of concessions, Harry Kahn; director of attractions, Harry Kahn; superintendent of space, Harry Kahn; racing secretary, Russell Young. Annual meeting, December 2, Wapakoneta. Dates of 1945 fair, last week in August.

Cuyahoga County (Berea) Fair, Berea

TOTAL ATTENDANCE: 1944, 59,860; 1943, no fair held. Paid, 1944, 44,900.

AID, PREMIUMS AND TAXES: State aid, 1944, \$800. Cash premiums paid, 1944, \$10,349.70. Federal taxes paid, 1944, \$5,919.90; State taxes paid, 1944, none. Federal taxes paid for midway, State taxes paid for midway, not reported.

RECEIPTS: Gate, 1944, \$22,540; grandstand, 1944, \$6,465; carnival, 1944, \$5,178.48; space, 1944, \$720; total re-

ceipts, 1944, \$24,903.98; net profit, 1944, about \$10,000.

ADMINISTRATION: President, H. P. Richards; secretary, Wm. H. Kroesen; superintendent of concessions, J. M. Simpson; director of attractions, executive committee; superintendent of space, Ed Koster; racing secretary, Charles W. Mapes. Annual meeting, City Hall, Berea, December 2. Dates of 1945 fair, 3d week of August.

Mahoning County Fair, Canfield

TOTAL ATTENDANCE: 1944, 60,000; 1943, 58,000. Paid, 1944, 49,592; 1943, 43,560.

AID, PREMIUMS AND TAXES: State aid, 1944, \$2,800; 1943, none. Cash premiums paid, 1944, \$17,330.65; 1943, \$11,470.65. Federal taxes paid, 1944, \$7,080.63; State taxes paid, federal taxes paid for midway, State taxes paid for midway, not reported.

RECEIPTS: Gate, 1944, \$33,061.75; 1943, \$21,780.55; grandstand, 1944, \$19,210; 1943, \$11,853.80; carnival, 1944, \$4,789; 1943, \$3,578.50; space, 1944, \$350; 1943, \$324; total receipts, 1944, \$70,000; 1943, \$40,213.91; net profit 1944, \$10,350; 1943, \$4,196.

ADMINISTRATION: President, M. Fred Moherwan; secretary, E. R. Zieger; superintendent of concessions, Grover Fossnacht; director of attractions, E. W. Travis; superintendent of space, E. R. Zieger; racing secretary, Charles Wilson. Annual meeting, November 1. Dates of 1945 fair, August 30, 31-September 1, 3.

Montgomery County Fair, Dayton

TOTAL ATTENDANCE: 1944, 80,000; 1943, 75,000. Paid, 1944, 52,507; 1943, 48,657.

AID, PREMIUMS AND TAXES: State aid, 1944, \$482.75; 1943, \$452.65. Cash premiums paid, 1944, \$16,343.13; 1943, \$13,535.05. Federal taxes paid, 1944, \$5,356.16; State taxes paid, federal taxes paid for midway, State taxes paid for midway, not reported.

RECEIPTS: Gate and parking, 1944, \$24,057.19; 1943, \$16,906.17; grandstand, 1944, \$4,971.12; 1943, \$2,951.20; privileges, 1944, \$7,925.63; 1943, \$7,367.47; space, 1944, \$564.00; 1943, \$784.00; total receipts, 1944, \$65,206.84; 1943, \$51,866.70; net profit, 1944, \$16,746.07 estimated; 1943, \$10,686.98.

ADMINISTRATION: President, C. C. Neff; secretary, R. C. Haines; superintendent of concessions, director of attractions, superintendent of space, and racing secretary, not reported. Annual meeting, January 6. Dates of 1945 fair, September 3-6.

Preble County Fair, Eaton

TOTAL ATTENDANCE: 1944, 120,000; 1943, not reported. Paid, 1944, 11,245; 1943, not reported.

AID, PREMIUMS AND TAXES: 1943 not reported. State aid, 1944, \$2,800. Cash premiums paid, 1944, \$7,106.62; Federal taxes paid, 1944, \$1,326.12; State taxes paid, 1944, \$89.72. Federal taxes paid for midway, 1944, not reported; State taxes paid for midway, 1944, not reported.

RECEIPTS: 1943 not reported. Gate, 1944, \$7,106.62; grandstand, 1944, \$2,993.35; 1943, \$1,823.95; carnival, 1944, \$1,823.95; space, 1944, \$122; total receipts, 1944, \$12,045.92; net profit, 1944, not reported.

ADMINISTRATION: President, C. C. Creager; secretary, William B. Pryor; superintendent of concessions, John Ernst; director of attractions, William B. Pryor; superintendent of space, John Ernst; racing secretary, J. H. Pundt. Annual meeting, December 8. Dates of 1945 fair not set.

OKLAHOMA

Oklahoma Free State Fair, Muskogee

TOTAL ATTENDANCE: 1944, not reported; 1943, not reported. Paid, 1944, not reported; 1943, not reported.

AID, PREMIUMS AND TAXES: State aid, 1944, not reported; 1943, not reported. Cash premiums paid, 1944, not reported; 1943, not reported. Federal taxes paid, 1944, \$5,474.16; State taxes paid, 1944, not reported. Federal taxes paid for midway, 1944, not reported; State taxes paid for midway, 1944, not reported.

RECEIPTS: Gate, 1944, \$25,615.77; 1943, not reported; grandstand, 1944, not reported; 1943, not reported; carnival, 1944, \$43,185.49; 1943, not reported; space, 1944, not reported; 1943, not reported; total receipts, 1944, not reported; 1943,

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1945 Dates — August 30-September 9 Inclusive

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J. H. WARREN, K. C.
President
Saskatoon, Canada

MRS. LETTA WALSH
Acting Secretary
Saskatoon, Canada

Also:

THE WESTERN CANADA FAIRS ASSOCIATION

("B" Circuit)

KEITH STEWART, Secretary

Portage la Prairie, Canada

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not reported; net profit, 1944, not reported; 1943, not reported.
ADMINISTRATION: President, Wm. S. Warner; secretary-manager, Ethel Murray Simonds; superintendent of concessions, not reported; director of attractions, not reported; superintendent of space, not reported; racing secretary, not reported. Annual meeting, not reported. Dates of 1945 fair, not reported.

PENNSYLVANIA

Forest Park Free Fair, Hanover
TOTAL ATTENDANCE: 1944, 20,000; 1943, 18,000. Paid, no report.
AID, PREMIUMS AND TAXES, no report.
RECEIPTS: no report.
ADMINISTRATION: President, A. F. Karst; secretary, A. F. Karst; superintendent of concessions, A. F. Karst; director of attractions, A. F. Karst; superintendent of space, A. F. Karst; racing secretary, not reported. Annual meeting, not reported. Dates of 1945 fair, September 3-10.

Great Allentown Fair, Allentown
TOTAL ATTENDANCE: 1944, 199,429; 1943, 200,784. Paid 1944, 117,589; 1943, 122,224.
AID, PREMIUMS AND TAXES, State aid, 1944, \$1,000; 1943, \$1,000. Cash premiums paid, 1944, \$14,833.75; 1943, \$13,571.25. Federal taxes paid, 1944 \$14,833.75; State taxes paid, not reported. Federal taxes paid for midway, not reported; State taxes paid for midway, not reported.
RECEIPTS: Gate, 1944, \$45,176.54; 1943, \$43,422; grandstand, 1944, \$46,296; 1943, \$37,525.51; carnival, 1944, not reported; 1943, not reported; space, 1944, \$33,789; 1943, \$30,845.50; total receipts, 1944, \$140,093; 1943, \$130,295.54; net profit, 1944, \$43,928; 1943, \$50,473.70.

ADMINISTRATION: President, E. H. Scholl; secretary, M. H. Beary; superintendent of concessions, M. H. Beary; director of attractions, E. H. Scholl; superintendent of space, M. H. Beary; racing secretary, not reported. Annual meeting, not reported. Dates of 1945 fair, September 18-22.

Jacktown Fair, Wind Ridge
TOTAL ATTENDANCE: 1944, 10,000; 1943, about 1,000 (one-day free exhibition). Paid, 1944, 9,400; 1943, none.
AID, PREMIUMS AND TAXES: aid, 1944, none. Cash premiums 1944, \$980.65; 1943, \$486. Federal paid, 1944, \$821.57; State taxes paid, not known. Federal taxes paid for way, 1944, not known; State taxes for midway, 1944, none.
RECEIPTS: Gate, 1943, no rec 1944, \$5,299; grandstand, 1944, carnival, 1944, none; space, 1944, total receipts, 1944, \$6,268; net 1944, \$742.
ADMINISTRATION: President, Burns; secretary, Floyd Campbell; superintendent of concessions, O. I. Dille; director of attractions, Ross Burn; Board of Directors; superintendent of space, O. I. Dille; racing secretary, Annual meeting, October 7. Dates of fair August 21-23.

Kutztown Fair, Kutztown
TOTAL ATTENDANCE: not reported. Paid, not reported.
AID, PREMIUMS AND TAXES, aid, 1944, \$1,000; 1943, \$462. Cash premiums paid, 1944, \$1,002; 1943, Federal taxes paid 1944 \$700.72; taxes paid, 1944, none. Federal paid for midway, not reported; taxes paid for midway, not reported.
RECEIPTS: Gate, 1944, \$4,282.50; none; grandstand, none; carnival \$1,511; 1943, \$1,453; space, 1944, 1943, \$500; total receipts, 1944, \$12,193, \$5,173.25; net profit, 1944, 1943, \$2,000.
ADMINISTRATION: President, A. Dries; secretary, Elmer A. F. superintendent of concessions, B. Herman; director of attractions, superintendent of space, Benj. A. man; racing secretary, none. meeting, December 4. Dates of 19 September 17-22.

York Inter-State Fair, York
TOTAL ATTENDANCE: 1944, 1943, 189,862. Paid, 1944, 101,324; 1943, 105,017.
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K. D. SCHWARTZ, Secretary
Care Beaumont Chamber of Commerce, Beaumont, Tex.

aid, 1944, none; 1943, \$1,000. Cash premiums paid, 1944, \$13,892.35; 1943, \$11,978.35. Federal taxes paid, 1944, \$16,404.57; State taxes paid, federal taxes paid for midway, and State taxes paid for midway, 1944, none.

RECEIPTS: Gate, 1944, \$51,156.69; 1943, \$54,759.03; grandstand, 1944, \$25,890.50; 1943, \$31,761.24; carnival, 1944, not reported; 1943, flat price; space, 1944, \$43,043.33; 1943, \$36,346.88; total receipts, 1944, \$132,651.03; 1943, \$127,341.07; net profit, 1944, undetermined; 1943, \$26,767.85.

ADMINISTRATION: President, Samuel S. Lewis; secretary, John H. Rutter; superintendent of concessions, Wm. O. Thompson; director of attractions, Samuel S. Lewis; superintendent of space, Wm. O. Thompson; racing secretary, Harry P. Peeling. Annual meeting, January 8. Dates of 1945 fair, September 11-15.

SOUTH CAROLINA

Anderson Fair, Anderson

TOTAL ATTENDANCE: Not reported.
AID, PREMIUMS AND TAXES: Not reported.

RECEIPTS: Not reported.
ADMINISTRATION: President, Harold Major; secretary, J. A. Mitchell; superintendent of concessions, J. A. Mitchell; director of attractions, J. A. Mitchell; superintendent of space, J. A. Mitchell; racing secretary, no racing. Annual meeting, not reported. Dates of 1945 fair not set.

Greenwood County Fair, Greenwood

TOTAL ATTENDANCE: 1944, 45,000; 1943, 50,000. Paid, 1944, 21,000; 1943, 25,000.

AID, PREMIUMS AND TAXES: State aid, not reported. Cash premiums paid, 1944, \$1,900; 1943, \$1,100. Federal taxes paid, 1944, \$1,250; State taxes paid, 1944, not reported. Federal and State taxes paid for midway, 1944, not reported.

RECEIPTS: Gate, 1944, \$7,500; 1943, \$9,000; grandstand, not reported; carnival, 1944, \$2,000; 1943, \$2,000; space, 1944, \$260; 1943, not reported; total receipts, 1944, \$9,700; 1943, \$11,000; net profit, 1944, \$1,400; 1943, \$2,400.

ADMINISTRATION: Secretary, E. B. Henderson; director of attractions, E. B. Henderson; racing secretary, E. B. Henderson. Annual meeting, Columbia, S. C., January. Dates of 1945 fair not set.

SOUTH DAKOTA

South Dakota State Fair, Huron

TOTAL ATTENDANCE: 1944, 36,000; 1943, no fair. Paid, 1944, 32,062; 1943, no fair.

AID, PREMIUMS AND TAXES: State aid, 1944, \$5,500; 1943, no fair. Cash premiums paid, 1944, \$7,656.85; 1943, no fair. Federal taxes paid, 1944, \$4,156.22; State taxes paid, 1944, no taxes. Federal taxes paid for midway, 1944, \$5,435; State taxes paid for midway, 1944, \$445.

RECEIPTS: Gate, 1944, \$8,819.45; grandstand, 1944, \$20,233; carnival, 1944, \$4,353.40; space, 1944, \$3,450; total receipts, 1944, \$36,855.85; 1943, no fair; net profit, 1944, \$3,605; 1943, no fair.

ADMINISTRATION: President, W. W. Thorp; secretary, F. T. Hefner; superintendent of concessions, Homer Smith; director of attractions, T. C. Young; superintendent of space, Homer Smith; racing secretary, O. H. Collins. Annual meeting, third Tuesday in January, Huron. Dates of 1945 fair, September 3-8.

TEXAS

Anderson County Fair, Palestine

TOTAL ATTENDANCE: 1944, 1943, not reported. Paid, 1944, 1943, not reported.

AID, PREMIUMS AND TAXES: State aid, 1944, none; 1943, not reported. Cash premiums paid, 1944, \$2,500; 1943, not reported. Federal taxes paid, 1944, \$998; State taxes paid, 1944, not reported. Federal taxes paid for midway, 1944, not reported. State taxes paid for midway, 1944, not reported.

RECEIPTS: Gate, 1944, \$4,982; 1943, grandstand, not reported; carnival, 1944, \$8,000; 1943, not reported; space, 1944, \$1,000; 1943, not reported; total receipts, not reported; net profit, not reported.

ADMINISTRATION: President, F. H. Ellenberger, manager; C. O. Miller Jr., superintendent of concessions, not reported; director of attractions, not reported; superintendent of space, not reported; racing secretary, not reported. Annual meeting, not reported. Dates of 1945 fair, September 6-9, tentative.

ported; racing secretary, not reported. Annual meeting, not reported. Dates of 1945 fair, first week in October. Spring Fine Stock Show, first week in March.

UTAH

Utah State Fair, Salt Lake City

TOTAL ATTENDANCE: Not reported. Paid, 1944, 63,126; 1943, 43,151.

AID, PREMIUMS AND TAXES: State aid, 1944, \$13,750; 1943, \$13,750. Cash premiums paid, 1944, \$10,422.30; 1943, \$11,691.67. Federal taxes paid, 1944, \$5,245.62; State taxes paid, 1944, none. Federal taxes paid for midway and State taxes paid for midway, 1944, not reported.

RECEIPTS: Gate and grandstand, 1944, \$34,191.43; 1943, \$22,203.49; carnival, 1944, \$7,612.28; 1943, \$6,112.92; space, 1944, \$2,437.56; 1943, \$3,072.65; total receipts, 1944, \$44,241.32; 1943, \$49,268.68; net profit, 1944, \$10,938.18; 1943, \$1,701.96.

ADMINISTRATION: President, David H. Thomas; secretary, Sheldon R. Brewster; superintendent of concessions, Sheldon R. Brewster; director of attractions, Sheldon R. Brewster; superintendent of space, Sheldon R. Brewster; racing secretary, none. Annual meeting, March, 1945. Dates of 1945 fair, September 2-9 (tentative).

VERMONT

Champlain Valley Exposition, Essex Junction

TOTAL ATTENDANCE: 1944, 60,000. Paid, 1944, 55,000; 1943, did not operate.

AID, PREMIUMS AND TAXES: State aid, 1944, none. Premiums and taxes, 1944, not reported.

RECEIPTS: Not reported.
ADMINISTRATION: President, James S. Grow; secretary, Harris K. Drury; superintendent of concessions, Karl E. Gaskell; director of attractions, Maynard C. Ray; superintendent of space, Karl E. Gaskell; racing secretary, Frank F. Pine. Annual meeting, November 15. Dates of 1945 fair, August 26-September 1.

WISCONSIN

Central Wisconsin State Fair, Marshfield

TOTAL ATTENDANCE: 1944, 47,253; 1943, 26,940. Paid, not reported.

AID, PREMIUMS AND TAXES: State aid, 1944, \$3,412.20; 1943, \$3,129.16. Cash premiums paid, 1944, \$4,037.40; 1943, \$3,911.70. Federal taxes paid, 1944, \$2,905.68; State taxes paid, 1944, not reported. Federal taxes paid for midway, 1944, \$2,011; State taxes paid for midway, 1944, not reported.

RECEIPTS: Gate, 1944, \$11,785; 1943, \$3,581.20; grandstand, 1944, \$7,144.50; 1943, \$3,904.10; carnival included in concession space; space, 1944, \$5,078.04; 1943, \$2,918.38; total receipts, 1944, \$31,870.17; 1943, \$24,388; net profit, 1944, \$6,737.26; 1943, none.

ADMINISTRATION: President, J. C. Kieffer; secretary, R. R. Williams; superintendent of concessions, W. A. Uthmeier; director of attractions, W. A. Uthmeier; superintendent of space, not reported; racing secretary, R. R. Williams. Annual meeting, November 4, Marshfield. Dates of 1945 fair, September 2-6.

Crawford County, Gays Mills

TOTAL ATTENDANCE: 1944, 10,265; 1943, 8,733. Paid, 1944, 8,765; 1943, 7,233.

AID, PREMIUMS AND TAXES: State aid, 1944, approximately \$1,647.60; 1943, \$1,635.40. Cash premiums paid, 1944, \$2,059.50; 1943, \$2,052.25. Federal taxes paid, 1944, \$220; State taxes paid, 1944, \$931.24. Federal taxes paid for midway, State taxes paid for midway, not reported.

RECEIPTS: Gate, 1944, \$4,122.50; 1943, \$1,984.90; grandstand, 1944, \$1,106.40; 1943, \$887.90; carnival, not reported; space, 1944, \$982.20; 1943, \$617.85; total receipts, 1944, \$7,339.25; 1943, \$4,664.38; net profit, not reported.

ADMINISTRATION: President, T. N. Nelson; secretary, Leonore M. Feldmann; superintendent of concessions, John Lester; director of attractions, T. N. Nelson and George Wachuta; superintendent of space, Leslie Tichenor; racing secretary, C. H. Norwood. Annual meeting, not reported. Dates of 1945 fair, September 6-9, tentative.

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S. M. MITCHELL Secretary

Jefferson County Fair, Jefferson
TOTAL ATTENDANCE: 1944, 15,240; 1943, 13,228. Paid, 1944, 14,513; 1943, 12,529.

AID, PREMIUMS AND TAXES: State aid, 1944, \$3,499.80, tentative; 1943, \$3,101.48. Cash premiums paid, 1944, \$4,374.85; 1943, \$3,884.60. Federal taxes paid, 1944, \$1,499.44; State taxes paid, 1944, none. Federal taxes paid for midway, 1944, \$689.90; State taxes paid for midway, 1944, none.

RECEIPTS: Gate, 1944, \$5,258.55; 1943, \$4,608.45; grandstand, 1944, \$2,282.28; 1943, \$1,913.35; carnival, 1944, \$569.47; 1943, \$575.31; space, 1944, \$1,248.30; 1943, \$830.51; total receipts, 1944, \$12,903.44; 1943, \$10,447.02; net profit, 1944, \$1,708.80; 1943, \$1,976.63.

ADMINISTRATION: Manager, Gordon W. Matters; racing secretary, Henry G. Schroeder. Annual meeting, monthly committee meetings held. Dates of 1945 fair not yet set.

Kewaunee County Fair, Luxemburg
TOTAL ATTENDANCE: 1944, 20,000; 1943, 16,000. Paid, 1944, 15,500; 1943, 6,000.

AID, PREMIUMS AND TAXES, State aid, 1944, \$1,975; 1943, \$1,867. Cash premiums paid, 1944, \$2,577; 1943, \$1,925. Federal taxes paid, 1944, \$1,434.67; State taxes paid, 1944, not reported. Federal taxes paid for midway, 1944, not reported; State taxes paid for midway, 1944, not reported.

RECEIPTS: Gate, 1944, \$6,461; 1943, \$4,354; grandstand, 1944, \$3,069; 1943, \$1,834; carnival, 1944, independent midway; 1943, not reported; space, 1944, \$1,521; 1943, \$1,458; total receipts, 1944, \$14,304; 1943, \$11,188; net profit, 1944, \$2,217; 1943, \$600.

ADMINISTRATION: President, August Spitzer; secretary, Julius Cahn; superintendent of concessions, Julius Cahn; director of attractions, the Board; superintendent of space, Richard Seidl; racing secretary, Lt. Pat Johns. Annual meeting, second Tuesday in October, Luxemburg. Dates of 1945 fair, Saturday, Sunday and Labor Day.

Southwestern State Fair, Mineral Point
TOTAL ATTENDANCE: 1944, 12,326; 1943, 10,200. Paid, 1944, 12,326; 1943, 10,200.

AID, PREMIUMS AND TAXES: State aid, 1944, \$3,911.24; 1943, \$2,513.08. Cash premiums paid, 1944, \$5,033.05; 1943, \$3,141.35. Federal taxes paid, 1944, \$1,743.93; State taxes paid, 1944, not reported. Federal taxes paid for midway, 1944, \$628.38; State taxes paid for midway, 1944, not reported.

RECEIPTS: Gate, 1944, \$6,516.29; 1943, \$4,725.24; grandstand, 1944, \$3,618.48; 1943, \$1,809.34; carnival, not reported; space, 1944, \$1,691.79; 1943, \$1,283.18; total receipts, 1944, \$19,356.56; 1943, \$12,525.17; net profit, 1944, \$865.44; 1943, \$3,771.84.

ADMINISTRATION: President, W. L. Grange; secretary, C. L. Winn; superintendent of concessions, E. Peters; director of attractions, A. Speich; superintendent of space, E. Peters; racing secretary, E. W. Graber. Dates of 1945 fair, August 31-September 1-3.

Wisconsin State Fair, Milwaukee
TOTAL ATTENDANCE: 1944, 438,929; 1943, 366,948. Paid, 1944, not reported; 1943, not reported.

AID, PREMIUMS AND TAXES: State aid, 1944, none; 1943, none. Cash premiums paid, 1944, \$77,878.87; 1943, \$51,700.07. Federal taxes paid, 1944, \$37,562.07; State taxes paid, 1944, none. Federal taxes paid for midway, 1944, \$28,440.83; State taxes paid for midway, 1944, none.

RECEIPTS: gate, 1944, \$119,041.56; 1943, \$84,052.65; grandstand, 1944, \$99,272.95; 1943, \$51,432.36; carnival, 1944, \$28,964.60; 1943, \$24,292.46; space, 1944, \$32,811.53; 1943, \$24,932.19; total receipts, 1944, \$351,929.68; 1943, \$247,879.81; net profit, 1944, \$65,482.40; 1943, \$51,147.55.

ADMINISTRATION: Director of State Department of Agriculture, Milton H. Button; fair manager, Wm. T. Marriott; superintendent of concessions, Martin H. Schey; director of attractions, William T. Marriott; superintendent of space, Martin H. Schey; racing secretary, T. J. Bartel. Annual meeting, none. Dates of 1945 fair, August 18-26.

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CANADA

ALBERTA

Calgary Exhibition and Stampede, Calgary

TOTAL ATTENDANCE: 1944, 285,458; 1943, 265,852. Paid, 1944, not reported; 1943 not reported.

AID, PREMIUMS AND TAXES: State aid, none. Premiums and taxes, not reported.

RECEIPTS: Not reported.

ADMINISTRATION: President, R. W. Ward; secretary, J. Charles Yule; superintendent of concessions, director of attractions, superintendent of space, racing secretary, not reported. Annual meeting, Western Canada Fairs Association, Winnipeg, Man. Dates of 1945 fair, July 9-15.

NOVA SCOTIA

Central N. S. Exhibition, Truro

TOTAL ATTENDANCE: 1944, 10,500; 1943, not reported. Paid, 1944, 10,000; 1943, not reported.

AID, PREMIUMS AND TAXES: State aid, 1944, \$550. Cash premiums paid, 1944, \$3,000. Federal and State taxes paid, 1944, not reported. 1943 Aid, Premiums and Taxes not reported.

RECEIPTS: Gate, 1944, \$4,200; grandstand, carnival, 1944, not reported; space, 1944, \$135; total receipts, 1944, \$6,600; net profit, 1944, \$2,637; 1943, receipts not reported.

ADMINISTRATION: President, C. P. Blanchard; secretary, W. R. Retson; superintendent of concessions, H. B. Goodspeed; director of attractions, C. E. Boulden; superintendent of space, H. B. Goodspeed; racing secretary, J. A. Kerr. Annual meeting not set. Dates of 1945 fair not set.

ONTARIO

Lindsay Central Exhibition, Lindsay

TOTAL ATTENDANCE: 1944, 75,000; 1943, 70,000. Paid, 1944, 59,000; 1943, 52,000.

AID, PREMIUMS AND TAXES: State

aid, not reported. Cash premiums paid, 1944, \$8,408.45; 1943, \$7,006.25. Federal taxes paid, 1944, none; State taxes paid, 1944, none. Federal taxes paid for midway, 1944, paid by carnival; State taxes paid for midway, 1944, not reported.

RECEIPTS: Gate, 1944, \$13,209.47; 1943, \$11,849.20; grandstand, 1944, 4,201.25; 1943, \$3,152.50; carnival, 1944, \$3,982.54; 1943, \$3,313.54; space, 1944, \$1,090.30; 1943, \$1,027; total receipts, 1944, \$22,483.58; 1943, not reported; net profit, 1944, \$7,100 exclusive of grants, donations, entry fee; 1943, not reported.

ADMINISTRATION: President, T. R. Trotter; secretary, B. L. McLean; superintendent of concessions, W. J. Hussey; director of attractions, Richard Butler; superintendent of space, Bert Hick; racing secretary, Herb Ingram. Annual meeting, January 15-20. Dates of 1945 fair not set.

Arnprior Fair, Arnprior

TOTAL ATTENDANCE: 1944, 7,500; 1943, 6,450. Paid, 1944, 6,200; 1943, 5,800.

AID, PREMIUMS AND TAXES: State aid, not reported. Cash premiums paid, 1944, \$1,600; 1943, \$1,500. Federal and State taxes paid, 1944, not reported.

RECEIPTS: Gate, 1944, \$2,200; 1943, \$1,525; grandstand, not reported; midway, 1944, \$602; 1943, \$640; space, not reported; total receipts, 1944, \$2,802; 1943, \$2,255; net profit, 1944, \$600; 1943, \$750.

ADMINISTRATION: President, Ewart G. Miller; secretary, W. Harvey Murphy; superintendent of concessions, Ewart G. Miller and W. Harvey Murphy; director of attractions, Alex Stave; superintendent of space, Ewart G. Miller and W. Harvey Murphy; racing secretary, W. H. Murphy. Annual meeting, January 26. Dates of 1945 fair, August 27-29.

QUEBEC

Exposition Provinciale, Quebec

TOTAL ATTENDANCE: Not reported.

AID, PREMIUMS AND TAXES: State aid, not reported. Cash premiums paid,

OKLAHOMA STATE FAIR AND EXPOSITION

OKLAHOMA CITY

SEPTEMBER 22-28

— 1945 —

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EASTERN STATES EXPOSITION

Springfield, Mass.

GEORGE E. WILLIAMSON
Chairman Executive Committee

CHARLES A. NASH
General Manager

not reported. Federal taxes paid, 1944, \$5,822.31; State taxes paid, 1944, exempt. Federal taxes paid for midway, 1944, \$13,341.27; State taxes paid for midway, 1944, \$11,246.61.

RECEIPTS: Gate, not reported.

ADMINISTRATION: President, Lucien Borne; secretary, superintendent of concessions, director of attractions, superintendent of space, racing secretary, not reported. Annual meeting, not reported. Dates of 1945 fair not reported.

**Shefford County Agricultural Society,
Waterloo**

TOTAL ATTENDANCE: 1944, 16,000; 1943, 14,000. Paid, 1944, 16,000; 1943, 14,000.

AID, PREMIUMS AND TAXES: State aid, not reported. Cash premiums paid, 1944, \$2,432.20; 1943, \$2,069.90. Federal taxes paid, 1944, not reported. State taxes paid, 1944, not reported. Federal taxes paid for midway, 1944, not reported. State taxes paid for midway, 1944, none.

RECEIPTS: Gate and grandstand, 1944, \$4,011.30; 1943, \$2,256.75; midway, 1944, \$800; 1943, \$700; space, 1944, \$190; 1943, \$60; total receipts, 1944, \$14,199.34; 1943, \$11,504.79; net profit, 1944, \$637.87; 1943, deficit, \$127.22.

ADMINISTRATION: President, Marcus M. Martin; secretary, R. R. Bachand; superintendent of concessions, R. Deragon; directors of attractions, R. R. Bachand and R. Deragon; superintendent of space, R. Deragon; racing secretary, A. Boulay. Annual meeting, Waterloo, December 16. Dates of 1945 fair not set.

SASKATCHEWAN

Regina Exhibition, Regina

TOTAL ATTENDANCE, 1944, 111,572; 1943, 89,006. Paid, 1944, 89,254; 1943, 79,206.

AID, PREMIUMS AND TAXES: State aid, 1944, \$12,394.97; 1943, \$11,159.40. Cash premiums paid, 1944, \$10,172.25; 1943, \$9,320.50. Federal taxes paid, 1944, \$14,769.95. State taxes paid, 1944, \$14,769.95. Federal taxes paid for midway,

1944, \$5,857.36. State taxes paid for midway, 1944, not reported.

RECEIPTS: Gate, 1944, \$19,914.90; 1943, \$17,499.95; grandstand, 1944, \$33,354.70; 1943, \$24,627.15; carnival, 1944, \$7,584.22; 1943, \$6,289.45; space, 1944, \$12,946.76; 1943, \$12,213.09; total receipts, 1944, \$81,212.99; 1943, \$63,401.12; net profit, 1944, \$23,863.83; 1943, \$9,080.84.

ADMINISTRATION: President, Col. F. J. James; secretary, James Grassick; superintendent of concessions, N. Andre; director of attractions, J. F. Sweeney; superintendent of space, James F. Grassick; racing secretary, J. F. Lunney. Annual meeting, December. Dates of 1945 fair, July 16-21 (tentatively).

**Saskatoon Industrial Exhibition, Ltd.,
Saskatoon**

TOTAL ATTENDANCE: 1944, 79,680; 1943, 74,571. Paid, 1944, 69,157; 1943, 61,479.

AID, PREMIUMS AND TAXES: State aid, 1944, \$12,540.30; 1943, \$10,454.52. Cash premiums paid, 1944, \$8,315.83; 1943, \$8,689.61. Federal taxes paid for pari-mutuels, 1944, \$15,080.60; province taxes paid for pari-mutuels, 1944, \$15,080.60. Federal taxes paid for midway, 1944, not reported. City taxes paid for midway, 1944, \$1,170.64; city taxes paid for grandstand, \$1,129.82.

RECEIPTS: Gate, 1944, \$17,551.90; 1943, \$15,099.90; grandstand, 1944, \$25,167.35; 1943, \$20,706.85; carnival, 1944, \$23,213.36; 1943, \$17,405.84; space, 1944, \$8,845.98; 1943, \$8,310.68; total receipts, 1944, \$74,777.97; 1943, \$61,523.27; net profit, not reported.

ADMINISTRATION: President, Prof. J. W. G. MacEwan; secretary, Mrs. Letta Walsh; director of concessions, John A. East; director of attractions, A. M. McIntyre, K. C.; director of space, John A. East; director of racing, Dr. F. G. Sallsbury. Annual meeting, Saskatoon, December 12. Dates of 1945 fair, July 23-28 (tentative).

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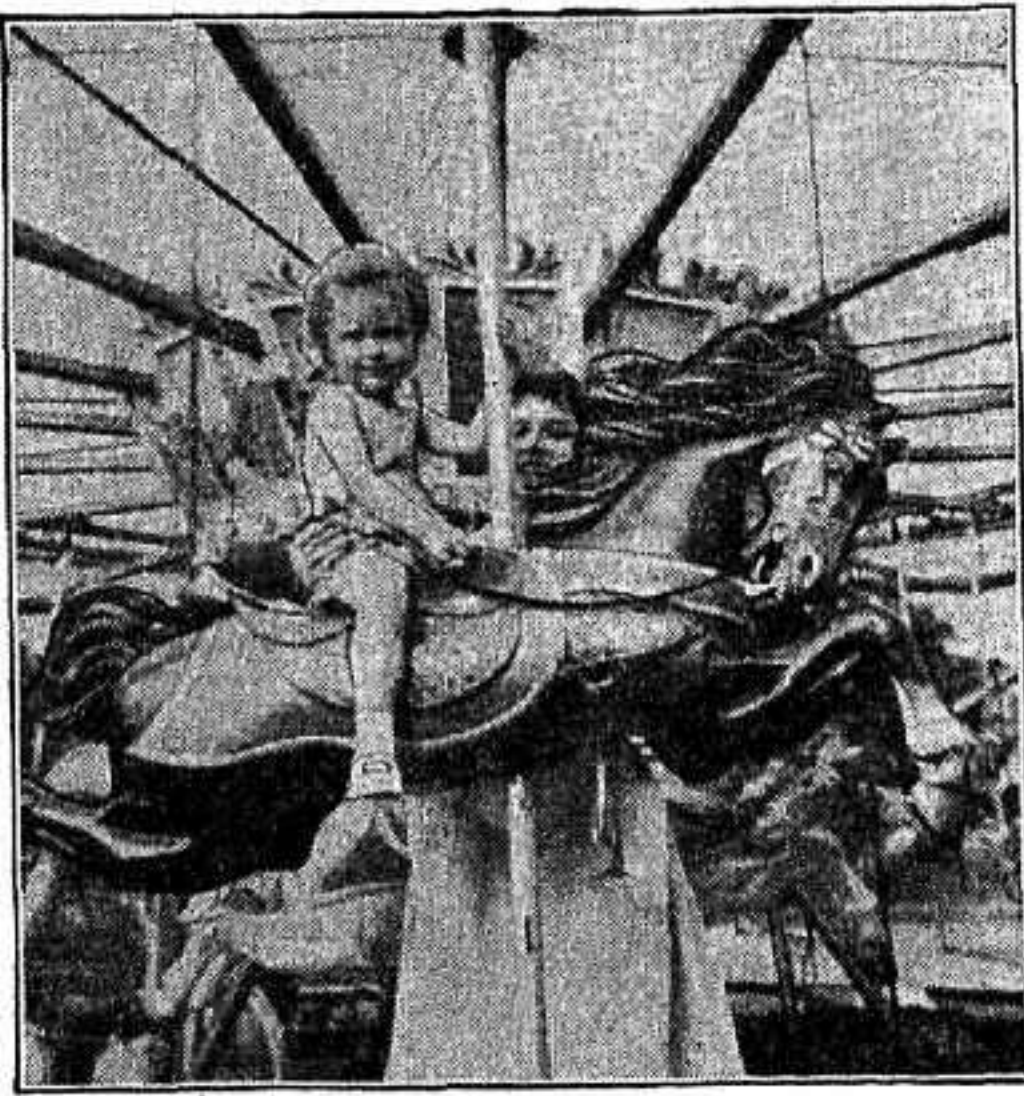
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SUCCESSFUL 1944 SEASON IN
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INDIANA
KENTUCKY**



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Miss Joyce Elizabeth Breeze
and Donna Lee Eckstein

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"FRENCHY" ALBERT MILLER

Grand old (young) man of
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★ Annual Spring Festival
WASHINGTON, D. C.

★ Exposition Park, N. S.
PITTSBURGH, PA.

★ Muncie Fair
MUNCIE, IND.

★ La Porte County Fair
LA PORTE, IND.

★ Kentucky State Fair
LOUISVILLE, KY.

★ Madison County Fair
HUNTSVILLE, ALA.

★ Chattanooga Interstate Fair
CHATTANOOGA, TENN.

★ Southeastern World's Fair
ATLANTA, GA.


★ South Mississippi Fair
LAUREL, MISS.

★ Houston County Fair
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WE MUST BACK THEM UP.....

 as the battle intensifies . . . and as each day is a day nearer to Victory . . . it is our job to back to the limit our men and women who are giving their all on far-flung battle stations. Whatever our job . . . in industry . . . on the farm . . . in an office . . . wherever it may be, we must give our best every day. We must buy and hold War Savings Certificates, Victory Bonds . . . War Savings Stamps and Defense Bonds . . . support the Red Cross, and the many other necessary appeals.

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It is important that in these strained times we all have sufficient recreation and entertainment. Again this year, we are pleased to be able to play to thousands of service men and women, war workers, and people in all walks of life, giving them good, clean entertainment and contributing in a small way to their recreation and enjoyment in leisure hours.

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History Fans Scan Record For Two Centuries in N. J.

(Continued from page 58)

at the Mercer Fair included 34 kinds of apples, 24 of pears and 4 of peaches.

State Fairs at Waverly

Among the agricultural societies was the Farmers and Mechanics Club of Piscataway. It held an unusual fair every fall, with no prizes and no admission fee. Generally well attended by the people of the vicinity, the fairs were concerned purely with agriculture, rather than with amusements or horse racing. Occasionally the societies sought to stimulate a particular agricultural development. In 1859, for instance, the Egg Harbor City Agricultural Society was organized to encourage the cultivation of grapes, and by 1874 at least 150,000 gallons of wine were pressed from grapes grown in that region. The society also undertook the promotion of silk culture, but little silk was produced.

The closest approach to a State Fair was the famous series of "Waverly Fairs" held from 1867 to 1899 at the Waverly grounds in the Weequahic section of Newark. They were sponsored by the New Jersey State Agricultural Society, a State-wide counterpart of the county organizations. Altho little more than county fairs at first, the Waverly fairs developed into most important events in the agricultural life of the State, with an average annual attendance of 40,000. The number of entries for exhibitions rose from 1,968 in 1873 to 4,687 in 1879. In 1874 the society inaugurated a policy of offering State premiums, not exceeding a total of \$3,000 in any one year. Eighty-eight awards were offered in all branches of animal husbandry, dairy products, fruits, vegetables and field crops. In amount they ranged from \$10 to \$200. Altho horse racing was always an important feature, it was never allowed to dominate the fair, as happened all too often in county fairs. The Waverly Fairs were abandoned in 1899 when the Essex County Park Commission purchased the fairgrounds for \$75,000 and converted the site into what is now Weequahic Park.

Big Slump in 19th Century

In the last decades of the 19th century the county fairs became little more than well publicized horse-racing events with

small agricultural exhibits on the side. The report of the Burlington County board of agriculture for 1891 said that "The country lies strewn with the wrecks of the old-fashioned fairs. And those that still survive are closing out a miserable existence, worrying their managers to raise sufficient funds to pay the small premiums offered." The county fairs and societies, however, did formulate the formation of institutions better equipped to meet the needs of farmers. Scientific work in agriculture is now carried on by the Agricultural Experiment Station at New Brunswick; spreading agricultural information has become the special task of the State and county boards of agriculture, Extension Service and the county agricultural agents.

The technical agricultural organizations, however, did not supply the social activities available at the fairs, but in the 1870s a society was formed known as the Patrons of Husbandry or the National Grange. Thruout the State local chapters were organized and became centers of social life for the farmer. Fairs declined in popularity somewhat as the Grange movement grew, but they had a special traditional appeal to the competitive spirit that kept them from disappearing altogether. Today there are fewer fairs than there once were, but from year to year attendance increases. The people who come to Freehold or Trenton or Flemington or Troy Hills for the fairs are not only the farmers and their families, but the city folks as well. The State Fair at Trenton, conducted by private corporation as a non-profit sharing company with State institutions participation, and the Flemington Fair are the two biggest. Each January the State Department of Agriculture, Agricultural Experiment Station, Agricultural Extension Service and farm organizations sponsor an agricultural show at Trenton. This is a combination of a series of business and educational meetings and exhibits of modern farm equipment.

Best as Competitive Outlets

Some of the fairs are planned frankly as commercial ventures, depending on many non-agricultural features to draw crowds. Tens of thousands of people must attend every day for the fair to be a financial success. The lavish program of entertainment generally includes several days of horse racing for purses varying from \$100 to \$400; auto races, Ferris Wheels, Merry-Go-Rounds, circus and vaudeville acts and a variety of games and concessions. The agricultural section is not neglected; premiums are offered in more than 300 classes of exhibits. The 4-H Club Department is so well developed that it has become a real agricultural fair in miniature, including competition in dairy cattle, forestry exhibits, poultry, vegetables and flowers.

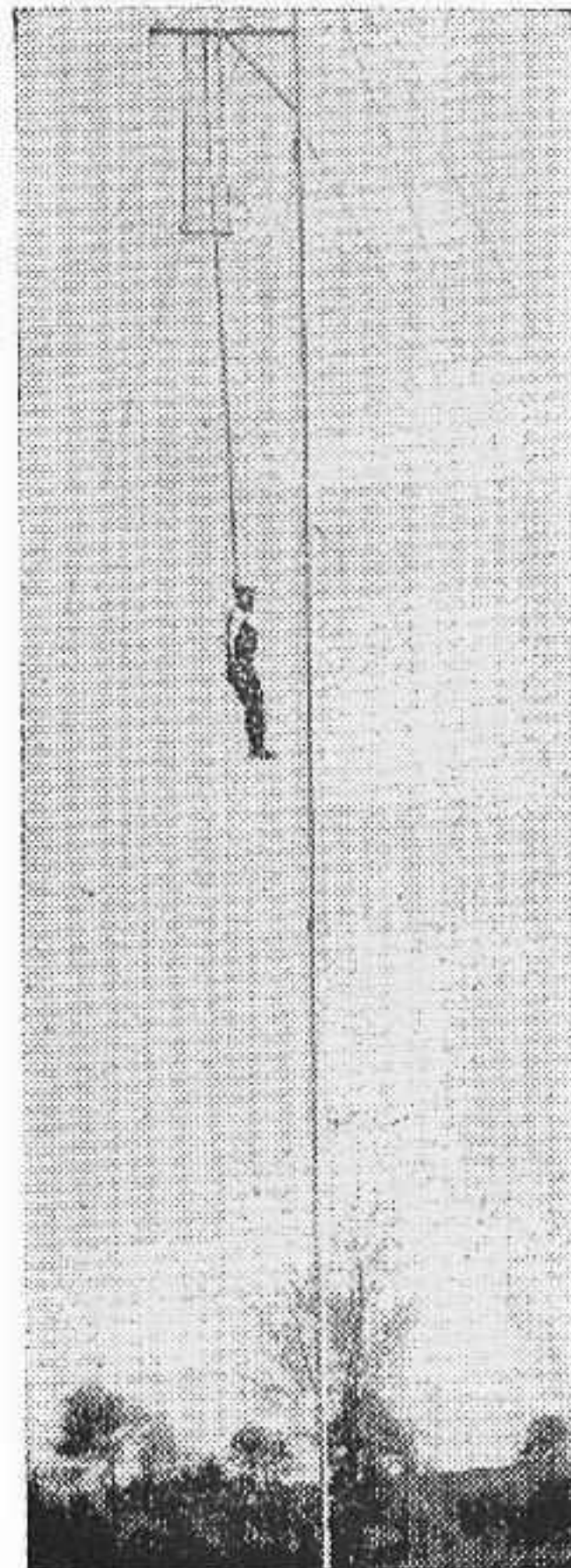
In a different spirit Morris County Fair, Troy Hills, has attempted to revive all the better features of the old county fairs. Sponsored by the County Grange, which owns a building and grounds at Troy Hills, the fair is operated by Morris County Fair Association, Inc., a non-profit organization. Premiums offered range from \$1 for agricultural exhibits to \$25 for first place in competition for teams of horses. The sharp increase in attendance figures, from 3,000 in 1935 to 40,000 in 1939, has proved its worth. For despite the many educational institutions that serve the farmer, the modern county fair provides the best outlet for the spirit of friendly competition in rural life of New Jersey.

NORTHAMPTON, Mass. — Conflict in dates which hampered operation of Marshfield and Three County Fairs this fall have been ironed out for next year. There will be an open week between Marshfield Fair and Three County Fair, allowing for shipping of horses, exhibits and concessions. Agreement among the four fairs in the circuit was reached at a conference of officials in Boston with Al Lombard, of the division of fairs, State Department of Agriculture. Brockton and Great Barrington, other members of the circuit, will follow Northampton in successive weeks. All dates are subject to approval of the State Department of Agriculture and racing commission.

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65,000 in 1944

Now barns, new grandstand, new merchants' building and paved midways during the past 10 years have made Tuscola County Fair the outstanding fair in the State. Further improvements have been planned which when completed will make even more of a show place for exhibitors, clubs and organizations as well as amusement interests. Premium awards in 1944 were \$6,000.

Education, information, entertainment and furtherance of the National War Effort will continue to be an important objective.

B. B. REAVEY AUDLEY RAWSON JOHN SHERIDAN
President Vice-President Treasurer

CARL F. MANTEY, Secy.
1945 DATES — — — AUGUST 20-25

ATTENTION, CONCESSIONAIRES LAKE COUNTY FAIR

PAINESVILLE, O.

1945 Fair Dates Are August 21, 22, 23, 24

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KEITH STEWART, Secretary
Portage La Prairie, Manitoba, Canada

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LONG SEASON FAIRS and INDOOR CIRCUSES in KANSAS, MISSOURI, OKLAHOMA, TEXAS, NEBRASKA, IOWA AND MINNESOTA.

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AGRICULTURAL FRONT

Condensed Data From September Summary by U. S. Department of Agriculture, Washington, D. C.

II

Cotton

THE 1944 cotton production, according to the August cotton report, is estimated at slightly more than 11,000,000 bales, compared with about 11,400,000 bales in 1943. This production will be from the smallest harvested acreage since 1895. But yields are unusually good this year, being 10 pounds per acre more than last year and 37 pounds more than the 1933-'42 average. With a carry-over of about 10,600,000 bales on August 1 added to this year's production, the supply for the 1944-'45 season is now indicated to be about 21,400,000 bales of domestic cotton compared with about 21,800,000 bales for the 1943-'44 season.

On the basis of average consumption during the season just past, the 1944-'45 indicated supply represents about 26 months domestic consumption, 6 months more supply than last season. This increase is entirely attributable to the decline in domestic consumption last season because this season's supply is actually smaller. Domestic consumption of all kinds of cotton last season totaled only 9,942,070 bales, and while it was well over the pre-war high of nearly 8,000,000 bales it was 11 per cent under the 11,170,106-bale record established in 1941-'42. During the first 29 days of August, the 10-market price of middling 15/16-inch cotton averaged 21.40 cents per pound. This was nearly 1/4 cent lower than the average for July and nearly one cent higher than during August, 1943.

Tobacco

In general the tobacco outlook for at least another year or so is favorable, in view of the continued strong demand for leaf tobacco and the high level of consumption of tobacco products, particularly cigarettes. Inasmuch as tobacco is habit-forming and the trend in per capita consumption is upward the all-time consumption record established last year has marked significance for the future of the industry. Stocks of aged tobacco held in this country and Britain are below normal in relation to demand, while there is probably little if any United States grown leaf on the European continent and in the Far East. In view of the depleted stocks and probable post-war demand, exports during the years immediately following the war should be large, but the exact level will depend on a number of factors such as the nature and extent of relief given allied and friendly nations, international monetary and credit policies, trade agreements, and the extent of the preferences given British Empire grown tobacco.

Present prospects point to a 1944 domestic crop of 1,616,000,000 pounds, compared with 1,399,000,000 in 1943 and a 10-year average (1933-'42) of 1,389,000,000. This year's flue-cured crop is now placed at 984,000,000 pounds, second only to 1939 when 1,171,000,000 pounds were produced. This year's burley crop is expected to be 402,000,000 pounds compared with 390,000,000 last year. The season average price paid growers for flue-cured in the Georgia and Florida markets was 36 cents per pound, compared with the established ceiling price of 39 cents for untied tobacco. The average price for untied tobacco (types 11-13) sold so far this season is slightly below the 1944 ceiling of 43 1/2 cents. Most of the 1943 crop of Maryland has been sold at an average of 46 cents compared with 56 cents last year.

Wool

Shorn wool production of 1944 is estimated at 355,000,000 pounds, compared with 384,000,000 pounds last year, and a 1938-'42 average of 378,000,000 pounds. The year's clip is expected to be the smallest since 1936. Because of the smaller production, farm income from shorn wool will be materially below last year's record income of \$160,000,000. The average price paid to growers this year will probably not differ much from the 1943 average of 41.6 cents a pound. Prices in mid-August 1944 averaged 41.7 cents a pound, compared with 40.9 cents a year earlier. Production in the Western Range Sheep States, consisting of the 11 Western States, Texas, and South Dakota, is estimated at 257,000,000 pounds, a decrease of 17,000,000 pounds from 1943. Wool production was smaller than

last year in each of these States except Texas. In the "native" or fleece wool States, which include the North and South Central States (except Texas and South Dakota), and the North and South Atlantic States, the estimated production this year is 98,000,000 pounds, compared with 110,000,000 pounds last year.

Dairy Products

Milk production on farms for the first seven months of this year totaled 73,300,000,000 pounds, about the same as last year. Altho production for the rest of the year is expected to be about the same as in 1943, some shifts in utilization probably will take place with more milk going into American cheddar cheese, evaporated milk, and dried whole milk production, and less in butter. Marketings of fluid milk, fluid cream, and milk by-products probably will not change much from the previous year. Prices received by farmers in mid-August for milk sold at wholesale and butterfat were 6 cents and 2/5 cent, respectively, above that of the previous August. The dairy production payments accompanying these prices received by farmers and returns to dairy farms were at the highest mid-August level since 1919. It is expected (See Agricultural Front on opp. page)



Meetings of Assns. of Fairs

International Association of Fairs and Expositions, December 4-6, Hotel Sherman, Chicago, Frank H. Kingman, secretary, Brockton, Mass.

Fair Managers' Association of Iowa, December 11 and 12, Des Moines. E. W. Williams, secretary, Manchester.

Iowa State Fair Board, December 13, Des Moines. Lloyd Cunningham, secretary, Des Moines.

Wisconsin Association of Fairs, January 3-5, Hotel Schroeder, Milwaukee. James F. Malone, secretary, Beaver Dam.

Association of Tennessee Fairs, January 9 and 10, Noel Hotel, Nashville. O. D. Massa, secretary, Cookeville.

Oregon Fairs' Association, early in January, Imperial Hotel, Portland. Mabel H. Chadwick, secretary, Eugene.

Kansas Fairs' Association, January 9 and 10, Hotel Jayhawk, Topeka. R. M. Sawhill, secretary, Glasco.

Ohio Fair Managers' Association, January 10 and 11, Deshler-Wallick Hotel, Columbus. Mrs. Don A. Detrick, secretary, Beaufontaine.

Minnesota Federation of County Fairs and State Agricultural Society, January 10-12, Hotel Radisson, Minneapolis. Allen J. Doran, secretary, Grand Rapids.

Massachusetts Agricultural Fairs' Association, January 17 and 18, Hotel Bradford, Boston. A. W. Lombard, secretary, 24 State House, Boston.

Michigan Association of Fairs, January 17 and 18, Fort Shelby Hotel, Detroit. H. B. Kelley, secretary, Hillsdale.

Nebraska Association of Fair Managers, January 23 and 24, Cornhusker Hotel, Lincoln. Chet G. Marshall, secretary, Arlington.

Pennsylvania State Association of County Fairs, January 31-February 2, Penn Harris Hotel, Harrisburg. Charles W. Swoyer, secretary, Reading.

Virginia Association of Fairs, January 29 and 30, John Marshall Hotel, Richmond. C. B. Ralston, secretary, Staunton.

New York State Association of Agricultural Fairs, February 12 and 13, Ten Eyck Hotel, Albany. James A. Carey, executive secretary, Albany.

INQUIRIES are being made and secretaries of associations of fairs should send in the dates of their annual meetings.

Around the Grounds

RICHARD, Sask.—Mayfield and Douglas Agricultural Society re-elected: President, J. D. Blacklock; vice-presidents, H. Fearnley, F. Mohler; secretary-treasurer, T. H. Wright. The society reported a successful year.

YORKTON, Sask.—C. R. Bull, president of Yorkton Agricultural and Industrial Exhibition Association, Ltd., in his annual report, said the 1944 fair was among the most successful in history of the society. Next year will mark the Diamond Jubilee of the fair.

ELIZABETH CITY, N. C.—Puritan Fair Association, Inc., with principal office here, has been chartered by the secretary of state as a non-stock corporation to promote and operate fairs. Principals include J. F. Ferrell, F. F. Garrett, Paul L. Gregory, all of Elizabeth City, and others.

CEDAR RAPIDS, Ia.—Possibility of resuming All-Iowa Fair here next year appeared good at a conference of State dairy breed association representatives with officials of the fair. William Rinderknecht, president of the fair, told association delegates that the fair management was willing to go ahead with 1945 plans if the State association so desired. Breed associations will meet in Ames December 8 and a more definite opinion is expected to come then. Fair has been suspended since beginning of the war.

SPRINGFIELD, Mass.—West Springfield selectmen have been asked to meet a committee from Eastern States Exposition to consider a proposition regarding a swimming pool on the exposition grounds. A suggestion by West Springfield Planning Board that the grounds might provide an excellent location for a pool for children in that locality, to whom swimming places already in use in West Springfield are inaccessible, is being considered by a fair committee, headed by General Manager Charles A. Nash.

AGRICULTURAL FRONT

(Continued from opposite page)

pected that such returns will continue at relatively high levels.

According to a report based on returns from 140,000 farmers, estimates show that milk cow numbers increased 2 per cent from mid-1943 to mid-1944. More than average increases were reported from the North Atlantic and North Central States, while little change was noted in the area west of the Mississippi River. The number of heifer calves being saved for milk cows appeared to be the smallest number since 1940. The decline in the number of heifer calves saved compared with a year ago was general over the entire country.

Poultry and Eggs

Despite a 1944 turkey production of 85,000,000 birds, or 500,000,000 pounds dressed weight, 7 to 10 per cent above the 1943 output, civilian supplies are expected to be a little less than last year because of increased military requirements. Under War Food Order 108, effective July 17, all turkeys produced and marketed in designated areas must be set aside until military requirements are met. Potential civilian demand will probably exceed available supplies, with prices expected to remain at ceiling levels. Chicken marketings for civilian consumption are now seasonally large but will be smaller than they were in 1943. This coupled with smaller fall and winter civilian supplies of red meats than a year earlier is likely to result in a strong demand for poultry, with dressed poultry prices at or close to ceilings. However, man power and transportation difficulties may cause a decline in poultry prices below ceiling levels in some areas from time to time.

Largest cold-storage holdings of shell eggs on August 1 since 1930 will probably make available for civilians ample supplies of grade B and C eggs for the balance of the year. However, during the next four months egg production might be smaller than last year. High consumer incomes will stimulate a strong demand for top grade eggs which will keep prices for these eggs at or near ceiling levels and near or above parity levels.

ESE WILL EASE PARKING

(Continued from page 56)

Artillery Regiment (A. A.) was camped on the grounds at the time of the Defense Show, this island was practically all cleared of trees and brush for use as a camp. Original plan of grounds contemplated development of this island and included an entrance to it from Memorial Avenue about one-quarter of a mile easterly from automobile gate No. 9.

The exposition executive committee this fall approved construction of another causeway across the lagoon to the island, which will make the long contemplated entrance possible. It will come from Memorial Avenue thru a short street known as Circuit Avenue, and the fill across the lagoon will have a 60-foot crown and carry on some 1,300 feet from Circuit Avenue to the island and almost across its width. The fill contemplates use of about 12,000 yards of cinders and loam, including installation of over 100 feet of reinforced concrete pipe for lagoon drainage and flow. The new entrance will open the island for a number of uses and possible future construction, but at present it will make available parking space for about 3,000 additional automobiles and will relieve the great congestion of parking in the westerly end and in the rear of the State buildings.—*Exposition News.*

EDMONTON COMING BACK

(Continued from page 56)

ing the arena, for a 10-year period at a rental of \$1 a year. Objection was raised by one alderman, who believed the arena should be operated by persons interested in sport and recreation for its own sake, rather than by the association.

Under the agreement, the exhibition board is required to pay to the city the sum of \$4,500 that was paid by the city to James Crockett, who held a lease on the arena building. Crockett's lease was inactive while grounds were used by the air force and it became effective after return of the property to the city by the government.

Trust Fund for Fair

Other duties of the exhibition board under the agreement include mainten-

ance of grounds and buildings in good repair, insuring the property against fire, carrying on of exhibitions, shows, meetings and other events within the scope of the association and promoting use of the property for educational, recreational and sports purposes.

Net profits from these activities are to be paid to the city, altho the association will be allowed to establish a \$40,000 trust fund to meet its expenses. The city, in turn, will make good any deficits arising out of the operation of such events. The association is required to protect the city from any claims and to turn over to the National Housing Administration a number of specified buildings for housing purposes. The association must also keep special account books showing transactions and revenue, which will be open to inspection by civic officials. Should the association fail to observe any terms of the lease, the city has the right to repossess the plant.

WAPAKONETA ENLARGES

(Continued from page 56)

for the midway as is now available. Space also will be created for paddock, bleachers and box seats. New wiring will go in all over the grounds and lighting will be installed for night harness horse racing. A new cement platform for grandstand acts will be 50 by 40 feet. About 50 shade trees will be planted over the grounds.

The 1945 fair will open on a Sunday and close on the following Saturday night. Board's slogan is: "Ohio's Fastest Growing Fair."

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Convention Purpose Three-Fold

War Effort, Biz Safeguard, Aid to Ops Prime Objects

Maintenance and repair problems, taxes, post-war rides and equipment a few of many subjects to be mulled—
—heavy reservations point to record meet

CHICAGO, Nov. 25.—Purpose of the 26th annual convention of the National Association of Amusement Parks, Pools and Beaches, to be held at Hotel Sherman here, December 5-7, is three-fold, association's board of directors, headed by Leonard B. Schloss, president, and A. R. Hodge, secretary, announced this week. The purposes, as outlined by the board, are (1) To co-ordinate the activities of the amusement park industry so that it may best serve the nation in winning the war; (2) to safeguard the industry in these times of stress and during the years to come, and (3) to help individual operators in the solution of the countless problems which confront the industry during wartime operation and which will confront the industry in the peacetime to follow.

"The NAAPPB, which includes 90 per cent of the leading amusement park, pier, pool and beach men of the United States, will meet under conditions without precedent in our history," President Schloss said in speaking for the association's board of directors. "We are winning the war, but the years immediately following victory may be even more difficult than those thru which we have passed.

"The problems of today and tomorrow are too multitudinous for solution by individuals. We all need the added strength and inspiration which we gain thru contact and association with the keenest minds in our industry. The forthcoming convention affords each of us just such an opportunity. All members of the industry are asking what about materials and supplies for maintenance and repairs, as far as Washington is concerned? Also what lies ahead of us in the way of admission and other taxes? The answers to these all-important questions we shall hope to supply authoritatively during the convention.

Meet Highly Significant

"The annual gathering will probably be the most significant in the history of See Three-Way Conclave on page 65)

Island Funspot Is Planned for Detroit Negroes

DETROIT, Nov. 25.—Construction of an island amusement park for Detroit's greatly enlarged colored population is in prospect as the result of the acquisition of Sugar Island, near the mouth of the Detroit River, by the newly formed Sugar Island Amusement Company, headed by A. Santos.

The property is an island of about 100 acres, 20 miles south of Detroit by boat, and was formerly one of the popular island parks of two decades ago. At that time it was equipped with usual park features, including Roller Coaster, ballroom, beach and other attractions. In recent years, it has been closed as a public resort, except for occasional moonlight excursions.

Details of plans for the new proprietors have not been disclosed, but it was indicated that it would be run largely as a picnic park, and further that regular rides and other park attractions were under consideration. At present Detroit's colored population shares the available amusement park facilities with white patronage.

Skean Will Again Handle AC Convention & Press Bureau

ATLANTIC CITY, Nov. 25.—Alfred H. Skean, for many years manager of the Atlantic City convention and publicity bureau, returns to the resort January 1 to resume the direction of the bureau.

After the army took over many Boardwalk and other hotels in 1942 and convention activities were curtailed by the war, Skean became manager of the New York Convention and Visitors Bureau, where he is still engaged.



HARRY A. ACKLEY, of Ackley, Bradley & Day, Pittsburgh, and consultant, Recreation Section, Service Trades Division, Office of Civilian Requirements, Washington, will highlight the AERA program at Hotel Sherman, Chicago, December 5, with his talk on "Operation of War Production Board as It Pertains to the Manufacture of Amusement Park Services." Discussion from the floor and questions on the subject will follow Ackley's speech. Ackley is also slated to open the NAAPPB Wednesday (6) convention session with "A Report of My Work in Washington."

A. C. Maps Many Improvements And Way To Pay

ATLANTIC CITY, Nov. 25.—A probability arose this week that the Boardwalk will not be rebuilt in the Inlet and in the Chelsea sections until after the war. Inability on the part of the city to obtain priorities from the War Production Board for lumber is given as the reason. WLB officials already have told members of the city commission that the Boardwalk cannot be considered an "essential industry." However, city commissioners next week will ask for bids for the reconstruction of the Boardwalk from Convention Hall to Albany Avenue and from Rhode Island Avenue to past the Heinz Pier, said Mayor Joseph Altman.

The mayor listed as other improvements the building of Inlet bulkheads at a cost of \$350,000; the building of a suction pipe which would carry off excess rain or floodwaters, to be located parallel with the Boardwalk; the improved Garden Pier, with 250-foot tower (See AC PRIMPING UP on page 65)

Hamid Hits High On 1944 Season; Plans Revampin'

WORCESTER, Mass., Nov. 25.—Hamid Amusement Company, operators of White City Park, Central New England's \$500,000 playground, reports last season was the most successful in the park's history. The company is planning an extensive improvement program for 1945.

The Hamid firm recently purchased from the Philadelphia Toboggan Company the large Roller Coaster, known as the "Yankee Clipper," which was erected by the Philly outfit and operated by them during the last 10 years. The ride is being rebuilt into a modern, streamlined coaster for next season. Deals are also pending for the acquisition of two new riding devices.

Ballroom in the Offing

If priorities are obtained, a modern ballroom, suitable also for night club and theatrical presentations, will be erected. Otherwise, an open-air dance pavilion will be constructed.

A new bathhouse will be built and the park's riverside beach will be given a face lifting, with fresh ocean sand brought in to line the river bank. Lifting equipment and illuminated lighting (See Hamid's Big '44 on page 65)

Daytime Play Hypos Long Beach Season

LONG BEACH, L. I., N. Y., Nov. 25.—Long Beach had one of its best seasons in years, despite wartime restrictions, it was revealed in a report issued this week. When government curtailment on vehicular travel went into effect, the feeling was that it would come as a death blow to this resort. Figures reveal, however, that more than 10,000,000 persons visited Long Beach the past summer.

There was much more weekday trade the past summer than there had been for many years previous. Much of this was accounted for by war workers in near-by plants engaged on the night shift jobs and who thus had the time for daytime recreation.

Cottage rentals also commanded higher prices than ever before in the resort's history. The same applied to concessions and stores.



FRED L. MARKEY, general manager of Dodgem Corporation, who will speak for the manufacturers on the subject, "What Manufacturers Expect from Amusement Park Owners," from the American Recreational Equipment Association program at Hotel Sherman, Chicago, December 5. Edward J. Carroll, owner of Riverside Park, Agawam, Mass., will speak for the park ops on "What Amusement Park Owners Expect From Manufacturers." Other principal speakers on the AREA program will be T. B. Ellis, of General Electric Company, and Harry A. Ackley, consultant, Recreation Section, Service Trades Division, Office of Civilian Requirements.

Official AREA Program in Chicago Twentieth Anniversary Meeting of American Recreational Equipment Association at Sherman Hotel, Chicago, Tuesday, December 5, at 7:30 P.M.

- Remarks by President of the NAAPPB Leonard B. Schloss
- Remarks of His Own Choosing by Executive Secretary of the NAAPPB ... A. R. Hodge
- Annual Address by Our President William Rabkin
- Address—"Motors and the Things That Go With Them" ... T. B. Ellis, district manager of Fractional Horsepower Motor Division, General Electric Company
- Address—"What Amusement Park Owners Expect From Manufacturers" ... Edward J. Carroll, owner of Riverside Park, Agawam, Mass.
- Address—"What Manufacturers Expect From Amusement Park Owners" ... Fred L. Markey, general manager of Dodgem Corporation
- Address—"Operation of War Production Board As It Pertains to the Manufacture of Amusement Park Services" ... Harry A. Ackley, Washington
- Questions to Mr. Ackley and discussion from the floor
- Annual Business Meeting
- Report of the Treasurer W. F. Mangels, Mangels Company, Coney Island, N. Y.
- Report of Nomination Committee W. J. Wendler Jr., chairman, Allan Herschell Company, North Tonawanda, N. Y.
- Report of Membership Committee Ben O. Roodhouse, chairman, Ell Bridge Company, Jacksonville, Ill.
- Report of Finance Committee M. W. Sellner, chairman, Sellner Company, Faribault, Minn.



PAUL H. HUEDEPOHL, managing director of Jantzen Beach, Portland, Ore., who will occupy a prominent spot in the NAAPPB Wednesday afternoon (6) convention session with an address labeled, "Taboo—Are These Bathing Suits?" Huedepohl will also have a special part in the convention's pool round-table discussions, in association with Henry A. Guenther, chairman; A. W. Hutchison and Chauncey A. Hyatt.

Floyd Young Quits Lincoln Park Post

CHICAGO, Nov. 25.—Floyd Young, associated with Lincoln Park Zoo here for 21 years, will retire as director December 12, a post he has held since 1932. Prior to becoming director, Young was manager of the Lincoln Park Aquarium and assistant director of the zoo. He is known thruout the country for his knowledge of animals.

Young has had many prominent animals under his care. One of the most noted is Bushman, a gorilla, which entered the zoo in 1930 at the age of two and a half years and is now considered one of the world's largest and most perfect gorillas. Another was Nancy, orangutan, which gave birth to a baby in 1934.

R. Martin Perkins, assistant director, is expected to become temporary director when Young retires.

Riis To Pull 'Em In With More Parking

RIIS PARK, L. I., N. Y., Nov. 25.—Plans to place emphasis on its facilities for auto parking for amusement goers who come to this seashore spot are embraced in the scheme to popularize this resort after the war.

There are accommodations here for more than 15,000 automobiles and there is a vast area near by which could easily be converted into additional parking zones.

Riis Park is municipally operated by the city of New York and is patterned on the order of Jones Beach. Creation of new parkways have made the resort accessible by motor from virtually any point in the city within 50 minutes traveling time.

Joe Malec Acts To Erase Peony Floods

OMAHA, Nov. 25.—Joe Malec, whose Peony Park has been a frequent flood target in the last 13 years because of the annual flooding of a near-by creek, is preparing to launch a private flood control project to cost between \$12,000 and \$15,000 to curb the creek and prevent future damage.

Malec estimates that his park has suffered more than \$100,000 damage in the last 13 years, nearly half of that amount in 1943. Members of the Douglas County (Omaha) Board of Commissioners said they will study the legal possibility of including an item in the county's 1945 budget to help pay for the work.

Malec has bought 4,200 feet of land along the creek besides what he already owns, and his proposed planning calls for deepening and straightening the creek.

Ventnor Repairs Boardwalk

VENTNOR, N. J., Nov. 25.—Sections of the Ventnor Boardwalk, stretching about nine blocks, damaged in the recent hurricane, will be reopened to the public this week, following completion of repairs. The rest of the Boardwalk was either completely washed away or damaged to such an extent that rebuilding will be necessary. Ventnor Municipal Pier will be open to the public again next week.

Cincy Zoo Pays; Asks Aid

CINCINNATI, Nov. 25.—Zoological Society of Cincinnati yesterday presented to city council a check for \$10,000 in repayment of money the city advanced to it early this year. At the same time, however, the Society asked council to establish a \$25,000 fund to repair and rehabilitate the zoo buildings. The Society said it had no money available for undertaking the repair program because travel restrictions had caused a great decrease in zoo attendance and revenues.



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American Recreational Equipment Association

By R. S. Uzzell

Lot of Work To Be Done

The programs of our two important meetings appear in these pages. They are a guide for scheduling your time and clinching your interest by showing how practical the meetings will be. The real action starts Tuesday afternoon, December 5, when the gavel falls on the opening of the national association meeting. Tuesday evening the manufacturers open their meeting in the Gray Room of Hotel Sherman at 7:30 p.m., President William Rabkin in the chair. It is important to open this meeting on time as there is a lot of work to be done. It was scheduled for Tuesday purposely to assure a large attendance. Little time will be given to new devices and rides because of the uncertainty which we face. Man power and material is still our big problem. We want all the help we can get in bringing out the facts.

The Bug Ride, which has operated for 19 years on Surf Avenue at Coney Island, N. Y., has been dismantled and is being packed for shipment to Venezuela, S. A. Our friends to the south only have been waiting for shipping lanes to open so they can deal with us. Nothing new can be produced so they are forced to buy used devices and rides. Used-ride market has fewer offerings than for years because it has been drawn upon for two years, with little or no new production.

George A. Hamid tells us that the post-war era will bring us new and daring acts never before attempted. A war always brings a spirit of venture and daring born of a new courage. Barnum dreamed of shooting a man from a can-

non but could find no one who would take the risk. Now a woman does it. There will be new and more daring ones than ever. One man plans to loop-the-loop with a 50-foot train. Harry Illions once got a thoro trouncing from his dad for riding the old Loop-the-Loop at Coney Island with but one car. That loop was only about 30 feet high. A 50-foot train would require a loop at least 125 feet high.

New Developments in Offing

The amusement park business is on the threshold of new developments never before thought remotely possible. Better get on the alert by associating with park men and producers to get into the spirit of the new day so as not to be left behind the procession.

In England a new evolution in incubation has been generated by the invasion of the Yanks. Already they are looking to America for new rides and attractions with which to put new life into their parks and seaside resorts. The invaded countries will need them, too, because they have been so long and deeply depressed.

Lake Compounce, Bristol, Conn., has for more than 100 years kept abreast of the times. No one expects the new generation of management to fall behind the procession. A talk with them will be time well spent.

Edward J. Carroll, of Riverside Park, Agawam, Mass., will tell us what park managers expect of the manufacturers, while Fred L. Markey, of Dodgem Corporation, will tell park men what we expect of them. There will be many things

cooking at the convention. Better come and help us do them to a turn.

Another year is rapidly drawing to a close. All of you have been wrapped in perplexities. Some of you did not operate at all, while others operated with large grosses and heavy expenses. A favored few sat on top of the world. One manager had big crowds who spent freely but the pilfering by employees caused anxious moments.

Pilfering Needs Hearing

Here is a subject which should have a hearing behind closed doors. There are no new tricks; just some old ones in a new dress-up. One park manager sent two with sticky fingers to jail. Among our members are some shrewd ones on detection. We could get them to talk but not for publication. They would insist on the strictest confidence and secrecy of what they can tell. "Make it hard to take it" is a good beginning at stopping leaks. Get all of the appliances for accurate accounting and then watch them. Constant alertness is the price which must be paid for honest handling of your grosses. Often your biggest leaks are in quarters least suspected. Operating with loose ends invites trouble. There is no doubt about

it. An exchange of experiences on checking leaks would be time well spent. Without careful check-ups leaks never mend themselves. One young man, now the "special service man" for one of the nation's largest hotels, can tell in what park and just how he learned what he knows about how to "get them."

In the near future we will have better material and paint. Who will be first to produce a symphony of color for his whole park which will be pleasing and restful to the eye without a discordant note? It surely will make a tremendous hit.

Don't Ride With a Dub

There are enough new rides in the making to make a complete amusement park. Unfortunately, some will be in the hands of the inexperienced, who are in for some grief, and which will bring disappointment to the purchaser. One man built eight of his devices before he learned the game. All of his devices had to be returned to the factory for a rebuilding. The loss of time and money was a sore disappointment to all concerned. The experienced builder is anxious to get the release of enough material to build the first one for test and (See AREA on page 71)

Official Program of NAAPPB in Chicago

SESSIONS IN HOTEL SHERMAN

(Louis XVI Room, First Floor)

26th Annual Convention of National Association of Amusement Parks, Pools and Beaches.

Tuesday, December 5

1:45 p.m.—Invocation . . . R. S. Uzzell.
 "A Salute to Our Fighters"—Judge James A. Donovan.
 "Today and Tomorrow"—Dr. Gerhard Schacher, commentator on Stations WCPB and WBBM and member of the faculty of Northwestern University.
 President's Address . . . Leonard B. Schloss.
 Announcements and Communications.
 Reports of Convention Committees—General Program, A. B. McSwigan; Pool and Beach, Henry A. Guenther; Entertainment and Banquet, Reception and Social and Pent House Social, Paul H. Huedepohl; Location and Exhibit Arrangements, Edward L. Schott; Public Liability and Fire Insurance, N. S. Alexander.
 Executive Session: Roll call, reading of minutes, annual report of secretary, annual report of treasurer and report of finance committee.
 Committee Reports: Historians, legislative, membership, music royalty, nominating, priorities, publicity, resolutions, special ammunition; unfinished business, new business, good of the order.
 4 p.m.—"What About War Regulations After 'V' Day?"
 (Speaker to be announced)
 Announcements and Communications.
 Pent House Club—10 p.m. to 2 a.m.

Wednesday, December 6

1:45 p.m.—Announcements and Communications. "A Report of My Work in Washington." Harry A. Ackley, Consultant, Recreation Section, Office of Civilian Requirements, W. P. B.
 2:15 p.m.—Tableau: Mars and the Olive Branch.
 2:20 P.m.—War Clinic: Chairman, Edward L. Schott. Faculty—N. S. Alexander, Henry G. Bowen, George B. Currier, Don Dazey, George A. Hamid.
 (a) Lest We Forget
 (b) Man Power
 (c) Yes, We Have None
 (d) Plus Federal Tax
 (e) Laughs and Tears
 4:10 p.m.—"Taboo—Are These Bathing Suits?" Paul H. Huedepohl.
 4:40 p.m.—Pictorial Section: Charles L. Beares Jr.
 A Cross-Country Trip to the Nation's Play Places.
 Announcements and Communications.
 Special Fire Insurance Meeting Tonight.
 Pent House Club—10 p.m.—2 a.m.

Thursday, December 7

1:45 p.m.—Announcements and Communications.
 Peace Clinic: Chairman, Edward J. Carroll. Faculty: Harry J. Batt, R. E. Chambers, Irving Rosenthal, H. P. Schneck.
 (a) The Dawn of a New Era
 (b) New Bait for Old Fish
 (c) What's Cookin'?
 (d) It Can't Happen in My Park—Or, Can It?
 3:30 p.m.—British Amusement Manufacturers in Wartime.—A. W. Shillan.
 3:45 p.m.—A Woman's Part in the Industry—Chairman, Mrs. Minette Dixon. Faculty: Margaret Lehr, Mrs. Bailey Wright, Mrs. Florence Lusse Illions.
 (a) Is a Lady Manager's Job Different?
 (b) Things Men Operators Are Overlooking
 (c) Can More Women Employees be Used to Advantage?
 (d) Amusement Parks as Seen Thru the Eyes of a Woman.
 Announcements and Communications.
 Meeting Adjourns.
 7:30 p.m.—Banquet and Frolic (Bal Tabarin).
 Pent House Club—10 p.m.—2 a.m.

POOL ROUND-TABLE DISCUSSIONS

Henry A. Guenther, Chairman. Collaborators: Paul H. Huedepohl, A. W. Hutchison, Chauncey A. Hyatt. Louis XVI Room (first floor).

Tuesday, December 5

12:30-1:45 p.m.

1. Water Treatment.
2. Cleanliness and Sanitation.
3. Bathing Suits.
4. What More Can Be Done to Combat Polio Scares? A Paper on "Bathing Suits," by Alfred Murphy, Ocean Bathing Suit Supply Co.

Wednesday, December 6

1. Instruction.
 2. Publicity.
 3. Promotions.
- A Paper on "Post-War Activities" by Henry A. Guenther Jr.

Thursday, December 7

General Discussion on Swimming Pool Problems.

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By Nat A. Tor

All Communications to Nat A. Tor, Care New York Office, The Billboard

Wonder what's happened to Sam Ingram and if they'll ever run those swim forums at Fort Lauderdale, Fla., again? . . . This correspondent visited Toronto a few weeks ago and had a look-see at the Canadian National Exhibition Grounds. They appear none the worse for the wear and tear given them by the air corps training there. . . . Towers indoor plunge, Los Angeles, covered itself with newsworthy publicity again last week. . . . Erna Kompa, of the famed Kompa Sisters swim team, is now married to a department store vice-president and the nearest she gets to swimming is by lounging in her swim suit on her terrace. . . . If pool men want to be certain of getting materials for rebuilding, the industry must prove itself essential; which it is, of course, but you've got to tell the world about it. . . . Palisades (N. J.) Park will get a new pool restaurant next summer. . . . And they tell me that the MacFadden Deauville plunge in Miami Beach, Fla., will revise those weekly water shows this winter. Which is about time!

Luck Rides With Trigger In Fall at Old Orchard.

SPRINGFIELD, Mass., Nov. 25.—Vernon A. Trigger, of Agawam, Mass., superintendent of Riverside Park, narrowly escaped serious injury at Old Orchard, Me., last week when he fell from an amusement ride at the beach park area. He was inspecting a section of the ride, which was being dismantled for shipment to Riverside, when he fell.

Following the fall he was taken to Trall Hospital, Biddeford, Me., where it was found he suffered from shock and torn ligaments in the right shoulder. He remained at the hospital five days after which he was transferred to his home in Agawam for further treatment.

AC PRIMPING UP

(Continued from page 62)

and cascade, reading and game rooms; additional parks and pavilions; glass windbreaks and a park area around the Convention Hall; open and enclosed public swim pools, and amusement parks.

Listing the bridge toll for automobiles as the first means of financing, Altman said he was guided by a previous survey made in this respect which, based on a 10-cent charge, would yield some \$350,000 a year. The second would be a "luxury tax" of 2 per cent placed on everything but essentials, including drinks, amusements, hotel room, etc. "Because of our resort business, there is some \$107,000,000 in our banks," he said, "But if our summer business is \$40,000,000, a 2 per cent tax would yield about \$800,000 which, added to the toll revenue, would give us \$1,150,000 a year—enough to finance a bond issue large enough to finance these and other improvements."

Among other improvements listed by the mayor are public parks on both sides of Convention Hall "now filled with considerable dilapidated buildings and which should give way to skating rinks, pools and the like."

A meeting to arouse more interest in post-war planning and to get a cross section of opinion from the community on some of the principal projects may be called by the Chamber of Commerce in the near future.

THREE-WAY CONCLAVE

(Continued from page 62)

our industry. Leading manufacturers will be in attendance to help us in the solution of our maintenance and repair problems and perhaps tell us something of the new devices and equipment which will be available just as soon as conditions will warrant.

"Three banner program sessions packed with subjects vital to all amusement men will be staged as Victory Clinics. They will deal largely with the problems of wartime operation and lessons which we have learned therefrom and which should be recorded for future reference, and those problems which we shall have to surmount with the coming of peace and which may be even more numerous than those which we have had to surmount during wartime. There will be no formal papers or speeches, and all program sessions will be packed with discussions of these timely and vital topics by scores of operators. It is estimated that the program will probably be the finest in the history of this organization."

According to the management of Hotel Sherman, the forthcoming gathering of the NAAPPB will be the largest in the org's history, judging from reservations which have been pouring in from park ops, concessionaires and ride and equipment manufacturers the last several weeks.

HAMID'S BIG '44

(Continued from page 62)

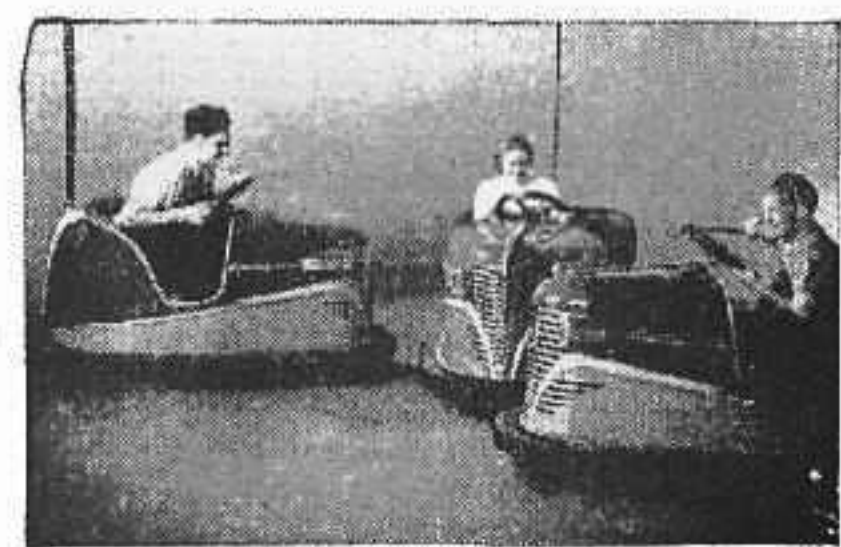
tains will be completely overhauled and repainted.

Park's policy of presenting free circus and vaude shows will be maintained. Practically all of the present concessionaires will be back at their stands in 1945. George A. Hamid is president of the company operating White City Park, Sam Hamid continues as local manager.

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16mm. Industry Unites To Back Sixth War Loan Drive

WASHINGTON, Nov. 25.—Mobilization for the first time of all units and factors of the national 16mm. distribution field into a small-screen version of the 35mm. War Activities Committee has been accomplished for the Sixth War Loan.

A total of 325 representative 16mm. exchange men will make available 25,000 projectors for the showing of 12 films produced by army, navy and coast guard exclusively for the Sixth War Loan, it was announced this week by Ted R. Gamble, national director of the War Finance Division, Treasury Department. "The industry aims at an audience of 25,000,000," he said.

"This co-ordination of our industry into a powerful selling force for the success of the bond campaign is an indication of what an industry can do once it is organized," said Merriman B. Holtz, Treasury consultant on the 16mm. program. "It indicates a greater co-operation in future war loans and other worth-while efforts."

According to Gamble, a leading 16mm. distributor in each State has been appointed as State 16mm. chairman and is a member of the State War Finance

Committee. He works directly with each distributor and co-ordinates the exhibition and use of all prints allocated to a State and routed according to request. The navy films are *957th Day, It Can't Last, We Said We'd Come Back, Freedom Comes High and Photography Fights*.

The six War Department trailers, each running two and a half minutes, are *Hands, Justice, Silence, Just for Remembrance, The Line Is Busy and Two and a Half Minutes*.

Normandy Invasion is a coast guard film. Three one and a half minute trailers, featuring talks by Admirals Hussey and Towers and General Howland Smith, of the marine corps, are also being made available.

Education Office Releases 14 Films to Train Workers

WASHINGTON, Nov. 25.—Fourteen new motion pictures to aid in the training of war production workers in vocational schools and war industries have been released by the office of education, the federal security agency announces.

The new films cover such subjects as aircraft maintenance, pipefitting, welding and engineering. One of the pictures shows how to calculate proportion, percentage, squares and square root on a slide rule. A previously released office of education film shows how to multiply and divide on a slide rule. Persons who have never before used a slide rule can, after seeing the motion picture, pick up a rule and perform simple calculations, the office of education says.

The 14 new films, like the 177 other titles already in use, were planned and supervised by technical experts and visual educators. Subjects were chosen for today's training needs and were approved by the War Man-Power Commission. Actual production was done under contract by eight different motion picture producers: Loucks and Norling Studios; Ted Nemeth Studio; Pathescope Company of America; Willard Pictures, New York; DeFrenes & Company, Philadelphia; Calvin Company, Kansas City, Mo.; Ray-Bell Films, Minneapolis, and Gene K. Walker, San Francisco.

Office of education training films may be purchased from Castle Films, Inc., and may be rented from many 16mm. educational film libraries. Instructors' manuals are furnished without charge to users of the films.

Following are the titles and running times of the films: *Precision Gage Blocks*, 18 minutes; *The Bevel Protractor*, 15 minutes; *Pipe Fabrication With Jigs*, 22 minutes; *The Electron—An Introduction*, 16 minutes; *The Guided Bend Test*, 17 minutes; *Oxy-Acetylene Welding Light Metal*, 21 minutes; *Sawing an Internal Irregular Shape*, 32 minutes; *Filing an Internal Irregular Shape*, 27 minutes; *Installing Landing Gear*, 19 minutes; *Attaching and Aligning Wings*, 20 minutes; *The Slide Rule (Percentage, Proportion, Squares and Square Roots)*, 21 minutes; *Porcelain Protected Surface Wiring*, 19 minutes; *Cable Surface Wiring*, 17 minutes, and *Feeding the Patient*, 15 minutes.

Short Splices

—By The Roadshowman—

FINAL EDITING of the films of the 1944 World Series has been completed. The film, introduced by Connie Mack, will be sent to hospital and service bases in this country and overseas. Lew Fonseca, American League film director, said some 5,000,000 servicemen have seen the 1944 series films so far.

A MOVIE, *The Impatient Years*, is credited with reconciling two warring Chicago couples. A judge assigned to the divorce court became irritated at the (See *Short Splices* on opposite page)

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Slout's Business Blows Hot 'n' Cold In 27-Week Trek

JEFFERSON, Tex., Nov. 25.—Slout Players Tent Show closes its 1944 season here tonight. The tour covered 27 weeks and extended from Gladwin, Mich., to this city and in making the route the company made Michigan, Illinois, Missouri, Arkansas and Texas. Some spots were exceptionally good; some just fair, and one or two pretty bad.

The company members will scatter from here. Show's agent, Clarence Auskings, making arrangements to book Stanley the Magician, who has been a vaude act with the troupe, in schools and theaters. Evelyn Thomas, ingenue, has made plans to enter school at Stout Institute, Menomonie, Wis. Tess Roberts will return to Chicago, and Bobby Brown to Peoria, Ill. Mac Johnston's plans are uncertain.

Ora Ackley (Mrs. Slout) will go directly to El Paso, Tex., to visit her mother and sister. Manager L. Verne Slout will go to Michigan to see his mother and daughter, remaining North until after the first of the year.

Of the working crew, C. W. Rawson, who has handled the outfit for years, will make the trip north with Slout, returning after the first of the year to start work on reconditioning the outfit. Kenneth Beck, who handled the stage most of the season, will also return to Michigan. He is slated to rejoin when the show reopens early in 1945. The rest of the 1945 working crew will be made up of Texas boys who have already applied for the jobs, Manager Slout says.

Plans call for storage of the outfit in this city.

Pepple Taken by Surprise As Miss DeVoss Calls Name

Editors *The Billboard*:

Perhaps one of the oldest repertoire companies playing today under the same management is Rotnour's Players, under the management of J. B. Rotnour out of Richmond, Ill. In the early days the attraction was known as the Flora DeVoss Company, Miss DeVoss being Mrs. Rotnour. I happened to be the agent of the company in 1900 and the show had been on the road several years before I joined it.

During all this time I have never had the pleasure of seeing Miss DeVoss. However, recently, in driving from Chicago to Madison, Wis., I passed thru Richmond and decided that I would pay Miss DeVoss a visit. When I knocked, she came to the door and for the first time I called her Mrs. Rotnour. She invited me in and I said: "When I knew you I always called you Miss DeVoss. Now, Miss DeVoss, you don't know me." "Oh, yes I do," she replied. "Come right on into the sitting room, Dwight Pepple, and sit right down in that big easy chair."

I felt quite flattered to think that with the many people that had worked in their company during the past 44 years, that she should remember me. I spent a very pleasant two hours with her and we sure cut it up. Miss DeVoss, about a year ago, had had an accident which has made her a cripple. Otherwise, she is very alert and reminded me very much of the time when she was the star and leading lady of her own company. J. B., as Mr. Rotnour is known by members of his company and patrons alike, is out on his winter circle and was not at home when I paid my call.

Miss DeVoss has one daughter, Ruby, formerly the wife of John Charles Thomas and now married to Harry Puck. They reside on Long Island. Miss DeVoss, in her day, was one of the most versatile of leading ladies, one night playing the soubrette role in *Wild Cat the Romp* and, the next night, *Lady Audley in Lady Audley's Secret*. One of the most pleasant years that I have spent in show business was with her company.

T. DWIGHT PEPPEL

Rep Ripples

HARRY S. WARNER, who has been official host at the Gulf Brewing Company, Houston, since closing with the Jimmy Hill Players five years ago, writes that there's a grand opportunity for a dramatic stock show in Houston, as the town has been without flesh, with the exception of an occasional name band, for several years. . . . ETHEL CROSBY, former leading woman, is residing in Houston, where her husband, Jack Mabry, is in business. . . . SKINNY KIMBLING, formerly well known in tab and rep circles, is now located in Galveston. . . . M. N. BAILEY has a small flesh trick playing schools and halls to satisfactory business in Southwestern Oklahoma. . . . KENNEDY SWAIN, after winding up his seventh season with the Harley Sadler tent, is visiting his par- (See *REP RIPPLES* on opposite page)

Winstead Minstrels End Profitable Run; I-Niter Next Season

GREENVILLE, S. C., Nov. 25.—Winstead's Mighty Minstrels, David G. Surles, manager, which concluded its canvas season recently at Raeford, N. C., will go out next season strictly as a one-nighter, the management reports, with the 1945 opening slated for around April 1. On the '44 season, which began at Valdosta, Ga., February 21, the show made one and three-night stands. The show being new in the Georgia territory, business was only fair in that State, but the troupe's established Carolina territory panned out well to make the '44 tour a profitable one.

The Winstead organization went thru the season without mishap and only six changes were made in the roster. The show has new winter quarters to replace the one destroyed by fire during the touring season and workmen will put in the winter revamping the outfit for the 1945 tour.

Those who closed with the show and their respective destinations were as follows: Matilda and Joe Bratley, Fayetteville, N. C.; D. B. Reed, Greenville; James Wesley, Philadelphia; Pearl Bowman, Newark, N. J.; Richard Cockhart, Washington; David Ray, Fayetteville; Harry Brock, Savannah, Ga.; Buster Price, Savannah; William Earl, Fayetteville; Julia Thomas, Columbia, S. C.; Leroy Anderson, Newark; Kitty Rudd, Norfolk, and Troy Furgeson, Luberton, N. C.

The staff members and their destinations were as follows: David G. Surles, owner-manager, Fayetteville; Frank Stone, assistant manager, Laurensburg, N. C.; Billy (Medicine) Hunt, front-door tickets, Fayetteville; Leroy Anderson, boss canvasman, Newark; Billikens Grimes, stage manager and producer; Mr. Wilson, scenic artist, Norfolk; C. E. McPherson, general agent, Greenville.

Show Folks of America Elect Officers for '45

CHICAGO, Nov. 25.—Annual election of officers of Show Folks of America was held November 16 at the Ann Lynch Home.

Mort Schaeffer, pianist and attorney, was elected president. Other officers chosen were: First vice-president, Jess Harlow; second vice-president, Mae Stoker; third vice-president, Herman Stolke; financial secretary, Helen Wong; corresponding secretary, Jane Ross; recording secretary, Bernice Barton; treasurer, Ross J. Abbott.

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Commonwealth Announces 25 New Features for '45

NEW YORK, Nov. 25.—Commonwealth Pictures Corporation announced this week that it will release 25 brand new major company features in 1945.

In addition to 16 new Western, outdoor and adventure pictures released by a major company, Commonwealth announces the following major attractions: *As You Like It*, featuring Laurence Olivier and Elizabeth Bergner; *Duke of West Point*, featuring Joan Fontaine and Richard Carlson; *International Lady*, featuring George Brent, Ilona Massey and Basil Rathbone; *King of the Turf*, featuring Adolphe Menjou and Dolores Costello, and *South of Pago Pago*, featuring Victor McLaglen, Jon Hall and Frances Farmer.

SHORT SPLICES

(Continued from opposite page) long line of couples waiting to be divorced and gave three of the couples tickets to the movie and told them to "think it over." One couple, already divorced, decided to re-marry after seeing the show; a second couple decided not to get a divorce after all, and the third couple is still considering the matter.

H. R. LISSACK has been appointed general sales manager of Encyclopedia Britannica Films, Inc., it is announced by E. H. Powell, president of Encyclopedia Britannica. Lissack has been with the company since July, 1941, and has recently been director of distribution for the film company.

REP RIPPLES

(Continued from opposite page) ents, Col. and Mrs. W. I. Swain, in Elkhart, Tex. En route to Elkhart, Swain stopped off in Dallas for a visit with the Wayne Babb Players and Toby Gunn's

Madcaps. He also bumped into old friends Ethan Allen, Davis Sullivan, Verge and Alice Lester and Bob and Kitty Bly. . . . Gifford Family, three-people using flesh bills, are playing auspicious dates in the Ottawa area to satisfactory returns. . . . FANNING SHOW is trouping Whatcom County, Washington, with 16mm. pix and dramatic sketches on a thrice-weekly change. . . . DOUG AND LOLA COUDEN write from Tucson, Ariz., under date of November 17: "Playing city schools here but have a \$10-a-day city license to buck for each day we work, so we are booking three a day, so it doesn't hurt so much. Will be here about a month and have several days free, so will do a couple of shows for veterans' hospital here; also one at the local air corps base. Doing shows here thru Marvin Clemens, head of city recreational department. Assisting Clemens is John Alexander, vent and magician, who has had a leg amputated since we last saw him in Yuma, Ariz., a number of years ago. We are starting a new angle to our biz; going to book

another school show to follow us. Will start new arrangement in Houston at start of spring school term. Reason for our better business is the increase in admission prices from 10 cents to 25 cents. That, with a cut in percentage to schools, just about doubles our income."

MR. AND MRS. BUD HAWKINS are in their 11th week of working schools in Pennsylvania and Maryland for the Antrim Bureau, and after a few more weeks are slated to move into the Philadelphia sector. . . . HENRY LA SHINE has a vaude-pic trick working in the Pawtucket (R. I.) district. . . . HALLEY PLAYERS, four people, are circling around Baltimore, playing under auspices. . . . EATON PLAYERS are playing auspices dates in the Boston sector, using E. F. Hannan's *Be Careful, Dad*. . . . L. M. SAULTER is working around Schuylerville, N. Y., with his vaude-film combo. . . . E. L. BUDD, former rep and vaude performer, is giving 'em his one-man show in schools and halls thru West Texas.

TRADE SERVICE FEATURE
Billboard

New and Recent Releases

(Running Times Are Approximate)

THE AMAZING MRS. HOLLIDAY, released by Swank Motion Pictures. Presenting Deanna Durbin in a role which gives her an opportunity to act as well as sing. The story takes her from war-torn China to San Francisco's swank Nob Hill. Running time, 90 minutes.

HIT THE ICE, released by Bell & Howell Filmosound Library. Abott and Costello are sidewalk snapshot artists who become accidentally involved in a bank robbery and an amusing search for a hideout. Ginny Simms sings, and Johnny Long orchestra furnishes music. Running time, 80 minutes.

THE GENTLEMAN FROM ARIZONA, released by Astor Pictures Corporation. A Western film featuring John King, J. Farrell MacDonald, Joan Barclay, and Sky Rex, the racing stallion. Climax of the story is the running of the Arizona Derby, which Sky Rex wins, thereby saving his master's ranch. Running time, 71 minutes.

SHADOWS OF THE ORIENT, released by Post Pictures Corporation. A danger-loving society girl and a fearless detective are the stars of this story, most of which occurs in San Francisco's Chinatown. Featured are Esther Ralston, Regis Toomey, J. Farrell MacDonald, Sidney Blackmer and James Long. Running time, 71 minutes.

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"KING OF THE TURF"

Adolphe Menjou, Walter Abel, Alan Dinchart, Roger Daniel, Dolores Costello. A thrilling, touching story that tells the finest thing a father ever did for his son.



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AGENTS — OUR NEW NOVELTY RATION
Book sells like wild fire. Rush 25¢ today for
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Wrist Watches, regular movements, 15 jewels,
Swiss, only \$24.50 each. Sell for \$39.50. Ex-
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Full remittance with order. American Merchandising,
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7.

BIGGEST SELLING NOVELTY OF THE YEAR.
Our new Fun Package; a hot holiday number.
Sample and wholesale prices, 25¢. Jaybee, Box
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sample gross, \$8.00. Cash with order, all prepaid.
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Sachets. Beautiful lithographed pkts. Cali-
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Discount up to 60% Sample each, 25¢. Johnson,
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Soldier. Cost 1¢ stick. Mend all metal with
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FASTEST SELLING TAILORED NECKTIES.
\$7.25 dozen; sample, 75¢; Genuine Leather
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FLORIDA MINIATURE FISH PLAQUES, HAND-
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GET ON THE BANDWAGON WITH THE
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Lists, 10¢. Edward Gross, Dept. B, Carnegie, Pa.

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Many beautiful Pictures, Wall Cards, cost 1¢ up;
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Sterling silver, one, two and three stars; size,
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Apply with cloth. Cleans, silverplates, polishes,
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Snake Oil. Six other hot Medicines. Write for
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Home manufacturing, no apparatus. Formula, 25¢.
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EXCELLENT LOCATION AVAILABLE IN
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rapidly developing. Lovely climate; auto court
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COLUMBIA G.A. FRUIT REELS, \$57.50; MILLS
5¢ Gosseneck, J.P. attachment, \$19.50; 2 G16
Wurlitzers, \$125.00; G16A Wurlitzer, \$135.00;
Seeburg Gem, \$267.50; 3 G600R Wurlitzers,
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Blue, \$19.50; Spot Pool, \$44.50; 1942 Home
Run or Venus, \$82.50; United's Midway, \$92.50.
Third certified deposit. Automatic Music, Elks
Bldg., Independence, Kan.

CONSOLES — SUPER BELLS, \$250.00; CLUB
Bells, \$225.00, and Sunray, \$125.00. Ex-
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FOR SALE, \$1,300.00 — TWO (2) FIVE CENT
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Chronos, three-five payout. Used ninety days.
Guaranteed just like new. Willard M. White, 505
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FOR SALE — PENNY MACHINES, NORTH-
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Simpson Peanut, \$3.50; Snacks, \$7.50; Hamilton
Scales, \$45.00; Hanson Scale and Case, \$15.00.
Albert Hoff, 1918 Rose, Baltimore 13, Md.

FOR SALE — GRAND STAND, GRAND NA-
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10¢ Pace Slots, 3-5 payout, \$79.50 each; 10¢ Pace
Baitman, round B.S., S.J.P., \$25.00; 5¢ Cable
Doughboy, D.J., \$49.50; 5¢ and 10¢ Pace Slot
Consoles, \$179.50; Liberty Bell Console, slant top,
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FOR SALE — RAY'S TRACK, VERY CLEAN,
\$49.50; Track Time, '37, Red Head, \$39.50;
Derby Day, \$29.50; Dark Horse, \$89.50; Victory,
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play, \$39.50; Turf Champ, as is, \$29.50. King
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LATEST MODELS PENNY WEIGHING SCALES,
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PEANUT AND GUMBALL MASTER, 1¢ AND 5¢,
good working screw type, \$2.50. Wanted: North-
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Ump, \$35.00; Champion, \$12.50; Barrage,
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Paradise, \$35.00; Gold Star, \$30.00; Plikes Peak,
\$15.00. Take all less 10%; 1/3 cash. Western
Novelty Co., 215 W. Ninth St., Kansas City, Mo.

SELLING OUT ALL SURPLUS ARCADE EQUIP-
ment, all good clean machines, in A-1 condition.
A. M. Johnson, 57 St. Marys Rd., Buffalo 11, N. Y.

TWO TAIL GUNNERS, \$175.00 EACH; TEN
Spot, \$49.50; Stratoliner, \$55.00; Big Show,
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months' supply Cards, \$129.00. Wanted: One
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Machine and ten Wall Boxes for same. Send
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vice condition and price in first letter. Box C-233,
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"WEEKLY SPECIAL" — JOHNSON PENNY
Coin Counting Machine, reconditioned, \$125.00;
16 Record Phonographs, light-ups, \$200.00; 25 5¢
Snacks, like new, \$14.50; 6 2-Column Post Card
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Wanted: Flip S&Hs, Totalizers, Cameo Vending,
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WILL SELL OR TRADE 15 UNIT WIRED
Music, complete with cabinets, ready for use.
Make offer. Will accept Wurlitzer 750's to 950's
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Daily Double, like new, \$350.00; 2 Bally Club
Trophy, free play console, \$325.00; 2 Bally '41
Derby Console, \$350.00; 3 Billy Plinko Console,
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\$239.50; 1 Bonus Bell, 10¢ Original, \$290.50;
2 Jennings Fast Time, cash pay, \$42.50; 2 Mills
Club Bells, 10¢, \$397.50; 2 Mills Blue Fronts,
S.P., 5¢, \$169.50; 1 Periscope, like new, \$195.00;
1 Mills Copper Front, 2-5 payout, 25¢ play,
\$475.00; 2 Mills Chrome Originals, 2-5 payout, 25¢
play, \$425.00; 2 Mills Chrome Originals, 2-5 pay-
out, 5¢ play, \$350.00; 2 Watling Big Game, cash,
\$50.00; 2 Watling Big Game, free play, \$50.00;
4 Brown Fronts, drill proof, knee action rebuilt, 25¢
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25¢, cash pay, \$425.00. 1/3 deposit, balance
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83 COIN MACHINES, CONSISTING OF 5-
Balls, 1-Balls and Consoles. Also Phonos, mostly
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\$100.00; Super Six (plastic bumpers), \$34.50;
Big Town, \$27.50; Topic, \$89.50; Brito Spot,
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A-1 EVENING GOWNS, CHORUS COSTUMES,
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HOOR GLASS CORSETS, TIGHTS, LEGPADS
glorify unshapely legs; Bust Forms, Rubber Gar-
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garters. Rhineston G-Strings and Bras, \$10.00 a
set. Chorus and Strip Pants, Bras, Long Eyelashes,
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85 Folding Tables, 2 ft. by 8 ft. large Blower
Operadio P. A. System, 110 watts; 4 Speakers, 2
Mikes, Record Attachment. All in good condition.
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BRAND NEW 12-QT. FROZEN CUSTARD MA-
chine, still in original crate. Has been in storage
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money order or certified check for \$300.00. Chance
of a lifetime for someone. Have to settle estate.
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complete with 18' Semi-Trailer Van, \$1,125.00;
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plete with 20' Semi-Trailer Van, \$1,750.00; In-
ternational 1940 Model D-35 Truck-Tractor com-
plete with 22' Semi-Trailer Van, \$1,980.00; In-
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plete with 26' Semi-Trailer Van, \$2,800.00. These
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ROLLER SKATES — CHICAGO DELUX SHOP
Skates (ladies' white leather, men's black). Send
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A NEW CATALOGUE 35MM. ROADSHOW AT-
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Horror Pictures. New prints, low prices. Buss
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ALL AVAILABLE MAKES POPPERS. FIFTY
All Electric Machines cheap, Burch, Advance,
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TWO DEVRY 35MM. PORTABLE S.O.F. PROJECTORS, Model E.S.F., 1000 Watt Lamps, 1000 ft. Reels, 35 Watt DeVry Amplifier, two Speakers, two Stands. New condition, below ceiling, \$700.00. Projector only, \$325.00. Amplifier, Speaker, \$150.00. Dealers, bid. Want 35MM. Prints. Paul Eszilo, 1424 N. Broadway, Joliet, Ill.

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LETTER LIST

Because of the serious paper shortage, letters, etc., will be advertised in this list only one time. If you are having mail addressed to you in our care, look for your name EACH WEEK.

Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue mail must reach New York, Chicago or St. Louis office by Wednesday morning, or Cincinnati office by Thursday morning.

Notice, Selective Servicemen!

The names of men in this list who have Selective Service mail at any office of The Billboard are set in capital letters.

- DEAN, Russell; DeClaire, Stanley; Deal, Mrs. James; Dearo, Mrs. Bert; DECATUR, Wm.; Delawter, Mrs.; Delmont, Francine; Del Tupo, Jerry; Demetro, Archie; Demetro, Tom; Demetro, Walter; DICKERSON, Verne Wm.; Dillon, Ellwood L.; Dillon, Leonard L.; DODSON, Mrs. T. R.; DOMBKOWSKI, Stephen F.; Donaldson, Chas.; Donlevy, John W.; Donligny, W. O.; Dorman, Russell; DOWELL, Clarence E.; Downs, Wm. H.; DuBois, Mrs. Wm.; DUBNEVITCH, Nicholas P.; DUBOIS, Wm. E.; DUKES, Roscoe; DUNAVANT, Jimmie W.; DUNCAN, Alvah; Duncan, Dallas; DUNLAP, Mrs. C. F.; DUNLAP, Ezra B.; DUNN, Eddie Earl; EARNWINE, Ruth; EBARDT, Norman; EDELMAN, Sam; Edmos, Clyde; EDWARDS, J. D.; EDWARDS, Wm.; EFFRIM, Floyd; ELLINGTON, Jos.; ELLIS, Chas.; ELLMAN, Mark; ENGLAND, Harold Lee; EPHRIAM, Frank; EPHRIAM, Miller; Eule, Erwin; EVANS, Claude; EVANS, Edw.; EVANS, Robt.; EYSTED, Benj.; FAGAN, Thos. J.; FAIRCLOTH, James Robt.; FARMER, John; FAULCONER, David; Faulkner, Robt. J.; FAY, Frank J.; FAY, Ervin; FINN, Jos. Leo; Fissette, Harvey; Fisher, Geo.; FITZGERALD, E. R.; FITZGERALD, Frank Hiram; Fleet, Chas.; FORD, Frank; FOREST, Wilfred J.; Forsythe, Fred M.; FOSTER, Chas. F.; FOSTER, Jack; Fox, Thos. J.; FRANK, Mike; Frederick, James; FREE, Wm. Byrd; FREEMAN, Morris; FRIEDHEIM, Morris; FRITTS, Walter W.; FULNER, Robt.; FULLER, Clarence; Fullmer, Howard; FULTZ, Chas.; FURLOW, John; Gailer, Frederick; Gallagher, E.; Gallapo, Jack; Gardiner, Ed M.; GARDNER, Andrew; GAREN, Al; GARLAND, Albert O.; Garson, Gwen; GATTIN, Jos. P.; GATTIS, Gordon; George, Evelyn; George, Tom

- JACKSON, Herbert; JACKSON, Riley; JACKSON, Robt.; JACOBS, Earl; JEFFERSON, Thos.; JEFFERSON, Thos.; JEFFREY, Wm.; JENKINS, Jimmie; JETT, Chas. O.; Johns, Miller; JOHNS, Wm. L.; JOHNSON, Clayton; JOHNSON, Clyde; Johnson, Frank R.; Johnson, Harold; JOHNSON, J. N.; JOHNSON, James; JOHNSON, James; JOHNSON, Jessie; Johnson, Mrs. R.; Johnston, Chas. H.; JOHNSTON, Thos.; Jones, Lawrence; Jelly, Willy; Jones, Bill; Jones, Edw. Francis; Jones, H. W.; Jones, Harry; JONES, James; Jones, James; JONES, Leland; Jones, Milton Henry; JONSON, Cody T.; Jordan, Pet J.; Jordan, Jos; JORDEN, Lester; JOSEPH, Frank; Joshua, Maxie; JULLS, Eddie; Kaplan, David Abe; Kaplan, Ben; KAYTUCH, John; Kearnes, Walter; Keck, Eddie; Kellman, Bennie; Keller, Millie; Kelley, Mrs. Andy; Kelly, Red; Kelly, James M.; Kennedy, H. D.; KENNEDY, Jaa.; Kennedy, May A.; KENNEDY, Jack; KENYON, Howard; Kerr, Dixie; Kessler, Sydney; Ketrow, Bill; KETROW, Robert; KEYES, Stanley; Kid, Melvin; KILGORE, Rolland; KING, Burt H.; KING, Donald; KING, Forest H.; KING, Fred W.; KING, Ward Earle; KING, Henry; Kinko, Wm.; KINSEY, Ray; Kiser, Tubby; Kish, Lew; Kish, Agnes; Klaus, Ann; Kleckner, Gladys; Klein, Robert R.; KLIMA, Bernard; Kline, John Buck; Knapp, Edmund T.; KNAPP, James F.; KNIGHT, Durwood; KNOVELL, Andrew; Knox, Cliff; Kohns, Fredrick C.; Kobb, Matt; KOLEEN, Andrew; KOSTERMAN, Ralph H.; Kowalski, Stanley; Kramer, Paul; KRUEGER, Roy L.; KUHN, Frederick; LaBounty, Paul; LaDuro, Marie; LaFarr, Frank; LaFontle, Ellen; LAVASSER, Rita; LABA, Dewey Jos.; Ladd, Chas. Heury; Lamb, Bernice; LAMB, Herman A.; Lamb, L. B.; Lambert, Bill; Landers, Arthur; Landers, Patrick J.; Langford, John S.; LANIGAN, James; Lankford, Walter; LANYON SR., John Milton; LAPEZ, James; Laskaite, Mrs. Marie; LASWELL, George E.; Latoy, Harry; Lawson, Marshall; LATON, Willie; Lawrence, Clarence; LEDBETTER, Geo.; Lee, Estell; Lee, Estell & Rosa; Lee, Paul; LEFFNER, W. E.; Leger Jr., Ernest; Leib, Fred L.; Leonard, James; Lepore, Mattico; Joseph, Kellman; Levere, Robert; Levine, Mrs. Ethel; Lewis, Harry V.; Lewis, Stan; LEWIS, Wm.; LEWIS, Wm.; Linderman, Mrs.; Littlefield, Jack; Logan, Robt.; Luthier, Luther; LONG, Billy; LONG, Raymond C.; LOOKER, Freddie; LOPEZ, Jas. Bud; LORENZ, Donald; Loughner, Howard; Lowery, Herbert; Lucas, Buck; LUDLOW, Melvin; Ludlum, Jos. R.; Ludwig, Frank; LUNDGREN, Howard; Lundgrene, Mrs.; Lundquist, Keikas; Lush, Doc; Lynch, Eddie; LYNN, John W.; LYNN & W.; Lyons, Jas. Robt.; MacFarland, Jack; McArthur, Dan; McArter, John; McCall, Mrs. Pearl; McCALLOM, Claude E.; MCCARTER, Herman; McCarthy, Patrick; McComb, Ernest; McCormack, Thos. J.; McCoy, Mrs. Betty; McCoy, Bovard; McCROY, John; McCREERY, Claude M.; McCreery, Robt.; McCoy, Albert; McDonald, C. L.; McDONALD, Reid; McDonnell, Earl; McDONNELL, Chas.; McDOWELL, Karl; McEntire, V. O.; McFarland, Tobo; McGINLEY, Horace; McGIRE, Richmond; McGREATH, Philip; McGuire, Prof. O.; McGuire, Opal; McGuire, Peter; McHENRY, Gilbert; McINTOSH, Neil; McKee, R.; McKESSON, John; McLean, Paul Edw.; McMANN, Robert; McManus, Mrs.; McMillin, Dolly; McPEEK, Royal J.; McPherson, Tom; McQUIGGAN, James J.; Mack, Mrs. Albert; Mackey, Mike; Mackey, Rory E.; Mackey's Monkey Show; MACOLLY, Paul; Madora, Patrick; MAHAY, Chas.; Main, Betty; MALLERY, Richard; MALLICE, Chas.; Malone, Pick; MARCHAND, Frank J.; Marchette, Mrs.; Marietta, Mrs. E.; Marion, Mrs. Anette; MARION, Sidney; Marks, Grover; Marlowe, Frank; Marmon, Lou; Martini, Suicide; MARTIN, Sam; MARTIN, Carolyn; MARTIN, George; Martin, Helen; MARTIN, Jack; MARTIN, Miss Jackie; MARTIN, Kenneth; Martin, M. B.; MARTIN, Malcolm; MARTIN, Rayfield J.

Martin, W. T.
MASON, John H.
 Mason, Mike
MASTERMAN, George Ernest
MATHER, Wesley W.
 Mathews, Robert P.
 Matthews, Jimmie C.
 Matthis, Mrs. Clifford
MAXWELL, Charles D.
 Maxwell, I. B.
 May, Lillian
 Mayman, David
 Mayo, LaBeau
 Mazzeo, Rocco
MEADOWS, Clarence
MEADOWS, Dewey Estes
 Meadows, Theodore
MEEKLING, Chas. Karl
 Mejia, Migule B.
 Menard, Edward
 Meroney, S. E.
 Meyers, Fred
 Meyers, Horseback
 Miklo, Gloria
 Miklo, Jean
 Miller, Albert A.
 Miller, Bert
 Miller, Bob
 Miller, C. M. Red
 Miller, Chris H.
 Miller, Mrs. Flossie
 Miller, Fred G.
 MILLER, John
 Lordlow
 Miller, Larry Eli
 Miller, Mrs. Margaret
 Miller, Marilyn
 Miller, Murray
 Miller, Perry
 Miller, Ralph S.
MILLIGAN, Theodore Gordon
 Mills, Mrs. Cherry
 Mills, Mrs. Doris
 D. O.
MILLSAP, Miles J.
 MINOR, Joseph C.
 Mitchell, George
 Mitchell, J. Wason
 Mitchell, Leslie
MITCHELL, Mack
MITCHELL, Miller J.
 Mitchell, Tony
 Mize, Geraldine
 Moeller, James
MONAHAN, Edward
 Monahan, John
MONROE, Geo.
 Elmer
 Monroe, Jack
 Montana, Ruby
MONTAGUE, Ivan L.
 Montalto, Vincenzo T.
 Moore, Francis
 Moore, Mrs. Patsy
 Moore, Wm.
MOORE, Wm. M.
 Moores, Harry E.
MOORES, Harry J.
 Morey, Bert
 Morgan, Clayton N.
 Morgan, James N.
 Morgan, Charlie
 Morgan, Robert
MORRIS, Allen
 Morris, Raymond
MORRISON, David
 Stanton
MORRISON, Robt.
 Paul
MORROW, Herbert P.
 Morton, L. O.
MORSE, John
 Sawyer
MOSHER, Wm.
 Moyer, Edward
 Mulkins, George
 Mullica, Robert
 Mullins, Lawrence A.
 Munroe, Ethel
 Munroe, Mrs. F. H.
 Murphy, P. A.
 Murphy, Violet P.
 Murphy, Wm.
 Allen
 Murray, James A.
 Murray, Robert
MYERS, Edwin
 Ray
MYERS, James C.
 Nally, Mrs. B. J.
 Nathanson, Richard
NAUGLE, Michael
 Andy
 Nearhood, Mrs. Esther
NELSON, Clarence Eugene
 Nelson, Chief D. O.
 Nemetz, Mrs. Ernie
 Nevans, F. M.
 Newman, Irving
 Newman, Mrs. Zella
NICHOLAS No. 13153, John
 Steve
 Davis
 Nichols, Ruth
 Nielson, Henry N.
 Noble, Art
 Nolan, James E.
 Nord, Gloria
NORTON, Ralph Jas.
 Nuthman, Chas.
 NYE, John R.
 O'Brien, Donald
 O'Brien, James J.
 O'Brien, Joseph
O'BRIEN, Michael
 O'CONNELL, Daniel
 O'Connor, George
 O'Connor, John J.
O'CONNOR, Thomas T.
 O'Day, Peg Jack
 O'Neil, Esther
 O'Neil, Mrs. T. O.
 O'Hara, Boots
 O'Reilly, Jerry
 Obie, Billposter
 Obiebeck, John
OCEAN, Michael
 Odum, G. M.

OGLE, Douglas
OLIVER, Jas. Clayton
 Orme, Herbert
 Osborne, J. L.
 Overman, Walt
 Overstreet, Robt. L.
 Owens, Fred
 Own, George
 Paggett, Gene
PAIGE, Geo. Wm.
 Painter, Wm.
 LeRoy
PALMERINO, Chas. J.
 PARDEE, Eugene
 Pardue, Geo.
 Parker, Bill
PARKER, Edward
 Marshall
 Parker, Raymond
PATRICK, Theodore R.
 PAYETTE, Raymond Al
 Peavey, Jack
PECE, John W.
 Peifer, Melvin L.
 Pelcher, Tony
PENNY, John
 Albert
 Peppers, Frank W.
 Perkins, Sam
PERMENTER, Henry F.
 PERRY, John
 Henry
PERRY, Leonard
 Perry, Robt.
 Perry, Willie T.
PESCOSALIDO, Augusto
 Peters, Steve
 Peters Sr., Wm. R.
 Peterson, Geo. W.
PETRIE, Roy Allen
 Petterson, Thure
 Philipson, David
 Wright
 Piatol, Alexander
PIKE, Dewey W.
PILLIVANT, Richard
 Pitts, Frederick E.
PLANK, Wm.
 McKhuley
POPE, Carl V.
POPLIN, Theo.
 Roosevelt
 Porter, Ernest
 Postelwaite, Bill
 Potoma, Joe
POUNDERS, Alfred Samuel
 Andrew
POWERS, Tom
 Presson, Mildred & Sid
PRESTON, Jas.
 Thomas
PREVOST, David
 Jos.
PRICE, Arthur
 Compton
 Priddy, Lloyd L.
 Priest, Edwin
PROCTOR, Eugene
 Prunet, Joe
 Prunyn, Robert
 Putney, Earl
 Qualls, Knox
 Raetz, Gene Otto
 Ragaisis, Jos.
 Kalsmer
RAGLAND, Phillips T.
 Rakis, Mrs. Stella
 Raley, Silver
 Raner, George
 Rao, Mrs. Babe
 Rattle Snake, Princess
READ, Ontario
REDIGER, Kenneth Benj.
 Reeca, Mildred Lee
 Reed, Charles
 Reed, Fred
REED, John Bigler
 REESE, Elmer
 Calvin
REEVES, Hubert Lee
 Reid, Albert
 Junior
 Reid, Chas. S.
 Reid, Ezra Matthew
 Reid, Jas. Francis
REID, Jessie R.
 REILLY, Charles
 REILLY, Harry
 Reilly, James J.
 REILLY, Jas.
 Joseph
REMY, Archie
 Elmer
RENFRO, J. H.
 Reno, A.
RESTORICK, John W.
 Lawrence Geo.
REUTER, Reynolds, Ralph J.
 Alford
RHODES, Alford Lee
RICHARDS, Jas. R.
RICHARDSON, Cal Eugene
 Richards, Franco
 Richardson, Edward V.
 Richardson, Jack
 Riga, James J.
 Riley, Edward
RILEY, Mark
 Jackson
RILEY, Wm. Allen
 Rillo, Lee Arthur
 RINEHEART, James C.
 Ollie
 Rinehart, Ollie
 Ristow, James P.
RITCHIE, John
 Ritchie, Shirley
 Roark Jr., E. M.
 Robbins, Clarence
 Roberts, J. H.
 Roberts Jr., Norman
ROBERTS, Richard Jas.
ROBERTSON JR., Burton B.
ROBINSON, Fred D.
 Robinson, Harry
ROBINSON, Ralph
ROCK, Randall
 Rochman, Albert
RODMAN, Thos.
 Russell

ROGERS, George R.
 Rogers, Jack
 Rogers, Lon S.
ROGERS, Robt.
 Elmer
ROGERS, Roy E.
 Rollin, Joe
 Rome, Mrs. Clara
 Rorabaugh, Harry E.
 Harmon
ROSE, Jacob A.
 Rose, Martin R.
ROSE, Wesley
 Rosenberg, Louis
 Rosenthal, Sammy
 Ross, Patsy Ann
 Roth, Mrs. C.
 Rothwell, John H.
 Rudyoff, Rudy
RUEL, Milton B.
RUSCH, August
 Russ, Charbe
 Russell, Harmonica
 Bill
 Russell, Jerry
RUSSELL, John C.
RUSSELL, Jos.
 Henry
RUSSELL, R. J.
 RYAN, Joseph P.
SABATTE, Marius P.
 Sadler, Thomas
 Clifford
SAFFORD, Carl W.
SAKOBIE, Geo. Shirl
 Sakobie, James
 Salisbury, Wm.
SALZER, Ray C.
SANDERS, Geo.
 Washington
 Sandlin, Ralph E.
 Sapp, Allen G.
 Sargent, Tom
 Sausberry, Robert
 Saunders, Monroe
 Saunders, Nettie
 Savage, Bob
SAWYER, Bill
SAWYER, Fred
 Scarett, Robt.
SCHAEFER, Louis Edw.
SCHMIDT, Daniel H.
 Schomburg, Vaughn
SCHNEPP, Harold Dale
 Schreiber, Harry
 Schwacha, Chas.
SCOFIELD, Clifford Marion
 Scott, Garrett
SCOTT, L. E.
 Seifeith, Charles
SEIFERTH, Charles
 Seifried, Wm.
 Seitz, Clarence E.
 Sells, Virgil
 Sharkey, Thos. F.
SHARPES, Colles Leo
 SHARP, Max
 Shaw, Diana
 Shea, Mrs. Bessie
 Shea, Edward
 Shea, W. L.
SHEA, Wm. Walter
 Shelford, Bill
SHELLEY, John James
SHEPARD, Harla
 Sheppard, Mrs. Ellen
 Sheridan, James E.
 Shipman, Mrs. J. R.
SHOEMAKER, Jos. Marion
 Short, Edw.
 Ellsworth
 Short, J. E.
 Siebrand Bros.
 Show
 Simpson, Jimmy
 Musician
 Singares, Danny
 John
SINGER, Edwin
 Heurick
SKEGGS, Martin
 Skeham, Jas. Jos.
 Skipper, Richard
 Slay, Howard
 Sloan, Larry
 Slover, B. A.
 Smith, David
 Smith, Frank Carl
SMITH, Lawrence N.
 Monroe
SMITHLY, John Jos.
 Snell, Dan
 Snyder, Charles
SNYDER, Dawson Ernest
SPEAR, Barney Bee
 Spella, Al & Juddy
 Spencer, Chas. E.
 Spiller, Marion
SPIVEY, Chas. M.
SPEYPOULOS, Harry A.
 St. Charles, Carol
 St. Clair, Walter
STAGGE, Edw. E.
STANCIL, Needham Elwood
STANSBERRY, Mearl Robt.
 Staples, Norman
 Ray
 Stegall, James
 Curley
 Sterling, Don B.
STERNER, Elton E.
 Stevens, Bob
 Stevens, T. A.
STEWART, Eddie
 Stewart, Ernie
STIEHM, Melvin Paul
 Stienkauser Jr., Harold E.
STILLWELL, Norman Richard
STIMSON, Jack
 Stone, Jack
STONE, John
 Mason

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 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 (1 1/2 cents per ounce) cannot be forwarded and therefore must be sent to the dead-letter office. This ruling for forwarding of mail does not apply to open greeting cards, those not requiring envelopes and sent under 1-cent postage.

MAIL ON HAND AT CHICAGO OFFICE
 155 No. Clark St., Chicago 1, Ill.

Brent, Teamy
 Cirus, Joe
CONLEZ, Edward J.
 CONTELL, Peter
 Cortese, Anthony
DAVIS, Samuel
 Delaney, Sam
 Del Rae, John
 Dorsey, Donald
DUNCAN, Leonard
 Elliott, Wiley
 FLYNN, Thomas M.
 Fox, Thos. J.
 Gotty, Betty
 Greenberg, Rose M.
 Guin, Al
HALPIN, George F.
 Hardy, Doris
HARMAN, Henry O.
 Hayward, Mrs.
 Hebron, Lillian
HEISER, Harry
 Hewitt, Warren
 Ireland, Martin Lee
 Johnstone, Ann
 Kessler, Woody
 Krassner, Daniel
LE FAVE, Charles E.
 Leger, Ernest
 Lenore & Sherwood
 Le-Ola
LINDSAY, Fred
 Ashbell
 Ludwig, Marie
 Lush, Edgar Burr
 Marino, Excello
 Marks, Sarah
 Miller, James L.
 Montgomery, John H.
 Norton, Ann
 Pierpoint, May
 Pine, Ruth
POSTAK, William
 Potter, H. P.
 Raymond, Emma
RUSSELL, Lewis
SAWYER, Alonza
 Poster
 Seaman, James
 Trevor, Madeline
 Valdemar, Odette
 Wald, Frank

Bryant, Mrs. Thelma
CLARE, James Edward
GREEN, Eddie
 James
 Henry, Merlin
HELLER, Charles F.
 Kaplan, Ben
 LeRoy, Mrs. Angella
 Loew, Emil
MARKHAM, Andrew I.
 Naylor, W. B.
NICHOLSON, Clyde Archib
 Seitzer, Gertrude
 Muller
 Wilson, Doc E.

MAIL ON HAND AT ST. LOUIS OFFICE
 390 Arcade Bldg., St. Louis 1, Mo.

Allen, William Harrison
 Bales, Pat
 Byers Broe, Shows
CALAWAY, James Earl
 Clark, Eddie
CARPENTER JR., Frank
COLLINS, Eben P.
 Cutler, Nathan O.
 Davies, Mrs. A. L.
 Davis, Ed C.
DAVIS, Oscar
 Dudman, Dutch
FIELDS, Gerard
 SAWYER, Alonza
 Deino
 Franzel, M. E.
 Gallagher Family
KEMP, William Carl

LEE, Charles
 Newton
 Malbin, Eddie
 Patrick, Mrs. Viola
PRICE, Lester
 Richards, James T.
RUNGE, Henry Edward
SHERWOODS, Neal Carl
THALER, Simon
 Tubbs, Eddie
 Vealand, Jack H.
 Velare, Iva
 Walton, Paul
 Walters, R. E.
 Wells, Vernie
WITTMARSH, Harold L.
 Williams, Orval C.
 Winrod, Everett L.

MAIL ON HAND AT NEW YORK OFFICE
 1564 Broadway, New York 19, N. Y.

Wagner, L.
WAGRAN, Geo. Frank
 Wakefield, Willa Holt
 Walker, Frank
WALKER, Martin Allen
 Wall, Mrs. Marie
WALLACE, Earl
 Waller, J. W.
 Walsh, James P.
WALTER, Tom
WALTON, Louis Joseph
WARD, Kenneth Wade
 Warner, Edward
WARE, George
 Monroe
WARFIELD, Earl Edward
 Warner, George
 Edward
 Warren, Jess
 Carmen
 Washburn, Geo.
 Houck

AREA

(Continued from page 64)
 to show up defects for correction before active demand sets in. To rebuild a device away from the factory where produced is a heart-breaking experience. Changing its name helps little until it functions efficiently. A theatrical man once told us that the play presented to the public was only an eighth cousin to the manuscript, often the name not even retained. This is equally true of riding devices. The Whip came out as the Auto-Fling. It had a chain where now it uses a cable. There was a wooden platform, not covered with steel, and the wheel cut the platform to pieces, especially at the ends. When the steel was put on the platform the wheels were not strong enough and broke. It was all too noisy until Man-gies learned how to partially silence it. On the whole, he did a lot of changing that summer. But for his practical mechanical ability and determination it would have been abandoned as an impractical device. Suppose he had put out eight or 10 that first spring and had them widely scattered? That first summer he spent almost as much time experimenting on that first one, as he did in operating. All of which shows the long, hard, expensive and uncertain road to perfection. Why not consult with some one who has been over the road? The Dodgem and Skooter went thru the mill before they arrived at the fine product of present vintage. Then like all good things in life, rides must go thru a process of evolution. Seventeen rides take the toboggan for each one that succeeds in a big way.

BOOMS, BOONS COMING

(Continued from page 54)
 will be in big demand by the public. Perfected use of plastics, metals, electronics, etc., will enter into the home in the form of radios, refrigerators, furniture and any number of other modern conveniences. Therefore, production is sure to create sufficient jobs for some years to come.

New Aids Are Coming

Affecting the rink industry itself in this same line, there are a great number of products that have been developed which will aid the conditioning of rinks. I believe we are to see new improved models of skates, musical instruments and cleaning aids, and it has been brought to my attention that there is a possibility of developing a product which will eliminate noise and supplant maple for rink floors. In the appliance line I have read about a fan that will take air in on the side and discharge it from the other, free of dust. I believe rink management will determine whether we will enjoy a considerable increase in patronage or not. On a general scale, most rinks will be success-

ful. It is going to be up to the operator as to whether patrons will continue to come. People are going to want to skate when worry and fear of war has been dispelled from their minds, but I sincerely believe that unless you conduct a clean, refined rink you are not going to develop and hold the right clientele. By use of standardized skating tempos, elimination of fast skating, curtailment of extreme modes of dress and control of rink conduct, operators will have taken steps in the right direction. A good professional can be a decided asset to a rink. Advancement of dance and figure skating has put the operator in a position where a good professional is a necessity. The rink professional does not necessarily have to be just an added item of rink expense. Thru promotion of classes and lessons, an income sufficient to offset the cost of the professional can be assured.

Servicemen To Resume

After the war we are all going to have our share of patrons, as evidenced by the large volume of mail I receive from boys and girls in armed forces. All they write about is the prospect of again visiting their favorite rink when hostilities cease. There will, of course, be a number of these same skaters in uniform who will possibly drift away from the sport. But I believe the majority of skaters in armed forces will continue to follow the lure of skating. I have filled many requests from overseas for dance skating books, records and literature. Another thing which has tended to help skating in general and dance skating in particular is the large number of boys, who formerly skated in rinks where dance skating was included in the evening program, that have been stationed in sections where dance skating was unheard of. I have received many letters from boys telling me how they have been showing other skaters the various dances, with the result that interest in dance skating has grown tremendously in those sections.

International skating contests in the post-war era will be the goal of all amateur skaters and a great stimulant for the sport, which should help the rink business in general. Possibly I am being a trifle optimistic but, after all, we are promoting one of the finest forms of sport and amusement for the lowest cost to the participant, and I still believe that if we run our rinks properly, we will be assured of continued success.

MARGARET PRICE CORNELL, Hollywood ballet instructor, is now with Chez Vous Rink, Upper Darby, Pa. She gives lessons weekly. Her husband, Flight Officer M. H. Cornell, was killed in a raid over Germany and she has received the Victoria Cross posthumously from high British officials. Pro staff includes George Herbert, Philadelphia; William Stewart, Tampa, and Eloise Burrous, Dayton, O.

SPOT PLAN PRODUCES SLOWLY

Lists Arouse More Action

New goods may become more impressive early next year

CHICAGO, Nov. 25.—Reports from many merchandise circles emphasize the fact that the spot plan has produced very little merchandise to actually appear on the market up to the present time. Checks with firms that have obtained permits to make civilian items show that several firms do not immediately start to produce when they have secured approval to go ahead. Manufacturing plants say the labor situation is still the most serious problem in returning to civilian production, and that this situation is changing from time to time.

Manufacturers agree that it is a wise (See SPOT PLAN on page 75)

MERCHANDISE TRENDS

By Evelyn Mareneck

CHICAGO, Nov. 25.—Last week the army and the War Production Board locked horns about the critical war deficiencies and the spot production drive. Army and navy officials wanted to handle the present situation as was done in the past, but WPB got its own way for once. The trouble now is going to be attacked in specific areas, city by city and plant by plant. In this way satisfactory spot conversion will go ahead and the bad lag on certain of the most vitally needed war materials will be alleviated, according to WPB's best reassurances.

Present program will be limited, since materials and men for the production of some needed durable, civilian goods are based on slim chances, but spot authorizations will be, in all attempts, maintained at a substantial volume. According to reports, up to November 14 about 1,235 civilian programs had been approved, with about 464 denied.

Yule Trade Boosts Sales

The specialty merchandise trade experienced an especially active market last week—a result of the stimulated Christmas shopping. Retail sales, according to

Dun & Bradstreet reports, were estimated at 8 to 12 per cent over last year. It was said that favorable weather and a growing interest in the coming holiday season gift items were responsible for the upturn. Novelty jewelry sets, compacts and cigarette cases (despite the cigarette shortage), monogrammed silver and leather goods and specialty accessories were very popular. Toy sales were high, with stocks and assortments somewhat better than a year ago. Gift wrappings, stationery and books were also among the holiday items in much demand. Small gift items in the house-furnishing line were high, and assortments were better here than those of a year ago. "Almost all departments were favored," Dun & Bradstreet reported in reference to the high swing of retail buying.

Wholesale merchandise markets continued to witness many buyers who are trying to have slow deliveries speeded up.

Christmas Cards' Sales Rise

American designed Christmas cards, once trailing the European variety, are now the best in the world, according to a stationery expert. This year's designs, which are notably improved in variety, are said to account for the unusually heavy sales that began right after Labor Day and, according to the trend, will increase 40 per cent over last year's sales volume. All types of cards, from religious to humorous subjects, are very popular, and the modern designs are equally popular with the traditional Christmas designs. Specialty, novelty and department stores are stocked with cards created by American artists, a typi-

Post-War Ideas In Limelight

Returning vets will enter merchandise field—travel to boost sales

CHICAGO, Nov. 25.—A recent survey made by a national magazine revealed that 50 per cent of the returning servicemen will want to start up a business for themselves. This, of course, means that the specialty merchandise trade will be expanded proportionately, since many of the veterans will undoubtedly open up retail shops of one kind or another.

That half of the returning vets want to readjust themselves back into the life of the country for which they are fighting so valiantly thru some medium of independent business activity does not necessarily mean, of course, that merchandisers should become shaky about added competition in the trade. It means simply that trade will expand as the whole nation resumes an invigorating peacetime attitude, just as its energies have been devoted toward winning this war. Plans in all business circles, as well as in the government, carry this out—and the merchandise industry can expect a big boom if it itself considers the details of post-war prospects with healthy competition. One detail is to survey coming markets by watching the shifts of population, another is to consider the coming markets with the growth of air transportation and the

STAR SALESBOARD SELLERS!



MING-TOY

29" Overall

IMMEDIATE DELIVERY

\$54.00 Style No. 5400. Individually boxed. Dressed in latest butcher boy outfit, two-piece percale suit with big matching bonnet, silk ribbon, red felt shoes, honey-colored pig-tail braids, movable arms and legs.



GIANT 30"

WOOL PLUSH BEAR

Order Now for IMMEDIATE DELIVERY **\$48.00** Per Dozen

IMPORTANT! WE ARE SPECIALISTS for Salesboards and Church Bazaar Promotions. Church Committees, drop in to see us. We will be glad to help you with your FUND RAISING CAMPAIGNS. We have many Up-To-The-Minute IDEAS and carry A COMPLETE LINE OF PLUSH BEARS, DOGS, ELEPHANTS and DOLLS.

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Packed 1/6 Doz. Pairs in Carton **\$18.00**

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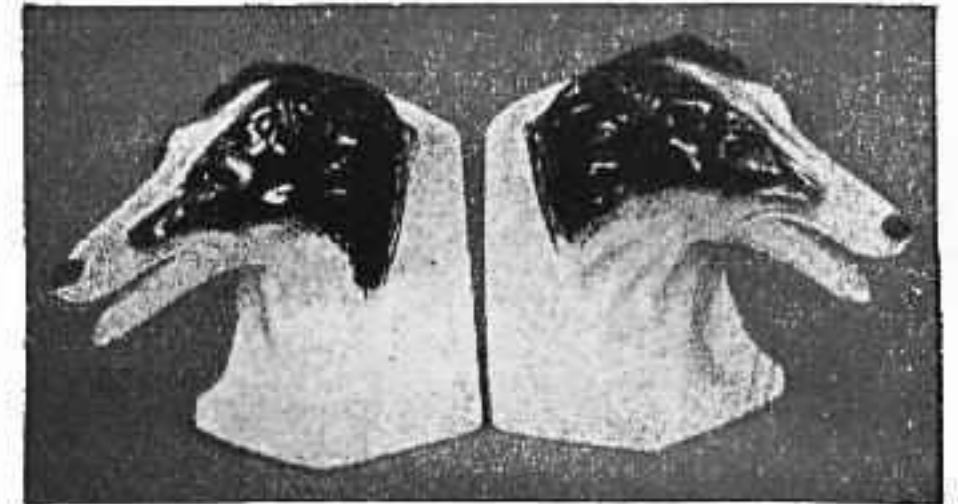
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We carry a tremendous assortment of fast selling GIFT GOODS, ranging in price from \$1.80 to \$90.00 per doz.

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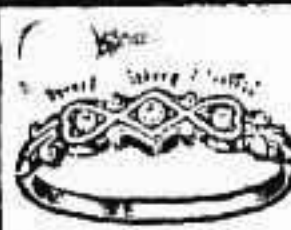
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115-119 K SOUTH MARKET ST., CHICAGO 6, ILLINOIS.

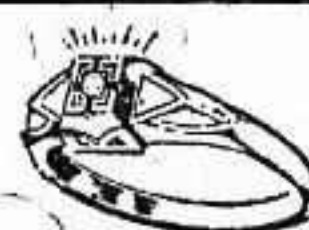


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"Chip-Diamond" Rings In 10K and 14K Gold Mountings Unlimited Quantities



No. 3B56 10K Gold



No. 3B60 10K Gold



No. 3B201—10K Gold

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One chip diamond solitaire. "3" chip diamond wedding ring. 10K and 14K gold mountings. Individually or in sets. Other styles available.

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READY FOR YOUR XMAS NEEDS

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Blankets, Enamelware, Cutlery, Luggage, Mirror and Cedar Vanity Chests, Fitted Travel Cases, Dresser Sets, Metal Tool Chests, Portable Bar Sets, Fur Animals, Dolls, Toys, Giftwares, Gift Jewelry, Brush Sets, Pon Sets, Beverage Sets, etc. Also a complete line of Decorations, Favors, Souvenirs, Novelty Hats, Necessaries, Ornaments.

IMPORTANT

To Obtain the Proper Listings, Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

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PREMIUM SUPPLY CORP.

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SHOW YOUR COLORS!



#136—AMERICAN FLAG, COTTON, IN PRINTED STARS, 2 METAL EYELETS, FAST COLORS, 3x5, IN LOTS OF 10. \$ 6.00 LOTS OF 100 OR MORE. PER 100 57.50



"A PERFECT LIGHTER THAT NEVER FAILS"

It is known as the "Match-King" and makes an excellent gift for either ladies or gentlemen. Has beautiful lines and is well made. Comes in assorted two-tone designs; packed one dozen assorted designs in patriotic colors to a box.

No. BB-110—\$7.20 Per Dozen.

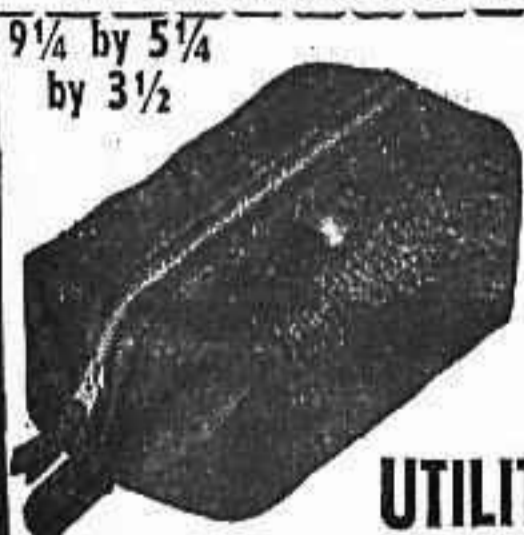


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B. B. 101—3 Diamond Wedding Ring to match. Each... 4.50
Sizes 5 to 7



STERLING SILVER RINGS

Two hands that clasp and unclasp go to make up this memento of true friendship.
BB9119—Sizes 5 to 9. Ea.. \$1.65
BB9120—Same as above in Ladies', Sizes 5 to 7. Ea... 1.35



Available in Tan or Mahogany

UTILITY KIT

Made of high quality leather. It is dust-proof, has a waterproof lining and a Talon zipper. Full capacity opening, with a stiff wire frame at top which holds it rigid when open. It closes snug and compact. Used by both men and women.
BB103 Ea. \$2.10
In Lots of 10.. \$20.00

ROHDE-SPENCER CO.
223-225 W. MADISON STREET
CHICAGO 6, ILLINOIS

Popular Items

A High Flyer!

Raggy-Doodle, a fascinating toy creation by Prager & Rueben, New York, will keep sales flying, according to best testimonies, since the air-age is here to stay. Dressed in the khaki outfit of a U. S. paratrooper, the doll is tossed up into the air and slowly descends with the aid of its parachute. It is reported to be having big appeal with kids and adults alike all over the country. Raggy-Doodle comes in an attractive gift carton, and the toy, with chute and all, measures about nine inches.

Novelty Gift Assortment

Sabin's of McKeesport, Pa., is offering jobbers and retailers introductory gift assortments of their highly profitable novelties. Attractive animals, vases and ash trays, all artistically colored and gilded, are included in the sets that are said to insure a splendid profit at retail prices. These assortments are made of china, and one introductory set has four each of 18 different items, another a 36-piece gift set with 2 each of 18 different items. Immediate delivery is promised.

Designed for Sales

"Blasto" is now available for civilians, Grossman Music Company, of Cleveland, reports. This whistle, made of superior plastic materials, is designed for many uses in both professional and non-professional lines. Its tone has a highly suitable quality, and "Blasto" gives a good blast and powerful whistle. This novelty conforms to standard specifications.

Double Decker Profits

An unusual ladies' compact-and-cigarette-case combination is being offered by Pauer Manufacturing Company, New York. This item is made in assorted contrasting color combinations, holds 10 cigarettes, contains a powder puff and sifter and has a beveled mirror. The combination comes in genuine leather and is sturdily constructed to be leakproof. This fine novelty spells quality, service and satisfaction, and is but one of a complete list of leather novelties carried by the company.

DOLLS . TOYS

• BEST PRICES
• PLENTY OF STOCK
• GOOD SERVICE
Write or Wire Your Wants, No Matter What They May Be.
Send for FREE Descriptive Circular

JERRY GOTTLIEB, INC.

928 Broadway
Bet. 21st and 22d
In the Heart of New York

BINGO SUPPLIES

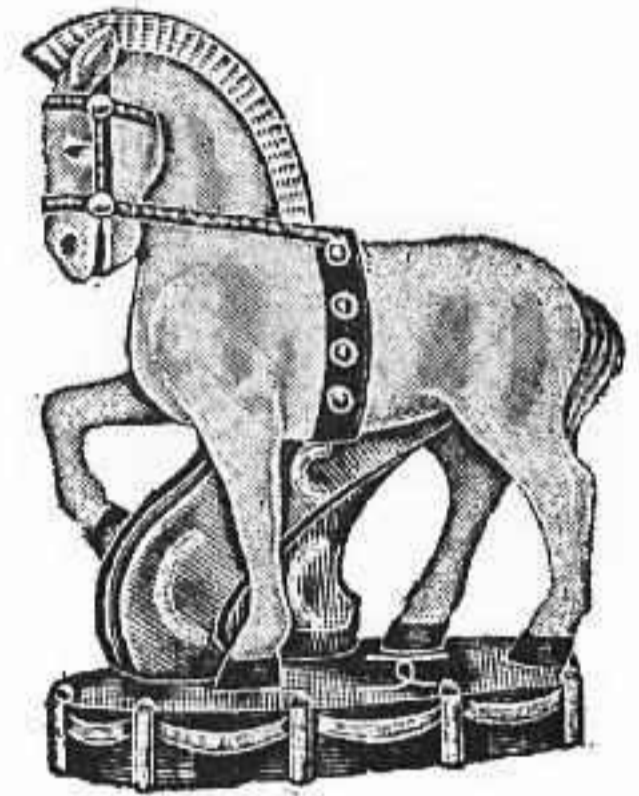
REGULAR SPECIAL—7 COLORS
REGULAR SPECIAL—10 COLORS
Mounted Bingo Cards
Write or Wire for Catalog
JOHN A. ROBERTS & CO.
235 Halsey St. Newark, N. J.

LEADING SELLERS IN FUR COATS

LOWEST JACKETS PRICES CAPES • SCARFS
ALL GENUINE FURS!
Our new 1945 Victory Line is our greatest variety of best sellers for you! Latest styles. All sizes. Write for FREE NEW GIANT CATALOG! Satisfaction guaranteed or money refunded. Same day deliveries.
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If You're in Chicago During the Convention Get in Touch With **LOUIS or NED TORTI** at the Sherman Hotel.
If Not Write In Direct to Company.



WE MANUFACTURE NOVELTY PLASTER ITEMS AS ILLUSTRATED—ANIMALS, DOLLS, SLUM ITEMS. PRICED RIGHT, PAINTED AND PACKED WELL. CAN MAKE SHIPMENTS NOW. WRITE FOR CIRCULAR AND PRICES.

WE CARRY A COMPLETE LINE OF CONCESSION AND PREMIUM MERCHANDISE, SALESBOARDS, HATS, NOISEMAKERS AND HUNDREDS OF FAST-SELLING ITEMS.

DOLLS—STUFFED TOYS

WRITE FOR PRICE LIST—STATE BUSINESS

WISCONSIN DELUXE CO. 1902 NO. THIRD ST. MILWAUKEE 12, WIS.

ATTENTION

Salesboard Operators Distributors—Salesmen

For the Boys Overseas
Commando and Hunting Knives

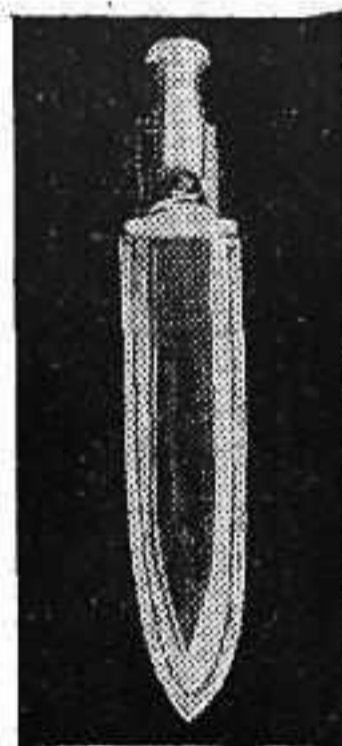
Commando Knives, \$37.50 Doz.; Sample \$3.50
Hunting Knives, 33.00 Doz.; Sample 3.00

Prices Include Leather Sheath

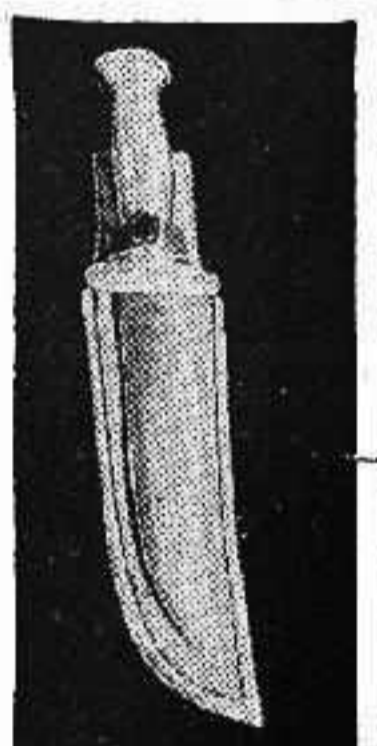
Samples—Full Amount With Order
Doz. Lots—25% deposit, bal. C. O. D.

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P. O. Box 4036
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COMMANDO KNIFE
7 In. Double Edge Steel Blade, Aluminum Handle, Leather Scabbard.



HUNTING KNIFE
6 In. Steel Blade, Aluminum Handle, Leather Scabbard.



The above FLUFFY BEAR #901 is made of rayon plush with rayon jersey pants. Attractive assorted color combinations. Felt nose, hand-embroidered mouth. Extremely soft and cuddly. Quality throughout.

TODAY'S BIGGEST TOY VALUE FLUFFY BEARS

Best Made. Individually Boxed.
IMMEDIATE DELIVERY
\$25.50
DOZEN, Giant Size

This is our exclusive number and this is the greatest value in stuffed toys today. Limit 4 dozen to an order. Sample \$2.35.

25% with order, balance C. O. D.

MILLS SALES CO.

MAIN BRANCH • OUR ONLY MAILING ADDRESS
901 BROADWAY, New York 3, N. Y.
WORLD'S Lowest Priced WHOLESALERS

FUZZY-WUZZY

The Cuddle Toy Sensation

3 Outstanding Numbers for

- SALESBOARD OPERATORS
- CARNIVALS
- CONCESSIONAIRES
- PREMIUM USERS

A brand new "animal act" that's stealing the show wherever displayed — with instant appeal to children and grownups alike. Each animal fluffy stuffed for cuddly softness and covered with long pile plush fabric in assorted colors. Quality Merchandise.

23" SIZE. WAS \$48 DOZ. NOW ONLY \$42 DOZ. Sample \$4.00
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 —Packed 6 to a Carton—



BIG 23" & 28" SIZES LIGHTWEIGHT

Appealing expression and hand painted, amusing mask faces. Jumbo size silk ribbon around neck.

BABY FACE BEAR

\$10.00
Retail Value

Casey

1132 S. Wabash Avenue
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GRINNING MONKEY

Rush your order NOW! Stock on hand for immediate delivery. Enclose 25% deposit, balance C.O.D., F.O.B. Chicago.



SMILING DOG

Canada Plans On Big Trade

Hopes to welcome more tourists than ever—novelties in plans

TORONTO, Nov. 25.—Canada is planning to boost its outdoor season to tourists more than ever, just as soon as the war is over. Plans are already well under way to begin the promoting early. The novelty merchandise trade will not be overlooked because homemade souvenirs will be emphasized. Trips into Canadian gold mines are also being included in plans to please the customers and the gold mines will also be turning out more of the precious metal to help the jewelry trade in all its branches.

Business and government leaders are working together to make the plans for tourists complete. It is anticipated that most of the visitors will come from the United States, just as most of them did before the war. Hunting and fishing is expected to be more attractive than ever because the supply of wild life has increased during the war. Vacationers from the U. S. will be able to get plenty of gas and they will find a real welcome awaiting them across the border here.

Plans are being made so complete as to plan for special training of local police forces in matters of courtesy to tourists and hotel employees will also be given special training. Some of the "blue laws" may even be relaxed so that visitors may have a good time.

The tourist trade was bringing into Canada about \$137,000,000 annually from 1935 to 1939. Many are dreaming now of the time when this business can be boosted to the billion-dollar level each year.

Souvenir Trade

There is no breakdown among statistical agencies here as to how much tourists spend for souvenirs and other small merchandise, but the average merchant in the tourist areas will testify that people from the U. S. spend freely for small items. They even buy much goods they could as easily have bought at home. The Canadian trade is planning on a big increase in its production of small items, including wood novelties and also gold jewelry. But a lot of importing of U. S. made goods will still be done. Canadian firms also hope they may be able to develop some export trade in exchange.

Canada has plenty to show tourists and there is no doubt of the success of the plans now being made. Eventually the trade expects plane travel to be a big factor, but for the first few years the big outdoor "invasion" is expected to come by car.

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With an Order From This List

Article	Per Gross
Salt and Pepper Shakers	\$3.00
Coasters	3.00
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Nappies	3.90
4 3/4 In. Bowl	4.25
Paper Flag on Stick	.85
Paper Bow Flag Pins	.75
Min. Comic Pennant	.75
Paper Masks	.75
Lucky Charms, Carded, Box	.85
Rings, White Metal	1.00
Bean Blower	1.00
Shoe Laces	1.00
Plastic Thimbles	1.20
Rayon Bow Pins	1.35
Pencils, No Eraser	1.44
Baseballs	2.00

Prices F. O. B. Terre Haute.
25% Deposit Required With C. O. D. Orders.
LEVIN BROS. Since 1886
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SHELLS FOR EVERY PURPOSE Wholesale

CALIFORNIA JUMBO — ORNAMENTAL	
Abalone Shell Lamps Complete, Retail \$4.95, Our Price	\$2.45
Abalone Shell Cracker Bowl. Every Restaurant That Serves Soup Will Buy Them; Every Home Will Want One. Retail \$3.95; Our Price	1.95
Abalone Soup Bowls, Retail, \$2.95; Our Price Each	1.25
Something Different and Beautiful. They All Make Lovely Xmas Gifts.	
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In the Heart of the Redwoods Near the Sea
WESTERN MILLS CO.
BEN LOMOND, CALIF.

JUST ARRIVED!!! ANOTHER CARLOAD OF POPULAR GIANT ELECTRIC LANTERNS

Extra-Heavy Duty. Battleship Type. Throws Beam 5000 Feet. Released by Navy! Waterproof! A Miniature Portable Lighting Plant! ALL STEEL CONSTRUCTION. Approx. 7 Lbs. 10" High, 8" Wide, 5" Deep. Toggle Switch Control! Silver reflector. Works on 2 dry cell batteries! Terrific flash-item for salesboards! Suitable, too, for wheels, carnivals, etc. QUANTITY LIMITED! Write, wire or telephone now. Send deposit.

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39 W. 23RD ST. N. Y. C.
"America's Fastest Growing House for Salesboard Deals and Premiums."

WORLD NOVELTY CO. offers

- LIGHTERS All-Metal, Varied Colors, Streamlined.....\$3.00 Doz.
- CIGARETTE CASES Beautiful Plastic-Varied Colors 2.00 Doz.
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- SEAL-TITE POUCHES Seals as it closes; Zipper, Leather, Full Size; Mounted on Beautiful Display Cards 8.00 Doz.
- CALF WALLETS Limited Amount—4 Extra Compartments for Cards and Photos. Beautiful Grains, Assorted 7.20 Doz.

WORLD NOVELTY CO. 238 W. JEFFERSON AVENUE, DETROIT 26, MICH. Phone: RAndolph 4221

GENUINE FUR COATS AND FUR JACKETS

Well Known New York Manufacturing Firm Offers Latest Advance 1945 Fashions. Beautiful Styles. Finest Quality. Masterfully Moulded by Skilled Fur Craftsmen.

GENUINE FUR JACKETS

Buy Direct—Save Money
Pieced Seal Dyed Coney Fur Jackets. Black or Brown colors. Finest quality, all lined. Sizes 12-20. \$1 deposit, balance C. O. D. Money returned within 3 days if not satisfied.

LARGE VARIETY OF ALL KINDS FULL SKIN & PIECED SEAL COATS

Brown, Black, Sable, Minkette, Silverstone, Skunkette and many other colors. Superb 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 1945 illustrated catalog on Fur Coats and Jackets. AGENTS WANTED



GENERAL FUR MFG. CO., 48 West 27th Street, New York, N. Y.

UNUSUAL \$\$\$ VALUES

- Panda, Large Size. Dz. \$38.00
- Large White Pussy Cat. Dz. 33.00
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- Wood Animal Pull Toys. Dz. 4.50

Immediate Delivery. Deposit. Samples at Dozen Prices.
DIVERSO PRODUCTS CO.

610 N. Water St. Milwaukee 2, Wisconsin

WE HAVE Rolled Gold Plate Wire

For WIRE WORKERS

WRITE FOR PRICES

WIRE TRADER

114 E. 32nd St. NEW YORK

PLASTIC CHARMS

for your Slum Prizes

Buy them direct from us

We manufacture and sell more CHARMS than anyone else in the whole world.

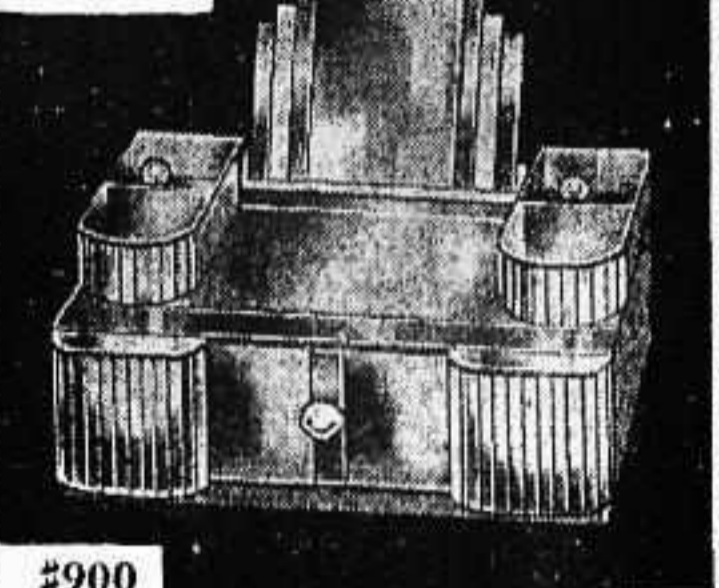
Charms in Bulk — \$4.00 per thousand
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\$1.00 deposit with order — balance C.O.D.
Made in U.S.A. by

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SWIVEL MIRROR VANITY

\$2.50 EA. Plus Frt.



#900

DeLuxe Model, Fancy Flexo Drawer Indexed, 1/2" Mirror Base, 2-Tone Swivel Mirror, 2 Half-Round Flexo Compartments. A Very Flashy, Fast Selling Vanity. Shipping Weight, 60 Lbs. Per Doz. F. O. B. Chicago.

JOBBERS—We are again in production and deliveries are good at present. Stock up now.

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NEW
Flame Girl
LIGHTER - COMPACT



COMPLETE WITH MERCHANDISE
READY FOR ACTION
12 DOUBLE WINNERS.
Takes in\$40.00
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Gross Profit\$30.00
OPERATORS - DISTRIBUTORS
Write for Confidential Circular,
Net Prices.
JOHN BAKER CO.
731 Plymouth Ct.,
Chicago 5, Ill.

SPOT PLAN
(Continued from page 72)
plan to get the necessary paper work out of the way so that the output of civilian goods can be resumed just as soon as labor conditions are favorable. High army and navy officials have recently issued statements on the shortages of war materials at the fighting fronts which have led to a general tightening up of the labor situation.
Altho war reports during the week took a very favorable turn, it is now felt by industry leaders that the rush to increase the production of certain military items will keep the labor supply at a crisis stage until the beginning of the new year.
Present offensive in Europe suggests that Germany may yet collapse before Christmas, but military leaders simply cannot plan on that fact. For that reason, they are asking for increased production of war materials at this time.

Weekly Lists Help
Publishing of weekly lists of firms that have secured spot approvals for producing civilian goods is proving very interesting to the wholesale merchandise trade. The publishing of this list is also said to be a strong stimulant to other firms to get their applications in at once. As soon as one firm sees a competitor getting a permit, it immediately rushes to make application for one, too.
The specialty merchandise trade can find much consolation in the list of firms that have obtained permits because so many of them will be making specialty merchandise. Permits for making lamps are at present conspicuous in the general list, but under a number of other classifications there are permits that will allow the manufacture of metal specialties of various kinds.
Some merchandise surveys have been made in the large cities recently to determine how much spot goods, if any, has reached the market. All of these reports say that very little new goods has reached the retail stores. Some of the chain stores have had a small distribution of new items made under the spot plan, but the whole process is arousing a good deal of interest in manufacturing and wholesale circles. Many say that the idea has been given too much publicity and hence the public is expecting too much too soon. It is already evident that manufacturers and wholesalers will also have a big problem in alloting any new goods that appear on the market.
Recent reports from Washington say the War Production Board is simply going ahead with its scheduled program of approving a scheduled number of applications each week and also in planning all details for reconversion when Germany collapses. Reports this week said that an actual time schedule was being worked out for many lines of industry.
Briefly, the spot plan has aroused a lot of interest in new merchandise items, but there is little prospect now of any quantity of goods to appear on the markets before next year.

PROVEN QUICK SALES with LUCKY DUCKY



I AM Lucky Ducky
I GLOW in the DARK

Figure is 4" high, hand decorated in gay colors. Packed in ready-to-mail gift carton. "Lucky Wishes" poem by Lucky Ducky on tag around its neck. Brite-Glo Luminous Finish is everlasting, satin pearl, smooth, washable. Guaranteed superior to any! If not—return within 5 days. We will refund your money.
SAMPLE, 75c DOZEN, \$6.00
ORDER NOW! Free delivery when cash is received with order, or send 1/3 with order, balance C. O. D., plus postage and fees.
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1472 BROADWAY NEW YORK 18, N. Y.
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MEN'S TIES, 8c EACH

DISTRIBUTORS, Premium Buyers, Agents—Special: Men's Ties, assorted colors, designs, \$1.40 Dozen—\$12 Gross (grade #1). 23¢, 5 for \$1 retail. We also have better grade of Ties, \$2.50 Dozen—\$27 Gross (grade #2). 49¢, 69¢, etc., sellers.
ORDER now—or if you wish send one dollar and we will mail postpaid 4 Ties (grade #1) and 2 Ties (grade #2) FOR LIMITED TIME ONLY—No C. O. D.'s for the duration. SCOTCH (18), 1129 Sixth Ave., New York 18.

CHOCOLATES

In Cedar Chests, Leatherette Vanity Boxes and Packaged 1 and 2 Lb. Boxes.
Deals for Operators. Write for Prices.
Earl Products Co.
1144 S. St. Louis Ave., Chicago 24, Ill.

RUBBER MOLDS

For Plaster Castings. 10 Molds (no slum), \$25.00. 10 Sample Castings, \$3.00, which will be applied on preceding. Also individual Molds, Dogs, Cats. All good carnival items, or send in your models for quotation. Limited amount of rubber left. Liquid Rubber for making molds, \$6.00 per quart. 1/3 deposit, balance C. O. D. R. S. GREY, Suite 128, 4420 Magnolia, Chicago 40, Ill.

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Issued to merchants only

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- Pins
- Earrings
- Lockets
- Identification Bracelets
- Rings
- Bracelets
- Crosses
- Charms
- Etc.

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MEN'S & LADIES' And Novelty Jewelry. Wholesale Only.
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Big Money With These Magic Items

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MAGIC DISPLAY COUNTER

Consists of an assortment of 10 magic puzzles and tricks.
\$7.20 Dozen Counters
Sample, postage paid, \$1.00.
Packed two dozen cards to shipping carton.

JO KING MAGIC

HERE'S A SURE WINNER!

SNOW STORM TABLETS

No. 300—One of the best in our popular bag of trick items. Sells fast—sells in quantity. A sure profit maker! (Packed 3 doz. boxes to display card.)
30c Dozen
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Absolutely Brand New
SEALED PROFESSIONAL CARD SECRETS

A national money-maker, consisting of a series of carefully selected Card Tricks, each in a colorful folder. A terrific repeat item. FREE! Display Card with initial minimum order of one gross.
\$8.75 GROSS
Retail at 15c Each; 2 for 25c

Special Sample Deal. We Will Ship, Postage Paid, One Complete Set of 12 Card Secrets for **\$2.00**

TERMS: 1/3 Deposit, Balance C. O. D., F. O. B., N. Y.
Send for List of Many Other Items!
RICHARD APPEL, INC. 72 SPRING STREET, NEW YORK 12, N. Y.

WOOD JEWELRY

CEDAR CRAFT

Write for our New No. 44 & 45 Illustrated Price Lists Over 100 Items

CHARLES DEMEE MFG. CO.
116 E. WALNUT ST. MILWAUKEE, WIS.

HAND MADE

METAL VANITY SPECIAL

so tempting your customers will want several of them! Lovely, flat, 4-inch Oompacts in a variety of rich, enameled designs. Heavy silver plated metal. Gay, fresh colors. Large, clear mirrors. Powder sifter and puff.
B23J532T - Each . . . \$2.75
In Doz. Lots, Each . . . 2.50
Enameled surfaces. Assorted colors, designs.
B23J531T - Each . . . \$2.75
In Doz. Lots, Each . . . 2.50

JOS. HAGN CO.
Wholesalers Since 1911
223 W. Madison St. CHICAGO 6, ILL.

"SILVER QUEEN"

WRITE FOR CATALOG NO. 44

MANY FAST SELLING GIFT ITEMS

BABY DOLLS — PLUSH AND WASHABLE ANIMALS

MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO.

ZIPPERS ARE BACK!!

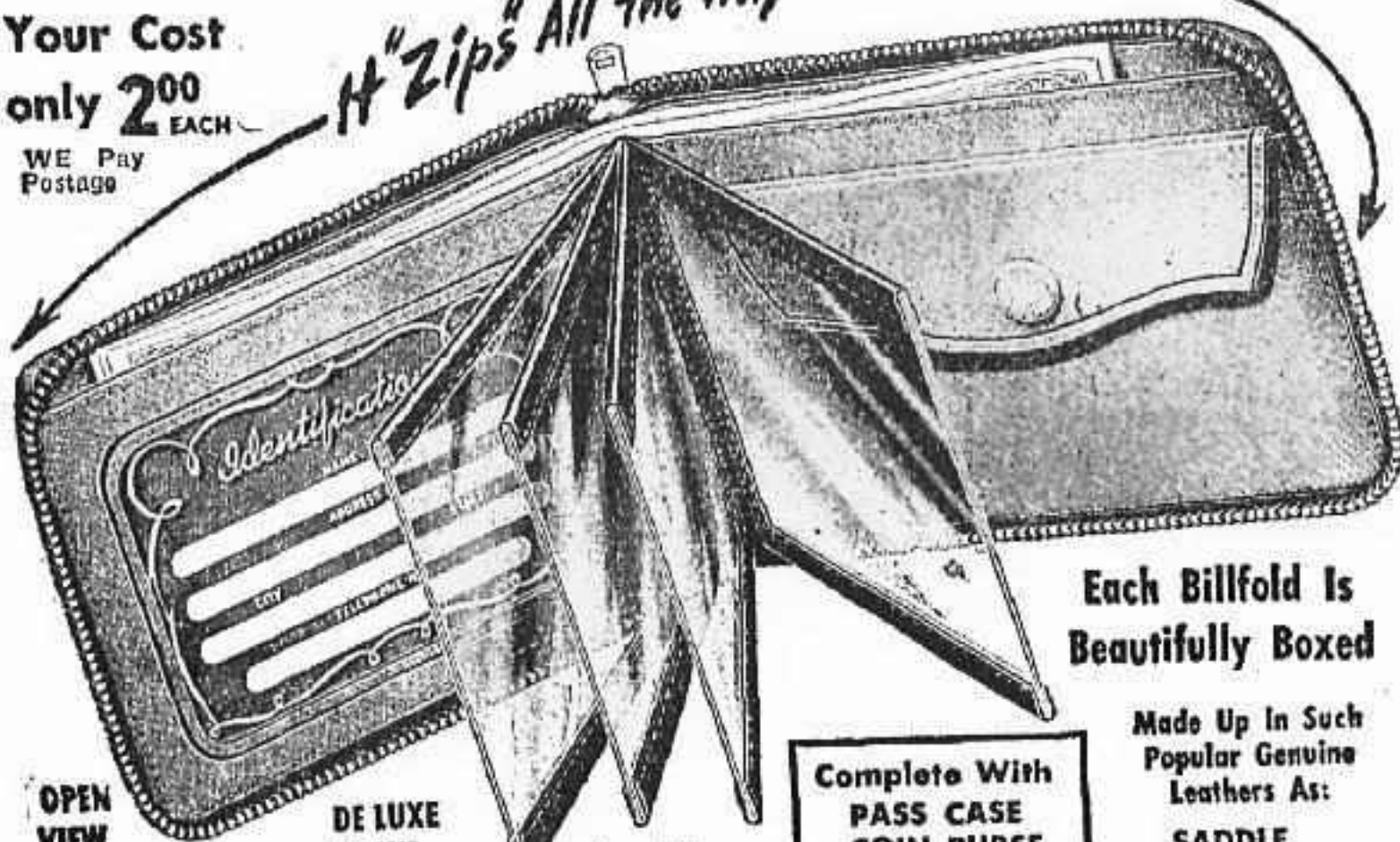
BE THE FIRST TO CASH IN ON THE BIG DEMAND FOR ZIPPER BILLFOLDS

A \$5.00 Seller

Your Cost only 2.00 EACH

WE Pay Postage

4" Zips All the Way Around



Each Billfold Is Beautifully Boxed

Made Up In Such Popular Genuine Leathers As:
SADDLE
MOROCCO
CALFSKIN

Assorted Brown & Black

Complete With PASS CASE COIN PURSE and CURRENCY COMPARTMENT

THIS IS THE FIRST LOT OF ZIPPER BILLFOLDS SINCE PEARL HARBOR!

Now, at last, you can have zipper billfolds to show and SELL. The pent-up demand for them is terrific. You want 'em? Now we've got 'em! But there's no telling how soon or how long it will be before additional quantities are available. So don't get caught short. Order all you can use now while we can supply them.

The zipper billfold we are here offering you is of unmistakable fine quality. Besides the all-around zipper feature, it also has a 4-compartment pass case, in addition to a section in front for identification, also a spacious compartment in the back for currency and checks. All this plus a roomy coin purse, as shown, which closes with a button snap fastener. Here without a doubt is the last word in a real man's billfold.

It's a veritable storehouse for everything a man likes to carry with him—his currency, his change, his credit and membership cards, his personal identification. When "zipped" closed from end to end it forms the neatest, most compact billfold you've ever been privileged to offer. Comes in assorted popular leathers, such as Smooth Saddle, Morocco, Calfskin, etc., each billfold beautifully boxed. You can't go wrong ordering a sizable quantity. They'll sell fast. But hurry before the limited supply we now have is gone.

RUSH YOUR ORDER Today! YOUR COST only \$24.00 a Dozen, Boxed.

SEND 25% Deposit With Order—Balance C. O. D., F. O. B. Chicago

ILLINOIS MERCHANDISE MART, Dept. AL, 500 N. Dearborn St., CHICAGO 10, ILLINOIS

WILSON "WALKIES"

—Those Astounding Toys!—



Self-walking miniatures—no springs, no strings, no gadget things to get out of order—THEY WALK ON THEIR OWN POWER! Ten different characters. The marvels of the century—stunningly realistic—here's the cast of characters: DOUGHBOY, Hero of Both World Wars; SAILORBOY with "a sweetheart in every port" (and between ports); RED CROSS NURSE, that angel of mercy; JOHNNY PENGUIN, the big heart-throb of the WAVES; Little RED RIDING HOOD, the charming nursery character; the CIRCUS CLOWN, with the funny face; MAMMY the pancake lady; PA and MA HUNNIES, with the animated ears which "ride" in any style, especially in the shape of a "V" (you can make 'em do an "imitation" of Veronica Lake and her HAIR-DO, HARE-DO—and last but not least, OLD SANTA CLAUS himself, including his typical chimney in which you can tuck him away when he is not on the job. Oh, it's a merry galaxy of ten stars, which will amuse and entertain you no end, and you can possess them all at a price no greater than some single toy of other types are costing this season—and easy to get, as well as easy on your purse. Read on and see—make more relatives and friends happy this year than ever before. Give them to service men and women, from Pvt. to the highest-ranking officer—to adults from grandpappy an' grandma and all the way down the line to Junior, June, the neighborhood kiddies, etc., etc. "WALKIES" are good HERE, OVER THERE—EVERYWHERE! The following prices will be no strain on your purse: Any pair you select: \$1.00; our Famous Military Trio, DOUGHBOY, SAILORBOY and NURSE, packed in a tri-color, patriotic carton, with demonstrating device, \$1.50. Any five characters you select, packed same as above and with demonstrating device, \$2.50; the entire set of ten characters, the roguish spell-binders, packed in three patriotic cartons, with demonstrating kit, \$4.00. Dealers' price, as long as we can do so, \$30.00 per gross—AND ALL PRICES MEAN DELIVERED TO YOUR DOOR! Ship us a dollar william for any pair—money order for amounts over one dollar—positively no C. O. D.'s and no orders outside the U. S. A. proper. This is THE LAST CALL—they are GOOD, GOOD, GOOD, GET PLENTY, PLENTY PLENTY (apologies to PEPSI and COLA), Time's a wastin'—GET TO US!

FREE WITH EVERY ORDER—a Liberal Supply of CHRISTMAS SEALS and GIFT WRAPPINGS, if We Can Pull the Stunt!

WILSON "WALKIES" 17 WILSON BLDG. CRESTLINE, OHIO

TO ALL MY FRIENDS AND CUSTOMERS—
A Merry Christmas, Happy New Year, Speedy Victory
Hymie Schreiber

NEW JEWELRY, CARNIVAL SUPPLIES, GIFT, TOYS, NOVELTIES AND GENERAL MERCHANDISE CATALOG NOW READY—SEND FOR YOURS NOW!

Terms: 25% deposit with all orders, balance C. O. D.

HOME OF PRODUCTS SCHREIBER MDSE. CO. 919 BROADWAY KANSAS CITY 6, MO.

CHRISTMAS SPECIALS

- | | |
|---|---|
| Pig Tail Annie Dolls Doz. \$27.50 | Monkeys Doz. \$22.00 |
| Sleepy Time Dolls Doz. 30.00 | Pillow Tops, Very Nice Doz. 3.50 |
| Miss Gaynell Cuddle Doll Doz. 18.00 | Salt & Pepper, Asst. Doz. 3.00 |
| Miss Peggy Cuddle Doll Doz. 15.00 | Novelty Little Pitchers Doz. 3.00 |
| Du Barry Dolls Each 3.75 | Pin Up Girls, 12 Packs to Card 2.50 |
| Largo Bears Doz. 24.00 | |

Many New Numbers, Write Us Your Needs, 25% With All Orders.

J. L. TREADWAY, Owner.

T-T NOVELTY CO.

114 N. Main Street

Joplin, Missouri

MERCHANDISE TRENDS

(Continued from page 72)

cal indication of the growing popularity of American cards since the war began.

Super-Market for Parts

One of the post-war plans in radio merchandising will be the adaptation of the retail super-market to the distribution of radio parts, reports from radio circles say. Already the Philco Corporation has announced that some of its distributors have installed such super-markets for the merchandising of radio parts, and it sees this innovation as a new era in radio merchandising. It is entirely possible, as the super-market becomes fully stocked with radio merchandise, that the idea would fit in for an efficient and satisfactory outlet for phonograph records, midget radios and many specialty items along with the post-war distributing business of radio parts.

More Metalware

The War Production Board has promised more safety pins, slide and snap fasteners, scales, plumbing equipment, staples, church goods and silver-plated flatware among other specialty items for civilian use this year. By allotting 16,000,000 additional pounds of copper alloy for manufacture of these and other products, many specialty merchandise items will be affected. WPB said, however, that the improved products will not reach the market for some time because the manufacturers still must order the copper alloy and process it. The Office of Civilian Requirements, which will have the job of distributing the new allotment, said the amount was large enough to permit reconversion to normal copper content of most of the products affected by the order. The WPB also authorized manufacture of five additional galvanizedware products in last week's order. These are ash sifters, diaper cans, liquid and dry measures, utility baskets and watering pots.

New Mechanical Pencils

According to the Ritepoint Company,

CARNIVAL SPECIALS

	Per Doz.
Worth Covered Base Balls	\$ 2.00
Horseshoe Placques	2.00
Aluminum Milk Bottles, Each	1.75
Medium Plaster, Gro	7.00
Swaggers, Gro.	10.75
	Gross
Heavy Whiskey Glasses	\$ 3.50
Ash Trays	3.75
Tumblers	4.00
Nappies	4.50
Sugar Bowls and Creamers	4.80
Saucers	4.80
Cups	5.20
6" Bowls	6.75
8 1/2" Bowls	10.80
Engraved Wedding Rings	1.00
Plastic Thimbles	1.20
Paper Flags80
Paper Flag Bows90
Comic Paper Masks	1.00
Cloth Flag Bows	1.35
Powder Puffs	3.00
2 1/2" Shoe Laces	1.15
Comic Post Cards, Per 1,000	4.00
Painting Puzzle Book	6.50
MacArthur Buttons, Per 100	1.85
Army Metal Buttons, Per 10040

KIPP BROS.

117-119 S. Meridian St., Indianapolis 4, Ind.

A NATURAL FOR
JOBBERS—SALESBOARDS
DISTRIBUTORS

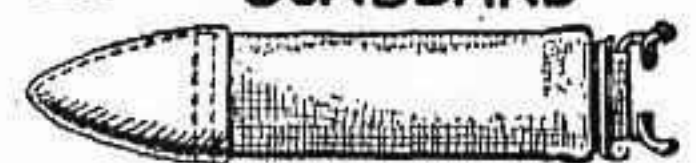
BOLO KNIFE

(U. S. Army)



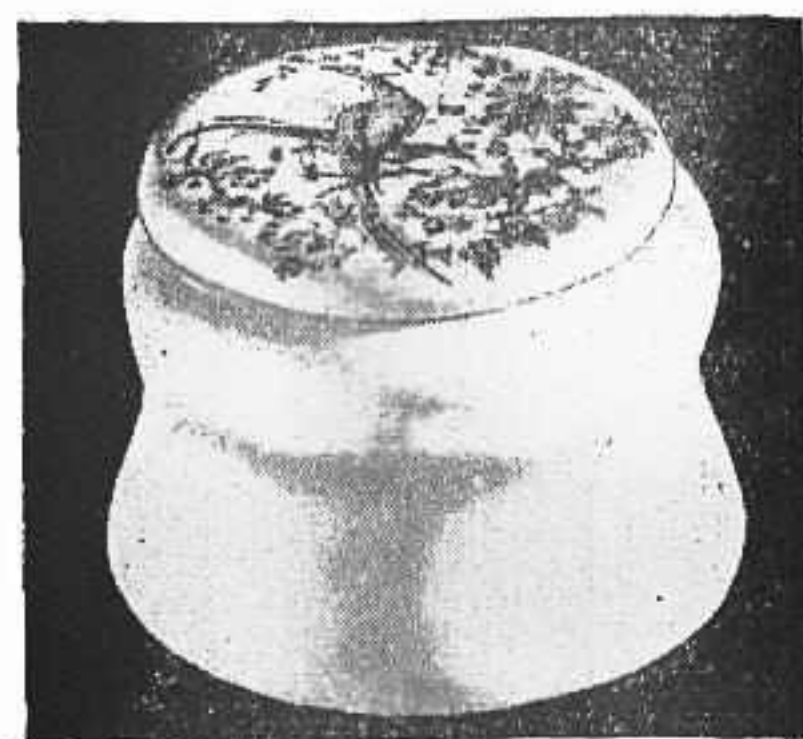
Low as \$2.50

SCABBARD



BOLO Knife has 10" blade, 4" hilt, 4 1/2" conforming handle. FINEST STEEL SCABBARD made of LEATHER reinforced at tip. SPORTSMEN, Boy Scouts, Trophy Collectors, Farmers, Women—all want them. Use as meat or fish knife, cleaver, to cut brush, kindling, hedge, in the garden, etc. Hundreds of practical uses for it. Ideal prize for Salesboards, Bingo Games, Souvenirs, etc. Mat as above furnished free with orders. LOW PRICED Sample \$4; Doz. Lots \$33; 100 Lots \$2.50 Each. F. O. B. Omaha. Cash with order. Write, wire or phone.

ARMY GOODS DISTRIBUTORS 802 N. 18th St. OMAHA 2, NEBR.



MUSIC BOX SPECIALS

Every woman wants a fascinating Musical Powder Box! These are made of wood, enameled in dainty pastel colors, with a bird and floral top decoration in soft, delicate hues. 3 gold gilt bull feet. Roomy powder container is furnished with soft puff. Size 3 1/4 x 3 1/4 x 3 1/4". Sh. Wt., 2 lbs.

Each \$4.25.

B20H104—Assorted Colors. IN DOZEN LOTS—EACH \$3.95.

Prices Less 2% Cash Discount. 25% Deposit Required on C. O. D. Orders. Wholesale Only. Catalog Sent on Request.

Hagen JOSEPH HAGEN COMPANY
WHOLESALE DISTRIBUTORS SINCE 1911
217-223 WEST MADISON ST., CHICAGO 6

MAGIC AND JOKE ITEMS

- | | |
|--|-------------|
| Hot Tooth Picks | \$.40 Doz. |
| Bitter Tooth Picks | .40 Doz. |
| Hot Ciggy Powder | .40 Doz. |
| Invisible Ink Powder | .40 Doz. |
| Chinese Sticks | 5.00 Doz. |
| Magic Coin Blocks | 3.00 Doz. |
| Isley's Anti-Gravico Cake Bottle Trick, Great Demonstrator | 4.80 Doz. |
| Nickel Thru Match, Wood Tube With Brass Eyelets | 1.50 Doz. |
| Corn Cob Cabinets, the Kind That Sells | 3.00 Doz. |
| Diminishing Card | 1.00 Doz. |

Sample Trial Deal, 1 Doz. Each of Above, \$20.00. Takes in \$50.00.

Sample One Each of Above, \$3.00.

Send for Our List—It's Free

MAC'S MAGIC SHOP

506-B MAIN ST.
FT. WORTH 2, TEXAS

FULL SKINNED TUXEDO STYLED COAT
Sizes 12 to 20
SPECIAL \$27.50
Buy Direct From Mfr.
The largest assortments of outstanding Fur Creations in our history available NOW! Immediate Delivery. All types at reasonable prices. Satisfaction Guaranteed! Write for Free Catalogue.
YOUNG & YOUNG
208 W. 27th St., N. Y. 1, N. Y.

MAGIC RACES

Winner cannot be determined in advance. At cigarette touch 6 horses are off.

BIG PROFITS

All the thrills of actual race. Fast seller. 40 Races, \$1.00. Dime brings samples, wholesale prices.

BARKLEY CO.
Dryden 3, Va.

CEDAR CHESTS

ALSO MIRRORED BOXES & VANITIES Filled or Empty. Write for Circular.

CROYDON CO.

Box 85, Linwood Sta., Detroit 6, Mich.

BINGO

SPECIALS ★ CARDS
TRANSPARENT MARKERS

Write for Bulletin

AMUSEMENT INDUSTRIES, Box 2, DAYTON 1, OHIO

NYLON HOSE AND ARMY SOCKS

United States Military Stores and Others
Ladies' Genuine Dupont "Nylon" Hose, thirds,
\$7.00 Doz. (our ceiling); your calling on
"Nylons," \$13.80, or \$1.15 pair. We do not
take back Nylons. They are rough but out-
sell anything.
Men's U.S. Army Part Wool Khaki Doz.
Seconds Doz. \$3.50
Men's U.S. Army Regulation, Natural 3.75
Men's U.S. Army Regulation, Mercerized 2.25
Men's Beautiful Banner Wrap, Long 2.50
Men's Scarce Item, All-Wool Gloves, First 9.50
Beautiful Rayon Pillow Tops (Assorted) 7.50
Large Bath Towels, Asst. 5.50
May we suggest a \$25.00 Trial or Beginner's
Order, which includes 1 dozen genuine Nylon
Hose and other money-making merchandise. We
want at once 10 more pitchmen. Moses E.
Sparks sold \$890.00 one day. James Sparks,
a newcomer, just home out of the U. S. Marines,
sold \$450.00 at Kennett, Mo., last Saturday.
W. L. Clark, who operates a ranch and pitches
sock between meals, sold \$400.00 at Harrisburg,
Ark., last Saturday, and A. L. Clark, an old-
timer in the biz, went \$800.00 at Cotton Plant,
Ark., last Saturday. We got the socks if you
got the "spunk."
NATIONAL TRADING CO.,
112 East Markham St. Little Rock, Ark.

St. Louis, now engaged in manufacturing war material, the moment the war is over it will have available for civilian use a high-quality mechanical pencil for the specialty merchandise trade. Already the company is seeking distributors for those who are progressively interested in coping future markets. These pencils will offer many novel features, such as small rotating calendars, unique designs and precision quality. All dealers interested are advised to apply for distributorship and full details.

Ouija Boom

Reports from Milwaukee say that the sale of ouija boards, those interesting specialty items that are supposed to foretell coming events, are booming. One toy buyer said that the big jump in sales occurred after the war began, when so many turned to various forms of fortune-telling, card reading, telepathy and mysticism. Yet, regardless of whether the board "fakes" its communication to the inquiring user or whether it actually has some occult power, sales of ouija board today rival only the similar sales flurry during the last war—when it was taken seriously also. The biggest point, according to the Milwaukee toy buyer, is that these boards are fun, good parlor sport but as for some special trick to the board, he added, "After all—we don't try to build up any false hopes. We sell them as toys and as such sales have tripled and tripled and tripled."

Good Opportunity

According to a recent issue of *Forbes* magazine, the opportunities for small-capital investments are increasing daily. The manufacture and sale of tricks, puzzles, practical jokes and similar novelties will be a lucrative field after the war. The magazine listed 12 distinct enterprises that offer profit potentialities in return for a limited investment, and it stresses the attractive opportunities that the novelty merchandise field holds "New and profitable locations are available for such novelty concessions . . . and it requires only a small case-counter to display the merchandise," the report stated. Among the other desirable small-capital fields that were included in the survey were frozen custard stores, drive-in

stands, the investment in "plenic maps" which will appeal to post-war travelers, excursion boats, auto sales agencies, dance halls, hospital flower shops and other similar fields. It rather looks as if these all come under the influence and heading of novelty merchandise fields—which would indicate that there is wide-open opportunity for those who want to make the specialty merchandise trade a bit more specialized.

POST-WAR IDEAS

(Continued from page 72)

subsequent airports, a third is to watch closely expanding trade opportunities that will come with a project as the proposed Missouri Valley Authority will be.

Study To Win

There are other details of post-war considerations that the specialty merchandise trade should be soberly taking into account: the emphasis of business leaders on studying cost and inventory problems, distribution-seller issues thru a comprehensive analysis such as the *Handbook for Retailers* and other various market guides is not merely wasted effort, nor is the constructive, collective organization such as the recently formed Minneapolis Toy Co-Operative just a straw in the wind.

The country is moving ahead, and the boys coming back from the fighting, fronts plan to move with it, as was indicated in the recent survey. If we are to keep the lead for other nations of the world—and that is hardly a dream—all phases of our national life must be on its toes, and that means that the specialty merchandise trade must realize the broad scope of possibility and opportunity if it changes its methods according to current, national needs. One of the most urgent needs at the present time is that our boys have something to come home to—they are already planning on that. Those who have been staying at home must also see that their plans must include and perceive their own interests and those for whom they have temporarily been acting the role of guardian—in this way our national dream will never die out. It is our American duty!

NOVELTY DEALERS

Something New To Sell!

- **TURTLES** with moving head and tail.
- **SPIDERS** have furred body, 6 wire legs.
- **WIRE DOLLS** baby dolls made of wire with feather skirt.
- **TWO BOXERS** move your fingers to make them fight.

For your approval, we will send you a sample order, including 3 of each of the above items, for \$3.00 C. O. D. The regular price is \$3.00 per dozen; you will order by the gross after you see the samples!

We carry a complete line of Feather Bird Plotters, size 7"x9"—\$7.20 per dozen; 8"x11"—\$12.00 per dozen; 12"x22"—\$36.00 per dozen. **ORDER SAMPLES TODAY.**

LIBERTY NOVELTY CO.

2255 So. Central Park Ave. Chicago, Ill.

SENSATIONAL WALLET VALUES

- | | | |
|---|-----------|----------|
| Secret Pocket Wallets, Lizard Grain, \$1.50 Value | Doz. Lots | .60 Ea. |
| Genuine Leather Pass Wallets | | .35 Ea. |
| Leather Zipper Wallets | | .75 Ea. |
| JUMBO SIZE PASS WALLETs,
Genuine Leather, Saddle & Black | | .60 Ea. |
| 8 Pc. Tourist Sets | | .95 Ea. |
| 9 Pc. Tourist Sets | | 1.75 Ea. |
| 12 Pc. Tourist Sets | | 2.25 Ea. |
| MANICURING SETS, "Roll Up"
9 Pc., including Manicure Scissors | | .85 Ea. |
| DECORATED WOOD COM-
PACTS | | .50 Ea. |

Headquarters for Wallets, Purses, Key Cases, Tourist Sets at lowest wholesale prices. No Catalog. Send for samples on approval, include Money Order for full amount. If not for resale include 20% luggage tax.

J. C. MARGOLIS

Wholesale Distributors
912 Broadway NEW YORK 10, N. Y.

BIG PROFIT SPECIALTIES!

Complete Line of . . .

Dice — Fountain Pens — Lighters — Plastic Novelties — Poker Chips — Combs — Handkerchiefs (Men's and Ladies') — Patriotic Items — Medium Priced Jewelry — Leather Goods.

Write for List of Over 200 Pop. Items.

GORDON MFG. CO.

110 E. 23 St., Dept. D, New York 10, N. Y.

EARRINGS

24 Karat Gold Plated
CLOSE-OUTS—\$24.00 PER GROSS, Postpaid
Hoops, Buttons, Dangles—all with metal screw backs. Minimum order—one gross—same-day shipment. Send for free price list other items.

RICHEY COMPANY

303 Fifth Avenue NEW YORK 16, N. Y.

**CARTOON BOOKLETS
COMIC CARDS**

Novelty Stores—Cigar Stores—Hustlers
Comic Cartoon Books, Cards, Jokes, Novelties. They're unusual . . . they're nifty. All are fast sellers. Assortment of 30 samples, \$1.00, with wholesale prices and lists of entire line. Please state your business.

HUBBARD CARD COMPANY
122 West Second St., Mountain Grove 10, Mo.

STAR-GLOW

presents

WONDER GLO PRODUCTS

Something Real Startling NEW. Made of Cloth Treated All Over With the Luminous Pigment. THIS IS NOT A SPRAYED PRODUCT.

- W-1—All-Luminous Orchid . . . \$4.25 Doz.
- W-2—Medium Gardenia With Extra Blue Bud . . . 2.75 Doz.
- W-3—Double Gardenia With Bud . . . 5.00 Doz.
- W-4—Corsage of Roses by Two . . . 4.50 Doz.
- W-5—Corsage of Roses by Three . . . 6.00 Doz.
- W-6—Corsage of Daisies by Three . . . 3.25 Doz.
- W-7—Corsage of Daffodils by Two . . . 4.50 Doz.

Above Numbers Have a Beautiful After Glow All Over.

- New Religious Figures With a Pearl Finish and Hand Decorated. Are Also Washable.
- P-1—8" Saints . . . \$7.00 Doz.
- P-2—6 1/2" Saints . . . 5.25 Doz.
- P-3—Crucifix in Relief, 8" . . . 7.00 Doz.
- P-4—Large Bust of Christ and Mater Dolorosa . . . 7.00 Doz.
- P-5—Large Guardian Angel . . . 8.00 Doz.
- P-6—Assorted Novelties . . . 3.75 Doz.
- P-7—Soldiers and Sailors . . . 3.50 Doz.
- P-8—Assorted Animals . . . 3.50 Doz.

You will be amazed with these new Wonder Glo creations. No other Glow products can compete.

APOLOGIES—All orders remaining unfilled from among those received during the last few weeks will be attended to as fast as possible. The delay is due to the holiday rush.

EXTRA—Dozens of Stars and Animals cut out from coated blue paper, all in one envelope and ready for pasting. A pleasing novelty for the young as well as for the old for 15¢.

Above Figures Made With New Molds Which Leaves the Faces Absolutely Perfect.

STAR-GLOW MANUFACTURING CO., 1183 SIXTH AVENUE, NEW YORK 19, N. Y.

1/3 DEPOSIT, BALANCE C. O. D., F. O. B. NEW YORK

ARTIFICIAL FLOWERS

- No. 8—Large Georgine . . . \$50.00 per 1000; \$5.50 per 100
- No. 7—Large Dahlia . . . 60.00 per 1000; 6.50 per 100
- No. 60—Large Rose . . . 60.00 per 1000; 6.50 per 100
- No. 40—Large Polkaetia, 3 1/2 inch diameter, can be mounted on laurel same as Georgines, Dahlias and Roses . . . 16.50 per gross

MOUNTAIN LAUREL

50 Lb. Carton, \$12.50; 25 Lb. Carton, \$7.50; Small Quantities, 35¢ Lb.

CHRISTMAS CORSAGES

A New Number. Plenty of Color and Very Attractive.

- No. 110—Large Size, Per Gross . . . \$30.00
- No. 120—Medium Size, Per Gross . . . 22.50

Send for New Price List of All Flowers, Foliages, All Materials for Making Xmas Corsages and Fast Selling Holiday Items.

Terms: 50% Deposit, Balance C. O. D.

FRANK GALLO

Importer & Manufacturer

1429 LOCUST STREET

ST. LOUIS 3, MO.



- Hand Monkeys Doz. \$ 3.00
- All Around Zipper Wallets . Doz. 24.00
- Exploding Matches Gross 3.75
- Overseas Mailing Boxes . Per 100 7.50
- Celluloid Windmills on Stocks Gross 9.00
- Plastic Pea Shooters Gross 6.00
- Smoker's Fun Shop Card 1.75
- All Leather Wallets, Black or Tan, 4 Windows . . . Doz. 6.00
- Football Pins Gross 9.00
- Leatherette Photo Frames, Single or Double, 8x10 . . Doz. 18.00
- Solo Peg Puzzles Gross 9.00
- Try-an-Doit Puzzle Doz. 2.00
- Cigarette Labels Per 100 3.00
- Nail Files, Carded With Handle Doz. 2.25
- Nail Files, Small, Carded With Handle Doz. 1.90
- Golf Ball Key Chain Doz. 1.00
- 4-Leaf Clover Key Chain . . Doz. 1.00
- Bullet Key Chain, Small . . . Doz. 2.00
- Bullet Key Chain, Large . . . Doz. 2.50
- 5-Power Telescopes Doz. 4.20
- Pepper Candy Gross 9.00
- Wonder Mouse Gross 9.00
- Ocarinas Doz. 6.00
- Laugh Tissue—Christmas Number Gross 9.60
- Catapult Doz. 2.00
- Black Eye Joke Doz. .90
- Plastic Compacts Doz. 7.80
- Cigarette Holders Doz. .50

BORDER NOVELTY CO.

405 Woodward Ave., Detroit 26, Mich.

SOCKS, SOCKS, SOCKS

Men's Good Factory "Irregulars"

Fine Socks **8c PAIR** Case Less Than Lots

1 SAMPLE DOZEN SILK AND COTTON Assorted, \$1.25 Prepaid.

Put a Dollar Bill With 25c Stamps Wrapped With Your Order.

If you ever sold anything here is your chance. Small towns, large towns, highways, in stores—every man a buyer.

For Yourself Save Laundry. You Wear Socks—Save \$3.00 to \$6.00 Dozen.

SELL 'EM BY THE DOZEN
\$79.00 a Case 100 Dozen

Freight Paid
Order From This Ad At Once

LADIES' AND CHILDREN'S FINE HOSE
BIG SAVING

WESTERN MILLS CO.

Dept. B Ben Lomond, Calif.

OVER 1000 JOBBERS SELL OUR BINGO SUPPLIES

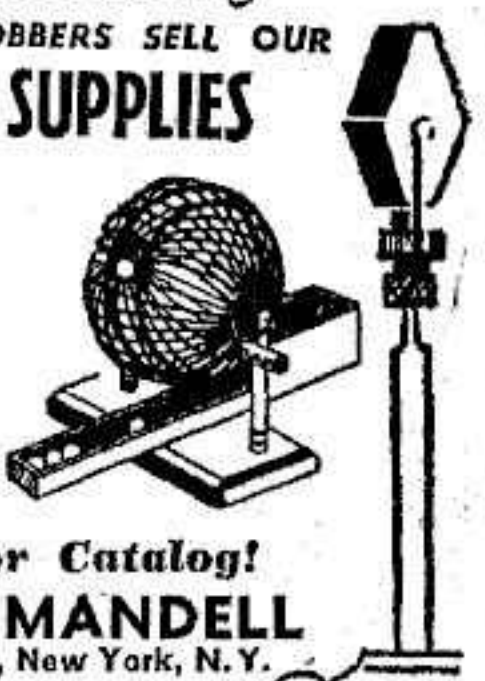
We still have BINGO CAGES on hand. Inquire today!

We have a few used Public Address Systems. Write for details.

Write for Catalog!

MORRIS MANDELL

131 W. 14th St., New York, N. Y.



FUR COATS

JACKETS—CHUBBIES


LARGE assortment of NEW 1945 outstanding creations. Perfect quality. Excellent workmanship. Distinctive furs of all types at popular prices. Earn EXTRA MONEY in your spare time selling furs to your friends and neighbors. Send TODAY for our New Illustrated Catalog and Price List. It's FREE.

S. ANGELL & CO. Manufacturing Furrier
236 W. 27th St. (Dept. B-3), New York 1, N. Y.

CHOCOLATES

- #59—Large Mirror Chest & 1 Lb. Choc. . . \$2.85
 - #10—Wood Chest (Mirror) & 1 Lb. Choc. 3.15
 - #11—Vanilla (All Mirror) & 1 Lb. Choc. . 3.25
 - #161—Mirror Chest & 1 Lb. Choc. & 12 1 Lb. & 2 Lb. Quality Fruit Cake . . 11.75
 - #112—Vanilla (All Mirror) & 1 Lb. Choc. 18 1 Lb. & 2 Lb. Fruit Cake . . . 16.10
 - #127—Musical Chest & 1 Lb. Choc. & 18 1 Lb. & 2 Lb. Fruit Cake . . . 20.95
- 50% Deposit or Full Remittance.
Push Cards and Salesboards, All Kinds.
DELUXE SALES CO.
BLUE EARTH, MINN.

LOADS OF FUN!
with **CIGARETTE LOADS**



Just place one in a cigarette or cigar. When the "moocher" smokes down to the load...it goes **BANG!**

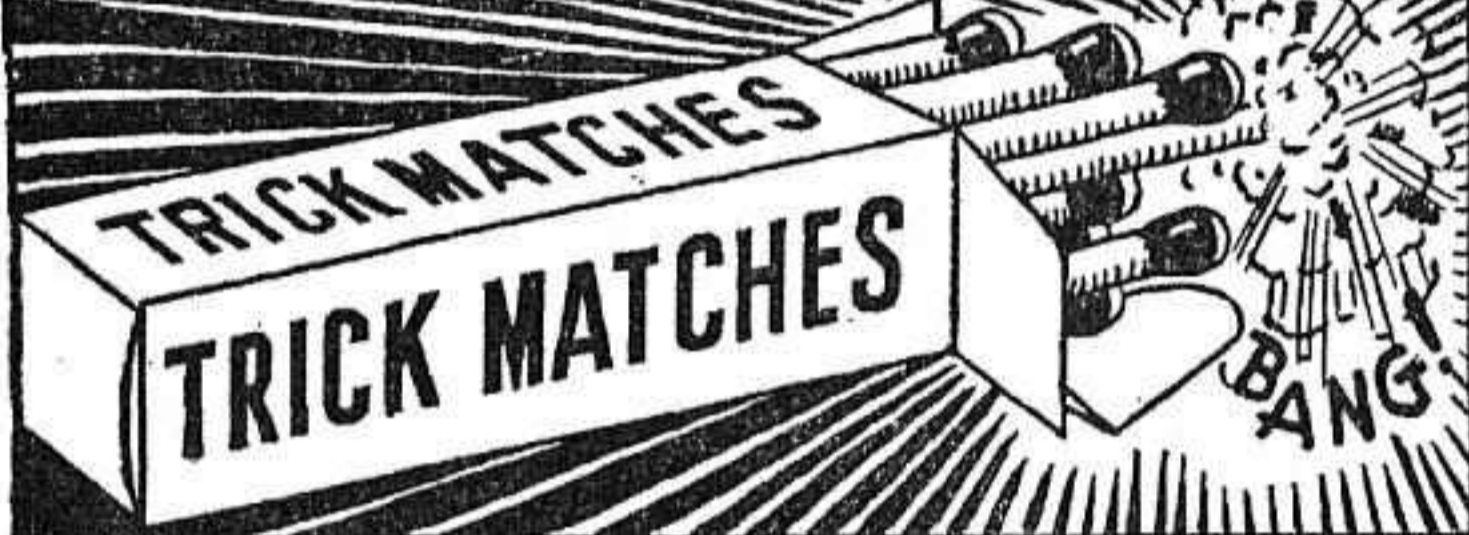
only 10¢

FOOL THE MOOCHERS

Cigarette Loads Supplied in Loud or Medium, 12 Loads in Package, 1 Gross in Box. Or, Put Up 12 Packages on Display Card, 12 Cards in Box. Big Sellers to Novelty Shops, News and Drink Stands, Pool Halls, Saloons, Road Stands, Souvenir Stores, Resort and Industrial Centers, Canteens, Wagon Men, Etc.

NO EXPLOSIVE LICENSE REQUIRED
All Federal restrictions on the sale of these items revoked. Anybody can sell them.

TRICK MATCHES



They Shoot With a Loud Bang! — Immediately After Striking. They are loaded to give a big scare, but not enough to be at all dangerous. Every man who smokes is a prospective customer. 12 Matches in Box. 72 Boxes in Carton.

JOBBER
Write for prices. Big Profits to you with these fast moving, year round, repeat sellers.


DEALERS, Order Early for the Big Holiday Season Ahead. Sold by Leading Novelty Jobbers All Over U. S. If Your Jobber Cannot Supply You, Write Me for Address of Nearest Distributor.

LYLE DOUGLAS
Joke Novelties

238 W. DAVIS DALLAS 8, TEXAS

PHOTO FRAME PROFITS HIGHEST IN YEARS
BEAUTIFULLY STYLED—

MODERN—CRAFT DELUXE PHOTO FRAMES



Quality preferred by leading stores and studios. Superb quality and workmanship. Rich padded reinforced covers in simulated leather material, with modernistic gold border design. Celluloid covers included. Popular Brown, Blue and Ivory Colors.

Single	Double	Triple
3 1/2 x 4 1/2 \$ 6.75 dz.	\$ 6.90 dz.	\$ 9.00 dz.
5x7 8.60 dz.	8.80 dz.	13.30 dz.
8x10 ... 11.10 dz.	11.40 dz.	18.00 dz.

WRITE FOR CATALOG and Prices Featuring Attractive Wood and Metal Frames. 25% with order, bal. C. O. D.

H. MEINHARDT & CO. - Dept. B-10
4527 RAVENSWOOD AVE. CHICAGO 40, ILLINOIS

LEE . . . Presents a Sensational "Scoop"
in the **LEE DART**
WEIGHTED STEEL-TIPPED



Steps up customer play for concessionaires, carnival men. A fast selling item for carnival supply houses, jobbers.

SPECIALY PRICED \$14.40 Per Gross
Express F.O.B. Chicago
Enclose 25% Deposit, Balance C. O. D.

LEE INDUSTRIES
236 N. Clark St. (Dept. B-2) Chicago 1, Ill.

MANUFACTURERS—WHOLESALE—PREMIUM MERCHANDISERS
(America's Most Attractive Line of Dart-Target and Answer Board Games)

Commerce Book Tells About Chi Buying Center

CHICAGO, Nov. 25. — Merchandisers who want a clear picture of some of the advantages the Chicago market offers to retailers will be interested in the pamphlet now being distributed to retailers throught the country by the Chicago Association of Commerce.

Representative samples of organized market events held in the city are cited, giving the spring and fall market openings, with advantages mentioned for Chicago as a place to buy. Geographical location, speedy delivery service and the great number and variety of lines of merchandise offered by manufacturers and wholesalers are considered in the pamphlet. The specialty merchandise trade is well acquainted with Chicago, and Chicago is well acquainted with the specialty merchandise trade, proudly holding the title as "The Novelty Center of the World." This pamphlet will be of help to become more familiar with the extent of its markets in Chicago.

For example, the pamphlet shows that the number of buyers for retail stores who came to buy in the Chicago market in 1943 increased 30 per cent over the average number shopping this market during the five-year period, 1935-'39. According to the association, this booklet's purpose is to keep and possibly expand this wartime gain in the post-war period.

Reports say that about 25,000 of these pamphlets are to be distributed by the association.

NEW FAST SELLING MAGIC



Positively New, Amazing No-Skill Tricks. Sell on Sight—Big Profit, List Free.

ISELY'S MAGIC STUDIO
1715 Euclid Ave. CLEVELAND 15, OHIO

MUSICAL POWDER BOX



Special! In Doz. Lots **3.50 EA.**
Sample \$3.75 Prepaid.

Fine Walnut-Maple Hardwood. 4 3/4" high, 3 1/2" diam. Plays when cover is lifted. CAMEO INSET top. Complete with POWDER PUFF. Individual Box.

DEKLON CO.
2 WEST 46 STREET, NEW YORK 19, N. Y.

SPECIALS

1500's **BINGO** Seven Colors
3000's

Complete line light and heavy weight Bingo Cards—Masterboards—Lapboards—BLACK and RED MARKERS—Admission Tickets—Stage Money, Etc.

Assorted Colors **SERIAL PADDLE TICKETS** for Every Wheel
Printed Specialties for Carnivals and Bingos

11 E. 19th St. **SCHULMAN'S** New York, N. Y.

JOBBER'S SPECIALS

High-Grade Briar Pipes, national brands, \$6.00 to \$18.00 Doz. Fine Pocket Knives, \$6.00 to \$24.00 Doz. Fountain Pens and Sets, 14K solid gold points, \$16.50 to \$48.00 Doz. Custom built fine Leather Billfolds, some zippers, \$6.00 to \$30.00 Doz. Pocket Lighters, automatic and friction, \$3.00 to \$24.00 Doz. Samples prepaid, \$15.00 to \$25.00

MONARCH PRODUCTS CO.
161 SUMMER ST. BOSTON, MASS.

CONCESSIONAIRES! NOVELTY STORES!



No. 820—3 Color Engraved, Gold Filled Heart Locket, Floral Motif, Sterling Silver Gold Plated Neck Chain. \$36.00 Doz.
Same Locket as above with sterling silver gold-filled Neck Chain. \$39.00 Doz.

ORDER TODAY!

SURE-FIRE SELLERS!

18" Sterling Silver Neck Chains . . . \$5.40 Doz.
18" Gold Plated Sterling Silver Neck Chains . . . 6.00 Doz.
18" Gold Filled on Sterling Silver Neck Chains . . . 7.20 Doz.
Sterling Silver Anklets, Carded 6.75 Doz.
Gold Plated Sterling Silver Anklets, Carded . . . 7.20 Doz.
Gold Filled on Sterling Silver Anklets, Carded . . . 8.50 Doz.

No. 709—Light Identification Bracelet . . . \$45.00 Doz.
No. 708—Medium Identification Bracelet . . . \$54.00 Doz.
No. 710—Heavy Identification Bracelet . . . \$72.00 Doz.

1/3 Deposit, Balance C. O. D.
Send for Catalog!
TREND CREATORS
1265 Broadway, NEW YORK, N. Y.

Gold Plated Plastic FLOWERETTE PINS



Beautiful, glistening, sparkling, attractive dress or coat pins, packed one to the box. Distributor can easily sell them for \$2.98 because they look like Fifth Ave. Order now—\$15.00 dozen—\$80.00 6 dozen—or send \$3.00 for 2 boxed samples.

Scotchco, 1129 Sixth Ave., New York 18

FURS COATS—JACKETS

Latest 1944-45 Catalog Just Out

Quality, Price, Style. Coneys, Sealines, Caraculs, Muskrats, Skunks, Red Fox, etc. **LOWEST PRICES**

Illustrated Catalog is FREE. Write today.

M. SEIDEL & SON
243 W. 30th St., N. Y. C.

50,000 LIVE BABY TURTLES
A Real Live, Quick-Selling Item

Natural (Unpainted)	Per 100 \$21.00
Hand-Painted & Decorated	25.00
Mailing Boxes	2.00
Turtle Food	4.00
Also Live Chameleons	8.00

Lettering on Painted Turtles will increase sales. Merry Christmas, boys' and girls' names or the name of a city or place, 1 cent extra per turtle.

LOUISIANA REPTILE FARM
2438 Aubry St. NEW ORLEANS 19, LA.

CASA VENETIAN ART FRAMES are FLASH. This 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 Circular 25¢.

CASA PRODUCTS, 215 E. 95 St., N.Y.C. 28, N.Y.

Plastic "Wonder-links"

For Handmade Costume Jewelry

Special: (Ruby Only) \$3.00 per 1000 post-paid. Trial 200 Links, one dollar, refundable. No tools or equipment needed for assembling. Completed Necklaces, 50¢.

DANVILLE PLASTIC WORKS
Dept. 7, 218 Sidell Avenue, Danville, Illinois

Jewelry Tops For Holidays

Ample stocks in all centers —demand expected to set holiday record

CHICAGO, Nov. 25.—Nationwide reports show that jewelry stocks will be ample for Christmas. In fact, even when the specialty merchandise trade finds that the line goes 'way around the corner, most leaders in the jewelry trade say confidently that popular brooches and bracelets will last out the customer at the end of the line.

The over-all jewelry picture in Chicago is said to be sufficient for the holiday season, with scarcities only being noticed in some lower-priced items such as pearl necklaces. Gift and variety stores have been reported, however, that the \$5 and \$10 class for jewelry find excellent buying response. Compared with the last yuletide season, the trend now seems to be that price resistance will not be noticed as much this year. The large scale shopping for gift jewelry is expected to begin about the middle of November, tho buying has been continuous since the first, and most jewelry and specialty merchandise stores plan this year's figures to beat the previous figure by about 5 per cent.

Reports from costume jewelry buyers in St. Louis indicate that the trade is anticipating healthy gains this season. One reason, buyers have stated, is that costume jewelry—in its various novel shapes and forms—has increased in popularity. One buyer was reported to have noticed a fashion trend with the ladies that he believes will become increasingly popular in no time at all: three or four decorative wooden and jeweled bugs which are pinned on the sleeve of a dress to give the effect of crawling up the arm. Said he, "Looks like the women are going to go 'buggy' this season."

St. Louis Outlook

St. Louis reports, too, that the luxury tax has not entered into customers' buying of novelty jewelry. In fact, buyers say "the tax will not stop 'em." Specialty shops have good stocks of all types of jewelry, with good supplies of pins, earrings, bracelets and gadgets of all kinds and in all price ranges. The only shortage is noticed, as elsewhere, in pearls, and the demand seems to keep increasing for this type of jewelry.

Articles such as compacts, identification bracelets, hair ornaments and other novelty jewelry items are reported to be very much in vogue in Philadelphia, and merchandisers say that they are great volume-getters. Here, too, people have more money to spend, so the luxury tax is a mere incidental factor to the response of their sales. Higher prices seem to set the pace in over-all sales, last year's biggest selling items being only one-third of what dealers anticipate that this year's will be. Specialty and jewelry shops report that the only shortages in this area are sterling silver items and water-proof watches.

In the Southwest, the rage is for fancy combs, but specialty shops report that they are selling many other fashion items in the novelty jewelry line. Earrings, dog collars, chokers and other stocks of popular jewelry are being increased to meet the anticipated brisk holiday buying. Gains of approximately 10 per cent in sales volume are expected, keeping in tune with the nationwide expectations.

From all reports, this Christmas season seems to spell colorful buying for customers and exciting selling for the novelty jewelry and specialty merchandisers.



STERLING SILVER RINGS—QUALITY GOODS ALL SIMULATED DIAMONDS

- | | Doz. |
|--|---------|
| #1003—Engagement style, center stone about 1 1/2 ct. spread, four side stones, heavy and solid mtg., open back | \$22.00 |
| #8051—AS ILLUSTRATED ABOVE, center stone, about 3/4 ct. spread, 4 side stones | 18.00 |
| #8921 Center stone about 3/4 spread, sweetheart design on sides | 9.00 |
| #1005 Large solitaire, heavy setting, open back | 14.00 |
| #8953—Center stone abt., 3/4 spread, with two side stones | 8.00 |
| #9006—Hand shake ring, opens and closes | 7.25 |
| #1009 Center stone 1 1/4 ct. spread, 6 side stones, heavy and solid mtg., open back | 21.00 |
| #1008—Man's satin finish, heavy mtg., large center, about 1 1/2 ct. spread, A REAL FLASH, open back | 27.00 |
| #8984—Colored stone, 6 assorted, large size | 12.00 |
| #1007—Wide Sterling Friendship Band, nicely engraved | 3.50 |

- | | |
|---|-------|
| #1001—Wedding Band, 9 stones | 12.00 |
| #1004—Wedding Band, 7 stones | 12.00 |
| #8922—Wedding Band, no stones, as illustrated | 2.50 |

- | | Doz. |
|--|---------|
| #9003—Man's with 3/4 ct. spread center white stone and 8 side stones, RGP | \$12.00 |
| #9007—Wedding Band, RGP, with 7 stones | 12.00 |
| #9036—Man's Ring, large simulated ruby in either gold or white gold color effect | 7.20 |
| #9041 Ladies' 1 center stone, yellow or white gold color | 6.00 |
| #8835 Ladies' 14 kt. gold ring with center diamond | 36.00 |
- MINIMUM SAMPLE ORDER \$15.00.
Complete Samples \$25.00.
25% Deposit on All C. O. D. Orders.

FIFTH AVE. JEWEL CO.
545 Fifth Ave., Dept. B12, New York 17, N. Y.

Complete Line of COSTUME JEWELRY
RINGS, COMPACTS
SOLID GOLD EARRINGS
IMMEDIATE DELIVERY
Write for Catalog

ALPHA-CRAFT CO.
303 Fifth Ave., New York 16, N. Y.

WATCHES
Assorted 6-15 Jewel, Swiss, Rolled Gold Case, Men's Fancy Styled Wrist Watches with fine leather straps. Factory rebuilt like new. While supply \$15.00 lasts, only
1/3 Deposit With Order, Balance C. O. D.
AMERICAN MERCHANDISING CO.
Dept. B-20
Post Office Box 1967, Montgomery 3, Ala.

BALLOONS WANTED

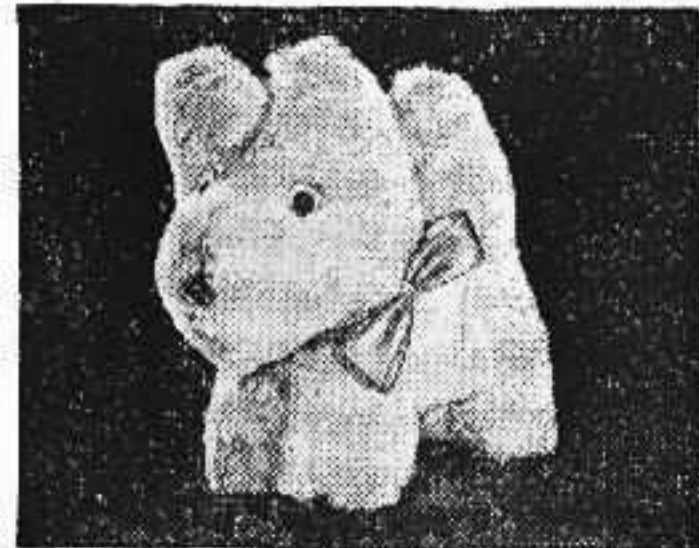
Will pay \$12.00 gross or more for Airships or Slim Jim Balloons. Also will pay \$30.00 gross for Mechanical Scottie Dogs. Write

H. S. NETTLES
575 Winton Terrace, N. E. ATLANTA, GA.

FUNNY BUSINESS NOVELTY FUN CARDS

Bigger and better sellers with big profits in Trick Stores, Newsstands, Penny Arcades, Park Stands, etc. Sample package and prices, 10¢. Write today.
NATIONAL SPECIALTY SUPPLY CO.
Box 301, Cincinnati 1, Ohio

GOING LIKE WILDFIRE



Genuine Sheepskin "CUDDLY DOGGIE"

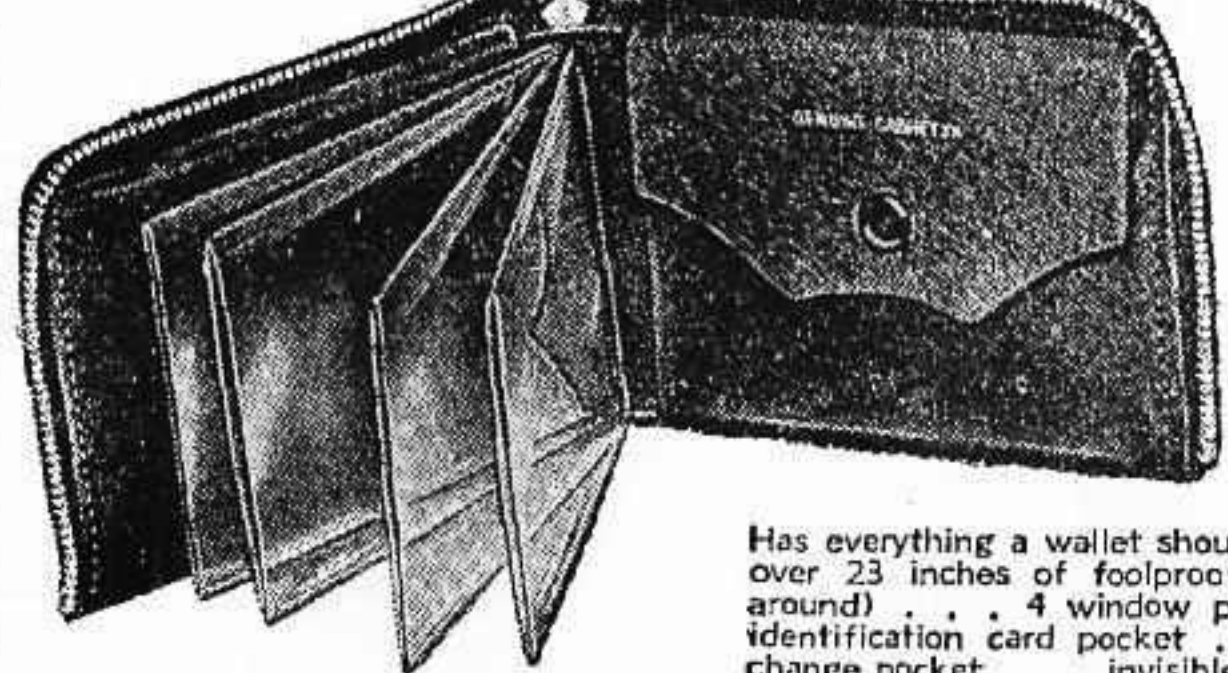
Delights every kiddie. Soft, washable, plushy, strongly made. Assorted colored ribbons with bows around neck. Over 9 inches high, 9 inches long—and the EYES ROLL.

\$17.50 Dozen Sample \$1.50

GENUINE LEATHER WALLET \$6.00 Dozen

Genuine saddle-finish leather; 4 window-pockets, room for 8 pictures and identification window, 2 card slots; clasp closing, handsomely stitched. Sturdy, well constructed. Really fast selling. Send 50% with order, balance C. O. D. Or send entire amount and deduct 2% cash discount and we pay postage.

Genuine ZIPPER Leather Wallet in a Beautiful Alligator Grain



\$21.00 DOZEN
Sample \$2.00

Has everything a wallet should have . . . over 23 inches of foolproof zipper (all-around) . . . 4 window pockets . . . identification card pocket . . . built-in change pocket . . . invisible stitching.

50% Deposit With All Orders, Balance C. O. D.
F. R. NOVELTY WORKS, 71 E. Broadway, New York 2, N. Y.

HERE'S A HOT ITEM!

FOR JEWELRY STORES, ENGRAVERS, CONCESSIONAIRES, PX STORES, NOVELTY & SOUVENIR STORES. Retail at \$3.98.

Smash
LIMITED QUANTITY
Beautifully Engraved
GOLD PLATED LOCKETS
With Chain
Each in Velvet Pad Box and Cellophaned, Space Inside for 2 Photos
First Come—First Served
\$10.80 PER DOZ.
PHONE—WRITE—WIRE
25% DEPOSIT, BALANCE C. O. D. SAMPLE PREPAID \$1.00.
ADELE INC.
1554 Broadway
NEW YORK 19, N. Y.
ALSO A LIMITED QUANTITY OF GOLD PLATED LOCKETS HEART SHAPED \$12 PER DOZ. While They Last

1c and 10c
GOOD 'N' FRESH CANDY
AGAIN AVAILABLE TO LIVE DISTRIBUTORS
10¢ Cellophane Bags, Good Ass't, 64¢ Doz. Net.
1¢ 120 Count Boxes, Good Ass't, 65¢ Box Net.
F.O.B. Chicago. Limit Per Order, 100 Dozen Bags and 100 Boxes. No C.O.D.'s, Please. Terms: Full cash with order. Write for full details. **CASTERLINE BROS.,** 2030 Sunnyside Ave., Dept. B, Chicago 25.

Sell Tinsel Christmas Signs to stores, homes, offices, clubs. Made on cardboard with sparkling silver tinsel. Easy, fast sellers. Make Xmas money. Order now. 7 sample Tinselled Xmas Signs, 11x14, \$1.00 postpaid; 75¢ seller. 8 sample 7x9 Silk Xmas Banners, \$1.00 postpaid; 35¢ seller. 15 sample ultra-blue Xmas Signs 7x11, \$1.00 postpaid; 35¢ seller. 100 Tinselled Xmas Signs, 11x14, \$10.00. F.O.B. N. Y. C.—no C.O.D.'s. **L. LOWY, 8 W. Broadway, New York 7, N. Y. Dept. 230.**

VERD-A-RAY
ARE YOU FAMILIAR WITH THE NEW INCANDESCENT LAMP? WRITE FOR DATA
SAVE ELECTRIC CORP., Toledo 5, Ohio

PEARL NECKLACES
For Jobbers and Wholesalers
Inexpensive and Better Grade. All Boxed.
Ralph C. Kahn Pearl Co.
4875 North Magnolia Ave., Chicago, Ill.

ORDER NOW FOR DELIVERY BEFORE CHRISTMAS!

LUMINOUS FIGURES and FLOWERS

-THAT GLOW IN THE DARK! by Nite Glow



FIGURES

HAND DECORATED IN 3, 4 & 5 COLORS

Table listing various figures like 'Crucifix in Relief', 'Large Bust of Christ', 'Assorted 8" Saints in Shrine', etc., with prices.

Table listing various figures like 'St. Joseph', 'St. Anthony', 'Lady of Lourdes', etc., with prices.

FLOWERS

Table listing various flowers like 'Small Gardenia Flower with Bud', 'Butterflies', 'Double Gardenia', etc., with prices.

Order by Number—1/3 Dep.; Bal. C. O. D., F. O. B. N. Y.

NITE GLOW PRODUCTS CO.

106 W. 46th St. New York 19, N. Y. ME 3-5794

Write for New Catalog!

COMPLETE LINE OF

LOCKETS

ANKLETS

BRACELETS

CHARMS

MURRAY SIMON CO. 114 EAST 32D STREET NEW YORK 16, N. Y.

CHRISTMAS SPECIAL

MILITARY SUPPLIES and SOUVENIRS FOR ARMY and NAVY

These beautiful beads have five different perfumes and five different colors. They sell on sight and are individually boxed. A wonderful gift. 18" Length, \$9.60 Per Dozen. 36" Length, \$9.75 Per Dozen. Send for a trial order. Bandanas with the insignia and made up special. Handkerchief Cases with the insignia and with verses. Assorted colors, \$3.50 Per Dozen. Telephone Memo Index with the insignia and a place for a picture at \$1.25 Per Dozen. Honor Rolls framed, 14"x11", \$4.50 Per Dozen. IMMEDIATE DELIVERY ON MOST OF THESE ITEMS—DEPOSIT WITH ALL ORDERS.

WORLD ADVERTISING NOVELTY CO. 122 EAST 25 STREET NEW YORK CITY

MAKE RUBBER STAMPS

FOR SERVICE MEN

AGENTS AND SALESMEN sell Rubber Stamps for marking clothing for Servicemen. New, quick and easy method. Takes 30 seconds to make a stamp. Fastest moving item on market today. Send \$1.00 for sample. Trial outfit, complete for \$19.95.

L. A. GLOBE

809 S. FIGUEROA

LOS ANGELES 14, CALIFORNIA

SELL VITAMINS

Start a business of your own. We pack under your own label, assuring you of repeat business. Get in on this big paying field. Millions and millions sold annually. Complete stocks of standard formulas, or we make to your specifications. Literature FREE. Write today. THE GIBSON COMPANY, 103 Gibson Building, Marion 1, Iowa.

THE BECKER LINE IS BETTER

Write for price list on Finer Soaps, Tonics, Liniments, Tablets and Salves. We also carry finest selling Herb Package on the market, formula attached. Prices right; plenty margin for you.

BECKER CHEMICAL CO. (Established 1890)

235 MAIN STREET CINCINNATI, O.

Pipes For Pitchmen

By Bill Baker

Communications to 25 Opera Place, Cincinnati, 1

GEORGE M. BEYER... has a swell gold wire and jewelry flash at Neisner's Cincinnati store. Mrs. Livingston is working it with him. Doc Livingston is still with his own foot brand in the same store a few counters away. Mrs. Beyer is still with jewelry in Green's store in Dayton, O.

SIXTH WAR LOAN DRIVE is utilizing tactics of pitchdom in some cities.

MAURICE BISHOP... has his own rug cleaner in the Fair Store, Cincinnati. He wants to read a pipe here from Benny Garber.

ANNIE GLICK... jumped into Murphy's store, Washington, with her shampoo when Willie Wiles had to go to St. Louis because of her mother's illness.

KID CARRIGAN... Chief Thunder Cloud and Chief Canoe are with med at the Sixth Street Market store in Cincinnati.

MOST PITCHMEN realize that the best result-getter is co-operation.

MADALINE E. RAGAN... and hubby, Ray C. Herbers, are busy getting their med opera ready for a string of halls this winter. During preparations they are on a Sixth Street lot in St. Louis. Madaline and Ray had as recent visitors 86-year-old Doc Herbert, Doc Bosworth, Doc Burk and Doc Crow. Buffalo Bill Cody stopped off recently on the way to Los Angeles.

IRENE ROTH SABU... is still at Woolworth's, St. Louis, with astrology. Her hubby, Ed, is also in the city after working dancing dolls on the Main Stem in Seattle.

HOLIDAY BIZ has already started. How are your takes?

JOE WALL... and Doc Duncan are still in Detroit with med. They have been there for three years. Doc brings out his pet monkey on special occasions to amuse the folks.

DICK HILLGROVE... is going strong with his Kurex at his old stand on Court Street, Cincy, since getting thru with his army duties.

CHARLIE COUTREAU... cut up a few with the boys and girls in Cincinnati last week on his way to Miami.

YOU'LL BE SUCCESSFUL if you create your own opportunities.

KEN AND GRETA... are with gold-wire on a Dayton, O., lot to okay green.

STUBBS AND COMPANY... including Billy Westphal, has opened a string of Murphy stores with jewelry for the holiday run.

AL AND EVE POWERS... are in Scott's, Akron, with jewelry for the holidays.

SWEDE SWANSON... is combing at Murphy's store, Pittsburgh.

EDDIE (SWEETHEART) HALLER... is reported getting plenty of green with his vitamins at Neisner's, Cincinnati.

IF JOHNNY-COME-LATELY did not enter pitchdom we'd never have any old-timers.

RED NOBLE... is selling jewelry to department stores and reports takes are better than when he was with oil.

SAMMY FOSTER... has stove polish at Scott's store in Akron.

TOM KENNEDY... lines from Peoria, Ill., of his recent trip to St. Louis: "A couple of weeks ago I had the pleasure of meeting up with my old friend, Sid Sidenberg, whom I hadn't seen in years. Also had the pleasure of meeting Madaline E. Ragan and her husband, Ray Herbers, for the first time. It is indeed a pleasure to

America's Latest Craze

MAKE YOUR OWN SEA SHELL JEWELRY

In Ocean Pearl Finish. Complete line of supplies on hand. Price list mailed on request. Sea Shells from the 7 Seas. SHELLCRAFT FINDINGS

Table listing jewelry findings like 'Jewelers Brooch Pins, Plastic', 'Crystal Plastic Chain', 'Crystal Plastic Necklaces', etc., with prices.

J. A. WHYTE & SON Manufacturer Little River, Miami, Fla.



Coming After Victory

A New and Better Line of

OAK-HYTEX BALLOONS

The OAK RUBBER Co. RAVENNA, OHIO

MEDICINE MEN



Write today for prices on our quality Tonics, Liniments, Salves, Tablets, Soaps, Herbs, anything and everything you need at lower prices.

The HOUSE OF DEPENDABILITY

If you buy from us your goods will always be shipped promptly. PRODUCTS LIABILITY INSURANCE CARRIED. BUY WAR BONDS

CELTONSA MEDICINE CO. CINCINNATI, O.

VETERANS, BIG MONEY, OUTSIDE WORK

1945 Patriotic Art Calendars Ready... Be First. Sell our magazine published for veterans and service men. Their mouthpiece. HOT SPECIAL INVASION ISSUE and other snappy, strikingly illustrated service men's joke and story books. Quick sellers, also official Flag Respects Book. Free copy U. S. Supreme Court decision protects salesmen, kills ordinance. Special inducements for disabled. Bulk sales. Earn \$10 to \$50 daily for few hours' work. Samples 10¢.

VETERANS' SERVICE MAGAZINE 169 Duane St. 28th Year N. Y. 13, N. Y.

MEDICINE MEN

Write today for new wholesale catalog on Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service. (Products Liability Insurance Carried.)

GENERAL PRODUCTS LABORATORIES Manufacturing Pharmacists 187 E. Spring St. Columbus, Ohio BUY WAR BONDS FOR VICTORY

watch Madaline work. She has no trouble in holding a tip. If anyone thinks her's is an easy task, let them try holding an audience of several hundred people on a parking lot, on a windy day, for a solid hour listening to a health lecture, then selling 70 per cent of them. I wouldn't believe it myself if I hadn't seen it happen."

WHAT ARE YOU going to work this Christmas?

MARGE BEISTEL . . . made a trip to the West Coast last summer and reports it was too crowded, so she's back in Sunbury, Pa., with hospital insurance until the war is over. She asks for lines here from Jim Reed, herb man.

ART FREDETTE . . . and Dinty Cronan are working shops in St. Louis.

BE IN A POSITION to fulfill promises before you make them.

GEORGE S. LUNSFORD . . . inks from Bluefield, W. Va., that biz is good despite the snow and sleet and that he agrees with Harry Malers, who left Bluefield recently for Birmingham, that few pitchmen could take anything but warm weather. Lunsford is also heading south in December. Malers tossed a farewell party at Jimmy's restaurant, Bluefield, recently, with Doc Haines, Doc Anderson, John Snyder, Dick Fisher, Mrs. Sylvia Britton and Lunsford as guests. Doc Anderson had the gang as his guests at a theater party afterward.

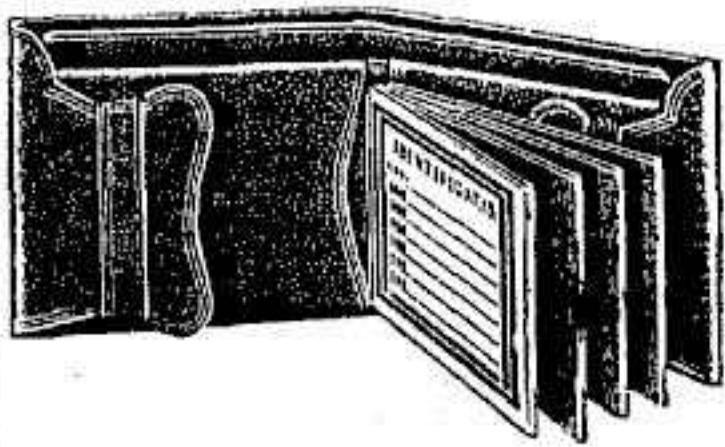
WHEN YOU ARE IN A FRENZY over finding new items, stop and think of the old ones that will be new to the rising generation.

DOC SCHRODER . . . opened his med unit at Fort Edward, N. Y., for a week's run November 23. He is heading South for the winter. Roster has Jim Genear, comedy; Frank and Blanche Shannon, song and dance; Martha and Bob Warren, character and comedy leads; Joe Rollands, piano and comedy, and Billy Gleason, agent.

Eyeglass Cleaner

By E. F. Hauman

IN A LITTLE TOWN in New Hampshire during the past summer there passed away a man who started his business life as a house-to-house salesman of eyeglasses. From this trade of supplying glasses to country trade he worked him-



BILFOLD WITH MANY FEATURES

Well made of GENUINE LEATHER. Features: Leather divider for checks and bills, removable spiral-bound pass holder (holds 8 passes back to back), a leather folder for cards, removable double-vision window and two utility pockets. An outstanding value at a low price. BLACK or BROWN. Sample \$1.25.

412L155—DOZEN \$13.50.
Lots of 3 Dozen or More—\$11.95 Per Doz.
Prices Less 2% Cash Discount.
25% Deposit Required on C. O. D. Orders.
Wholesale Only. Catalog Sent on Request.

HAGN JOSEPH HAGN COMPANY
WHOLESALE DISTRIBUTORS SINCE 1911
217-223 WEST MADISON ST., CHICAGO 6

STERLING SILVER

- Anklets \$5.72 Doz.
- Identification Bracelets . . . 7.12 Doz.
- Neck Chain, 18", Sterling Silver 4.75 Doz.
- Neck Chain, 18", Sterling Silver, Gold Plated . . . 5.75 Doz.
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self up to the ownership of a big city optical parlor and then went on to the wholesale optical business and into the manufacturing end, as well.

I once asked him what he laid his success to and he said: "To a little bottle of liquid that I started selling after I was a year in the eyeglass business. Folks would come up to me, take off their glasses and tell me, 'I can't see a thing thru these glasses, I must need stronger ones.' I'd hold the glasses to the light and quickly note that mostly what they needed was cleaning. I'd take out the little bottle of cleaner, apply some to the lenses, and after a few rubs with my cloth chamolis I'd hand the glims back to the owner. He'd put them on and with amazement say, 'How much do I owe you?' I'd sell him a bottle of the fluid for 35 cents—this was 10 cents more than we got for glasses in those days."

He finished his story by saying: "This got me out of house-to-house work and got me into something that others could help me sell." This is a true yarn from one of the first to sell eyeglass cleaner.

Pitchdom Five Years Ago

Harry Malers expected to remain in New York until New Year's. . . . Eddie Reid was in San Antonio for the winter. . . . Doc Wood and Doc C. J. Miles were in South Carolina. . . . Stanley Naldrett closed two successful weeks in Birmingham and expected to head for New Orleans. . . . Lou Krem had a good location for juicers in St. Petersburg, Fla. . . . Myrtle Hutt was with punch needles in Chicago. . . . T. D. (Senator) Rockwell was in the Boise (Idaho) potato country with R. Guld Stewart of condenser fame. Doc Elmer Steele, oil and fire-eater; Shorty Walker and Blackie, Frank Hayton, sheetie, and Doc Tiffany and Franklyn Russmind were there, too, to cut up jackpots. . . . Roy Ryan, drummer and entertainer, closed with J. H. Ward's med show in Sinton, Tex. . . . Linden Coward, magician, was working schools in Tennessee and North Carolina. . . . Mr. and Mrs. H. L. Rogers (Whitey and Bess) were sticking around McComb, Tenn., with the former going out on paper and the missus staying home. . . . Irving Isenberg pitched peelers at the Charlotte (N. C.) food show. . . . Toby Johnson arrived in Fort Smith, Ark., after closing his season with Doc Tom McNeely in Colorado. . . . Dick Richton and his wife, Mattie, had the Daffodil Inn, south of Atlanta, on Route 42, where Doc Lanze visited them. . . . Billy (Jiggs) Pinnegan returned to Knoxville with the Texas Billy Show at a return date at the Strand Theater. . . . Mrs. Helen Serlen pitched waffle irons in Charlotte, N. C. . . . George Haney was clicking with pants pressers in Cincinnati. . . . David Franks was hitting it well with silken toffee in Washington. . . . Musical May Mack was touring Missouri with Stevens & Mossman Show. . . . Chief Great Fox was in Hostetter, Pa., for the winter. . . . George H. Allen had good takes in Des Moines with Velvetex. . . . Jack Early arrived in Salt Lake City from South Colorado coal fields. . . . That's all.

Tomato Juicers

By Tom Kennedy

COUNT SELDOM SKOFF recently worked Hay Center, Ind. He is still teamed with Doc Lushwell, and our two heroes have little trouble in drawing a tip whenever and wherever they start to work. While the Doc still uses the harmonica for a bally, the Count has discarded his Jew's-harp and now uses a washboard and a couple of rusty beer cans. He works the beer cans up and down on the board, at the same time blowing on a bazoo. The natives quickly gather and their looks of curiosity are quickly replaced by wonder and puzzlement. They seem to wonder how two humans could get that way and are puzzled as to what the racket is all about.

The Count recently got a gross of juice extractors from a hotel man who had them stored in his basement the past six years. Seems like the hotel guy found them in a room vacated by a guest who heeled the joint on the last day of the street fair. (It probably rained on the big day.)

Doc and the Count sat up all Friday

Big Electric Program Will Sell Gadgets

Way Clearing for Action

WASHINGTON, Nov. 25.—A farm electrification program that will mean big increases in markets for gadgets has just been reported by the Rural Electrification Administration Post-War Committee. The report has been turned over to the Department of Agriculture and much more will be heard about it in the next year or so. The extension of electricity to many new areas will be in keeping with new electrical projects that are to follow the TVA example.

The report states that more than 6,344,000 rural dwellings do not now have central station electric service. Some, close to large cities, probably can be served by extension of urban systems, it was pointed out, while some in isolated areas may not be reached by any service within the five-year period. However, 3,655,000 rural homes could be reached within five years, it was estimated, by extension from existing rural power systems, or from a few additional ones created by local interests where necessary.

New lines would be constructed by both public and private financing, with co-operatives probably providing the principal means, and private power companies having an important part in the program, the report states. Cost of the lines for the five-year period is estimated at over \$1,000,000,000.

Yearly Purchases

It is estimated that each nearly connected farm on the average will spend \$400 for appliances, with other rural establishments (non-farm residences) spending about \$200 each for appliances. About 35 per cent in the first category will install pressure water systems and plumbing at a cost of some \$225, it is expected. Expenditures for these purposes, including wiring and plumbing, will reach an estimated total of \$2,026,241,000. Appliances and equipment alone will account for \$1,279,240,000 and plumbing for \$267,278,000.

The report also includes an estimate of the amount of new business due to additional electrical installations by rural consumers already having service. This amount is even greater than that for newly served customers, aggregating \$2,500,042,000. It is estimated the 2,557,000 presently electrified farms will spend an average of \$300 for the new electrical equipment, and half of these will spend an additional \$225 for plumbing. The 6,800,000 non-farm rural establishments now receiving service will spend \$150 for electrical appliances and 10 per cent will spend the same amount for plumbing, it is estimated. Appliance and equipment will account for \$1,787,100,000 and wiring for \$272,280,000.

The report cited a possible three-year program of REA loans for construction of distribution lines and other purposes, such as rehabilitation of existing facilities, establishment of additional generation and transmission facilities, and financing installations of appliances and other equipment using electricity. The loan funds required for this purpose would total \$579,000,000, it was concluded.

night and cleaned the rust off each one with sandpaper. Saturday morning they were already to spring. Doc Lushwell squared the spot the day before by having a mug snapper take the police chief's picture and promising him it would appear in *The Police Gazette*.

Very few oranges, lemons or grapefruit were to be had in the town; but tomatoes were plentiful. And the Count figured they were a lot cheaper, too.

The only bad feature was that when the Count would attempt to squeeze the juice from a tomato, instead of going into the glass, the stuff would run out over his hands and fingers and onto the bridge table. This kept up all morning. The Count says he will take those he has left from the gross—140—and peddle them house-to-house some day when it rains.

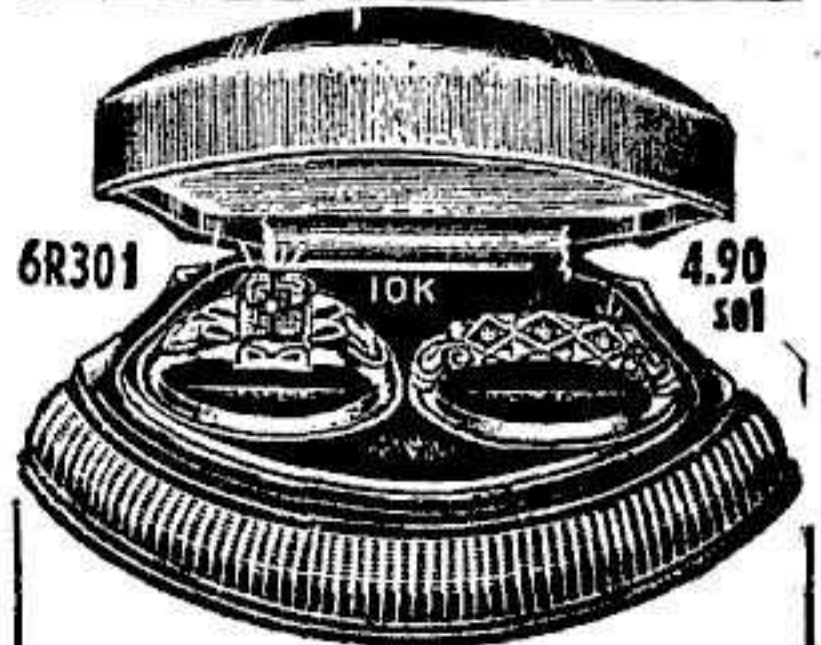
Events for Two Weeks

November 27-December 2

KAN.—Wichita. Shrine Circus, 26-Dec. 3.
MASS.—Worcester. Dog Show, 3.
MINN.—Minneapolis. Poultry Show, 1-3.
ORE.—Salem. Dog Show, 2-3.
VA.—Roanoke. Poultry Show, 29-Dec. 2.

December 4-9

CALIF.—Los Angeles. Livestock Show, 2-8.
KAN.—Newton. Poultry Show, 6-8.
MICH.—Grand Rapids. Apple Show, 5-7.
MO.—Kansas City. Shrine Circus, 4-10.
N. D.—Fargo. Farm & Home Week, 5-7.
OKLA.—Oklahoma City. Poultry Show, 5-10.
CAN.—Saskatoon, Sask. Dressed Poultry Show, 6-7.



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Comic Mirrors, Turn Overs	.75	8.25
That Dirty Joke, It's Dirty	.60	5.40
Invisible Lovers' Ink	.60	5.80
Bitter Toothpicks	.60	4.95
Trick Snake Book Matches	.50	4.20
Itch Powder, That Lousy Joke	.50	3.75
Hindu Prayer Bottle Trick	3.25	33.00
Hot Seats, They Sell All Year	.50	4.40
Cigarette Bitters, for Chislers	.50	3.25
Snow Storm Pills, Garded 36	.60	5.95
Chinese Ring, Ill. Trick	.60	5.75
Fake Bed Bugs, Place Them on Bed	.60	5.95
Flash News, They Are Funny	.50	3.80
Sooner Dogs, Plaster	.40	3.95
Sooner Dogs and 3 Pills	.75	6.95
Sooner Dog Pills, 8s, Garded 36	.60	5.80
Daddy Bankroll, Stage Money	.50	4.95
Dog-Don-It, Large Dirty Pill	.90	7.95
Chan's Laundry Ticket Trick	.60	5.95
Alarm Clock Candle, Hot Joke	.50	4.80
Hotsy Totsy Fanny Dancer	.75	8.75
Hot Pepper Candy	.60	5.95
Marriage or Divorce Certificates	.25	2.50
Big Comic Buttons, 4", Smash Hit	1.60	18.40
Morning Paper, A Good Joke	.70	6.95
Sticks, Cup Sticks to Table Joke	.75	8.75
Phoney Beer Trick, Garded 24	.75	8.50
Wine and Water Trick, Garded 24	.75	8.20
Rodeo Puzzle, It Can Be Done	.40	3.80
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HARRY SCHWAMM
 237 EAST NINTH ST., NEW YORK CITY

Cities Must Do Large Scale Planning; Population Shifts Special Worry to Big Towns

Decay May Soon Result

CHICAGO, Nov. 25.—Recent gloomy reports for the specialty merchandise trade of the imminent threat to large metropolitan markets, such as in New York, Boston, Detroit, Chicago and other big cities, because of the downward spiral in these population centers have been offset by the new plans for large scale reconstruction in these areas. Independent sociological groups and city planning officials have started in earnest to save the cities from their plight, and what looked to many as a loss to the cities will become a great boon.

Facts from many sources, the latest coming from the International City Managers' Association held here in Chicago, have pointed toward the overwhelming depopulation of large cities which, if it is not checked, will result in the decay of the central city about which business and industry revolve. It has been shown that despite the temporary wartime drift toward the cities, their growth has come to an end. This, of course, if not changed in some way, would result in the complete petrifying of city markets. The merchandise trade would not expect to be an exception to this subsequent market transformation.

Many Reasons

Reasons leading to the physical, economic, fiscal, social and administrative decay are varied. Yet the main reasons are that cities have become so large, overcrowded and cramped for decent living quarters that they no longer present desirable conditions. As a result, the people have been going outside into more pleasant surroundings—the suburbs and rural areas. Professor Louis Worth, a University of Chicago sociologist, has warned that only a large-scale rebuilding will halt this "catastrophic downward spiral. Our cities will be called upon not merely to expand the range of their services but they must readjust their governmental and social institutions to fit the changing age composition of the population. More old people and fewer children call for new patterns of educational, health and welfare services. Planning can make them so."

A recent condensation of reports on areas of New York, Chicago, Detroit and Los Angeles made by *The Wall Street Journal* shows that the cities themselves are realizing their dire prospects and are organizing post-war plans of broad scope to counteract an otherwise gloomy future. New York, the brain center for industry, has under study a billion dollar improvement program which calls for parks, housing projects, terminal markets, museums, arterial highways, air fields and other civic betterments. It is also planning a smooth transition from wartime to peacetime industry so that its business activity will not lose the lead it has maintained. Financing such a program, of course, will have its problems, but it promises a healthy balance for the present unhealthy trend.

Automotive Center

The Chicago Chamber of Commerce is counting on a billion dollar wartime plant expansion, according to the report, its major hope being to make the dream of making the city an important automotive center come true. The nation's railroad hub is also bearing down on the need of post-war housing. A proposition has been made to clear the down-

town slums of Chicago, to thin out the middle-aged dwellings and to build 500,000 new homes in 25 years, with 35,000 to 40,000 a year going up in the six or so years after the end of the war. New airports, small parks, boulevards, super highways and other city development programs are also being contemplated in the official post-war building program.

With this new revitalizing of large cities, as in the examples already cited, merchandisers can look forward to an expansion of city markets instead of the pessimistic outlook with the cities becoming "deadheads." This major trend in American life—that of growth becoming decay if nothing is done to stop it—illustrates that our nation has passed the phase of the expanding frontier in our cities, at least, and it is wise, sober reckoning with the problem that will convert it into a positive force once more.

UNDER THE MARQUEE

(Continued from page 36)

stand at Sunbury, Pa. He states that he expects to be with the Merle Evans band on Ringling circus next year.

AFTER handling the Polack promotion at Davenport, Ia., Mickey Blue will go to Los Angeles for a three-week vacation, following which he will promote the Polack annual in Chicago for Medinah Shrine Temple.

REGARDLESS of the belief that the old-time one-ring circus is dear to the hearts of the public—even the smallest circus finds it necessary to have three rings to keep up with the times.

REX M. INGHAM'S Wild Life Exhibit opened at Reidsville, N. C., November 13 for a week's engagement. Business was exceptionally good and outfit remained for the following week. Eddie Greeno, Coleman Bros.' Shows, purchased a wolf and a golden eagle from Ingham. Reidsville is within 10 miles of the Ingham home.

HARRY N. BROWN and Frank Perez, from the Ringling show, were at the Frank Wirth Circus, Binghamton, N. Y., week of November 13, having the Wild West featuring Hanks, long-haired girl, and Jimmy Downs, trick and fancy roper. The butchers were Lee Bradley, Roy Bush and McSay. Bradley plans to go to the West Coast for the holidays. Among the acts were Great Arturo, high-wire; Herrdink and company, Roberta's dogs and ponies, Tien Tsi Lei Troupe, Rogers' elephants, Rudynoff's horses, Great Cahill, Flordellina, France and Delano, Laddie Lamont, Silvers Johnson and Australian Rollos. Brown states that the next Wirth date is Jamaica, L. I., in February.

West Coast Trade Boosted Several Items During Year

LOS ANGELES, Nov. 25.—Impressed by the fabulous pay-roll figures reported in this section and with good chances for a Christmas spending spree, merchandise users are anticipating a big holiday season. During the year merchandise business has been going strong, with workers in the field scouting firms throughout the area for items. One thing that has been particularly noticeable thru the year is that 1944 has not produced any one hot item. Items of several types have been getting good play. But the focus of buying hasn't centered on any one.

Novelty workers got look-sees into the future of the merchandise field at two California Gift and Art shows here during the year. Exhibits are held in the spring and fall. Outstanding in the dis-

Import Specialties At Pre-War Levels

OTTAWA, Nov. 25.—Specialty merchandise has been the most important type of imports received here since Canada lifted the barriers of trade. Unofficial estimates place the goods crossing the border at over \$1,000,000 in value during the first month of unrestricted trade.

Jewelry, compacts, vanity cases, toilettries, dressed furs, games and card tables, table glassware, glass bottles and jars, whisky, toilet soap, embroideries and periodicals have been some of the items that have been coming here in almost pre-war quantity. Figures on industrial merchandise items, however, have not been obtained. Trade statistics censorship still prevents item-by-item listings at the present time. Experts here see little of the unusual trade since the ban was lifted on Canada's War Exchange Conservation Act August 1.

It is thought that some imports may be above normal due to the anxiety of importers to get new or previously banned goods here as soon as possible. A lot of orders, on the other hand, placed for August deliveries may be delayed for later months. These factors are seemingly the reason for making the first month's import estimates unreliable at the present time. Altho it is generally believed that imports of specialty merchandise have been equal to or greater than corresponding months prior to the ban in 1940, imports of jewelry and furs, while prominent, are not yet up to the same levels as 1940.

Import of household appliances and similar goods was negligible, as well as bathroom fixtures and other similar durable goods. Imports of clothing from the U. S. were also very small, since this type of merchandise is subject to import only under permit by Canada's WPTB, equivalent to our War Production Board.

COLE SEASON IS TOPS

(Continued from page 35)

eral of the old acts have been re-engaged. The magical touch applied to Col. Harry Thomas's opening spec was such a success that he promises a bigger and better illusion next year.

A week of cold, rainy weather greeted the show upon its return to quarters here, and work has begun in the shops on some wagons. Ora O. Parks, chief press representative, preceded it into the home town and landed front-page publicity on show's arrival. He remained in quarters several days and then left for his home in Marion, Ind., turning quarters publicity over to Col. Harry Thomas. Latter has landed a 15-minute sustaining show over WINN, Blue Network, and a 30-minute sponsored show over WGRG, Mutual Network, for the winter season. During a day of rain and sleet, the show's zoo drew a big opening-day crowd November 20. Zoo will be open every Sunday and holiday during the winter.

A carload of stock left quarters Thanksgiving Day for Orrin Davenport's Shrine date in Wichita, Kan. Shipment included elephants, horses, ponies and seals. Twenty-five people accompanied the stock, including Eugene Scott with elephants; John Smith, horses; Melvin Plunkett, seals, and Thomas.

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IDEALS OF CIRCUS

(Continued from page 37)

youngsters are greatly interested, and the vans containing these few are dark and gloomy. Why not have each animal cage with mazda lights in the top? And I wonder why circus men tenaciously cling to the old style of animal cages, whose floors are so high above ground that only patrons of super height can get a glimpse of the sleeping specimens therein. Of course, the kiddies have no chance whatever. And believe it or not, one of the major circuses has not a label of any kind in the menagerie to inform inquisitive patrons old or young what the creature is that is drowsing up there. The ideal menagerie should have the central area framed up with several vans, open on both sides and well lighted, with chimps and monkeys of various kinds, in cages low enough for the youngsters to see the creatures without being elevated to the shoulders of their elders. My hat is off to one small circus which specializes in a display of chimps and monks under conditions where the kiddies can see them without eye-strain.

Specs and Pageantry

With all due respect to the distinguished creators and producers of specs and pageants under current circus ideals, most of such spectacles are dismal failures so far as they are designed to interpret a particular motif or depict a historical event. The current circus ideal is to begin the show with an introductory tournament and follow with a spectacle of high-sounding title in the circus program. Several seasons ago the Big One presented a beautiful pageant based upon Mother Goose nursery rhymes, supposedly for youthful patrons of the circus, but who among the youngsters beholding it, or even adults, could trace any relation between the beloved Felix Adler and the traditional Old King Cole?

As a rule the so-called spec, no matter what its title in the show program, is merely a ballet of handsome women and beautiful girls, interspersed with a few available men, gorgeously costumed and presenting popular dancing innovations. And in most instances one spec is like another, none of them interpreting a motif or portraying a historical event clearly enough for the spectators to discern any relationship between the title and the pageantry presented. A suggestion in this connection—the spec should always be something circusy whatever its title. People do not go to a circus to see an opera.

Hurry-Up Performances

Another trend of big show methods, partly due to current conditions of late arrival in town, etc., is the hurried presentations of displays in the crowded cir-

cus program. Maybe some leading act is nicely set and the spectators are all agog when the director's whistle sounds and the display ends. In the big shows the performance thruout is given in hurry-up style. As a rule, there are too many displays, and each must be presented like a panorama or a movie, hurry and get thru for the next display. A few years ago circus-goers were charmed with the noticeable artistry and showmanship characterizing the offerings in the arenic program, but under present conditions of hurry-up presentation, with setting up and tearing down of equipment of each leading display, much of the rhythmic beauty and artistry of performance for which many patrons look is not sensed by the average spectator in his glimpses over the fast-moving arenic displays.

Smaller Ones Are Exceptions

Most of the foregoing comments refer to the major circuses of the current season. For the youngsters, Cole Bros.' show presents a group of six black ponies in military maneuvers in an end ring, while trained seals perform in the other end, with a riding seal in the center. The Beatty-Russell show is more satisfactory, offering in the center ring in one act a trained chimp and bear in entertaining antics; also in one end ring the old-fashioned January mule act and a group of six black military ponies in the other end; also a small group of performing dogs, good stuff for the youngsters. As a matter of fact, since the Al G. Barnes show was thrown into the discard there has been very little of the trained animal element with any appeal for kiddies and youngsters, so why take them to the circus at all? Why not have a revival of the programs of the dog and pony shows of the old Gentry Bros. epoch?

WON, HORSE & UPP

(Continued from page 35)

hitched to the wagons for a night drive to our Wednesday stand, Cane Break, Tex. The bull and the ring stock were reloaded and the car was billed to that burg. Because it had to move 75 miles over two roads, altho the move was only 18 miles across country by road, and due to a new set of wheels having to be put under the car at a junction, it didn't arrive until Thursday, one day behind the show. That caused the performance to be made up entirely of kinker and clown acts. We left men behind to unload and overland the stock. Men and stock arrived in time for Thursday's night performance. The car was then ordered sent here, our Saturday stand, because the advance had already started posting railroad show paper.

When word spread that the big rail-roader had arrived the natives rushed to the siding to find only an empty car. Because our 24-sheet lithos depicted a wagon show winding over dusty country roads, at the top, and a two-section circus train roaring thru the night, at the bottom, with cut lines reading: "How We Traveled 50 Years Ago and How We Travel Now," being fresh in the natives' memories, the customers decided we didn't have either and passed us up.

MACON OPENING BIG

(Continued from page 35)

at the Macon auditorium and Shrine-owned and operated concessions form a semi-circle on main floor. Admission price was upped from 10 to 25 cents and sale was twice as much as last year. All balcony seats are reserved and sold for additional 25 cents. Tuesday night was a sell-out.

Al Sihah Temple produced entire show, with Temple members in charge of all promotional activity. Only professionals are the circus performers, musicians, stagehands and various technical workers.

Visitors at the opening included Ray W. Rogers, his wife and Baron Nowak, en route from Mexico City home to Rock Hill, S. C.; Charles Sparks; Eddie Jackson, former circus p. a.; Vernon McReavy, Hamid-Morton Circus; W. E. Franks, Playland Park and Franks Shows; J. L. Johns, Gay Way Shows; E. Ross Jordan, general manager of Georgia State Fair, and delegations from several Shrine temples.

The acts include Kirk Adams's ponies and dogs; Four Millers, acrobats; Cloyd Harrison and Harrison Duo, bicyclists; Tudor Sisters and Avery; Jean Evans, muscle grind and trapeze; Bill Miller, barrel juggler; Pfc. Harris W. Reynolds, native of Macon, formerly with Cole and Downie shows, who obtained leave from Fort Monroe, Va., to present his wire act, assisted by sister, Cora Belle Reynolds;

Dime Wilson and Kinko in charge of clown numbers, assisted by Connie Wilson and others in cast.

Ollie Bradley has the peanuts and popcorn concessions again, and Bill Tumber has the candy floss and novelties.

DANCING UP IN CANADA

(Continued from page 55)

ronto Amateur Roller Skating Association. The 1945 events will be held in Strathcona Roller-drome under direction of Herbert C. Roberts, founder of the T. A. R. S. A. Dominion Ice figure skating championships will be held in the University of Toronto Rink, Toronto, at the beginning of next year.

It was reported that the most outstanding feature of the year has been the rapid development of roller figure and dance skating in Canada and the United States, which, it is considered, is the result of the institution of national championships in both countries. The Louis Rubenstein Memorial Trophy is emblematic of the senior men's roller figure championships. Formation of the Victoria Amateur Roller Skating Association by R. H. Mills, with headquarters in the Pacific Rollers Company's rink, was approved.

SGT. TOOTIE SCHMIDT, former AOW instructress, put on a skate show at Marine Base, Cherry Point, N. C., recently.

JIMMY RAIMOND, Boulevard Arena, Bayonne, N. J., spends his off-time playing organ at the New York Stage Door Canteen.

RHYTHM ON WHEELS, pic short made by Grantland Rice, has been released. It was filmed in Twin Cities Arena, Elizabeth, N. J., several months ago.

ANNUAL RSROA show in Madison Square Garden, New York, has been set for February 27. Details are being worked out to round up the best on wheels.

BID has been made by Triangle Rink, Dayton, O., to stage 1945 championships of the RSROA at that spot. Charles A. Cruea is boss man there.

TWIN CITY ARENA Figure Club, Elizabeth, N. J., has new quarters for its exclusive use. Club is divided into the Counters and Rockers teams, which hold contests Sunday mornings.

NEW YEAR'S EVE plans have been completed in Rollarena, Gloucester City, N. J. Admission will be limited so as not to crowd the floor, which is a new plan for this spot.

SALVATION ARMY, Philadelphia, is asking for skates, regardless of condition, to be used for service men and women on the gym floor. Mrs. Peterson, Salvation Army, 701 North Broad Street, is receiving skate contributions.

CITY COUNCIL of St. John, N. B., is negotiating for purchase of Forum Rink there for operation by the city as a roller and ice-skating hockey spot for two seasons in the year. Ownership-operation is now by Forum, Ltd., which had its annual meeting recently and named J. B. Jones, president.

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CAN PLACE FOR OUR 1945 VICTORY TOUR

WORTHWHILE ATTRACTIONS. Nothing too big. Will finance any High-Class Attractions. GRIND SHOWS NOT CONFLICTING. MOTOR-DROME—Will book or will finance the building of a new one to reliable party. Dell Crouch, answer. HAVE GIRL SHOW, POSING SHOW, MINSTREL SHOW. Have opening for Reliable People for these Shows. Can assure you a long season and a pleasant engagement. WILL BOOK ORGANIZED TROUPE OF MIDGETS. Good Pullman accommodations. HIGH-CLASS PENNY ARCADE. Mike Romain, contact me at once Hotel Sherman. RIDES—Will buy for cash or book Fly-o-Plane, Flying Scooter, and will consider late model Whip in good condition. WILL BUY FOR CASH 10 STEEL 72 FT. FLAT CARS.

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Order Dolls, Cats, Bottles and other supplies for next season. Prices higher beginning Jan. 1st, 1945. Get catalogue today.

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Ride Help on all Rides. Can place few more legitimate Concessions. Also Shows: Out all winter. Address:

Golden Meadows, La., this week; then as per route. All mail to J. R. McSPADEN.

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Salary \$50.00 per week. Want high-class Fan and Strip-Tease Dancers. Opening Dec. 20th with the **FRANK BURKE SHOWS, INC.**, playing the **GREAT SOUTHWEST SUN GARNIVAL, EL PASO, TEX.** All winter's club work to follow. Write what you can and will do. Send photo or snap shot if possible. Will return same. Other useful people communicate. Address:

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On Display **HOTEL SHERMAN, Chicago, Dec. 3-9 Incl.**

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GIRL SHOT FROM CANNON

—MISS ROCKET—

HAMID-MORTON CIRCUS

Smart showmen that are smart. Contract features that have tremendous drawing power. WANTED—Help that can drive truck or semi-trailer.

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Want to buy Tractors and Trailers. Excellent opportunity for sober Ride Superintendent. Year around work. Also Foreman and Help for Rides. Write **M. A. BEAM, Windber, Pa.** Will be at Chicago Convention, Hotel Sherman, December 2-7.

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Cleveland Zoo, Brookside Park, Cleveland, Ohio

Collectors' Corner

By Fred P. Pitzer

292 Madison Avenue, New York City

Maurice J. Allaire, of Maine, asks the following questions to stump the Cornerites: "Can you give me the inclusive dates when the Sparks Circus carried these titles: John H. Sparks Shows, Sparks World Famous Shows, Sparks Circus? I would also like to have the history of the old Egypt parade wagon and the old Barnum calliope which was last on the Buchanan Robbins Bros.' Circus."

R. B. Hastings, of West Virginia, comes thru with some nice bits: Referring to the mention of Forepaugh playing Mason City, Ia., I recently secured a red leather-bound route book of the Forepaugh show season of 1891. Also a similar kind of the Barnum show, same year, and a composite route of the Ringling show, seasons 1892 to 1900. The Forepaugh show was in Mason City July 8, being its first stand in Iowa. Marshalltown, Waterloo, Cedar Rapids and Clinton followed. The notation for the Mason City stand was: "Magnificent business. Major Littlefinger and wife the center of attraction." At Marshalltown: "R. C. Campbell visited the show. Lots of Indians from the Reservation enjoyed the 'Wild West.' Others imbibing too much flavoring extract became unruly and were tied to trees by their comrades. Joseph Burk had feet mashed by big band wagon at the runs. Business big."

Under manager's staff, James E. Cooper is listed as sole owner of the Adam Forepaugh Shows; Joseph T. McCaddon, manager; George H. Ganweiler had the band of 20 pieces with Louis Sievers, recently of Huntington, W. Va., heading the list as piccolo. Sievers was considered the finest musician to live in Huntington; May and Blanche Reed with Mrs. Willie Marks were the principal lady bareback riders, and Zazel, and Made-moiselle Loretta did aerial acts; Charles Reed, William F. Walleit and John L. Davenport Jr. were principal bareback, jockey and trotting riders. The show was on 48 cars with four in advance and carried 36 baggage wagons, 19 cages, one ticket wagon, two band wagons, one calliope, four pony chariots, two racing chariots and two buggies. There were 173 baggage horses, 94 ring horses, 23 ponies, 15 elephants and six camels. The show went to the Coast that year and was out from April 17 to November 7. In reality, it showed from Coast-to-Coast and Border-to-Border, showing in Maryland, Texas, Oregon and Canada.

In the Barnum route, an account of the death of P. T. Barnum who died April 7 while the show was in the Garden, was given. It stated that no exhibition was given April 10, the day of the funeral and that the church was packed, while thousands gathered outside unable to gain admission. Among those in attendance were Mr. and Mrs. James A. Bailey, J. L. Hutchinson, W. W. Cole, G. P. Bailey and the head of every department of the show, as well as many other prominent showmen and public men. The Barnum show that year stayed mostly in the East, only going as far west as the Mississippi River and traveled on 60 cars with four in advance. Prof. James S. Robinson had the band of 30 pieces and the Meers Sisters (Lillie, Rose and Marie), Charles W. Fish, Willie O. Dale and Peter W. Barlow were the principal riders. William Ducrow was equestrian director.

Nero: or the Destruction of Rome by Imre Kiralfy was the spectacle, using 152 girls in the ballet and 48 male dancers. The parade list was given in this route book and it also stated there were 205 baggage horses, 75 ring and hippodrome horses, 33 ponies, 23 elephants, 4 camels, 14 dromedaries, 1 hairless horse, 1 giant horse and 1 three-horned bull. They used 55 baggage wagons, 22 cages, 1 ticket wagon, 2 band wagons, 1 organ, 1 calliope, 1 tube wagon, 8 pony chariots, 4 racing chariots and 2 buggies.

In 1891 the Ringling show was advertised as "RINGLING BROS.' WORLD'S GREATEST RAILROAD SHOWS, REAL ROMAN HIPPODROME, 3-RING CIRCUS AND ELEVATED STAGES, MILLIONAIRE MENAGERIE, MUSEUM AND AQUARIUM AND SPECTACULAR TOURNAMENT, PRODUCTION OF CAESAR'S TRIUMPHAL ENTRY INTO ROME. Show opened at Baraboo May 2 and stayed out till September 13, traveling on 3 sleepers, 11 flats, 5 stock cars, 1 elephant car and had 2 cars in advance. Used a 180-foot round top with three 50-foot middles. William F. Weldon had the band and

W. D. Coxe was listed as press agent, his first year.

They note opposition with Forepaugh show at Rockford, Ill., Clinton, Ia.; Milwaukee, Oshkosh and LaCrosse, Wis. Very creditable to Ringling Bros. They also note at Bolivar, Mo., September 26, a fierce battle was fought between the show and the people of the town and vicinity. Many of the local bad men were badly injured. The show got out after an exciting experience without suffering any injury. So much for the route books. I enjoyed the notice on Jake Posey and would like to see more of that kind. The signature of Thomas Lynch is on the fly-sheet of the Forepaugh route book. Some time in the future, would like to see a list of the band leaders with the old shows giving years on show. Maybe someone will come thru.

Gruberg Equipment Burns

NEW YORK, Nov. 25.—Max Gruberg, in town for the Art Lewis testimonial dinner last Monday, received word that practically all of his carnival equipment had been destroyed in a fire in his winter quarters in Philadelphia that night.

Carnival Routes

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Allen & Nickerson: Ozark, Ala.; Panama City, Fla., 4-9.
Arcade: Seguin, Tex.
Ark.-La. States: (Broad St. at Hazel) Texarkana, Ark.
B. & H.: Sumter, S. C.
Bistany Greater: Orlando, Fla.
Craig, Harry: Brownwood, Tex., 27-Dec. 9.
Dixieland: Meridian, Miss.
Endy Bros. & Prell: (Shrine Circus) Miami, Fla., 1-17.
Expo. at Home: Charleston, S. C.
Fay's Silver Derby: Valdosta, Ga.
Gayland: Richland, Ga.
Greater Victory: Sulphur, La., 27-Dec. 9.
Lawrence Greater: (Funland Park) Tampa, Fla.
Magic Empire: Mangham, La.
Marion Greater: Columbia, S. C.
Mighty Monarch: Port Myers, Fla., 27-Dec. 9.
Mingus, Don A., Midway: Rockdale, Tex.
Playland: Perry, Fla.
Royal American: Tampa, Fla., 30-Dec. 10.
Royal Amusement Co. Shows: Cross City, Fla.; Ocala 4-9.
Royal Expo.: Sebring, Fla., 27-Dec. 9.
Shamrock: Jackson, Miss., 27-29.
Southern States: Clewiston, Fla.
Southern Valley: De Ridder, La.
Tassell, Barney: St. Petersburg, Fla., 20-Dec. 9.
Toyland: Alexandria, La.
Ward, John R.: Baton Rouge, La.

Circus Routes

Bradley & Benson: Pascagoula, Miss., 28;
Gulfport 29; Bay St. Louis 30.
Dalley Bros.: New Iberia, La., 28; Lafayette 29; Opelousas 30; Eunice Dec. 1; Crowley 2.
Davenport, Orrin: Wichita, Kan., 26-Dec. 2.
Jacobs, Terrell, Circus Unit: Oakland, Calif., 12-17.
Polack Bros.: Little Rock, Ark., 27-Dec. 2.
Seils-Sterling: (Armory) Sheboygan, Wis., 27-29.

Misc. Routes

Amazo: (Schools) Pascagoula, Miss., 28-29;
Biloxi, Dec. 4-6.
Barrett, Roy (Six, Baer, Fuller Store) St. Louis.
Basile, Joe, Band (Police Show) Nutley, N. J., 3-9.
Birch: Richfield, Utah, 29; Monroe 30; Cedar City, Dec. 1; Las Vegas, Nev., 4; Boulder City 5; Kingman, Ariz., 6.
Campbell, Loring: Lakewood, O., 29; Rocky River 30; Cleveland Heights, Dec. 1; Marion, Ind., 4; Cambridge City 5; Martinsville 6.
Couden, Doug & Lola: School assemblies, Tucson, Ariz.
Davis, Lou, Oddities: McGehee, Ark., 29-Dec. 19.
Enos, Rue & Phil (Indoor Circus) Wichita, Kan., 27-Dec. 3.
Fayssoux: Seminole, Tex., 29; Littlefield 30; Portales, N. M., Dec. 1.
Francis, Leo (Block's Toyland) Indianapolis, Ind.
Hagaar, Doc, Oddities: Pittsburgh 27-Dec. 2.
Labe, Duke (Kaser's Club) Toledo, O., 27-Dec. 2.
Montague, Duke: Malad, Idaho, 29; Afton, Wyo., 30-Dec. 3; Rock Springs 4; Evanston 5; Kemmer 6; Montpelier, Idaho, 7.
Mondor, Card (Mayfair Club) Boston 27-Dec. 2.
Rieton's Dogs: Dickson, Tenn.
Rock & Dean (Eagles Club) Lansdale, Pa., 27-Dec. 2.
Stirling & Rubia (Elks Club) Erie, Pa., 27-Dec. 2.
Turtle, Wm. C.: Portland, Ore., 27-Dec. 2.
Virgil: Vancouver, Wash., 29-30; Portland, Ore., Dec. 4; Oregon City 8.

WEST COAST TRADE

(Continued from page 82)

thought that the ban on Jap goods would prove detrimental. The ban has proved just the opposite.

Several Jobbers

Coming into the field over a year ago the Ocean Park Wooden Jewelry Mart has supplied items that have been money-makers for merchandise men over the nation. Not only did the firm immediately get a good start in the field, but eight months ago moved to new quarters for their sales and manufacture. Specializing in wooden jewelry, both painted and plain, the items found immediate favor among the feminine trade and with servicemen seeking items for the folks back home. A redwood log with perfume was also featured during the year with the result that many prize users found it a natural.

West Coast Novelty Company here also came prominently into the field with its line of prize and carnival items. Its gift and art novelties also eased many a worker's headache.

Acme Novelty Company, headed by Ben Goldfarb, entered the field more heavily than ever shortly before the Easter buying period with a line of crucifixes that went well. Goldfarb said that he had never seen such a demand for these items before in his long years in the business. This spurt in popularity for these items was based upon war. "In time of war people turn to this type of merchandise more than ever," Goldfarb told *The Billboard*. Also featured were sterling silver heart lockets in boxes that found great demand, especially on the West Coast and in the Middle West. Items such as comic hat bands, brush and comb sets, plush bears and Pandas also captured many a coin.

Jerome Rose hit upon the novel idea of turning out decals for various ship-building and airplane plants in addition to armed forces insignias which had immediate popularity. These decals also with P-38, B-29 and other planes found favor with air-minded youths who decorated windows and cases with them. Consequently the plants were deluged with orders. Rose has made great strides in the field this year and has plans for expansion in the post-war era.

Milt Williams Novelty Company, of San Francisco, found plenty of demand for the novelty pants item which he distributed during the year. Imprinted with "Greetings" and the name of the camp or city, this item found many sales as souvenirs over the country.

Plastics Outlook

Plastics and ceramics from this area are slated to come ahead in the post-war area. On a much smaller scale they will be seen in the coming times, items of these materials are already doing a great job to alleviate merchandise shortages. Plastic is an essential material but has been available in some quantities for the merchandise field.

Local merchandise users are also looking to Mexico for many items. Already the country is furnishing miniatures as well as other merchandise. These include pictures of birds and landscapes made of gayly colored feathers as well as hand-worked silver items. Pottery of useful as well as ornamental designs are also items that have clicked in this country.

Americans, feeling the necessity of manufacturing their own merchandise, are doing a good job of it. Following the war when production can get in full swing, there will be no need for merchandise people to depend on sources out of the country.

WANTED

ORIENTAL DANCERS
NOVELTY ACTS
ACCORDION PLAYER

Top Salaries—Local Engagement.

DEE ALDRICH

Care La Salle Hotel ST. LOUIS, MO.

BUFFALO SHOWS

Eighth annual tour will open in New York State about May 1, 1945, playing one of the finest routes of any show of its size in America. We particularly invite correspondence from old reliable show people who make their entire livelihood in the carnival industry. Will lease major rides which do not conflict. What have you? **HOWARD POTTER, Mgr., Box 808, Buffalo, N. Y.**

NSA Ticket Headed By Jack Rosenthal

NEW YORK, Nov. 25.—At the November 22 meeting of the National Showmen's Association the nominating committee presented the following regular ticket, to be voted on December 27:

President, Jack Rosenthal; vice-presidents, Jack Wilson, David B. Endy, James E. Strates; secretary, Joseph A. McKee; treasurer, Harry Rosen; assistant treasurer, Jack Perry; chaplain, Fred C. Murray.

Gerety Leases Equipment

CINCINNATI, Nov. 27.—In the circus department of this week's issue, it was stated that Jack Tavlin and Art Concello had bought 15 cars and other equipment from Barney S. Gerety. In a telegram to *The Billboard* later Gerety said that he had leased the cars, consisting of coaches, stock and flat cars, and wagons to Tavlin and Concello.

VAUDE ROUTES

(Continued from page 22)

Deering, Dorothy (RKO-Boston) Boston, t.
DeOca, Montes (State) NYC, t.
Del-Mar, Maria (Via-Lago) Chi, nc.
Delson, Vic E. (Nut Club) NYC, nc.
Dennis, Kathleen (Primrose) Newport, Ky., cc.
Dixon, Gaye (Club 18) NYC, nc.
Donia, Frank (Seven Seas) Boston, nc.
Drake, Robert, & Jeane (Hawaii) Albany, N. Y., nc.
Drew, Charley (Taft) NYC, h.
D'Roy, Phil (Edgewater Beach) Chi, h.
Duncan Sisters (Sheraton) NYC, h.
Dupont, Bob (Strand) NYC, t.
Dutton, Laura Deane (Glenn Rendezvous) Newport, Ky., nc.

E

Eason, Otto (Howard) Washington, t.
Eidredge, Jean (Eddie Stevens) Cleveland, nc.
Enrica & Novello (Rio Cabana) Chi, nc.
Evans, Steve (Beverly Hills) Newport, Ky., cc.

F

Fayne & Foster (Majestic) Paterson, N. J., t.
Fisher's, Bob, Flyers (Fair) W. Palm Beach, Fla.; Miami 4-9.
Floretta & Boyette (Majestic) Paterson, N. J., t.
Fontaine, Jacqueline (Mocombo) Chi, nc.
Francis, Emma (Diamond Horseshoe) NYC, nc.
Francisco & Dolores (Carman) Phila, t.
Fu, Sen Lee (Zombie) Cleveland, nc.
Fuiran, Edward (Louise's Monte Carlo) NYC, nc.

G

Gaby, Frank (Capitol) Washington, t.
Gallus, John (Beverly Hills) Newport, Ky., 8-21, cc.
Gardella, Tess (Diamond Horseshoe) NYC, nc.
Garr, Eddie (Latin Quarter) Chi, nc.
Gloria (Blackhawk) Chi, re.
Glover & LaMae (Shoreham) Washington, h.
Gomez & Rozzino (El Chico) NYC, nc.
Gonzales Sisters (Leon & Eddie's) NYC, nc.
Good, Margo (Mocombo) Chi, nc.
Gordon, Richard (Beverly Hills) Newport, Ky., cc.
Gray, Paul (Helsing's) Chi, cl.

H

Harrington, Pat (Greenwich Village) NYC, nc.
Hector & Pals (Carman) Phila, t.
Herbert, Jack (Continental) Chesapeake, O., nc.
Hilda (Glenn Rendezvous) Newport, Ky., nc.
Hopkins, Bob (Glenn Rendezvous) Newport, Ky., nc.
Howard, Bunny (Spivy's) NYC, nc.
Hurley, Jacqueline (Mocombo) Chi, nc.
Hutton, Marion (Earle) Phila, t.

J

Jacobson, Hymie (Roumanian Village) NYC, nc.
James, Marguerite (Biltmore) NYC, h.
Jane, Eliza (Show Boat) Cleveland, nc.
Jerome, Betty (Kelly's Stable) NYC, nc.
Jordan, Joanne (Helsing's) Chi, cl.
Joyner & Foster (Downtown) Chi, t.
Juliana (885 Club) Chi, nc.
Jules & Webb (Bellerive) Kansas City, h.

K

Karson's, Maria, Musicales (Plains) Cheyenne, Wyo., h.
Kay, Beatrice (Golden Gate) San Francisco, t.
Kaye, Georgia (Hipp) Baltimore, t.
Kaye, Lionel (Diamond Horseshoe) NYC, nc.
Keever, Jerry (Greenwich Village Inn) NYC, nc.
Kelly, Judy (Carman) Phila, t.
Kemp, Lucille (Nut Club) NYC, nc.
Kent, Marsha (Club 18) NYC, nc.
Kim, Mara (Tony Pastor's Uptown) NYC, nc.
Kinley, Eddie (Queens Terrace) Long Island City, nc.
Kramer, Stan (Hipp) Baltimore 27-30, t.
Kramer's, Henry, Midgets (Stork) Denver, until Dec. 15, nc.
Kurtz Marionettes (Vine Gardens) Chi, re.

L

LaBrie, Lloyd (Casino) Quincy, Ill., until Dec. 22, nc.
Lambert, Eddie (State) Baltimore, t.
Lane, Lenny (Troika) Washington, nc.
Lane, Toni (State) Baltimore, t.
Laska Sisters (Earle) Washington, t.
Laurette & Clymas (Beverly Hills) Newport, Ky., cc.
LaVola, Don & Carlotta (Utah Canteen) Salt Lake City.
Lawler, Marie (Mocombo) Chi, nc.
LaZellas, Aerial (Shrine Circus) Wichita, Kan., 25-Dec. 3.
LeBrac & Bernice (Golden Gate) San Francisco, t.
LeDrun & Campbell (Bismarck) Chi, h.
Lee, Moe (Hot Spot) Cleveland, nc.
Leonard, Bernie (Folks Roumanian Casino) NYC, nc.
LeRoy, Gloria (Diamond Horseshoe) NYC, nc.
Lewis, Cecil (Diamond Horseshoe) NYC, nc.
Lloyd & Willis (Glenn Rendezvous) Newport, Ky., nc.
Long, Bobby (Adams) Newark, N. J., t.
Lowe, Hite & Stanley (Strand) NYC, t.
Lucky Girls (Henry Grady) Atlanta, h.
Lynn, Herby (Colton) Houston, nc.

M

Mack & Joe (Howard) Washington, t.
Mangan, Hazel (Diamond Horseshoe) NYC, nc.
Mann, Georgie (Primrose) Newport, Ky., cc.
Marsh, Trudy (Edgewater Beach) Chi, h.
Marvelletes, Six (Hipp) Baltimore, t.
Mason, Reggy (Famous Door) Chi, nc.
Maurice & Maryea (Blackhawk) Chi, re.
Maxello (Latin Quarter) Chi, nc.
Montana Kid (Stanbough) Youngstown, O., a.
Moore, Alice (Duane) NYC, h.
Moore, Betty Jane (Tic Toc) Milwaukee, nc.
Morris, Doug (Maple Leaf Garden) Toronto.
Morro & Yaconelli (State) NYC, t.
Mostel, Zero (La Martinique) NYC, nc.

N

Nadine (Zimmerman's) NYC, re.
Nagel, Joan (Radio Frank's) NYC, nc.
Nelson, Lou (Tropic Isle) Brooklyn, nc.
Nelson, Mervyn (Spivy's) NYC, nc.
Nevada, Vicki (Myles Standish) Boston, h.
Nightingale, Billy & Evelyn (Downtown) Chi, t.
Nightingales, The (Downtown) Chi, t.
Nixon, Hal (Club 18) NYC, nc.
Noble & King (Camellia House) Chi, h.
Norris, Genevieve (Biltmore) NYC, h.
Novellos, The (Ab'e's & Pappy's) Dallas, nc.

O

Overman, Wally: Detroit 27-Dec. 3.
Overseas Caravan (Palace) Cleveland, t.

P

Palmer, Glory (Stork) NYC, nc.
Parker, Gail (Lenny's) Cleveland, nc.
Paul, Don (LaSalle) Chi, h.
Paulons, The (Vine Gardens) Chi, nc.
Payne, Frank (Bismarck) Chi, h.
Pendleton, Buntly (Spivy's) NYC, nc.
Petrie, Jane (Biltmore) NYC, h.
Phillips, Steve & Sally (5100 Club) Chi, nc.
Pierson, Dave, Three Toppers, Ray Campbell (Deighan's) Camden, N. J., nc.
Pike, Raymond, Jr. (Helsing's) Chi, cl.
Princess & Willie's Hawaiians (Zeller's Steak House) Wheeling, W. Va.

R

Raft, Tommy (Mocombo) Chi, nc.
Raines, Patsy Lou (Greenwich Village Inn) NYC, nc.
Ray, Freckles (Colosimo) Chi, nc.
Read, Kemp (Red Coach Grill) Hingham, Mass., nc.
Revel, Velma (Folks Roumanian Casino) NYC, nc.
Richey, Jean (Earl Carroll's) Hollywood, Calif., t, re.
Rio & Rita (Via-Lago) Chi, nc.
Ritter's, Tex, Hillbilly Jamboree (Palace) Columbus, O., t.
Ritz Bros. (Latin Quarter) Chi, nc.
Roark, Edith (51 Club) NYC, nc.
Roberts, Lillian (Duane) NYC, h.
Rochelle & Beebe (Stevens) Chi, h.
Rogers, Roy (Iceland) NYC, nc.
Rolland, Charles (Bal Tabarin) NYC, nc.
Rolls, Rolly (Earle) Washington, t.
Rosella, Jesse (Vine Gardens) Chi, re.
Russell, Jack (Zanzibar) Cleveland, nc.

S

Sallors, Three (Adams) Newark, N. J., t.
St. Claire & O'Day (Pack's Circus) Kansas City, Mo., 2-10.
Samuels, Three (Golden Gate) San Francisco, t.
Scott, Jerry (Latin Quarter) Chi, nc.
Schultz Sisters (Listerman's) Cincinnati, nc.; (Algeo) Toledo 4-17.
Semon, Primrose (Cadillac) Phila, nc.
Sharon, Nita (Esquire) Norfolk, Va., nc.
Shaw, Ralph (Royale) Syracuse, nc.
Sloan, Estelle (Latin Quarter) Chi, nc.
Skating Vanities (Armory) Louisville; Memphis 5-10, a.
Smith, Ted (Mocombo) Chi, nc.
Starlets, Three (Edgewater Beach) Chi, h.
Stevens, Naomi (Greenwich Village Inn) NYC, nc.
Stuart, Charles (Majestic) Paterson, N. J., t.
Sumner, Helen (Ivanhoe) Chi, re.
Sunny, Leo (Shawnee) Springfield, O., h.
Swann, Russell (Pierre) NYC, h.
Sylvia & Christian (Capitol) Washington, t.

T

Tapps, Georgie (Rio Cabana) Chi, nc.
Tanner, Elmo (Vine Gardens) Chi, re.
Tigges, Tiny (Show Boat) Cleveland, nc.
Tops, Three (Majestic) Paterson, N. J., t.
Towne, George (Brown) Louisville, h.

V

Valaida Show (Kacees) Toledo, O., nc; (Bowery) Detroit 4-9, nc.
Vance, Tari (Strand) NYC, t.
Venuta, Benay (Copley Plaza) Boston, h.
Vestoff, Flora (Club 18) NYC, nc.
Victoria Troupe (State) Baltimore, t.
Vincent, Dorrie (Terrace Room) NYC, h.
Vine, Billy (Latin Quarter) NYC, nc.

W

Waite, Kenneth, Troupe: Atlanta, until Dec. 22.
Walsh, Sammy (Rio Cabana) Chi, nc.
Ward, Michael (Biltmore) NYC, h.
Warren, Annette (Carter) Cleveland, nc.
Watson, Peggy (Blue Angel) NYC, nc.
Wayne, Gholy (Normandie Room) Cleveland, nc.
Wayne, Eleanor (51 Club) NYC, nc.
Wells, Three (Chicago) Chi, t.
Wheeler, Bert (RKO-Boston) Boston, t.
Wilys, Six (Edgewater Beach) Chi, h.
Winchell, Paul (Chicago) Chi, t.
Winston, Jackie (Maxim's) Bronx, N. Y., nc.
Wonder, Tommy (Earle) Phila, t.
Woods & Bray (Bowery) Detroit, nc; (Continental Grove) Akron 4-17, nc.
Wyler, Lee (Majestic) Paterson, N. J., t.

Y

Youngman, Henny (Capitol) NYC, t.

Z

Zephyrs, Two (Howard) Washington, t.

Ice Shows

Carnival on Ice (Netherland Plaza Hotel) Cincinnati.
Francy's, Dorothy, Ice Fantasia (Benjamin Franklin Hotel) Phila.
Francy's, Dorothy, Ice Time (Adolphus Hotel) Dallas.
Hats Off to Ice (Center Theater) NYC.
Ice Follies of '45 (Madison Square Garden) NYC, 21-Dec. 3.
Ice-Capades of 1945 (Maple Leaf Garden) Toronto, 27-Dec. 2; (Forum) Montreal 3-10.
Kelly, Betty & Eddie, Ice Show (New Kenmore Hotel) Albany, N. Y.
Ziegfeld, Dolores, Fantasy on Ice (The Boulevard) Elmhurst, L. I., N. Y.

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2 ABREAST ALLAN HERSCHELL OR PARKER BABY "Q" MERRY-GO-ROUND, ALSO FACTORY BUILT KIDDIE AUTO RIDE. Will buy regardless of condition.

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Now Booking and Contracting for 1945

Show with own transportation. Want Ride Foremen. Must drive semi trailers. Top salaries. Want Bingo Caller. Salary and percentage. Have for sale: Used Tilt Platforms. Will be at Chicago and Des Moines meetings.

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Only First Class Acts Wanted.

Singles, Doubles, Those Doing More Than One Act, High Act, Family Acts, Etc.

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The King Driving Range made its first and only appearance at Summit Beach Park, Akron, Ohio, during the 1944 season. The appeal to golfers and beginners was sensational. As proof of its quick earning ability an order has been placed for three units for Summit Beach Park for next season and four for New Playland, Miami.

PRICE, ASSEMBLY AND DELIVERY

The King Driving Range list price per single unit—\$845.00 delivered. Terms—1/3 down, balance C. O. D. Simple instructions for assembly with each order. It can be assembled and torn down in 3 hours and requires a minimum space of 12x20 feet per single unit. The ranges may be set up side by side in any number from two to as many as desired. *Fully protected by patent.

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WEST COAST EXPECTS BOOM

All Industry Planning To Join in Gigantic Program

Coin machine firms foresee general business growth—some manufacture of machines may be in offing—distributors plan to boost export trade

SAN FRANCISCO, Nov. 25.—The prospects for a big industrial future in the entire West Coast area are rich in promise for the coin machine industry also. Leaders in the coin machine field here and in all trade centers along the Coast are very optimistic about the future. There is already promise of at least one juke box manufacturer after the war, and if entire machines are not made, there will be a lot of accessory equipment made in this area for certain types of coin machines. The Pacific market area is usually said to include 11 States by leaders in the coin machine trade. The U. S. Department of Commerce, however, in its literature, usually puts seven States in the Pacific Coast regional territory.

The war has definitely industrialized the Pacific Coast States, and this big increase in plants and factories will certainly change the business picture in this area after the war. The big majority of the manufacturing plants in the Pacific Coast States are new plants and not just an expansion of previous industrial firms. A big increase in population was also brought about as a direct result of the manufacturing activity. There is a big question of whether the population will remain at the same same high level after the war. Business leaders in the area are making every possible effort to keep the workers here and get them to become permanent residents. Operators of coin machines are well acquainted with what the increase in population means. It has so greatly boosted the patronage of their machines that if they had twice as many to put on location, they would still have plenty of business to take care of them.

Negative Side

Operators in a few areas have also felt the negative side of the question in cases of where an army camp or post has been vacated by the troops being sent elsewhere. The patronage of machines drops so suddenly and on such a large scale that operators are well aware of what population shifts may mean.

The Pacific Coast area is making a strong bid for more factories after the war. The real purpose of this move is to prevent any big decline from the present level of activity during the war. The West Coast area now offers abundant electric power and also many raw materials, such as lumber. Even the government is joining in this bid for manufacturing plants in the future by offering all possible co-operation to firms that will locate plants in reach of federal power projects. It is not possible to say, at present, just what the possibilities are for the future manufacture of coin machines in this area. In former years, the area has made some stabs at producing machines. At one time, a big quantity of vending machines were made in this area, and in some respects the Pacific Coast region began the manufacture of modern cigarette vending machines. The manufacture of scales was important at one time also. Then the Pacific Coast region at another time started the idea of the big jumbo-sized pinball games. Cheap lumber made the idea possible.

The Pacific Coast area is already getting a good start on making records for juke boxes, and it is settled that this area will turn out films for movie machines and arcade view machines.

Stress Exports

The long view of future possibilities in this area is based on plans for export trade. Coin machine distributing firms are already alive to the prospects and may rival Eastern firms in the volume of exports in the years to come. This hope is based on the fact that the West Coast may become the center for trade with the entire Pacific area in the future. This would include Hawaii, Australia, New Zealand, China, Russia and

all the Pacific Islands.

Industrial leaders in other fields are counting much on this future export trade, and it is already apparent that coin machine firms have an eye on this future, too. Trade leaders here are also well aware that there will be big increases in trade with Alaska and with Russia over the Alaskan route. Western (See West Coast Boom on page 89)

Rosen & Parkoff Merge With Lane

NEW YORK, Nov. 25.—Harry Rosen and Meyer Parkoff, of Atlantic Distributing Company, merged with Bert Lane, of World Wide Distributors, in a post-war move that sees the personnel and facilities of both outlets reinforced. The merged companies will be known as the Atlantic Distributing Company with headquarters at 583 10th Avenue on the Row. Eventually, however, it is expected to acquire new quarters, covering about 30,000 square feet.

Altho Atlantic is known today as the exclusive distrib for the J. P. Seeburg Corporation in New York, New Jersey and Connecticut, the firm's execs say

Cig Price Increase For Mfrs. Might Stop Nationwide Shortage

NEW YORK, Nov. 25.—One development in the cigarette situation which has been a national subject for several months is the organization of a group of cigarette makers known as the Smaller Tobacco Manufacturers. This group is operating as a section of the Grocery Manufacturers of America. Officials of this organization recently stated that four out of five cigarette smokers would be willing to pay a cent a package more for their favorite brands. Since that statement was made cigarettes have become so scarce that some stores are reported to be paying exorbitant prices on the black market. The statement by this group of manufacturers does indicate, however, that in the background of the entire cigarette situation is a determined move to get the OPA to approve increased prices for the manufacturers. The plea for this increase to the manufacturers was made sometime ago on the basis that cost, especially for tobacco stocks, had increased considerably in the last year or so.

The smaller cigarette manufacturers say that present conditions will force them out of business much sooner than it would the larger firms. They say that prices paid for tobacco leaf has more than doubled since ceiling prices were set in 1940. The statement that most smokers would accept a one-cent increase in cigarette prices is said to be based on a survey. About 80 per cent of the smokers canvassed said that they would be willing to pay an increased price. It is generally expected that one result of the extreme shortage in cigarettes at the present time will be a price increase granted to manufacturers.

that future plans are to represent other leading manufacturers. The execs add that the firm's sales and service facilities are expected to be expanded to a network of offices thruout the East and note that several branches already are in the process of being set up.

Editorial

Minutes Count

By Walter W. Hurd

THE strongest reason yet given for buying United States War Bonds is that every two and a half minutes in this war so far an American soldier has fallen on foreign fields. Which means that for every minute this war can be shortened, more of our boys can be returned home some day.

There is a personal and selfish reason for buying bonds, as a method of saving. People have different methods of saving money, but many millions during the war have found the War Bonds an excellent method of saving and one that yields a good return of interest. There are probably millions more that could follow this method of saving if they would just take the first step.

The buying of bonds will also help much more in preventing the dreaded inflationary period which usually follows a war. Financial statistics indicate that American people will earn a total of more than \$180,000,000,000 this year.

Local, State and federal taxes will cut this vast sum down to about \$133,000,000,000. Statistics also show that total production of consumer goods this year reached about \$96,000,000,000. That means that

the consuming public will have \$133,000,000,000 and only \$96,000,000,000's worth of goods and services for which to spend it. This leaves a balance of about \$37,000,000,000 to be saved or to be spent some way. Based on these over-all statistics, it should be an easy matter of reaching the goal of \$14,000,000,000 in War Bonds.

Also, taxes are always unpleasant, and taxes are taking quite a sum at the present time. It should be encouraging to know that the United States is paying a larger percentage of the present war costs in cash than ever in any previous war. During the past fiscal year, the U. S. was able to pay about 40 per cent of its cash needs because of the revenue being paid into the Treasury. All this will help to prevent inflation in the future and should be a great encouragement to the average American citizen.

The immediate need is to get as much of the current loose spending money as possible into the present War Bond drive. Money in circulation has in the last two or three years grown by leaps and bounds and has now reached stupendous sums. Much of this spending money could be put into War Bonds,

WPB Issues Late List of Orders Under Spot Plan

WASHINGTON, Nov. 25.—The War Production Board issued two official orders this week that mentioned the coin machine trade in direct terms.

One order was an amended form of Direction 1 to PR-25, the amended form being chiefly to give a complete list of the control orders that had been brought under PR-25 up to November 21, the date the amended form was issued. The complete list tells the world that the two orders covering coin machines, "L-21—Automatic Phonographs, Amusement and Gaming Devices, and L-27—Vending Machines: Merchandise," have been amended to comply with the spot plan.

The WPB also issued L-190 in amended form November 20, but the order states specifically that no "person shall fabricate or assemble new Class A scales." Class A scales includes penny scales. Most terms of the order, however, have been brought under PR-25.

The amended form of Direction 1, PR-25 is as follows:

WPB ORDERS COVERED BY PRIORITIES—REGULATION 25

The following direction is issued pursuant to Priorities Regulation 25:

Production of products covered by the following WPB orders may be authorized under Priorities Regulation 25. The order should be referred to, since it may still restrict models and types that may be made or materials that may be used, or impose other limitations on the product; from these provisions the regulation will in most cases afford no relief.

If one of the following orders is amended to refer to Priorities Regulation 25, authorization under the regulation will affect the provisions of the order only to the extent provided in the amended order.

Until one of the following orders has been specifically amended to provide otherwise, authorizations granted under this regulation will give relief only from the provisions of the order which either prohibit manufacture entirely or restrict the amount of manufacture permitted. The authorization will not in any way relieve the person receiving it from any other restrictions of the order. For example, the following types of restrictions must still be complied with: Restrictions on the types of models which can be made, on the kind of materials which can be used, on the amount of materials which can be used in producing any unit of the article, on the end uses for which production is permitted, on deliveries of the product, on inventories, etc. Thus, with respect to an "L" order not amended to provide otherwise, which restricts both (1) the amount of material used in a plant's total production of an article and (2) the amount of material per unit manufactured, relief would be granted under this regulation from the first restriction but not from the second.

Note: List of orders amended November 21, 1944.

Automotive Division

- L-80 Outboard Motors and Parts.
- L-158 Automotive Replacements Parts.
- L-180 Replacement Storage Batteries.
- L-253 Motor Truck and Trailer Bodies ("Tank Bodies" only).
- L-270 Automotive Maintenance Equipment.
- L-331 Motorcycles.

Building Materials Division

- L-205 House Trailers and Expandible Mobile Houses.
- L-277 Electrical Wiring Devices and Heater Cord Sets.

Consumers Durable Goods Division

- L-5-c Domestic Mechanical Refrigerators.
- L-6 Domestic Laundry Equipment.
- L-7-c Domestic Ice Refrigerators.
- L-13-a Metal Office and Industrial Furniture and Fixtures.

(See WPB LATE LIST on page 89)

COINMEN YOU KNOW

New York:

AL MINIACI, owner of Paramount Music Company juke box route, was married to ROSE BROCCOLLI, daughter of FRANK BROCCOLLI, owner of the Braddock Music Company, another music operation, November 11 in a romance that brings two well-established music routes closer together. Coinmen who were among guests entertained by the bride and bridegroom at the Concourse Plaza in the Bronx, were Harry Rosen, Atlantic Distributing; Charles and Sam Engelman, music ops; Morris Marder, juke operator, and Murray Blane, B. Mardern Music Company, also operators.

Detroit:

Modern Music Company, recently taken over by AL SCHWEITZER and PHIL BERMAN, is undergoing general remodeling and redecorating of the display rooms and offices. . . . JAMES GIORDANO, of the Brilliant Music Company, is back on the job after a month's vacation in California. . . . BETTY BRUCKMAN, of the Brilliant organization, is now handling other duties, with the discontinuance of the retail record counter. . . . MARK LINKNER, of Triangle Amusement Games, is back from a visit to Buffalo last week, where he became a grandfather—and plenty proud of it. He reports a grandson, born to his daughter, is his own double in miniature. . . . MAX LIPIN, of Allied Music Sales, is being swamped by the rush of pre-holiday trade. . . . ELMER C. TIMMERMAN, of Amusement Service, has moved headquarters, formerly on Webb Avenue, to 9 Woodland Avenue. . . . MERVIN JACOBSON, candy and cigarette machine operator, has discontinued his theater candy concession business, to concentrate upon machine operation.

Los Angeles:

WILLIAM R. HAPPEL, manager of Badger Sales Company, left last week for Milwaukee and Chicago. While in Milwaukee he conferred with Carl Happel, manager of Badger Novelty Company. J. H. Keeney, making one of his none too frequent visits to the West Coast, called on Happel but found that he was in the Middle West. If plans can be made they will meet in Chicago. . . . A. M. KEENE, of Taft, Calif., in the city and having his truck pick up equipment he bought. Keene takes no time getting the machines on location. . . . W. M. MCGOWAN and CLAUDE TOMLINSON, of Visalia in the city. . . . LOU WOLCHER, of Advance Automatic Sales, San Francisco, in the city from San Francisco. . . . G. A. WHEELER, of Wheeler Ridge, making the West Pico rounds.

There are times when some people don't believe the Chamber of Commerce weather reports. However, LOU PETERS, former serviceman for WILLIAM H. LEUENHAGEN, is convinced there's no place like California. Peters has returned to Belleville, Ill., and is probably sitting before an open fire shivering. But he writes, "I sure miss the Coast, as it is really dead here." Maybe, Lou will be back in Los Angeles—even before this is printed. . . . DOLORES and

JEAN MINTHORNE, of Minthorne Music Company, were guests of J. P. Seeburg in his box on opening day at Santa Anita. Also in the party were Mr. and Mrs. DAN DONOHUE, he the Western representative for the Seeburg line. . . . ROGER KENT, a former operator now in the European war theater, sent a collection of German, Italian and French bayonets and other war implements to the Minthornes, where they are now on display.

QUAY SARGENT, Minthorne sales manager, recently returned from a trip North, where he called on operators and visited Johnny Ruggiero, San Francisco Seeburg representative. . . . In the city to purchase music machine parts and equipment during the week were JIMMY HUME, Palm Springs; HAROLD MURPHY, Palm Springs; GLEN MCCARTER, Beaumont; ROY JONES, Visalia; W. E. JOHNSON, Claremont, and MITCHELL GOUFF, Templeton.

OPERATORS visiting Jack Gutshall Distributing Company and buying music machine equipment, including Exclusive Records, include ART NARATH, Anaheim; RAY SMITH, Barstow; FRANK KINGSBURY, Santa Ana; MILTON NORIEGA, Colton; LAWRENCE RAYA, Colton; R. G. PATTERSON, Riverside; MRS. ROY SMITH, Lancaster; Mr. and Mrs. JOHN KNOWLES, Bakersfield; JACK ARNOLD, Barstow, and I. B. GAYER, San Bernardino. . . . CARL COLLARD buying records for his routes in San Bernardino.

DICK WASHBURN, brother of Charlie Washburn, is recuperating at the Base Hospital, Honolulu. He was wounded while on duty in the South Pacific. . . . RED OAKLEY, enjoying a fishing trip at Lake Tahoe, took time off to prove that he is catching something. He sent his friends in Los Angeles proof that he is a good angler in other endeavors other than the coin machine business. . . . JERRY COOPER, of Riverside, in the city. . . . A. R. KELLY, of Pismo Beach, visiting Washburns. . . . DICK SHARPE, of Santa Ana, making the Pico rounds. . . . JACK CUSICK, of Santa Paula, here buying. . . . E. R. SULLIVAN, of Ventura, and J. Robb, of Caliente, Nev., making the jobbing places in search of equipment and parts. . . . Other Pico purchasers include BERT POLLIN, San Luis Obispo; G. A. TOMLINSON, Visalia; PAT PATTERSON, Riverside; GEORGE GLOVER, Madera, and BILL MCGOWAN, Woodlake.

DANNY JACKSON, of Pismo Beach, here on a brief visit but picking up quite a bit of coin machine equipment, especially items for arcades. . . . NATE MACK flew here from Las Vegas, Nev., to buy. . . . TEX McMAHAN, of Hemet making the rounds. . . . FRED AND BERNIE GAUNT, he of General Music Company, making plans for a brief visit to Palm Springs and 29 Palms. . . . VISITING operators making the rounds on Pico, Venice and West Washington also include RAY HOPKINS, Banning; E. J. BAEHR, San Diego; JOHNNIE NELSON, Culver City; CHUCK ROBSON, Santa Monica; D. D. PATTON, Turlock; BOB CARDIFF, San Miguel; TED BLOOMER, Mojave; F. P. CARTER, Los Angeles; JACK BREIER, Los Angeles; RUSS COLLIER, North Hollywood; RAY EBERTS, Los Angeles; ARCHIE FREEMAN, Oceanside; ED VAN ATTA, Los Angeles; E. S. TRIMBLE, Huntington Park. . . . M. H. STEARNS, San Luis Obispo; M. C. STEWART, Big Bear; PHIL ROBINSON, Bakersfield; HARRY PERRINE, Oceanside; MILTON NOREIGA, Colton; TOM MERCADENTE, San Bernardino; BERT HAMMOND, Santa Ana; GEORGE KELLY, Pasadena; LEWIS LEIBEE, Hawthorne; GEORGE WHELOCK, San Diego, and AL WEYMOUTH, Hollywood.

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Twin Cities:

The coin machine business here prides itself on the fact it has a grandmother in its midst—MRS. ELSIE MADSEN, of Superior, Wis., one of the Arrowhead country's top mule machine operators. Elsie—as she's known far and wide—has a daughter who recently became a mama. . . . AMOS HEILICHER, busy Minneapolis operator, received word from his brother and his former serviceman, Danny, now an air force lieutenant, who is doing his flying over France these days. Danny writes he's kept quite busy but is looking forward to coming home and helping brother Amos again while he goes on with

Earl Winters Back From Army Service

NEW YORK, Nov. 25.—Lieut. Earl Winters, former International Mutoscope Corporation sales manager and with Uncle Sam's army for



Lieut. Earl Winters

the past two and one half years, has just been returned to inactive duty. Earl has no plans for the immediate future other than taking a good rest. However, he says, that as soon as he becomes acclimated to civilian living once again he will renew his old coin machine contacts.

his studies at the University of Minnesota.

MIDGE RYAN, of the Mills Novelty Company, Chicago, stopped in Minneapolis between planes to tell of his success while hunting in South Dakota—and he had the proof with him. . . . BILL COHEN, the Sphinx of Silent Sales Company, leaves next month to spend the winter in Florida. . . . LEO BARKEVICH, of B & G Novelty Company, Superior, is now a private in Uncle Sam's army. His partner, EARL BERKOWITZ, is doing war work in the Duluth-Superior shipyards.

While the music machine operators were happy indeed to learn that the record companies had settled their differences with Petrillo and AFM and that platters would be coming along in the very near future, there were a few ops who complained because the price of the disks had gone up. They don't realize, it seems, that you can't have your cake and eat it too. . . . JULIUS KOERS, of Rapid City, S. D., was back visiting in the Twin Cities, this time accompanied by his lovely wife. . . . ROY KUHMICHEL, of Brainerd, Minn., was in Minneapolis to be near his wife who underwent an operation in Northwestern Hospital here.

DAN ZISKIN, of Silent Sales Company, is back from a swing thru the western part of the State where he reports that operators all feel pretty good about the way business has been going. . . . WILLIAM HUNTER, of Wheaton, Minn., accompanied by his brother Don, a law student at the University of Minnesota, dropped into wholesalers to see what he could get in the way of parts and equipment. . . . Another who came to town was JIM ROONEY, of Chippewa Falls, Wis.

With the deer hunting season in full swing, several coinmen abandoned their routes for a few days to go in search of a buck or a deer. Some of the nimrods included HANK and LEN VANGEN, of Minneapolis; the PENCE boys—CECIL, VIRGIL, ALVIN—also of Minneapolis, and BILL HATTLESTAD, of Cottonwood, Minn. . . . HARRY GALEP, Menominee, Wis., coinman, came to town happy and proud—he picked the winner, FDR, and won a few bets when he put some moola on the line. . . . NORVAL FOGARTY, former Silent Sales Company serviceman now in the navy, sent word to the boys back here that he was married in New York November 19. TUBBY LANE, another ex-Silent Sales serviceman, wrote he finally got himself on ship duty after nearly two years in the navy. . . . Tubby's brother, BOBBY, another ex-Silent Sales man, still is in the Aleutian Islands, writes now and then about what he's going and how he'd like to be back home.

MARKEPP VALUES

PHONOGRAPHS AND WALL BOXES

Rockola '39 Deluxe Write
Mills Throne of Music \$250.00
Wurlitzer Victory, Model K.B. . . . 475.00
Seeburg 8200 Regal Conv. . . . 475.00
Seeburg USR2 Complete 59.50
Seeburg Wireless Wallomatics,
WSZ2 39.50

SLOT MACHINES AND CONSOLES

5c Mills Blue Front, Club Handle,
Single Jack Write
5c Mills Futurity Write
5c Mills Q.T. \$ 69.50
Jennings 5c Chief Write
Jumbo Parade, Free Play, Fine
Shape 89.50
Super Bell, 5c Combination Write
5c Columbia Cig. Rl. 49.50
1c Caille 49.50
Double Safe Stand, Single Door . . Write

ARCADE EQUIPMENT

BELL-O-BALL, Brand New . . . \$275.00
Western Baseball 85.00
Western Deluxe Baseball 110.00
Seeburg Chicken Sam 105.00
Scientific Batting Practice 105.00
Keeney Submarine Gun 150.00
Bally Rapid Fire 168.50
Shoot Your Way to Tokyo 195.00
Seeburg Slap the Jap 135.00
Seeburg Shoot the Chufe 135.00

FIVE BALL PIN GAMES

Contest . . \$105.00
Parade . . . 47.50
Zombie . . . 57.50
School Days 49.50
Dude Ranch 39.50
Legionnaire. 64.50
Stratoliner. 49.50
Sport Parade 49.50
Boontown \$42.50
Smack the
Japs . . . 65.00
Polo 29.50
Four Roses. 59.50
Champ . . . 55.00
Big Time . . 39.50
Capt. Kidd . 69.50
Champion . . 22.50

6-NATIONAL 9-COLUMN CANDY MACHINES

A-1 condition, both in appearance and mechanically.

ALL MACHINES CLEANED AND CHECKED. PRICES INCLUDE PARTS, REPAIRS AND PACKING CHARGES. HALF DEPOSIT WITH ORDER.

WANT TO BUY

50 MILLS EMPRESS & THRONES; ALSO ROCKOLA WINDSORs, MONAROS and all other makes.

THE MARKEPP CO.

(Established 1928)
3908 Carnegie Ave., Cleveland 15, O.
Telephone: Henderson 1043

JUST WHAT YOU'RE LOOKING FOR!

CONSOLES

- 1 Jumbo Parade, Free Play, Good Condition
- 1 Watling Big Game, Free Play, Very Clean
- 1 Rock-Ola Ten Pins, Running Condition
- 1 Evans Ten Pins, Running Condition
- 2 Tokyo Guns, Very Good Condition
- 1 Bally Rapid Fire, Very Good Condition
- 2 Mills Five-in-One, Very Good Condition
- 1 Chicago Hockey, Very Good Condition, Very Clean
- 1 Western Baseball, Fair Condition
- 1 Genco Playballs, Excellent Condition, Very Clean
- 1 Gottlieb Skee-Ball-Ette, Good Condition
- 1 Grotchen Skill Jump, 1¢ Play, Very Clean
- 3 Paces Races, 5¢ Play, Check Machine, No Parts Missing
- 1 Paces Races Red Arrow, 5¢ Play, Excellent Condition
- 1 Paces Races, Black Cabinet, 25¢ Play, Working Condition

SCALES

- 1 Mills Trolley, Very Clean, Orange Color
- 1 Mills Scale, Fair Condition, Green Color

ANY REASONABLE OFFER ACCEPTED!
Write Us for Prices on All New Revamps!

OWL MINT MACHINE CO.

ED. AL & JACK RAVERBY
245 Columbus Ave. Boston, Mass.

WILL PAY

\$42.50 FOR EXHIBIT'S DUPLEX AND ZOMBIES

GENERAL NOVELTY CO.

CHANUTE, KANSAS

The Following Machines

Have been checked, cleaned and are in good working condition:

Bandwagon . . \$34.50	Speed Ball . . \$39.50
Spot-a-Card . . 59.50	Clover 59.50
Four Roses . . 44.50	5-10-20 115.00
Ten Spot 44.50	Bombardier . . . 85.00
Sport Parade . . 44.50	Majors of '41 . . 45.00
Metro 44.50	

1/2 Deposit Required With All Orders.

CAPITOL COIN MACHINE EXCHANGE

1738 14th St., N. W. Washington 9, D. C.
Tel.: Columbia 1330

!!! WHAT DO YOU HAVE !!!

We want Pin Games—All Types.
Any Quantity—SEND YOUR LIST.

DIXIES

Any Condition, Any Quantity.
Must Have All Parts.

\$25.00

MID-STATE CO.

2848 Roosevelt Rd.
Chicago 12, Ill.

ANOTHER WEEK NEARER VICTORY!

... — HELP BRING IT CLOSER—BUY MORE WAR BONDS

W. Rabkin

INTERNATIONAL MUTOSCOPE CORPORATION

Penny Arcade Headquarters Since 1895.
Manufacturers of Photomatic and Other Famous Coin Operated Equipment.
44-01 ELEVENTH STREET LONG ISLAND CITY, NEW YORK

Every Punch A WINNER!



Tickets pay from 25c to \$5.00 with shot at \$50.00 JACKPOT

768 holes at 50c Play

Takes in . . \$384.00

Av. payout . . 299.95

Gross Profit \$ 84.05

Also Made for 25c and \$1.00 Play

HARLICH MFG. CO.
1413 W. JACKSON BLVD.
CHICAGO 7, ILLINOIS

NEW CIG ANGLES SPROUT

Three Causes For Shortage

Overseas GI requirements not being met as OPA puts blame on fag hoarders

CHICAGO, Nov. 25.—The cigarette shortage continues to be front-page news, with several new angles added this week. One new development is the strong tendency to shift responsibility for the shortage. Another is the report from overseas that there is a shortage among soldiers. Still another is the OPA's announcement that in at least one area the fag famine is due to customer hoarding and that there is no proof of black market activities.

The War Food Administration this week declared that the difficulties of wartime manufacture, especially shortages of man power and machinery, not supplies of tobacco, are responsible for the current scarcity of cigarettes. WFA reported that an 18-month supply of flue-cured tobacco is on hand and that this year's enormous crop would result in a surplus of 100,000,000 pounds. The supply is more than adequate, it was stated; the lack of facilities for dis-

tributing and making cigarettes causing the shortage.

Tobacco dealers had earlier protested that WFA's policy of curbing tobacco growing had caused such a shortage of leaf that manufacturing was necessarily cut down.

A tobacco wholesalers' committee, after a meeting with OPA officials, recommended re-study of cigarette manufacturers' allocations to dealers. The committee also suggested a study of cigarette price ceilings to determine whether distributors' services to retailers have been curtailed because of price hardships.

That the shortage of cigarettes overseas is acute is shown by an announcement that Gen. Dwight D. Eisenhower has ordered an investigation of alleged illegal sale of cigarettes in the European theater. He also promised that in the near future American combat troops would receive a minimum of five packs of cigarettes a week, while personnel in rear areas will receive at least two packs, compared with seven formerly received.

Investigation is also being made of a report that millions of cigarettes are lying in warehouses in British ports. Originally they were intended for combat areas, but were piled up in the warehouses because shipping and port facilities were required for movement of combat material and field supplies and could not handle the cigarettes.

Twin Cities

In the Twin Cities conflicting reports emerged about the shortage. OPA reported, after a survey, that customer hoarding was responsible for the lack of smokes and that there had been no material decrease in the size of shipments to distributors. A check of two popular brands at one warehouse showed, OPA reported, that the ratio of shipments for the last 90 days was the same as that of the first six months of 1944. The agency also declared that the 1944 shipments were between 65 and 75 per cent of those in 1943.

On the other hand, tobacco dealers said their quotas had been slashed as much as 60 per cent. A newspaper reported, five days after OPA had announced the results of its survey, that in checking 300 dealers, OPA investigators found that their supplies had been out an average of 60 per cent and in some cases even 80 and 90 per cent, altho the latter were rare.

Dealers were unanimous, however, in agreeing that they were not being discriminated against. None had been offered cigarettes at higher than ceiling prices or on tie-in arrangements, which are contrary to OPA rules.

Reports from other cities were:

Omaha

A local store this week began a new system for impartial distribution of cigarettes: the customer must turn in an empty package for each full pack he buys. Limiting customers to a pack at a time, however, still prevails. Newspaper reports said this same idea had been adopted last week by stores in Minneapolis and St. Paul.

Store manager said the plan had two advantages: To slow up the repeater trade and to prevent taxi drivers, bellhops and others who serve the public from buying up as much as they could each day and re-selling the cigarettes at 50 cents a pack.

The empty packages will be turned into the wastepaper drive.

Philadelphia

Mystery of the cigarette famine deepened here. Machine operators, jobbers and reallers say their supplies have been cut at least 60 per cent. But State cigarette tax receipt figures, obtained from the office of Aud. Gen. F. Clair Ross, indicated that the tax-paid sale of cigarettes has declined comparatively little from the peak months of June, 1944, and July, 1943.

Cigarette tax income for October was \$1,062,030, collected on the sale of 53,111,500 packs of 20 at the rate of 2 cents a pack. This was a drop of 20.4 per cent from the June, 1944, collection and 23.2 per cent from July, 1943. These figures represent sales to retailers. The State tax stamp is affixed not by the manufacturers but by wholesalers just prior to shipment to retailers.

Translating tax revenue into terms of

packages of cigarettes, it appears that the decline in consumption, or at any rate in sales to retailers, between June of this year and October was 13,623,350 packs. If it is assumed that one-third of Pennsylvania's 10,000,000 residents are smokers, each smoker had to get along on four fewer packs last month than he did in June.

Similarly, the consumption last month was 16,119,550 packs fewer than it was in the 1943 peak month of July. That means roughly five packs fewer per smoker in October, 1944, than in July, 1943.

That apparently minor deprivation checks with neither the experience of smokers nor the statements of wholesalers and retailers as to the quantities they are receiving for sale. Jobbers and retailers claim that their allotments are now 40 to 50 per cent below their normal requirements.

Regardless of what the tax figures show, Philadelphians found it increasingly difficult to get smokes yesterday. "No Cigarettes" signs were displayed in many stores and the average purchaser counted himself lucky if in three tries he could get one pack of cigarettes, which in most cases turned out to be a "fill in" brand, the kind sold when the favored varieties could not be had.

Portland, Ore.

The Office of Price Administration has moved in on the cigarette black market, filing injunction suits in Circuit Court against two Portland firms and serving notice on wholesalers and retailers that it would crack down on dealers accused of evading price ceilings.

In one suit proprietors of a newsstand were charged with requiring a customer to buy \$1 worth of other merchandise before he could purchase a carton of cigarettes at \$1.60, which is 5 cents above the ceiling. Franz Wagner, district OPA enforcement attorney, said that such a tie-in requirement was as much a price evasion as the charging of over-ceiling prices.

In the other action, a restaurant proprietor was charged with selling cigarettes above the ceiling.

Wagner declared that wholesalers and distributors who obtained cigarettes on a "drop shipment" basis were likewise being checked, and any violations "will result in vigorous prosecution."

The district OPA has received numerous complaints of salesboard sales above ceiling prices and other types of price evasion.

Jacksonville, Fla.

District OPA price, investigation and enforcement officials are concentrating their attention on stamping out a black market in cigarettes which is building up here.

Officials of these departments said the Jacksonville office is receiving complaints of cigarettes being sold at 50, 60 and even 75 cents a pack. One instance of a carton selling at \$8 was reported.

An enforcement division spokesman said that distributors are not selling to retailers but are holding the cigarettes or selling to peddlers at over-the-ceiling prices.

Jacksonville officials said the cigarette situation had not yet reached serious proportions but they are very much afraid it may.

The local office declared that the OPA will check every wholesaler, retailer, distributor, hotel and cabaret in Jacksonville and vicinity in an effort to break up black market activities. The investigation will extend into places in outlying sections where the tendency to charge more than the legal prices is greatest, it was announced.

Memphis

Nothing "artificial" was seen in the present cigarette shortage by an official of one tobacco wholesale firm, who said that quotas to his company of one popular cigarette had been reduced from 80 per cent to 56 per cent of the late 1943 shipments.

Shipments of another widely smoked cigarette have been cut substantially, he said, while others have been reduced to 50 per cent of their former quota.

Boston

Almost all stores have some kind of cigarettes for sale, but they are not the (See New Cig Angels on page 93)

WANTED TO BUY DIXIES MUST HAVE ALL PARTS \$25.00 EACH LEADERS & SKY BLAZER . . . \$40.00 EACH

Gupld's Fortune Wheel \$275.00 Periscope 249.50	ARCAD—REVAMPS Liberator \$325.00 Selector Scope 250.00	Zingo (5 Ball Free Play) Writo
PARATROOPS TORPEDO PATROL	P&S REBUILTS EAGLE SQUADRON PRODUCTION	BOMBARDIER SHANGRI-LA
ABC Bowler \$49.50 Boloway 89.50 Dude Ranch 39.50 Four Diamonds 40.50 Gold Star 40.00 Home Run 29.50 Matro 39.50 Miami Beach 59.50 Paradise 49.50 Pursuit 39.50 Rotation 29.50 Sparky 27.50 Speed Demon 29.50	PIN GAMES Speed Way \$29.50 Son Hawk 47.50 Ten Spot 49.50 Texas Mustang 69.50 Towers 69.50 Target Skill 37.50 Velvet 49.50 Zig Zag 50.00 All American 45.00 Fox Hunt 40.00 Sport Parade 45.00 Stratoliner 45.00 South Paw 59.50	9 Blue Gold V. P. \$49.50 Green V.P. 35.00 Chrome V.P. 59.50 Snappy, '41 49.50 Topios 85.00 Home Run, '42 79.00 Mystlo 39.50 Landslide 29.50 Big Parade 125.00 Genco Victory 79.50 Argentine 79.00 Mascot 29.50

NEW MARVEL'S 5 BALL BASEBALL REVAMP \$179.50

1/2 Deposit, Balance C. O. D., F. O. B. Chicago. **MID-STATE CO.** 2848 ROOSEVELT RD. CHICAGO 12, ILL.

CLEAN—READY FOR LOCATION!!!

REVAMPS Pin-Up Girl \$199.50 Sky Rider 199.50 Flying Tiger 209.50 Marines 199.50 Invasion 165.50 Shangri-La 179.50 Torpedo Patrol 179.50 Paratrooper 179.50 Eagle Squadron 179.50 Brazil 199.50 Arizona 209.50	FIVE BALL FREE PLAY GAMES Air Circus \$132.50 Air Force 84.50 Alert 92.50 Anabel 32.50 All American 46.50 Argentine 82.50 Belle Hop 54.50 Big Parade 124.50 Big Time 37.50 Bordertown 37.50 Boomtown 32.50 Clover 78.50 Defense 129.50 Drum Major 44.50 Dude Ranch 42.50 Fishin' 89.50 5-10-20 134.50 Four Aces 125.00	Fox Hunt \$ 42.50 Fleet 32.50 Hit the Jap 54.50 Keep 'Em Flying 149.50 Knockout 125.00 Legionnaire 64.50 O'Boy 22.50 School Days 52.50 Sea Hawk 62.50 Sky Ray 49.50 Smack the Jap 62.50 Snappy, '41 69.50 Speed Ball 82.50 Super Gubby 52.50 Texas Mustang 72.50 Twin Six 39.50 Velvet 44.50 Victory 119.50 Zanzibar 25.00
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1/3 Deposit, Balance C. O. D., F. O. B. Ridgefield, N. J. **O. K. MACHINES, INC.** 825 STATE HIGHWAY #5 RIDGEFIELD, N. J.

CONSOLE MECHANIC WANTED

Come to California for better living and a greater future. Excellent salary. Permanent position. Desirable working conditions. Write today.

THE PLAYDIUM FRED McCLELLAND 1220 KAY ST. SACRAMENTO, CALIF.

Gaming Equipm't Is Seized by Police at Milw. Church Bazaar

MILWAUKEE, Nov. 25.—After much agitation the subject of licensing pinball games and slot machines in clubs and churches in this area had been dropped until this week. Following up anonymous telephone call, police broke up a church bazaar and took in 12 slot machines as well as some other gaming devices.

The police officers reported that the bazaar was open to the public and they had no trouble entering the place. About 200 persons were at the bazaar. Police made no arrests but instructed the pastor of the church to report to the district attorney, who has long been known as a crusader against slot machines and pinball games. According to the report two of the slot machines were of standard size and 10 others were the small counter type of machine.

WPB LATE LIST

(Continued from page 86)

- L-18-b Domestic Vacuum Cleaners.
- L-21 Automatic Phonographs, Amusement and Gaming Machines.
- L-23-b Domestic Electric Ranges.
- L-27 Vending Machines: Merchandise.
- L-30-a Galvanized Ware and Nonmetal Coated Metal Articles.
- L-30-b Enamelled Ware.
- L-30-d Miscellaneous Cooking Utensils and Other Articles.
- L-30-e Aluminum Cooking Utensils, Kitchenware and Household Articles.
- L-33 Portable Electric Lamps and Shades.
- L-37-a Musical Instruments.
- L-49 Beds, Bed Springs, Mattresses and Dual Sleeping Equipment.
- L-52 Bicycles and Bicycle Parts.
- L-62 Metal Household Furniture.
- L-64 Caskets, Shipping Cases, Burial Vaults.
- L-65 Electrical Appliances.
- L-65-a Electric Irons.
- L-67 Lawn Mowers.
- L-71 Dry Cell Batteries and Portable Electric Lights.
- L-73 Office Supplies.
- L-81 Toys and Games.
- L-93 Golf Clubs.
- L-98 Domestic Sewing Machines.
- L-140-a Cutlery.
- L-140-b Flatware and Hollow Ware.
- L-176 Domestic and Commercial Electric Fans.
- L-227-b Wood Cased Pencils and Pen Holders.
- L-260a Furniture and Furniture Parts.
- L-267 Photographic and Projection Equipment, Accessories and Parts.
- L-275 Alarm Clocks.
- L-301 Powercycles.

Farm Machinery Division

- L-257 Farm Machinery and Equipment and Attachments and Repair Parts—except wheel-type tractors.
- L-257a Farm Machinery—Exports (except wheel-type tractors).

General Industrial Equipment

- L-38 Industrial and Commercial Refrigerating and Air-Conditioning Machinery and Equipment.
- L-89 Elevators and Escalators.
- L-292 Food Processing Machinery.
- L-311 Logging, Lumber and Woods Products Machinery and Equipment.
- L-314 Lubrication Equipment.

Government Division

- L-55 Shotguns.

Plumbing and Heating

- L-23-c Domestic Cooking Appliances and Domestic Heating Stoves.

- L-42 Plumbing and Heating Simplification.
- L-74 Oil Burners.
- L-75 Coal Stokers.
- L-173 Oil and Gas Burning Space Heaters.
- L-182 Commercial Cooking and Food and Plate Warming Equipment.
- L-185 Water Heaters.
- L-187 Cast Iron Boilers.
- L-199 Plumbing and Heating Tanks.
- L-248 Commercial Dishwashers.

Printing and Publishing

- L-188 Loose-Leaf Metal Parts and Units.
- L-226 Printing and Publishing Machinery, Parts and Supplies.

Radio and Radar Division

- L-151 Domestic Watthour Meters.

Safety and Technical

- L-39 Fire Protective, Signal and Alarm Equipment.
- L-268 Sun Glasses.
- L-259 Physical Therapy Equipment.

Service Equipment

- L-29 Metal Signs.
- L-54-a Typewriters.
- L-54-c Office Machinery.
- L-91 Commercial Laundry Equipment, Dry Cleaning Equipment and Tailor's Pressing Equipment.
- L-190 Scales, Balances and Weights.
- L-222 Floor Machines, Rug-Scrubbing Machines, Industrial Vacuum Cleaners and Blowers for Cleaning Purposes.
- L-325 35mm. Motion Picture Projection Equipment and Accessories.

Textile Bureau

- L-68 Closures and Associated Items.
- L-284 Luggage.

Tools Division

- L-145a Anti-Friction Bearings.
- L-201 Automotive Tire Chains, Tractor Tire Chains and Chain Parts.
- L-237 Light Power Driven Tools.

Communications Division

- U-8 Ordering Limiting the Manufacture of Telephones.

Copper Division

- M-9-c-1 Copper and Copper Base Alloy Shoe Findings.
- M-9-c-3 Copper (Bronze Powder).

Until one of the following orders is amended to refer to Priorities Regulation 25, an authorization granted under the regulation will permit the use of the material controlled by the order for the purpose authorized. Other restrictions such as those on delivery, inventory, etc., will not be affected. If such order is amended, the authorization will grant relief to the extent provided in the amendment.

Certain other orders of the War Production Board contain restrictions on the use of material controlled by the following orders. Whether or not the order listed below has been amended, these restrictions remain in effect and on authorization granted under Priorities Regulation 25 will not operate to waive any such restrictions unless the other order (usually an "L" order), or this or another Direction to Priorities Regulation 25 provides otherwise.

- M-1-k Aluminum.
- M-2-c Magnesium.
- M-8-c Copper.

Miscellaneous Minerals Division

- M-146 Quartz Crystals.
- M-126 Iron and Steel Conservation.
- M-38 Lead (except Item 11a in List A—foil for packaging).

M-11-b Zinc.
Issued this 21st day of November, 1944.
WAR PRODUCTION BOARD,
By J. Joseph Whelan,
Recording Secretary.

WEST COAST BOOM

(Continued from page 86)

Canada will also take a lot of American products. There will also be much trade with Mexico and parts of Central and South America from ports in this area.

But coin machine firms are putting most of their hopes for bigger business in the future on the fact that business in general in the whole Pacific area will continue to grow and that the population will grow also. At present, a lot of consideration is being given to problems of freight costs between the Pacific Coast and the Chicago manufacturing center. There will be some definite proposals in the post-war future to solve this problem.

READ THIS AND RUSH YOUR ORDER!

MUSIC

10 Wurlitzer 412	Each	\$115.00	20 Wurlitzer 616 Mechanisms with	Each	
10 Wurlitzer 816	Each	105.00	Motors Taken From Coffer Jobs		\$ 49.50
10 Wurlitzer 24	Each	250.00	5 Mills Empress		335.00
10 Wurlitzer 600R	Each	350.00	5 Mills Thrones		285.00
10 Wurlitzer 600K	Each	395.00	1 Rock-Ola Imperials 20		195.50
10 Wurlitzer 500	Each	395.00	1 Rock-Ola Deluxe, Dialatone		350.00
5 Wurlitzer 24 Victory Model	Each	435.00	2 Rock-Ola Super		375.00
5 Wurlitzer 700	Write		10 Seeburg Gems		325.00
5 Wurlitzer 800	Write		10 Seeburg Regal		325.00
5 Wurlitzer 750E	Write		2 Seeburg Vogue		375.00
2 Wurlitzer 780E	Write		5 Seeburg Concert Grand		345.00
2 Wurlitzer 850	Write		3 Seeburg Envoy, ESRC		Write
2 Wurlitzer 950	Write		10 Seeburg Hitone, ESRC		Write
			10 Seeburg Hitone, ES		Write

ACCESSORIES

WALL BOXES			STEPPERS		
25 Packard	\$34.50	5 Wurlitzer #145 Fast Red	\$49.50
10 Wurlitzer 5-10-25¢, 2-Wire, Model #125	29.50	3 Wurlitzer #304	29.50
20 Seeburg 20 and 24 Record, 30-Wire, 5¢	8.75	MOTORS		
10 Seeburg 5-10-25¢ Baromatics	56.50	10 Rock-Ola 1725	\$22.50
40 Buckley, Lite-Up, Latest Model, Like New, 20 and 24 Records	16.95	10 Rock-Ola DC Turntable	7.95
50 Buckley Chrome, 24 Record, Lift Door	6.95	10 DC Motors, 1725 and 1140	8.95
50 Keeney, Some Converted to 30-Wire	3.45	MISCELLANEOUS		
			50 Buckley Bar Brackets	\$ 2.50
			50 Buckley Pedestals	3.50
			10 Atlas Organ Speaker Baffles	10.50
			10 Keeney Organ Speaker Baffles	15.50

1/2 Deposit, Balance C. O. D., F. O. B. Newark

RUNYON SALES CO.

123 W. RUNYON STREET
NEWARK, N. J.
Phone: Bigelow 3-6685

DISTRIBUTORS FOR THE BEST!

<p>WESTERHAUS</p> <p>MARINES-AT-PLAY Sensational 5-ball revamp with 4 ways to win and always near a winner. (A big winner for the operator.) \$199.50</p> <p>NEW INVASION 5-ball revamp that has created a popular demand by the operator for its timeliness and play appeal. \$165.00</p> <p>VICTORIOUS 1944 1-shot revamp of the greatest 1-shot money maker (Turf Champ) into a modernistic 1-shot free play game. In original cartons. WRITE FOR PRICE</p> <p>CENTURY</p> <p>SUPER TORPEDO Fascinating—Thrilling—Big Nickel Getter. ON DISPLAY</p>	<p>REX</p> <p>BOWLING LEAGUE 9 Ft. Bowling Alley. Without doubt the greatest money making skee alley in the country.</p> <p>COME IN AND SEE IT ON DISPLAY Distributors for this sensational skee alley in NEW YORK and NEW JERSEY.</p> <p>SCIENTIFIC</p> <p>PLAY POOL (VICTORY POOL) Playing to capacity Cash Boxes in Closed Territory. Only a few left. \$295.00</p> <p>UPRIGHT BASKET BALL The upright game that is the greatest pre-war value of its kind on the market. \$139.50</p>
<p>WANT</p> <p>BALLY FLICKERS \$50.00 BALLY ATTENTION 35.00 MILLS SQUARE BELLS 45.00 SCIENTIFIC X-RAY POKER TABLES WITH STRAIGHT PLAYING FIELD. WRITE BEST PRICE! WRITE US WHAT YOU HAVE TO SELL. INTERESTED IN ALL EQUIPMENT.</p> <p>WRITE FOR COMPLETE LIST OF ALL USED EQUIPMENT</p> <p>COIN-O-MATIC SALES CO.</p> <p>615 TENTH AVENUE (PHONE: BRYANT 9-3295) NEW YORK, N. Y.</p>	

Look To The GENERAL For LEADERSHIP

SOON..A GREATER "GENERAL"

In many ways we've had to "pull in our ears" during these pressing war-time days—which is why you haven't seen a "GENERAL" ad or bulletin for some months. Although the scope and volume of our activities have been necessarily curtailed, the quality which earned us nation-wide recognition as the home of America's cleanest, finest reconditioned equipment has been maintained to the fullest extent. According to present plans, as soon as regulations and conditions permit, construction of GENERAL'S own new building will begin. It will be one of the largest and finest coin machine headquarters anywhere, with unparalleled facilities for every type of service to America's operators—in keeping with the high quality standards we have maintained continuously, in peace-time and in war-time, since 1925.

Member U. S. Chamber of Commerce.

Established 1925 Growing Steadily Ever Since!

The GENERAL Vending Service Co.
306 N. GAY ST. ★ BALTIMORE, 2, MD.

AN UNUSUAL BARGAIN

To save crating and shipping the following equipment, some of which is in need of minor parts and repairs, may be had at a substantial saving if buyer arranges the delivery from N. Adams, Mass.:

Wurlitzer 800 Key Board	2 Bumper Bowlers (Daval)
Wurlitzer 24	Batter Up (Arcade)
Jennings Roll in the Barrel	Rapid Fire
	Five, Ten & Twenty
	5 Grip Scales

\$775

\$775

First Offer Takes This Deal. Wire or Phone
HANNA DISTRIBUTING CO.
217-219 Elizabeth St. Utica, New York
Ph. 2-5732

POST WAR DISTRIBUTORSHIPS

AVAILABLE TO ESTABLISHED AND FINANCIALLY RESPONSIBLE PARTIES FOR DISTRIBUTION OF

★ COIN OPERATED MOTION PICTURE MACHINE ★

★ CIGARETTE MERCHANDISER ★

WRITE, STATING HISTORY, TERRITORY COVERED, TO BOX 950
The Billboard, 1564 Broadway, New York 19, N. Y.

Square Deal, Blue, Unity and Victory Party Planks in 1944 Fight for Local 802 Control

(Continued from page 22)

members employed in the dance business shall be paid an hourly rate of pay to be computed from time the men report until the engagement is completed.

This plan will also include a guarantee of a minimum number of hours of employment on each engagement with the result that the sum total of each member's income will be considerably greater than at present.

Unity proposes the creation of a minimum number of men on all engagements in night clubs, cafes, and restaurants.

Steady engagements in the dance business.

A general meeting shall be called of all members who are employed in this field. At this meeting names will be placed in nomination by the membership and a committee elected to sit as a permanent body with the officials of the union. Thru their knowledge of the field they can then make recommendations which will help to create employment, and to stabilize the field. Along these lines they can recommend ways and means of getting term contracts and better working conditions.

Blue

When the Blue Ticket administration took office January 1, 1935, the open shop was rampant thruout the industry. The dance business was completely unorganized. Thousands of jobs in that field were played and controlled by non-union men. Many dual unions flour-

ished. In those days there were only two business delegates for our local in a territory stretching thru all the five boroughs and all of Long Island to Montauk Point.

Today we have 35 representatives in the jurisdiction. These work under the direct and close supervision of the elected officials.

Constant attention to this problem has been one of the most potent factors in building the strength and effectiveness of our union.

Ten years ago our local did not enforce contracts. In fact, the old officials seldom bothered to obtain written contracts at all. But the Blue Ticket administration realized that enforcement of contracts enables the employee to get the full benefits to which he is entitled by agreement.

Once it succeeded in enforcing the old book scale, the Blue Ticket administration proceeded to increase them. Several years ago we won a \$5.00 per week increase in book scale for all Class A and B engagements covering hotels, night clubs, taverns, etc. Our demand for an additional increase is now awaiting the decision of the War Labor Board in this branch of the business.

The fiercest competition and the most unscrupulous scabbing prevailed in the club job field. The Blue Ticket succeeded in improving standards of pay in this field by compelling caterers and ballroom operators to eliminate non-union competition. It formed a col-

lection and escrow office thru which the union collects from leaders and employers and pays scale to members engaged for single-night jobs. Scales were also raised and hours shortened in this field as follows: Class A engagements formerly \$14 for 5 hours, now \$16 for 4 hours—overtime beginning at 1 a.m. instead of 2 a.m.—and overtime increased from \$3 to \$4 an hour. Similar proportionate raises were adopted on Class B jobs.

Victory

To raise the economic standards of members by way of wages and working conditions; to establish a standard scale of wages for Class C jobs by transferring to Class B such present Class C jobs which should be in Class B (these proposals are not to disturb prevailing regulations with regard to minimum number of men).

Arranging and Copying Planks

Square Deal

To reclassify rates for arranging and copying in publishing houses according to the publishers' ASCAP rating; to simplify the price lists for arrangers and copyists.

Social Security for all copyists.

Strict enforcement of the 50 per cent additional price for arrangers who play with bands.

The elimination of delayed payments.

Unity

The special problems of this increasingly important group of our membership must be given official recognition. A committee selected by this group will be given official status and will regularly meet with union officials to safeguard their interests.

Blue

After organizing the jurisdiction for instrumentalists, the present administration organized a branch of the music industry which had never been touched by unions before. This resulted in bringing into our ranks the arrangers, copyists and librarians.

Victory

Advisory board would function here for the betterment of arrangers and copyists' conditions.

Theater Planks

Square Deal

Immediate enactment of legislation to increase the number of men now required for all musical and dramatic presentations.

Immediate enactment of legislation prohibiting any reduction in the number of men after the first six weeks of the presentation.

The elimination of all free rehearsals. The immediate elimination of all penalty houses.

Strict enforcement of present by-laws which prohibit organized units to con-

tract for legitimate theater engagements. (No subterfuges.)

Unity

Theater committee would function in this part of the biz according to the ticket's committee plan.

Blue

The Blue Ticket administration has succeeded in obtaining wage increases all along the line. Musical comedy scales have gone up from \$80 to \$92 a week, and those of motion picture presentation houses from \$90 to \$103.50.

Victory

We recommend a maximum of four shows daily in any theater, with extra performances subject to overtime.

Membership Planks

Square Deal

Stricter examination of new members and more rigid investigation of transfer members.

Unity

The strength of a union lies not only in the number of its members but in the economic well-being of its membership. (See Square Deal on page 93)

Movie Chain Investigating Post-War Export Business

NEW YORK, Nov. 25.—A chain of newsreel theaters is the latest outfit known to be poking around the coin machine trade with the end in view that it may enter the biz in the capacity of distrib-operator. Controlling theaters in nine big cities, from New York to California, the chain is not only well entrenched in this country but even stronger in England and also controls theaters on the Continent. It adds that it is very much interested in a deal that will give it the lion's share of the export business.

At the moment the outfit is understood to be laying the groundwork for a post-war coin machine activity in a survey of juke box possibilities. Facts as to the number of music men in the country, average costs of boxes, patents and general prospects for jukes are being dug up and sifted. A spokesman for the chain told a reporter from *The Billboard* that the chain is concentrating on the boxes because it believes these units will have the least difficulty in the export market especially in England. It will be necessary simply to change the coin chute, and considerable tonnage may be made available for the English market as soon as shipping facilities can be arranged.

Details are nebulous since, as the spokesman points out, the chain is now engaged only in a fact-finding process. There are ample indications, however, that the outfit plans one of the biggest distrib-op set-ups yet seen in the business. Any unit which the chain acquires, either as a distrib or op, will definitely be tied up with its theaters.

Eastern Sugar Users Fight Shortage by Trade Barter

NEW YORK, Nov. 25.—Sugar shortage in the East continues, but the War Food Administration this week described it as "local and temporary."

Shortage has become so serious that Eastern manufacturers who use large quantities of sugar have been buying it from Western refiners and absorbing extra shipping charges as an alternative to closing their plants. This includes such large industrial users as makers of confections and soft drinks.

This type of buying, which runs the price of sugar to about 7½ cents a pound, while limited in volume, is something new in purchasing, since manufacturers normally buy in volume direct from refiners thru brokers. The manufacturers must absorb the higher charges in his finished products.

WFA declares that the sugar situation is one of spot shortages in New York and some other localities and may soon be relieved. Trade observers are less optimistic, however, holding that the future is not rosy and there is little prospect that as much sugar will be available for the next 12 months as has been used during 1944.

Meanwhile, in Washington, after negotiations lasting about two weeks, the

Cuban sugar delegates, conferring with government officials for purchase of the 1945 and 1946 crops, broke off discussions for the second time. Disagreement over prices was given as the reason for the Cubans leaving Washington.

In New York supplies of sugar are so limited that the Society of Restaurateurs, representing some of the city's swankiest eateries, has advised its members to take the sugar bowls off tables and have the waiters serve the sweetening sparingly.

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Keeney Twin Super Bell, 5¢ & 25¢, F.P. & P.O. ... 695.00	Evans '41 Domino, J.P., 2-Tone Cab. ... 395.00
Keeney 4-Way Bell, 4-5¢ ... 695.00	Evans '41 Lucky Lucre, 2-Tone Cab. ... 295.00
Keeney Super Bell, 5¢ & 5¢, Cash P.O. 450.00	Bally Roll 'Em, Dice Symbols ... 185.00
Mills Four Bell, 3-5¢ & 1-25¢, Fruit Reels ... 845.00	Baker Pacer, Latest Model, Daily Double J.P. ... 295.00

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English Ideas Eyed by Disk Experts

Oldie Records Prove Big Windfall, Juke Ops Admit

CHICAGO, Nov. 25. — Music operators who are fortunate enough to have a stock of old records can still cash in on them, a survey of representative ops indicates.

In gathering material for *The Billboard's* music popularity chart, old tunes were mentioned again and again as being in the "going strong" category. Two of Irving Berlin's songs, *Together* and *Always*, rank sixth and fourth respectively on the best selling sheet music chart, and the former is in ninth place for the most played juke box records, for the week ending November 16.

Dance With a Dolly, in ninth place on the juke boxes, is about 25 years old. *It Had To Be You*, in 16th place the preceding week, is far from being a new tune. *What a Difference a Day Made*, second in the coming-up bracket, is another tune which was introduced several years ago.

Other old tunes which operators here

report are consistent nickel-fetchers include: Ray Noble's *The Very Thought of You*; *Whispering*, by Tommy Dorsey or Horace Heidt's orchestras; Noble's *Goodnight, Sweetheart*; Wayne King's *The Waltz You Saved for Me*; *Out of Nowhere*, played by Teddy Wilson's band; and *Confessin'*, with Lionel Hampton's orchestra.

The newly ended ban on making records isn't alone responsible for the popularity of these older numbers. Decca, which has been releasing new records for months, has waxed several old tunes, including *Together*, *Dance With a Dolly*, and *It Had To Be You*. Hit has recently brought out *Always*, *Dolly*, and *It Had To Be You*.

Whatever the explanation, the experience of these operators proves that age is no barrier to a tune's being profitable.

Plan Bigger Program For Teen-Age Clubs

NEW YORK, Nov. 25.—Teen-age canteens, with their wholesale entertainment facilities of juke boxes and snack bars, are a means of saving a lost generation of youth, assertions made at the four-day 30th National Conference of Catholic Charities at the Hotel St. George in Brooklyn indicated. Spokesman of the conference also emphasized that a greatly expanded program must be made to utilize youths' talents that otherwise might go and, in some disastrous instances, have run rampant into disastrous and destructive channels.

"Teen-age canteens and federations of gangs have proved that youngsters can be given a sense of community responsibility and can carry on successfully with a minimum of adult guidance, serious activities of genuine value to the communities to which they belong," Howland G. Shaw, assistant secretary of state, told the conference.

"Our attitude toward the adolescent must change in the direction of developing with him or with her a genuinely co-operative relationship," Shaw declared. He warned the group of an extended attitude of "you'll know better when you grow older," and he issued a statement of the dangerous results from attaching too much importance to external signs of independence in teen-agers. The altered attitude of adult leaders, parents and guardians should be, Shaw said, one of developing the inner character of the juveniles, and re-emphasized the worthwhile projects of the present teen-age clubs.

It was pointed out at the conference, which was attended by 1,500 delegates from Catholic charities, schools and social welfare agencies thruout the country and held in conjunction with the annual meeting of the Society of St. Vincent de Paul, that the United States was still behind the strides taken by England and Russia in meeting the problems of worthy community projects for youth. Shaw, in commenting on this aspect of the problem, added:

"Our Allies in the war have out-distanced us in respect to participation by children and adolescents in projects of genuine social significance. As early as the first five-year plan our Soviet ally found a part and a real part for children and adolescents of the Union to play in the achievement of that plan; our British allies, because of the direct and obvious effects of the present war, have enlisted their younger generation in a great variety of useful kinds of work."

Unofficial declarations at the conference took definite action with the plan of establishing projects for youth by pledging support to the activities already formed. The conference assumed a high spirit of responsibility by attaching the importance of organized efforts to expand the teen-age program.

How To Get a Juke

FORT WORTH, Nov. 25.—Three G.I. members of the young people's department of the Polytechnic Methodist Church have built a first-class juke box out of parts salvaged from several other machines. The juke box has been installed in the servicemen's recreation room at the church. Builders of the box are Tech. Sgt. M. J. Ivie, Lloyd Slawson and Gilbert Clark.

Juke Ops Already Feel Benefits of AFM Disk Release

BALTIMORE, Nov. 25.—As a result of the settlement with RCA-Victor and Columbia Recording Corporation, the American Federation of Musicians, records are beginning to come thru in more substantial amounts, according to a local survey of music box operators. It is true all operators are not getting the benefits of the more substantial shipments, but this is a good sign as it indicates more records are being released by manufacturers, and from now on operators can expect to get a fair share of records pressed.

One thing is certain, the recording companies do not have to depend on re-issues, but can now offer new numbers. Because of the war and the thinning ranks of the recording masters who in the past provided most leading record hits, it is expected that a number of new masters and recording artists will be enrolled by the record manufacturers.

Judge Puts Juke Out of Order To Have Quiet Bite

RICHMOND, Va., Nov. 25.—The sound of juke-box music has various effects on people. Some want to dance, others fall asleep and others just can't stand the noise. In the latter category one will find Justice Tom Fletcher, of Civil Justice Court, who has no love whatsoever for hillbilly, ballad, swing or jive. His ire was particularly aroused when a juke box was placed in his favorite Main Street luncheon spot recently which was drowning out some of his coveted bull sessions with attorney cronies during the lunch hour.

Fletcher wracked his legal brain and came up with an answer. Now, when he walks into the eatery with his friends, for lunch and the heated discussions which are part of his meal, he carries with him a sign which reads: "Out of Order," and which is hung on the juke as the judge sits down. He removes the placard when he leaves depositing various sums to compensate for the loss so that others might have music with their meals.

"It's a reasonable fee for peace and quiet," he rules.

Berman-Miller Merger

NEW YORK, Nov. 25.—Prominent out-of-town and local jukemen were among an intimate circle of family and friends who attended the wedding and reception of Machinist Mate 2d Class Jack Berman, son of Mr. and Mrs. I. Berman, of Economy Supply, to Helen Miller, of Baltimore, at the Riverside Plaza, Sunday (19). The bridegroom is on a short furlough and will return to the fleet November 27 following a short honeymoon at Lakewood, N. J.

Among coinmen present were Mr. and Mrs. S. Schneider, Detroit; Mr. and Mrs. H. Paul, Baltimore; Mr. and Mrs. M. Schanks, Baltimore; Mr. and Mrs. H. Budin, N. Y.; Mr. and Mrs. W. Alberg, New York, and Mr. and Mrs. C. Aronson, New York.

Diskers & Co. Lease Plan

It'll hit stations and jukes —anything but AFM unemployment fund is okay

(Continued from page 14)

which the copyright is obtained by the manufacturer, who therefore obtains the right to license or prevent the use of recordings for public performances on such terms as the manufacturer dictates. Consequently, the Phonograph Performance Limited.

For such an organization to be formed in this country would necessitate a legislative change, but according to this source it would certainly be worth the time and effort. It was even suggested that our copyright law might be approached by legal minds in an effort to provide such a set-up. This major company's prime idea would be to form an association to handle the record rights and create for the artist and the manufacturer a property right in each disk made.

Artist and Manufacturer

Consequently, if and when disks were made after that association was formed, public performances for profit of records would necessitate a sum of money going to the artist and manufacturer, with each splitting the money coming in. According to this exec, if the artist at that time wanted to give part of his share to the union, that would be his business. However, it's apparent, in the light of the present situation, that the record companies want to fight the union's victory by implying to the artists involved that they have an inherent right in each record that they make and are entitled to money for commercial usage of the disk.

It's the divide and conquer technique. Whether or not disk companies have enough strength by virtue of their power to make bands hand out terrific royalty checks, etc.: To put this bug in the ear of the band leaders is a question. It would mean changing of the present-day philosophy wherein the union, namely Petrillo, has the complete say so far as his members are concerned. However, if they could convince them that there would be sufficient dough coming in to them, not going into a union fund—as is now the case—who knows what the thought of a bundle of cash might do.

When asked about the possible aches involved in the taxing of stations for public disk performances for profit, nothing but a shrug was given by the exec. There is no doubt in the minds of radio and disk company execs that a victory over Petrillo at any cost, and at any time, would be worth ruffling of relations with affiliated stations.

Alley Eyebrows

Tin Pan Alley execs lift their respective eyebrows at this prospective result. They figure that it would be a costly thing for radio-owned disk companies to voluntarily force more dough from their stations. However, be it as it may, the anti-Petrillo feeling among web and disk execs is so much against the principle gained by the AFM victory that anything and everything will be done to cancel out the gain.

Again, it would probably be worth it to radio people to call for a taxation for public usage on phonograph disks if what they fear re Petrillo moving into radio next comes true. If Petrillo should ask for so much for every 15 minutes of commercial program time using music, or whatever system he sets up, that sum at the end of the year would be much more for individual stations to pay than a percentage for each disk played over the air. If this point is emphasized by radio people they might be able to sell radio stations on the idea, especially (See *English Ideas Eyed* on page 92)

GI's Unearth Chi-Made Pin Games In Ruins of Aachen

CHICAGO, Nov. 25.—Another exciting pinball story has come out of Europe. This time it comes from Aachen and was recently published in *The Stars and Stripes* overseas. The story featured in its headline that Aachen had quit playing pinball. A clipping of this news story was received here by Shirley Corush from her brother who is in the European war zone. Miss Corush is employed at the Empire Coin Machine Exchange here.

According to the news report, when American soldiers got inside Aachen they began examining the remains of old buildings and found many odd things in the ruins. In one former building, now just a shell, they found a pinball machine which had the name of a Chicago manufacturer on it. The newspaper failed to mention the name of this Chicago manufacturer.

Very few coin machine stories have come out of the European fighting zone. Only recently an American soldier on the Italian front reported to Chicago friends that he had seen several small slot machines in Italian taverns which had been made in Germany and apparently sent to Italy to gather up loose change there.

Ohio Appliances, Inc. New RCA-Vic Distrib

CINCINNATI, Nov. 25.—Ohio Appliances, Inc., Sixth and Court streets here has been named a wholesale distributor of RCA-Victor radio and electronic products and Victor records thruout the Cincinnati area, it was announced Monday (20) by H. M. Winters, regional manager of RCA-Victor's Cleveland office.

"While the RCA-Victor plants are today primarily engaged in turning out radar, radio and other electronic apparatus for the armed forces," Winters said, "the company is looking forward to the time when it will again be manufacturing phonographs, radios, television receivers and other electronic products for the home and industry. The appointment of Ohio Appliances, Inc., will insure that RCA-Victor dealers in the Cincinnati area have the benefit of prompt and efficient distribution of RCA-Victor products as soon as civilian production is resumed."

Among RCA-Victor products to be distributed by Ohio Appliances are radios, television and FM receivers, electron tubes, radio phonographs and phonograph records.

MOVIE MACHINE REVIEWS

Assembled and released by Soundies Distributing Corporation of America, Inc. Released date, November 13.

Program 1188

Dreams of Old Hawaii stars LANI McINTYRE'S ORCHESTRA. Restaurant setting. There's a vocal chorus by one of the bandmen and the ALOHA ISLANDERS, four dancers, appear briefly. (Filmcraft.)

Something new has been added to the Soundies program—animated cartoons. First of the series is *Romeo Robin*, a pleasant little feature with catchy musical background. Various birds yodel, dance and play musical instruments. (Soundies.)

Willie, Willie, Will Ya? is a novelty song. Featured are HERBIE KAY AND HIS ORCHESTRA, with ELLEN CONNOR handling the vocals. Bandstand setting. (Minoco reissue.)

THE BURCH MANN DANCERS, five girls, live up to the title of the reel called *Stepping Fast*. They do a group precision dance, then the girls take short solo parts. (Filmcraft.)

The currently very popular tune, *Dance With a Dolly*, is played by GEORGE PAXTON AND HIS BAND. LIZA MORROW sings a couple of choruses, and GAYLORD AND NORMA dance. Bandstand setting. (Filmcraft.)

HARRY LEFCOURT'S RED JACKETS, five men and a girl, play in *Polka Fun*. The music is *Pennsylvania Polka*, with the girl from the band carrying the vocal. There's also a short dance by a girl and boy. Night club background. (Filmcraft.)

The Old Oaken Bucket, swing style, is presented by THE FOUR POLKS, two boys and two girls. They sing as well as play a guitar, bass and xylophone. Setting is a high-school frolic, and during the action six attractive girls emerge from the well and dance. (R. C. M. reissue.)

THE LITTLE FOUR QUARTET sings *Chi Cha Man*. Setting is a sea food bar, with the foursome singing about red hot buttered crawfish and other delicacies. (Filmcraft.)

ENGLISH IDEAS EYED

(Continued from page 91)

thru the National Association of Broadcasters.

Eye Juke Box

Another point is that manufacturers feel that if artists are willing they can carry the property right to juke boxes as well as performances over radio stations. This is seen as a real possibility in the present juke box controversy going on now, with Morris Music contending that the wording of 1911 copyright law is ambiguous in the sense that it calls for a license of music only where there is an admission at the door. They claim that paying for drinks, etc., constitutes a paid admission. Case is pending, however. Record companies and leaders, if they get together on the above, can claim that they have a joint property right in the copyright of the record and can also refuse to allow it to be played for profit on jukes unless there is a payment on part of the user.

It's a Law in Pennsylvania

As it stands now, the State of Pennsylvania has on its statutes a law giving the interpretive rights to the artists. This came about when Fred Waring tried to prevent a Pennsylvania radio station from using his disks. Waring formed the National Association of Performing Artists some 10 years ago for this very purpose, and as a result of court action the State recognizes that both record companies and artists (some 10 artists) have the say-so as to whom administers the rights for public performances. Again, in the case of Paul Whiteman against Martin Block, Station WNEW and RCA-Victor, some time ago, it was found that Whiteman didn't control the rights, but rather both Whiteman and the company have the rights.

Record and radio execs look on this as a natural condition for their idea of artist-manufacturer set-up. If they can convince artists that there is a great deal more dough in it for them this way, get some sort of legislation thru that would make it legal—and as a result nullify the Petrillo victory—situation may swing once more toward the disk companies.

Assembled and released by Soundies Distributing Corporation of America, Inc. Release date, November 20.

Program 1189

Canine Capers presents MAX MULLER AND HIS TRAINED DOGS (4). The dogs do several acrobatic tricks, and Muller has one short solo routine. A park provides the background. (Filmcraft.)

The Line Is Busy is released in connection with the Sixth War Loan. It shows effectively the necessity for war workers' continued production, and one portion of the subject is enough to prove to anyone that the war is still far from over. (U. S. Treasury Department release.)

MARLYN MAXWELL, of radio and stage, sings *Tea on the Terrace* to a picture of her dream man. Four lovelies who sunbathe, then dance, add eye appeal. The setting, naturally enough, is the terrace of a penthouse. (R. C. M. re-issue.)

An old-timer, *Side by Side*, is revived by NICK LUCAS. He appears as a street singer, entertaining several couples in a park. (Filmcraft.)

Paris Is Gay Again is sung by JAMES ALEXANDER, as one of the conquering Yanks. Scene is a Paris street, with can-can dancers (6) and an apache team providing additional entertainment. (R. C. M.)

BOBBY DAVIS, in *Dance Impressions*, impersonates several noted hoofers, including Pat Rooney, Bill Robinson and Ray Bolger, and concludes with a self-impersonation. Stage setting. (Filmcraft.)

Ja Da, a song at least 20 years old, is revived by HENRY LEVINE AND THE DIXIELAND JAZZ BAND. Action switches from a college campus to a sedate musicale to an operating room (Minoco re-issue.)

THE THREE PEPPERS sing *Ain't She Pretty*. They're standing on a street corner and a girl who fits their description appears to dance briefly. (Filmcraft.)

Overseas Servicemen To Get GI Talent Diskings

BALTIMORE, Nov. 25.—Servicemen stationed overseas soon will be hearing V-disk music varying from symphony to hillbilly at the Third Service Command points, camp and stations, it has been announced by Maj. Gen. Hayes, commanding general of the service command, whose headquarters are in Baltimore.

A contest sponsored by the army service division, is under way to select the best soldier bands, glee clubs and orchestras in the Maryland, Pennsylvania and Virginia area. The posts competing include Fort George G. Meade, Maryland; Edgewood Arsenal, Maryland; Camp Lee, Virginia; Camp Pickett, Blackstone, Va.; Indiantown Gap (Pa.) military reservation and port of embarkation.

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WANTED! Complete Music Route Will Pay Cash

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155 N. Clark Street
Chicago 1, Illinois



BETTER

for wartime operation. This great new coin phonograph needle is specially designed to help you through a tough period. Ask your Columbia, Decca or RCA distributor about it. Costs no more. Serves you better.

Permo Point Elliptical needles will continue to be available through regular distributors.



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MUSICAL MOVIES

... offer a profitable source of revenue of interest to all operators. SOUNDIES are thrill-packed, professionally-made films ... with the greatest names in show business to work for you! Prepare now for post-war's greater profits.

Write today—let us know type of machines you are operating.

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All films in our library are approved by City and State Censorship Boards.

WILL PAY HIGHEST PRICES FOR FOLLOWING

ROCK-OLA: SPECTRAVOXES & PLAYMASTERS, DELUXES, STANDARDS, MASTERS, SUPERS, with or without remote control.

SEEBURGS: 8800 E. S. R. C.

WURLITZER: 750E and 800's

BALLY: CLUB BELLS and BIG TOPS

GIVE US FULL DETAILS, CONDITION, AND ADVISE HOW MANY PIECES YOU HAVE IN FIRST LETTER!

B. D. LAZAR COMPANY

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We Pay Spot Cash FOR YOUR USED RECORDS

No Shipment Too Big ... None Too Small

Popular • Hillbilly • Race • Polkas

Wire Collect How Many You Have

WE PAY THE FREIGHT

J. F. BARD

414 South Franklin Street

Chicago 7, Illinois

Square Deal, Blue, Unity and Victory Party Planks in 1944 Fight for Local 802 Control

(Continued from page 90)

We believe that every human being has a right to aspire to any occupation which he desires to pursue. We cannot lose sight of the fact, however, that admission to a specialized trade or profession must be subject to definite standards of competency.

Incompetency is a permanent barrier to the attainment of a decent standard of living in any trade and no union has the moral right to condemn any human being to a future of economic insecurity and misery for the sole purpose of enriching its treasury with initiation fees and dues.

We charge the present administration of Local 802, during a period of great unemployment in our industry, has flooded the union with approximately 2,000 new members each year. This practice is primarily responsible for the tremendous prevalence of kick-backs, chiseling, cut-throat competition and excessive unemployment. We will not close the books of the union to those who are competent.

We will, however, pursue a policy of requiring a fair standard of admission in order to protect the interests of our membership. This policy is the only guarantee of a strong, stable and effective union.

Blue

Upon taking office, the Blue Ticket in-

PHONOGRAPH RECORDS



150,000

BRAND NEW RECORDS

150,000 BRAND NEW RECORDINGS always in stock! Victor, Columbia, Dec-

ca, etc., and over 30 other makes. Whether it's a new "Hit Parade" number or some old time favorite you can get it from us. We have thousands of single classical and all of the albums of Concertos, Operas, etc. Also Polkas, Foreign, Jazz, Boogie Woogie, and Cowboy Tunes. Get the records you want. Buy by mail. We ship everywhere! Monthly magazine containing new record reviews SENT FREE! Send your name and address. Automatic Sales Co., 56 East Hennepin, Minneapolis 1, Minn. "N. W.'s Most Talked About Record Shop."

WILL PAY 8¢ EACH

For Used Phonograph Records. Write us for full details.

DAVIS SALES COMPANY

625 Erie Blvd., East Syracuse 2, N. Y. Telephone 5-5194

RECORD DISCS

For 61, 71 and all other Wurlitzer Counter Models, reconditioned. I will make your old discs the same dimensions as when new and guarantee them to give satisfaction. Price \$7.50 for set of 12, or \$8.00 a set in lots 5.

HUGO JOERIS

3208 Jackson St. AMARILLO, TEXAS

WANTED

Phonograph Mechanic for Richmond, Va., Territory. Unusual opportunity for an all-round music man with large distributor. This is a permanent position with a definite future. Do not apply unless you know your stuff and are capable of meeting the public. State experience, salary expected and when available.

WERTZ SUPPLY CO.

841 W. Broad Street RICHMOND, VA. Phone 5-3377

roduced an amendment to the local's constitution, which was adopted at a membership meeting, providing that no members can be discriminated against because of race, creed, color or political belief. For 10 years we have consistently fought against discrimination of any kind. We have fought for the passage of the Anti-Lynching Bill by Congress, for the abolition of the poll tax, for a permanent fair employment practices committee and similar measures. And we have always obtained for our Negro members the same wages, working conditions and treatment as for our white members.

Victory

To effect ways and means, in conjunction with the federation, to prevent overcrowding of our local by unwarranted influx of members from other locals after the war.

Benefit Planks

Square Deal

The continuation and amplification of all relief and Social Security benefits.

That every effort will be made to provide for complete hospitalization for all members and their families.

POPULAR RECORD RELEASES

(Continued from page 20)

- OUR WALTZ Fred Waring Decca 18632
- PEG O' MY HEART (12") Miff Mole and His Nicksieland Jazz Band Commodore QT18
- POUGHKEEPSIE Johnny Mercer (June Hutton, Pied Pipers, Paul Weston Ork) Capitol 180
- ST. LOUIS BLUES (12") Miff Mole and His Nicksieland Jazz Band Commodore 1518
- STORIES FOR CHILDREN TOLD IN HIS OWN WAY ALBUM..Capitol J-1
Jack and the Beanstalk.....The Great Gildersleeve
Puss in Boots.....The Great Gildersleeve
RumpelstiltskinThe Great Gildersleeve
- SWEET AND LOVELY Fred Waring Decca 18632
- SWINGIN' THEM JINGLE BELLS... "Fats" Waller Victor 20-1602
- THE BARN DANCE POLKA Hoosier Hot Shots Decca 4453
- THERE GOES THAT SONG AGAIN. Billy Butterfield Ork (Margaret Whit- ing Capitol 182
- THIS IS THE CHORUS..... Hoosier Hot Shots Decca 4453
- TOGETHER Victor Young Decca 23367
- WHITE CHRISTMAS Frank Sinatra (Axel Stordahl) Columbia 36756
- WHY DOES A BEE LIKE HIS HONEY? Korn Kobblers Beacon 7320
- YOU'RE GONNA BE SORRY "Fats" Waller Victor 20-1602
- YOU ARE TO ME Sula's Musette Ork (Don Baker) Continental C-1155

Unity

The insecurity of the musical profession is well known to every practicing musician. All students of modern government realize the necessity of cushioning the shock of emergencies and hardships thru planned social legislation. Along these lines Unity is presenting to our membership the result of its own planning and thinking. We believe that the trade union movement must be in the forefront of social planning and collaborate with all progressive national legislation.

To submit to the membership practical plans for the extension of hospital, medical, dental and optical service for all members and their families.

By virtue of co-operative action and our large membership we are sure that feasible plans along modern social lines can be worked out with the full approval of our membership.

Blue

The relief, social service and medical department has, since 1935, honestly, efficiently and without favoritism or partiality administered over \$5,500,000 in direct cash relief benefits to eligible unemployed members.

Among the pioneer achievements of this administration is a health plan which was acclaimed by the entire labor movement. The union's relief fund pays the full expenses for those members who need health care. This includes district doctors, hospitalization, operations, specialists' services, clinical services, prescriptions and maternity care.

Victory

A new medical plan which will provide a complete medical service to all mem-

bers of our union. This medical plan to be supervised by experts in the field of co-operative medicine. This plan was proposed in 1940 to the executive board by one of the members of our group.

No Cellophane Needed

One of many wartime discoveries is reported by *Business Week* magazine, which says that cigarettes of the not too distant future will keep in prime condition for periods considerably longer than were formerly considered possible. The secret is that tobacco treated with a commercial solution of sorbitol picks up little moisture during weather of high humidity, and loses very little during dry days.

NEW CIG ANGLES

(Continued from page 88)

nationally advertised brands. Nearly every store, however, has at least one popular brand available, but it is questionable, at the rate they are being sold, how long this situation will last.

One dealer said his normal supply of cigarettes, 60,000 to 75,000 a week, had dwindled to about 17,000. He showed his latest order; out of 18 brands ordered, eight were crossed out and the rest were cut down, most of them drastically.

Another dealer said he was getting about half his normal supply and apparently doing twice his normal business. He was down to four brands, all of them in the semi-popular class. Like all the

other dealers interviewed, he declared hoarding was a terrific problem at present.

Chicago

The city government has power to suppress or curtail illegal sales of cigarettes, according to one municipal judge.

Formerly an assistant corporation's counsel, the judge declared the city's licensing powers could be invoked to curb the black market in cigarettes.

An antique shop dealer was charged in a federal warrant this week with having sold 20 cartons of cigarettes for \$70 or \$8.50 a carton. This was hailed as the opening gun in the drive against black marketeers here.

Available Now NATIONAL RECORDS

DICK THOMAS COWBOY SONGS

5001 BROKEN HEART YOU NEVER LOVED ME

5002 A COWBOY IN KHAKI SAN ANTONIO SERENADE

5003 IF MEMORIES WERE MONEY DOWN IN OLD WYOMIN'

5004 SEND THIS PURPLE HEART TO MY SWEETHEART THEY'LL NEVER TAKE THE TEXAS OUT OF ME

Operators' Price—49 Cents

JAZZ SERIES-INSTRUMENTAL

9001 SWEET AND LOVELY WHITE ROSE KICK

9002 DEEP BLUE DREAM BYAS'D OPINIONS

Operators' Price—65 Cents

Write for Other Releases.

ALLIED MUSIC SALES CO.

3112 Woodward Ave. Detroit 1, Mich. Phone: Cadillac 2000

COIN MACHINE MANUFACTURERS and DISTRIBUTORS

See the inside front cover for a message of importance to YOU

Coin Machine Acceptance Corp.

WANTED MECHANIC

For Phonographs and Remote Control. Must be sober and reliable. Good salary. Write or wire

JEFF EMERSON, PAL MUSIC CO. Palatka, Fla.

PROJECTOR BULBS NOW AVAILABLE!

New General Electric 750 Watt, 200 Hour Bulbs for Panoram Movie Projectors—\$4.75 plus 7½% Federal Tax.

Also new G. E. Bulbs at regular prices for all types Spotlights, Floodlights and Projectors. Specify watts, volts, type base.

All shipments C. O. D.—Immediate Delivery.

PROJECTOR LAMP SALES CO.

5209 W. 23RD

DEPT. B

CICERO 50, ILL.

PRINTED ★ PHONO ★ TITLE ★ STRIPS

Now available for Victor, Bluebird, Columbia, Okeh, Decca, Capitol and Hit records. Strips for all other labels available first of year. A postcard brings samples, list of titles and prices. Get rid of that title strip "headache."

DAL E. HAUN COMPANY

303 NIXON BUILDING

PITTSBURGH 19, PA.

Candy Venders Only Out For Xmas Shopper Needs

Armed forces take most hard sweets, and no let-up in sight—National Confectioners' Association announces results of extensive study

CHICAGO, Nov. 25.—It is expected that a run on candy vending machines will be made by the Christmas shoppers throught the nation as they find that most of the hard candies and novelty confections put out for them heretofore have gone to our fighting men all over the world.

Shoppers who usually bought their Xmas candy supplies a week or two before the festive days will commence their candy quest the first part of December this year, and candy venders wherever they're located will be emptied even sooner than usual as the situation becomes pregnant.

The National Confectioners' Association, meeting in a special conference of directors and committeemen here in Chicago this week, announced that the home front will do without hard candy supplies and 5-cent items in order to keep G.I. Joe's sweet tooth satisfied. They did state, however, that stocks of pound candy already packaged will be about the same as last year.

No Decrease Sighted

About 30 leading candy manufacturers in session here at the conference reported that there will continue to be heavy demands of the armed forces for many months and they foresee no let-up even in the early part of 1945.

Col. R. I. Harry, of the Jersey City (N. J.) Quartermaster Depot, told the candymakers at their meeting. "Overseas re-sales have been running more than 300,000,000 bars per month," he stated. And no decrease has been sighted.

The sugar, milk, chocolate, nuts, eggs, fruits and other ingredients which went to make the candy canes, fancy, filled and plain hard candies, chocolate Santa Clauses and other novelty Christmas candies of pre-war years are now being used to supply this wartime demand. A large portion of this candy is being purchased by the Jersey City Quartermaster Depot under the recent set-aside order issued by the War Food Administration which provides that every manufacturer of 5-cent candy items set aside 50 per cent of his monthly production for government use. The Jersey City Depot, in addition to taking care of these shipments of candies for the army overseas, also assigns certain quantities of this allotment to the Navy and Army Exchange Service.

Demands Will Continue

There is every expectation that the other purchasing agencies of the government, such as the Chicago Quartermaster Depot, will continue their demands during the early part of 1945 for confections such as hard candies, caramels, chocolate-coated peanuts and raisins and other types included in army rations.

Other army and government officials present at the special meeting were Col. J. W. Fraser, chief subsistence officer; Capt. Vernon M. White and L. A. Wright, and Paul L. Redel, civilian buyer, all of the Chicago Quartermaster Depot.

The candy supply situation has not only been affected by the severe demands of the government for the product but also the tight ingredient situation. Ac-

ording to present indications there will be no additional quantities of sugar or chocolate available during the first part of 1945.

A careful study of the ingredient supply situation which represents the views of the NCA directors and constitutes the basis on which the above opinions are established was made and presented for trade information.

Ingredients Outlook

I. SUGAR. The tight supply situation which reached a peak of severity during canning season in the north central part of U. S. in September was alleviated in that section somewhat by the movement of the new beet sugar. However, numerous adverse factors—lack of bottoms, labor shortage, etc., affected the Eastern refiners who have been unable to deliver candy manufacturers the quota allotted. Negotiations for the purchase of the Cuban crop are still pending, with the Cuban interests intent on selling two crops, 1945 and 1946, at a price of \$3.15, whereas American interests are negotiating on the basis of purchase of the 1945 crop and a part of the 1946 crop at a \$3 price with an option to buy the balance of the 1946 crop. Candy manufacturers may feel a pinch on sugar once again in the V-E era if rationing continues on a basis of less than 100 per cent if sales to quota-exempt agencies decline as the armed forces are disbanded.

II. FATS AND OILS. The situation continues comparatively tight on these ingredients. There is no indication that WFA will permit fats and oils processors to increase the amount they are now manufacturing (88 per cent for types

used by confectioners). No early resumption of coconut oil importation from the Philippines is seen by trade observers in any appreciable quantities. Predictions are made that movements of this oil will not begin until the finish of the Philippine campaign. There is also much question as to what the condition of the manufacturing plants will be when the Japs are chased out of the islands.

III. COCOA AND CHOCOLATE. The production of cocoa products has been precarious because of supply, short labor and the increased demands for these products. The tight cocoa supply situation may be relieved to some extent because of large scale current shipments from Africa, Brazil and England, but the increased flow is expected to be channeled to military requirements, leaving little additional for civilian consumption. Cocoa stocks in licensed warehouses on that date totaled 55,000 bags compared with approximately 131,000 bags at the same time last year. Fears regarding the post-war situation of cocoa products are based on many factors, lack of insect control, government control of crops by England and Brazil and increased demand by war-relieved countries.

The United States normally imports 45 per cent of the total world production. The chocolate and candy industry, the largest consumers of cocoa beans, are dependent upon adequate supplies at reasonable prices if it is to continue to sell candy to the masses on a low-unit price basis.

IV. PEANUTS. The November 1 estimate of peanut production is 2,336,865,000 pounds. This compares with 2,199,960,000 pounds which were harvested. (See Candy Venders on page 96)

Traffic Volume and Play Studied by NY Drink Ops

NEW YORK, Nov. 25.—Volume traffic alone does not constitute a good location for a drink vender. Volume traffic plus quality buyers does.

This, in part, was the conclusion arrived at by the Eagle Automatic Sales Corporation following pre-testing of drink vender routes before the firm had placed a single unit. Execs of the firm undertook "on the spot" observations of drink vender locations and these observations were translated into a list of do's and don'ts which the firm makes pay good dividends.

Sam Crummins and Moe Kassoff, Eagle's head men, spent days watching drink venders in operation in the basements of two large New York department stores. It is generally conceded that drink units will go over in any spot where there is a consistent traffic volume. Yet Crummins and Kassoff observed that the particular venders observed were not doing so well on their respective locations. After studying traffic in the spots closely they came up with their answer: The basement locations in both of the retail outlets catered principally to bargain hunters. Obviously this type of shopper was out to save a nickel and wouldn't spend it in a drink machine.

It was a different story at Macy's, however. Crummins and Kassoff observed a battery of drink venders at Macy's main floor locations humming continually. Why did the machines go here and not in the basements of the two other stores? Again Eagle's execs applied themselves and came up with an answer: Macy had placed the venders not only on the main floor at a point that store traffic passed, but the machines had been placed near such special departments as drugs and books and not far from entrances to the store. Because the machines were on the main floor, near books and drugs and, near a door, there was provision for an overflow of quality buyers and it was precisely this overflow traffic that was observed using the machines, according to Crummins and Kassoff. In the study of beverage venders in terminals, public buildings, industrial plants and recreation centers, Crummins and Kassoff saw machines getting excellent potential patronage but losing out because the personal service wasn't there.

Out of complete observation Crummins and Kassoff arrived at these principles in successful operation of drink venders:

1. Volume traffic does not necessarily make a good location for drink venders. To qualify, a spot must show maximum

quality buyers, as well, who have easy access to the machines.

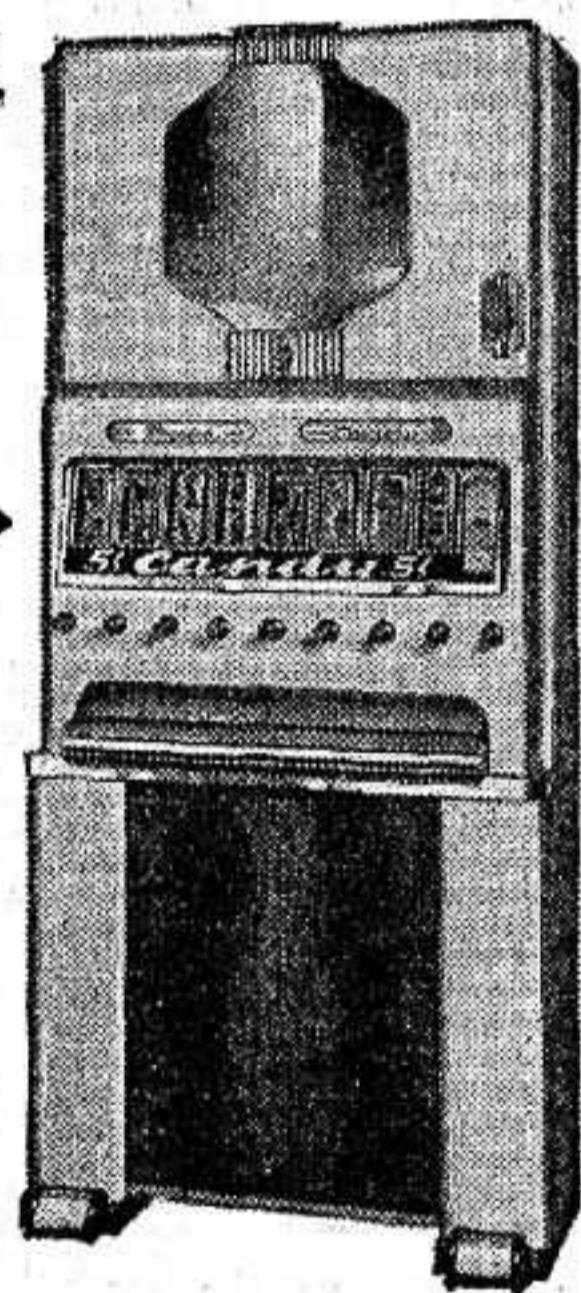
2. Don't assume volume will not be excessive. Clock the spot. It is just as ruinous for a machine to get too much attention as too little. In the latter case the cost exceeding the take is a problem; in the former, rapid emptying of one or two units antagonizes additional customers who take it out on the location owner if not the machine. After one or two experiences like this the location owner sees the whole idea as a liability and orders the machines taken out.

3. Service is of the essence. Over and above keeping machine full, there are the very important requirements of cleanliness. When the op gives service he builds a reputation. He can pull a machine out of one location and look for another knowing that his reference will stand up.

4. Vandalism must be anticipated by all ops. Since experience verifies that industrial plants are the worst offenders in this regard, it has been found that by appealing to plant management or to union officials, vandalism in plants is curbed greatly if not entirely eliminated.

PROVED DEPENDABLE

Univendor



Univendor operators today appreciate the wisdom of their selection of this fine candy vendor. For with replacements difficult to obtain, it is important that their machine continue to operate perfectly . . . and their Univendors are doing just that.

For the present and until Victory the large Stoner plant is engaged 100% in important war work for Uncle Sam.

STONER MANUFACTURING CORPORATION
AURORA, ILLINOIS



BALL GUM SUBSTITUTE
MARBLES—GLASS—ASST. COLORS
Barrel of 50,000\$59.50
Keg of 15,000 19.50

★ ★ ★
CHARMS, Best Grade, 15 Gross Carton,
\$13.25 Parcel Post Paid.

★ ★ ★
COIN COUNTERS, 1c or 5c Cast Aluminum,
\$1.25 Each While They Last.

★ ★ ★
WINGS, Counter Game, Rebuilt,
\$7.95 Ea.

Full cash with order--f.o.b. factory

TORR 2047 A - SO. 68
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CIGARETTE VENDING MACHINES

U-Need-a-Pak 6 Cig. Cigarette Machines with Floor Std. As illustrated. Capacity 170 packs. Slug proof. 15¢ or 20¢ Models. In good condition. Guaranteed. Terms: 1/2 with order, balance C. O. D. Write for complete list of Cigarette, Peanut & 5¢ Candy Bar Machines.

ASCO 238 MURRAY ST. NEWARK 5, N. J.

Supplies Only a Headache to West Coast Cigarette Operators

LOS ANGELES, Nov. 25.—Cigarette shortage hasn't eased any here. But people are getting used to it and ciga-

rette machine operators have designed their operations around it. Operators are (1) filling machines once a week and letting consumers empty them immediately; (2) not putting any packages in machines but giving them to the location owner to sell, or (3) taking machines off locations.

Some funny stories have been brought to light by the shortage. One of the latest is that a servicewoman for Cigarettes Unlimited filled a machine on Hollywood Boulevard. While she was filling it she noticed a woman leave the location. Before the servicewoman could leave the spot the woman was back with a water bucket, two men and a lot of change. The machine was emptied before the firm's representative had chance to leave the building.

Such cases are isolated, but this story does give a good idea of what's going on. This incident and others prompted Russell Collier, of Cigarettes Unlimited, to change his method of selling cigarettes. Altho the firm has been forced to cut down on its route dates, in some instances the supply of cigarettes is not being put in machines but given to the location owner. This way the spot boss gets a supply and the employees also get part of their smoking requirements.

With the machines not being filled, Collier has instructed his service people (he uses women on routes) to leave it open. This is done to prevent robberies.

Removal of machines from locations haven't been too numerous. Operators believe in keeping the spots as active as possible. So machines are filled when the operator has the stock. However, there are operators who have pulled machines, and one has about 70 in his stock room. He still has quite a few on location, however.

Operators are able to fight feebly against the shortage with the stocks they have. The one thing in their favor is that retail stores are no better off when it comes to supply. As a rule a spot puts a few cartons on sale early in the morning. When these are gone there aren't any replacements. There isn't any guarantee that the customer will get his favorite brand. The supply offered includes Lucky Strikes, Raleighs and Old Golds one day and Chelseas and Regents the next. Those fastidious smokers who at some time or other said they could smoke only Camels got away from this creed a long time ago. Camels have been spasmodic on the market here for a number of months.

There have been stories that some operators have posted 20-cent prices on their machines for cigarettes that ordinarily sell for 15 cents. In making the rounds *The Billboard* has not seen any

of this. However, the local papers have carried such accounts.

Stories as to when the shortage will end vary. Some operators say that it is about time for it to end. And they base their prediction on accounts from tobacco house officials. Others think that it will run for some time to come. There are days here when more cigarettes are available than on other days.

As for bootlegging, this boils down, too, to second-hand stories. It is quite possible that some of the accounts are true. It has been reliably reported that youngsters are getting a good price for cigarettes from individuals. Since the kids have only a few packages, it is obvious that they are buying them by going from one store to the other. When they get about five packages they start to work unloading them.

About the only places that cigarettes can be bought after dark are night clubs and ballrooms. Even here they are limited. The Hollywood Palladium, which gets 18 cents a pack because of the cabaret tax, puts them on sale at 8:30 p.m! Spot opens at 7:30. With the news the cigarettes will go on sale at a certain time, the waiting line forms at the counter. The cigarette girl who used to be an annoyance in a night club is now anticipated with enthusiasm.

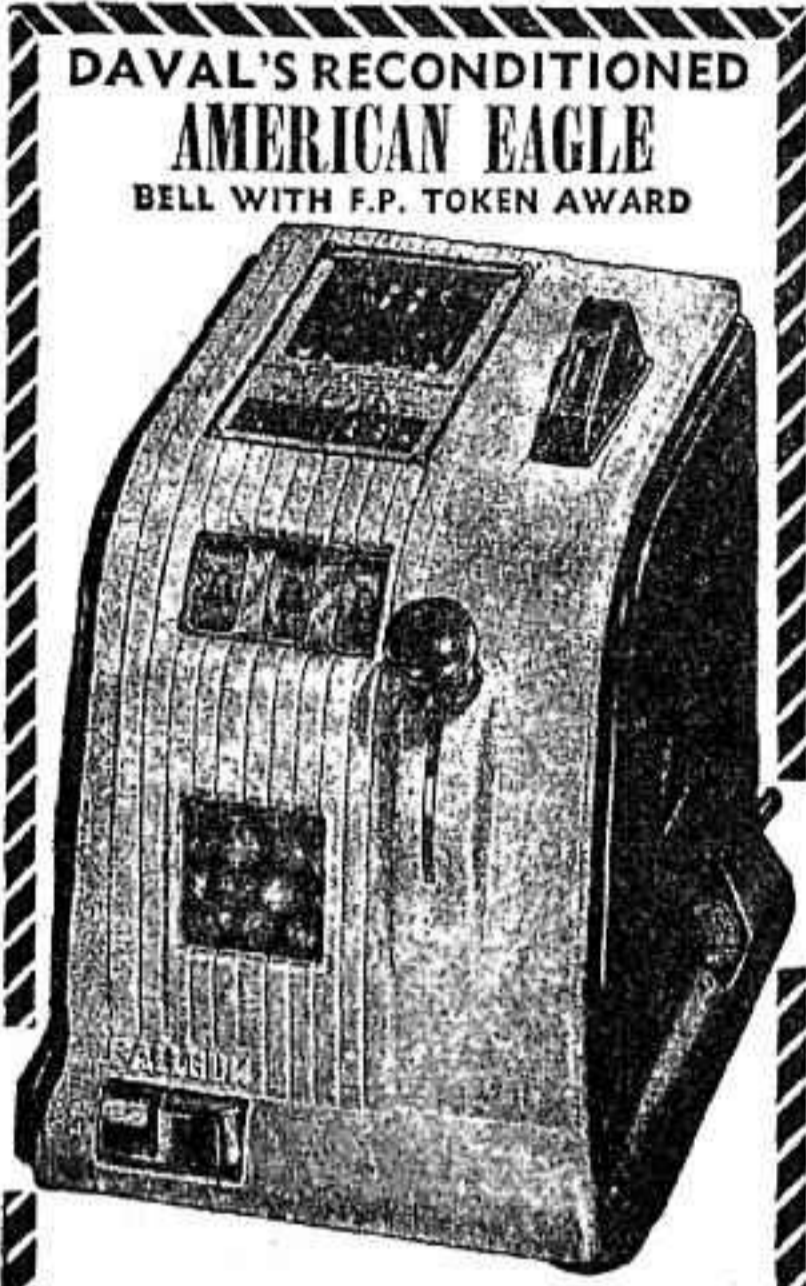
But the machine operator has his problems. However, supply is only one of them. Any operator here will tell that the shortage has added only one more aspirin to the daily routine. They have the shortage and do their best to cope with it. However, it isn't causing any wrinkles in their youthful faces.

Druggists Set Buying Plan To Offset Cost

CHICAGO, Nov. 25.—Considerable attention in business circles has been attracted to the central buying office or plan which was recently announced here by an organization of druggists. The original announcement said that 5,000 independent stores had joined the organization, paying a \$50 annual membership fee. They expect to be able to buy goods at 15 to 20 per cent less than what they have previously paid as independent firms.

The organization of druggists is considered only a part of a general trend. One of the first trades to announce such a central buying office was in the electrical appliance field and the big store of Marshall Field & Company was reported to be a member of this group. Reports here say that only recently, steps have been taken in the East to form a candy buying group. The central buying agency seems to appeal to independent retail locations. The druggist organization here says its survey work will be to inform its members on where to buy. They especially will undertake to inform members of new items that come on the market. The organization says it will not undertake to displace the regular jobber in any way but will co-operate fully with the regular wholesale trade.

DAVAL'S RECONDITIONED AMERICAN EAGLE BELL WITH F.P. TOKEN AWARD



Free Play Mystery Token Award—all winning combinations as on regular bell (such as 2 Cherries and anything, 3 Plums, 3 Bells, etc.) receive one token calling for 3, 5, 10, 15, 25, 50 or 100 Free Plays. This Mystery Award action makes American Eagle the most exciting game ever built! Operator has complete control of payout percentage by assorting tokens as he desires. Token tube is quickly loaded in a new, simple manner. **\$19.50**

1¢ or 5¢ Play. Also available with Cigarette Symbols.

MAKE MONEY WITH A ROUTE OF IMPs



Size 5" x 5" x 6"

SPECIAL Introductory Offer Case of Six \$57.00 \$9.90

With Meters, \$1.00 Extra Per Mach. Plenty of good locations are now available. Start now by buying a few machines. A route of IMPs will earn a steady income for you.

Just received over 200 Brand New IMPs! Available in straight 1c or straight 5c play, Cigarette or Bell Symbols.

SLOTS & CONSOLES

Bally Hi Hands	\$159.50
Watling 5¢ Rolatop	89.50
Jennings Chief, 5¢, 2-4 P.O.	100.00
Jennings Silver Chief, 5¢, 3-5 P.O.	200.00
Jennings Club Bell, 10¢, 3-5 P.O.	275.00
Jenn. One Star Chief, 5¢, 3-5 P.O.	110.00
Mills Q.T., 5¢	85.00
Mills Q.T., 10¢	100.00
Mills Q.T., Orig. Giltter Gold, 5¢	125.00

1/3 DEPOSIT REQUIRED WITH ALL ORDERS, BALANCE C. O. D.

Full Payment Must Accompany All Orders Under \$20.00.

Vending Machines Wanted

WE NEED 1000 VENDORS AT ONCE. LET US KNOW WHAT YOU HAVE, GIVE COMPLETE INFORMATION AS TO CONDITION, MODEL, MAKE, AMOUNT ON HAND AND LOWEST PRICE WANTED.

RAKE COIN MACHINE EXCHANGE
2014 Market Street
PHILADELPHIA 3, PA.

Gum, Candy Venders Draw Best in Outside Locations, Say NY Ops

NEW YORK, Nov. 25.—Gum and candy venders of the counter type get the best results when they are placed at the store entrance and not inside the location, operators agree following a poll of several extensive routes. Operators hold that the venders inside spots often have to compete with other merchandise and this cuts revenue quite a bit.

Routemen admit, however, that once a vender is placed outside it is subject to weather and theft hazards and measures must be introduced to prevent losses. Among the more successful ideas which have been tried is a wire attachment that will ring a bell inside the location should anyone tamper with the outside vender. Less involved and often as effective is the fixing of a mirror inside the store in such a manner that the outside unit may be seen at all times. In combination with both or either one of these safeguards, several operators have found that a sign pasted on the machines giving a "warning" in bold, red letters and a statement underneath that the vender is being watched, helps reduce vandalism.



"I don't see how any operator can get along without your paper."

The NORTHWESTERN

Here is an invaluable service for every operator. Regardless of what machines you operate, you'll find it a mighty wise move to keep in touch with the fast growing bulk vending field. The Northwestern is packed with vital information, service hints, ideas to help you make and save money. It's yours for the asking---just tell us what you operate.

IT'S FREE!



Northwestern
MORRIS, ILLINOIS

YESTERDAY . . . TODAY . . . TOMORROW . . .

ALWAYS THE SAME

ORIGINATORS OF HARD SHELL VENDING CANDIES

PAN CONFECTIONS
345 W. ERIE STREET CHICAGO, ILLINOIS

Arcade Mchs. Styled for Kids Clicks Big, Operator Proves

NEW YORK, Nov. 25.—Arcade equipment, styled exclusively for children, not only gets a good play from the kids but stimulates patronage of regular equipment by parents, is the contention of

Louis Rabkin, pioneer arcade man. Rabkin has two summer arcades, one in Keansburg and another in Seaside, N. J. He experimented with games adjusted for children who were accom-

panied by their parents and uncovered a flock of new customers.

One experiment was with a Chicken Sam conversion. The gunstand and target were lowered and adjustment was made at the point of electrical contact so that it would be easy for a child to hit the bull's eye. The game became so popular with youngsters that the machine earned more than three other similar games combined. In fact, so many kids flocked to the unit that it became a problem.

Worse yet, papa seeing how easy it was for junior to ring the bell, concluded that he might do even better, and adults soon began to crowd the kids out. Rabkin says he was forced to put up a sign notifying patrons in bold letters that the scaled-down game was for children only.

A similar experience came with a miniature punching bag. The game was placed near bags for adults. Daddies got the idea at once and, placing the youngsters at the miniature bag, showed them how Joe Lewis does it.

Rabkin stresses that summer arcade men who want to cater to children are hindered because most games are scaled for grown-ups. With the right co-operation from manufacturers in the future, he envisions new avenues for profit will be opened up. He said that it might be a good idea for the makers to think of new ideas slanted for the kids too, for example, by looking to the comics for play ideas that will go big with children.

Photo Mch. Ops Pick Officers at Second Confab

WALLACE, N. C., Nov. 25.—Members and delegates of the photographic machine industry, who met here recently, adopted a set of rules to govern their organization and elected permanent officers to manage the affairs of the National Direct Positive Photo Association until the next national meeting which will be held in St. Louis, Mo., sometime in April, 1945. This was the second national convention of the photographic machine operators this year.

Highlight of the second meeting, which was held in Wallace, was an address by the John D. Larkins Jr., of Trenton, N. C., lawyer, State Senator and political leader. Larkins reviewed the progress of North Carolina during the last 50 years in education, health, good roads, welfare, child labor regulations and the superior care of the mental and penal wards of the State.

Address of welcome was given by Mayor J. Aubrey Harrell of Wallace and was responded to by R. O. Mitchell, of Myrtle Beach, S. C.

A large number of operators in the industry, as well as several manufacturers of photographic machines equipment, made short talks during the afternoon and evening sessions of the convention. Estimated attendance at the convention was approximately 150. Included in this large group were operators and manufacturers from the Eastern half of the U. S.

Manufacturers who had attractive displays of direct positive photo equipment were G. P. McMillan, Bilrite Camera Company, Wallace, N. C.; the Coastal Photo Supply Company, Wallace; Marks & Fuller Corporation, Rochester, N. Y.; Grant Positype Company, New York, and the Haloid Company, Rochester, N. Y. These companies were represented by D. P. Sellers, of Wallace; Theodore W. Fuller, Rochester; E. L. Lewis, New York, and Bill Gregory, Rochester.

The following permanent officers of the association were elected: President, R. O. Mitchell, Myrtle Beach, S. C.; treasurer, R. C. Shelton, Charlotte, N. C.; Governor of North Carolina, H. E. Bridges; of Raleigh; general steering committee, H. E. Bridges, Raleigh; Elmer Smith, Rocky Mount; C. Price, of Kinston; Earl Nelson, Goldsboro, and A. E. Wolf, of Burlington.

The Coastal Photo Supply Company, Wallace, D. P. Sellers, president, was host to the gathering of operators and manufacturers and arranged for all entertainment, housing and feeding of delegates to the convention.

estimated at 20,700 tons and exceeds the 1943 production of 16,000 tons by 29 per cent and the 10-year (1933-'42) average of 13,390 tons by 55 per cent.

The 1944 walnut crop is indicated to be 69,200 tons—well above both the 1943 crop of 63,300 tons and the 10-year (1933-'42) average of 54,650 tons. Both the yield and quality of the California crop were reduced by short periods of extremely hot weather in late August and September.

Production of filberts is now estimated at 6,560 tons compared with the 1943 crop of 7,030 tons, and the 10-year average of 2,775 tons.

IX. CORN. Estimates of corn production have been raised 61,000,000 bushels to a total of 3,258,000,000 bushels, which would be 4 per cent above production in any past year.

WANTED

Highest cash price paid for 410 Ga. Shot Gun Shells, 30-40, or 300 Savage Rifle Shells. Will buy up to 100 boxes of each.

STEWART NOVELTY CO.

250 S. State Street Salt Lake City, Utah

SPECIAL

- 1 Tom Mix, Perfect
 - 1 Tom Mix, As Is
 - 1 Tin Can Gun, O.K.
 - 1 Mills Horoscope, 6,000 Cards
 - 4 Exhibit's Drop Picture, Floor Models
 - 1 Chester Pollard 1c Golf
 - 1 Keep 'Em Bombing Counter Game
- Will Crate and Trade Even Up for a Good Super Bomber or Age Bomber.

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Flash and Redevelop Standard Direx Paper with the New Direx Flash Developer. Get crisp black and white quality prints.—Write today!

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NEW YORK, N. Y.



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Better Act FAST
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Profit Making

GLAMOUR GIRL CARD VENDORS

ALL METAL—SIMPLE MECHANISM

2 FOR 5c CHUTES

Special Deal #1

FREE 3000 Full Color Glamour Girl Type Cards (2 for 5c Sellers) with Purchase of One Vendor...\$60

ALL PRICES F. O. B. LONG ISLAND CITY, N. Y.

SEND 1/3 DEPOSIT—BALANCE C. O. D.

WRITE for Latest Releases on Available Supplies and Factory Reconditioned Penny Arcade Machines.

INTERNATIONAL MUTOSCOPE CORPORATION

WM. RABKIN, Pres.

44-01 ELEVENTH ST. LONG ISLAND CITY 1, NEW YORK

1c CHUTES

Special Deal #2

FREE 3000 1c Sellers—Your Choice of 24 Different Card Series with Purchase of One Vendor...\$55

CANDY VENDERS

(Continued from page 94)

last year and with the 10-year (1933-'42) average of 1,341,811,000 pounds. Peanuts of good quality are being marketed. Late frost and good harvesting weather in Oklahoma, Tennessee, Virginia and North Carolina brought about moderate improvement during the month. These gains were about offset by small declines in South Carolina, Georgia, Alabama and Mississippi.

V. DAIRY PRODUCTS. Milk production on farms in the United States during October is estimated at about 9,000,000 pounds. The decline from September was less than average and considerably less than took place in 1943. October production was up 4 per cent over the same month of last year. The seasonal decline between the peak month of June and October this year has been approximately the same as average for the 1933-'42 period. Pasture and other feeding conditions have been better this year than last, which accounts for the increase in recent production. For the first time since July, 1942, milk production per cow in all regions was both above the previous year and higher than the corresponding 10-year average for the date.

VI. EGGS. Favorable weather thruout the country during October was conducive to egg production for the month. Hens and pullets on farms laid 3,278,000,000 eggs during October, which is 10 per cent above the previous high of last year and 59 per cent above the 10-year (1933-'42) average. Egg production during the first 10 months of this year was the highest on record—51,086,000,000 eggs were produced. This is 6 per cent above last year and 49 per cent above the 10-year average. The number of potential layers on farms November 1 (hens and pullets of laying age plus pullets not of laying age) was 10 per cent less than a year ago.

VII. FRUITS. The 1944 grape crop estimated at 2,638,850 tons is 11 per cent below the 1943 record crop but 11 per cent above the 10-year (1933-'42) average.

The condition of the California fig crop declined three points during the month of October. Conditions reported as 80 per cent normal on November 1 was below the November 1, 1943, condition of 86 per cent but above the 10-year (1943-'42) average of 75 per cent. The fig harvest was about completed before the rain of October 31. The quality of the crop is reported to be quite satisfactory.

VIII. TREE NUTS. The United States pecan crop is estimated at 143,415,000 pounds. This is 4 per cent below the October 1 forecasts but still the largest crop on record. The 1943 crop totaled 128,949,000 pounds, and the 10-year (1933-'42) average is 92,010,000. Production in 1944 of improved varieties is indicated at 58,303,000 and seedling varieties 85,112,000, which compares with 56,688,000 and 72,261,000 respectively in 1943. Most of the increase over last year is in the seedling variety and in the States of Texas and Louisiana.

Production of almonds in California is

DRYS TAKE IT ON THE CHIN

Wets Win Out In Elections

Analysis of final returns show trade still must keep an eye on Carrie Nations

CHICAGO, Nov. 25.—An analysis of the election results on the wet-dry issue which came up for local option vote in 14 States earlier this month, shows that the dries are losing ground. There's still plenty of evidence, however, that the coin machine industry in general and operators and distributors in particular will be forced to maintain eternal vigilance to thwart the efforts of the dries seeking to drag one city or county at a time into their camp. Especially is it noticeable that in some areas voters have shown a tendency to outlaw sale of drinks by the glass but okay sale of package goods.

Nebraska was the only State in which a special State-wide prohibition election was held November 7. Here the voters by a three-to-one majority clearly showed they wanted no part of the dries' propaganda. In Massachusetts, where local option elections are held every two years, the dries took it on the chin. Results of this year's election show that the vote in four critical counties in the western part of the State (Berkshire, Franklin, Hampshire and Hampden) was "yes" on all three questions on the ballot to permit sale of alcoholic beverages by the glass and package, as well as sale of wine and malt beverages. Worcester, Mass., voted to continue sale of hard liquor by the glass by a five-to-one majority. In 1942 out of 351 communities voting on the local option question in Massachusetts, 86 went dry.

Wets Win in Ohio

In Ohio, where 16 local option elections were held, wets won 10 and the dries six. North Dakota voters nixed an attempt to prohibit the sale of liquor in any establishment other than where tobacco and soft drinks are sold. It also voted down permission for municipalities to operate liquor stores. Vote was close, however, on both points. Local option

(See **DRYS TAKE IT** on page 101)

Soundies Plug Bonds During 6th War Loan

CHICAGO, Nov. 25.—To stimulate bond sales during the Sixth War Loan drive, Soundies Distributing Corporation of America, Inc., announces that it has included two pictures produced by the War Department in Soundies programs. Each runs three minutes.

The Line Is Busy is included in program 1189, released Monday (20), and program 1190, to be released Monday (27) contains *Hands*.

There is no notch in the film at the War Bond picture, which immediately follows the paid Soundie as a free feature.

Cost of prints is paid for by Soundies as a contribution to the war effort and to make it possible for operators of these machines to render a patriotic service.

MANUFACTURERS

Please Notice

If you are an old established manufacturer of coin operated equipment, or if your post-war plans call for your entry into this business, I will be anxious to hear from you. I would like to act as distributor for your products in Northwestern Ohio. I am a thoroughly experienced business man financially responsible and know the coin machine business from A to Z. Especially interested in the field of Electronics.

BOX D-310, Care of The Billboard, Cincinnati 1, O.

The Cigarette Shortage Is Old Stuff--But Have You Heard . . .

THAT some Chicago Loop cigar stores are selling pipes "For Ladies Only." Each pipe has a colored stem to match the ensemble of the day and the gals buy "roll your own" cig tobacco for the bowl. . . . One gent prior to the Army-Notre Dame football game offered 10 cartons of cigs for two ducats . . . and if he got 'em it's a toss-up as to who got the bargain . . . what a game and what a package. . . . Smokers in Chicago, walking calmly down the street are seen to dash madly into outlets as they see a pack change hands over the counter. . . . Many cigar clerks and proprietors keep "No Cigarettes Today" signs on their counters permanently to combat the forming of lines in the lobbies of the buildings in which they operate. . . . One other sign read "No Cigs On the Counter or UNDER Either." . . . Another just "NO." . . . Devious means have been tried to get quotas of cigs and the story is going the rounds of the gent who was disturbed when he saw the clerk sell a pack after he'd been refused . . . he walked up to the lucky guy and said "How come?" . . . The answer: "I bet the clerk a buck he couldn't find a pack—and he won!" . . . The State-Randolph Walgreen Drugstore manager, here in Chi gets an orchid for buying cigs at the U. S. Post Office auction at 88 cents a pack, to be sold according to the purchaser "in our store at the regular retail price, to keep them off the 'black market.'" A local eatery, Yonkers, announced that they were not going to sell cigs at all, even tho they get 'em, until after the shortage eases . . . **THEY'RE GOING TO GIVE THEM AWAY** . . . each patron will get a pack with his meal until the quota is gone! . . . Marlon Isbell, Chicago area OPA director who also owns and operates a chain of restaurants, couldn't buy a pack in one of his own spots recently. . . . There's a guy going about saying, "I'd Walk a Mile for a Camel—and Don't Think I Haven't!" . . . Then there's the wolf who invited the young innocent damsel to come up and see . . . NO, not his etchings . . . but his cigarettes. . . . Chicago courts these past few weeks have handled at least a half dozen cases involving assault over the sale of cigs. . . . Bandits broke into a Chi shop and took \$500 cash and **IGNORED** many cartons of smokes . . . the dopes!

W. C. Distributors Plan To Do Biz on a Nationwide Basis

LOS ANGELES, Nov. 25.—While a number of coin machine distributors here in the past have been content with only local and coastal business, today they are turning more and more to buy and sell on a nationwide basis. Two firms, Badger Sales and Pacific Coast Distributors, have tie-ups that enable them to serve customers in the Middle West as well as the West. Others, too, are looking to the post-war era with the intent of selling nationally. In this connection, it is hoped that freight rates will be set that will enable local jobbers to compete with firms in the East, Middle West and South.

Until three years ago, local jobbers paid little attention to games offered for sale out of their own bailiwick. Prices as well as the scarcity of games put the matter of serving customers completely right in their laps. It was either do without equipment or buy outside of the 11 Western States, which until this time had been considered home territory for the other jobbers and operators.

Badger opened here about three years ago with William R. Happel Jr. in charge. Happel makes frequent trips to Milwaukee, where Carl Happel, his brother, operates Badger Novelty Company, and with a set-up of this sort, operators are able to buy from the firm nearest them. If the purchaser is in the Middle West, the equipment may be ordered from Milwaukee, effecting savings in both time and freight rates.

Pacific Coast Distributors, headed here by Len Micon, opened during the summer. This firm has a tie-up with a Midwestern firm, also. With this deal, buyers are able to obtain their needs easily as Micon is picking up equipment in the West while the Midwest firm is buying for its customers. Micon is well versed in the Midwest's manner of merchandising games, having had extensive coin machine experience in this area before being sent west.

California Amusement Stepping Out

Bill Wolf, of California Amusement Company, is outstepping localized selling in a big way. He started in San Diego and over a year ago opened a local branch. He and his local manager, Chet Garton, have been in session in San Francisco preparatory to opening a branch there, too. Another thing that points to the fact that Wolf has a good chance of going national is that he recently purchased a lot on which he will build when construction materials are

released.

Jack Moore has always been one of the progressive jobbers of the West, having representation in the Northeastern part of the State and in Seattle. E. T. Mape Music has a local branch and is represented in Stockton and San Francisco, these firms going after foreign trade when the war lets down the barriers. It is predicted that they will both have some sort of Midwestern or Eastern representation.

Dolores and Jean Minthorne have enlarged their headquarters here with the purchase of the building they occupy as well as the one adjoining it. Minthorne Music during the year switched from Rock-Ola to Seeburg, and plans are now being made for extensive post-war promotion of the Seeburg line. Minthorne told *The Billboard* that he intended opening an Arizona office. This indicates a tie-up with some jobber there, as the territory was recently assigned Minthorne.

In view of the establishment of this office it is reasonable to assume that once the Minthornes get rolling in their own territory similar tie-ups will enable them to serve the nation with lines other than those for which they have set territories.

According to talk here, the jobber who prefers to remain local in scope will have problems. Competition will be fast, and it is likely that he, too, will be forced to bring his merchandising plans up-to-date. This doesn't mean, however, that business will be lacking for the local man, but, it does mean that sales will have to be confined to a given local territory unless he has a tie-up that will enable him to go after business on a large scale.

Certain distributors have made big strides here in the past two or three years. These jobbers intend to broaden their merchandising scopes to a point where they will be within one or two days servicing of operators no matter the section in which he has locations.

Cigarette Production Down

Federal tax stamps were bought in September for 20,000,000,000 cigarettes compared with 23,500,000,000 a year ago, the Bureau of Internal Revenue reports. Tax receipts were \$70,000,000, a drop of \$9,000,000 from last September. These figures do not include cigarettes going to the armed forces, lend-lease and the Red Cross.

Trade Ass'ns. Await War End

Coin industry to revive association work as reconversion commences

NEW YORK, Nov. 25.—Altho trade association work in the coin machine industry has declined during the war, this interest is expected to revive as soon as new products can be made again. Association workers here have long been aggressive in promoting organizations and in studying the best methods of association work. Some attention has been given to reports of the annual meeting of the American Trade Association executives recently which provoked considerable discussion on plans in different industries for returning to civilian production.

As reported by *The Journal of Commerce* here, two of the chief speakers at the meeting were Brig. Gen. Albert J. Browning and George Romney, who discussed the question of making civilian goods again.

General Browning's main theme was that the reconversion problem has been greatly exaggerated in recent discussions because actually less than 20 per cent of industry—in terms of industrial employment—will be faced with the necessity of reconverting machinery back to peacetime production.

Carrying out this theme, General Browning said that industries with practically no, or only minor, reconversion problems would include textiles, locomotives, farm equipment, garments, paper, furniture, spark plugs, piston and piston rings, bearings, food, glass, leather, steel, copper, petroleum, tires and many others.

Much to the point was the general's announcement that the army will work out a program with the textile industry so that textile plants can take over all or most of the materials in process and convert them to civilian textiles.

George Romney, managing director of the Automotive Council for War Production, was far less optimistic, however. He made it clear that the reconversion will be quite serious indeed in various important areas of the economy and that, therefore, it is of the utmost importance to do everything possible to smooth reconversion progress in those key industries.

His thesis, therefore, was that completion of pre-reconversion work should be regarded as secondary only to war production. This, in his opinion, actually would not hinder but rather profit war production.

"The inadequacy of the present program for pre-reconversion is adversely affecting war production," he said. "War workers are leaving war jobs to seek peacetime jobs as a means of escaping prolonged reconversion unemployment. The completion of pre-reconversion work before V-E Day is a matter of military importance."

Similarly, a few days later, Lieut. Gen. William S. Knudsen, director of the Air Technical Service Command, called for public understanding of "the greatest job which America faces, next to winning of the war." Speaking of contract settlements, he expressed concern over "possible public apathy," asserting that "it is no exaggeration to say that the happiness of every American for the next two generations depends on the efforts and understanding of all of us in this gigantic job of readjustment."

WANT FOR CASH

All types of Music Machines, also Photomaton and Photomatic Machines. Send complete list to

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CONVERT TO WHIRLWAY AND DUST WHIRLS

BE MODERN—UP TO THE MINUTE

WHIRLWAY

ONE BALL FREE PLAY CONVERTED FROM SPORT SPECIAL, DARK HORSE, BLUE GRASS AND SPORT EVENT.

DUST WHIRLS

ONE BALL FREE PLAY CONVERTED FROM CLUB TROPHY, WILL TAKE IN TRADE '41 DERBY, PIMLICO.

CONSOLES

1 '38 Domino, Factory Rebuilt	\$250.00	1 '38 Track Time ..	\$125.00	1 Silver Moon, Comb.	\$125.00
1 Daily Double	35.00	1 Paces Reels, Cash,		1 Jumbo, Cash	135.00
1 Big Top	125.00	1 Ralls	100.00	1 Mills Four Bells, All	
1 Charley Horse, Twin		1 Saratoga, Cash	95.00	Nickels, Early Head.	575.00
Jennings	100.00	1 '40 Domino	250.00	1 Mills Four Bells, All	
1 Keeney Pastime ...	225.00	1 '41 Domino	400.00	Nickels, High Head ..	795.00
		12 Super Track Times.	325.00	1 Paces Races, 90 to 1.	175.00

SLOTS

1 25¢ Brown Front ..	\$375.00	3 5¢ Columbia Bell, Gold		1 5¢ Silver Chrome Bell,	
1 10¢ Blue Front ..	225.00	Award, Cig. Reels ..	\$ 75.00	485,000	\$400.00
1 5¢ Blue Front	150.00	1 1¢ Bantam	25.00	1 10¢ Gold Chrome,	
1 50¢ Blue Front	495.00	1 Jennings Triple Bell,		473,000	375.00
2 5¢ Roman Heads ...	95.00	5-10-25	175.00	1 5¢ Green Vest Pocket	45.00
1 5¢ Chief	150.00	1 5¢ Bonus Bell,		3 1¢ Q.T. Blue	50.00
1 5¢ Silver Chief Melon	250.00	469,000	250.00	4 1¢ Q.T. Giltter Gold,	
1 5¢ Jennings Queen ..	95.00	1 10¢ Copper Chrome,		New	90.00
1 5¢ Mills Melon Bell.	175.00	469,000	375.00	2 5¢ Round the World.	35.00
				1 Cigarola	100.00

FIVE BALLS

1 Triumph	\$ 20.00	1 Wild Fire	\$ 45.00	1 Star Attraction	\$55.00	ONE BALLS
1 Short Stop	20.00	1 Twin Six	45.00	1 Sink the Jap.	55.00	2 Santa Anita,
1 Speed Demon	25.00	1 Stratoliner	45.00	1 Clover	80.00	Cash
1 Formation	30.00	1 Salute	45.00	2 Texas Mustang	85.00	2 Fortunates
1 Score Champ	30.00	1 Ten Spot	45.00	1 Gun Club	85.00	2 Whirlaway,
1 Baker Defense	35.00	1 Four Roses	50.00	2 Victory	85.00	Free Play
1 Duke Ranch,		1 Champ	50.00	1 Jungle	85.00	2 Pimlicos, Free
1 New Bumpers	40.00	3 ABC Bowler	50.00	1 Midway, Used	125.00	Play
1 Summertime	40.00	4 '41 Majors	50.00	1 Midway, New	175.00	2 Dust Whirls,
1 Sport Parado	40.00	1 Slap the Jap.	55.00			Free Play ..
						500.00

ARCADE MACHINES

ZINGO	ZINGO	ZINGO	ZINGO
1 Kirk Astrology Scale	\$ 85.00	1 Super Bomber	\$400.00
3 Skyfighters	275.00	1 Keeney Submarine ..	175.00
2 Kicker & Catchers ..	22.50	1 Chicken Sam (Jap	
1 Chicken Sam	125.00	Conv.)	150.00
1 Ace Bomber	400.00	1 Bally Rapid Fire ...	185.00
1 Western Base Ball		1 Shoot the Chutes ..	140.00
(Major League) ...	100.00		
		Glassos:	
		Mills Three Bells ...	\$15.00
		Sport Special	4.00
		Blue Grass	4.00
		Dark Horse	4.00
		Bally Club Bells	8.00
		Hundreds of Bally Five Ball	
		Backboard Glasses at \$4.00.	

ALL MACHINES HAVE MONEY BACK GUARANTEES

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McCALL NOVELTY CO.

ST. LOUIS COIN MACHINE HEADQUARTERS

All A-1 Reconditioned—Ready for Locations.

45 1938 TRACKTIMES. EACH	\$110.00
15 BROWN PACES RACES. EACH	169.50
2 PACES RACES IN BAKER CABINETS.	200.00
EACH	175.00
1 BALLY ROLL 'EM	195.00
1 BALLY RACE KING (1 BALL PAYOUT)	

When ordering 5 or more games deduct 10% on above prices. Or we will exchange Consoles for 1 Ball Free Play Games.

WE BUY, SELL AND EXCHANGE.

Terms: 1/3 Deposit, Balance C. O. D.

3147 LOCUST ST. ST. LOUIS, MO.

SLOT PARTS FOR MILLS BLUE FRONTS, ETC.

AWARD CARD FRAMES (Oval or Square Type)	Each	\$1.95
KNEE ACTION LEVERS (Complete, Not Tops)	Set	8.95
HARDWOOD CABINETS (Finished Light, Bluefrant or Q.T. Type)	Each	14.95
PAYOUT DISCS (Sp. 1-2-3, Ch. 1-2-3, #356, 1 Sp. 2-3)	Set	7.50
HANDIE STARTING LEVER ASSEMBLIES	Each	3.95
PUMP ASSEMBLIES	Each	5.50
CASH CANS	Each	1.95
GOLD AWARD TOKENS	Each	.95
STAR WHEELS (10 or 20 Stop)	Each	1.50
PERCENTAGE PLUGS (10 or 20 Stop Type or Disc Type)	Each	.75
MAIN OPERATING LEVERS	Each	4.95
BELL LOOKS, 1 Key, \$2.50; 2 Keys	Each	3.50
JEWELS FOR BROWN FRONTS, ETC.	Each	4.95
LARGE CLOCK GEARS (Complete With Brackets and Springs)	Each	3.75
IDLER PINION GEARS	Each	3.25
SMALL LONG SHAFT GEARS	Each	3.50
RACHET POST GEARS	Each	3.50
MILLS CLOCKS (In Exchange)	Each	9.90
HANDLES FOR THREE BELLS, FOUR BELLS, JUMBOS, ETC.	Each	3.95
JUMBO PARADE SCAVENGERS (Replacement for Part 505 A)	Each	3.95
SUPER BELL, 5¢ & 25¢ Heads	Each	5.95

EXPOSITION GAMES CO.

989 Golden Gate Ave. San Francisco 2, Calif.

CHROME COIN CO.

4630 WEST NORTH AVENUE MILWAUKEE 8, WISCONSIN

Custom
COIN-BELL
Conversions

* Write, Wire or Phone *

Texas Ops' Biz To Hit All-Time High for 1944

FORT WORTH, Nov. 25.—Coin machine operators will end 1944 with the biggest year's business in the history of this area, a check among the principal operators show.

All coin machines available have been in service this year and the operators say they have been fortunate in keeping them in good repair.

Serving an area where thousands of soldiers visit each week and where there are thousands of well-paid war plant workers, the coin machines of most any description have been overworked. The three downtown arcades have enjoyed booming business. At times they are crowded to capacity.

Juke boxes are getting a big play. About the only machine that has suffered is the cigarette machine where seldom is found a package of cigarettes.

Canadians Asked To Keep Coins Moving

OTTAWA, Nov. 25.—Finance Minister J. L. Isley today appealed to Canadians to keep coins in circulation and not hoarded in coin banks and dresser drawers. With the Christmas shopping season practically here, he said, the demand for coins will be at its peak during the next seven weeks.

Isley said that while shortages of some coins had developed at various times since the outbreak of the war, he was confident that with the co-operation of the public the situation would not become acute. He said that in the past, shortages of suitable labor and materials had led to the coin shortages. The Royal Canadian Mint operated for an extended period on a 24-hour shift, and now operates on a 12-hour basis.

"The scarcity of 5-cent pieces has been due to difficulties encountered in the production of chrome-plated steel blanks" said Isley. These difficulties now had been overcome, he said, and it was expected that sufficient 5-cent pieces would be available in the near future.

\$410,000,000 Wagered At New York Tracks; State Gets Large Cut

NEW YORK, Nov. 25.—The public has plenty of money in its pockets for pleasure spending, it is indicated by the announcement this week that in New York State \$410,230,402 was wagered on horse races during the 189-day racing period.

Of this amount the State will realize more than \$28,500,000.

These figures represent an increase of more than 44 per cent over last year's

take, and more than four times the total in 1940, the first year pari-mutuel betting was legalized in the State.

Herbert Bayard Swope, chairman of the New York Racing Commission, said that in his opinion at least three times as much money is bet away from the track as at the mutual windows, and that he "guessed" at least a billion dollars was wagered away from the track.

He suggested that to counteract this illegal betting the State have bonded, selected, responsible bookmakers at the tracks to work in conjunction with the mutuel machines. Such systems are in effect in England, South Africa, Australia and most of the tracks around the world, he declared.

Two reasons are generally given by advocates of legalized bookmakers: Large added revenues for the various States and an added convenience to the public that often can't get to the mutuel windows before race time.

ARCADE AND AMUSEMENT CENTER OUTFITTERS

OVER 500 MACHINES ALWAYS IN STOCK—REPAINTED AND REFINISHED LIKE NEW!

GUNS

"TRAP THE JAP," Munves' Chicken Sam Complete Conv. \$155.00
Bally Bull's Eye

5 BALL FREE PLAY GAMES

All A-1 Reconditioned

Anabel	\$25.00
Big Chief	37.50
Bordertown	22.50
Bright Spot	17.50
Fishin'	57.50
Four Diamonds	39.50
Gold Star	32.50
Pylon	24.50
Red, White & Blue	27.50
Score Card	24.50
School Days	34.50
Score-a-Line	24.50
Sport Parade	32.50
Sparky	27.50
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Export Trade For Coin Biz In PW Bright

Chi Possible Free Port

WASHINGTON, Nov. 25.—Prospects for export trade in all lines of business including the coin machine business received at least three good boosts this week. Business leaders from about 50 nations were in session at Rye, N. Y., and while some of the discussions were critical in nature, the meeting was probably the most progressive gathering of trade leaders to plan for foreign trade that has yet taken place in any nation.

President Roosevelt also announced this week that the government would plan on promoting trade with other nations to the extent of about \$15,000,000,000 in exports each year after the war. This announcement was said to indicate just how strong the government will begin to promote foreign trade when the war is over. An annual volume of \$15,000,000,000 in exports will be about three times the total volume just before the war. The program for exports is only a part of the general program to provide 60,000,000 jobs after the war.

Government officials are also giving more serious discussion to what has been called in New York, a "free port." This

idea was started in New York in 1937 and has already proved to be a big success, altho the war has limited its operations. Now government and trade leaders say that these "free ports" should be established in many other cities including several inland centers such as Chicago, St. Louis, and all the coastal cities. The plans for future airplanes should also encourage the establishing of free ports, according to the government plans.

These free ports have been formerly known as foreign trade zones. They simply serve as "waiting rooms" for foreign goods which may be shipped into any country. In these zones any shipper may store, repack or transfer any kind of goods without paying customs duties. The port in New York has proved so successful since 1937 that the operations of the plan are already pretty well established.

Government officials say that the establishment of a number of these ports for foreign trade in this country will certainly bring about reciprocal arrangements in all other countries and that small industries such as the coin machine trade can certainly profit by it. Firms in the coin machine industry sometimes found that their goods were held up at ports of entry for weeks prior to the war. The new foreign trade zone plan will prevent all this.

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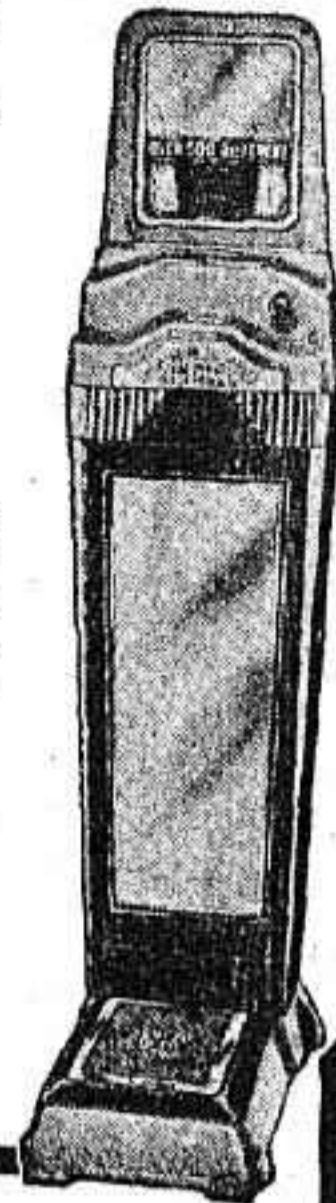
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- 1 5¢ F. P. Q. T. 59.50
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- 1 5¢ Green V. P. 32.50
- 1 10¢ Columbia Chrome. 89.50
- 1 5¢ Gooseneck, F. V. 29.50
- 1 5¢ Jennings Duchess. 39.50
- 2 Double Safe Cabinets, Each. 39.50

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- 1 5¢ Exhibit Jockey Club. \$ 69.50
- 1 5¢ Thoro-Bred. 79.50
- 1 5¢ Paces Races, Brown Cabinet. 179.50

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- 1 Wurliizer Model 50. \$ 79.50
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- 4 Mills 1-2-3s, Each. \$ 34.50
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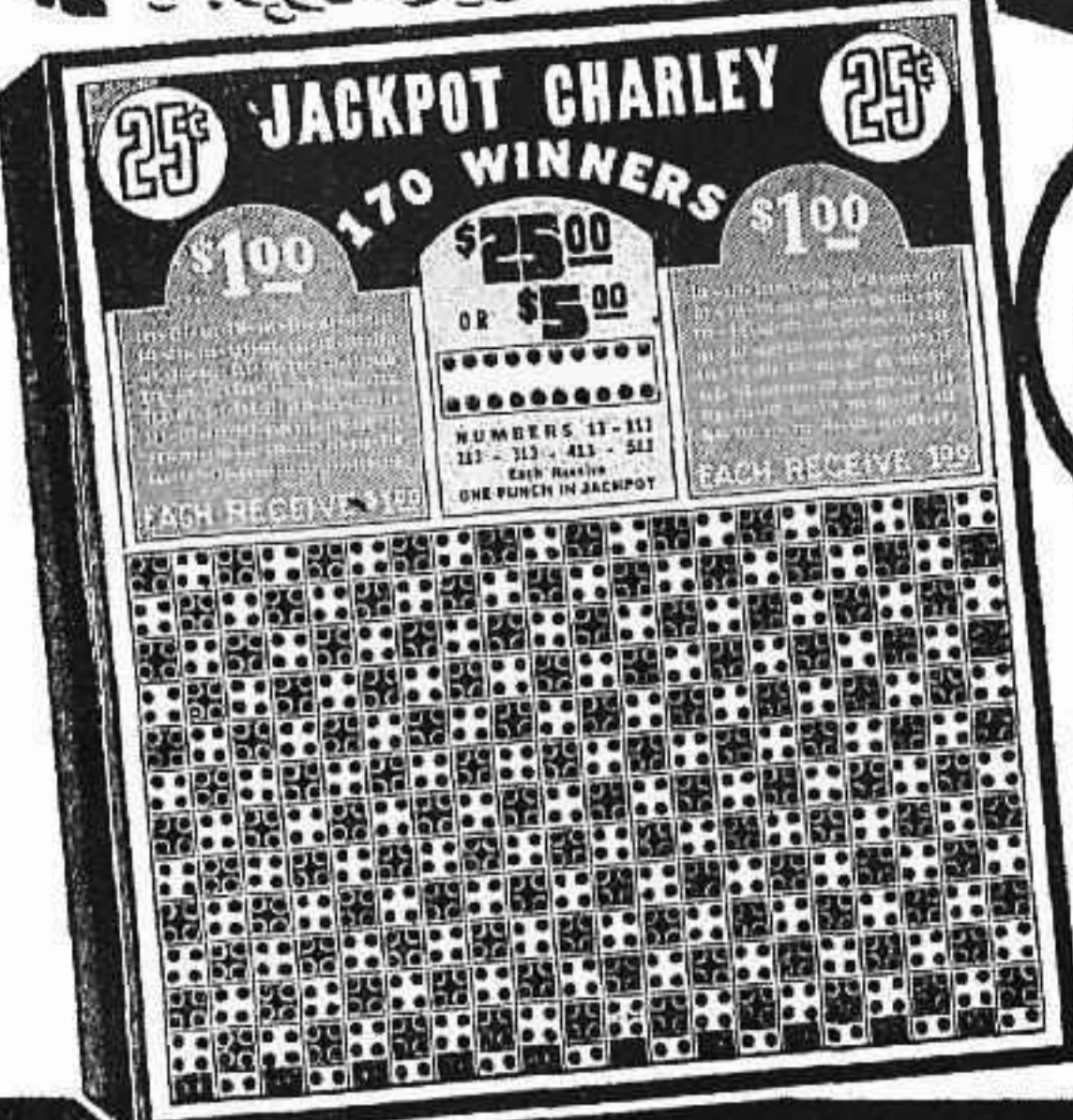
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Locations See Biz Increase in WPB's Jan. Liquor Holiday

CHICAGO, Nov. 25.—Slack in coin machine play experienced by locations during the liquor drought of the past year is being quickly taken up by the steady increase in liquor supplies hitting the market since the WPB authorized liquor holiday last August, and it now has received a hypo thru addition of another holiday come January, okayed by J. A. Krug, WPB chief.

Krug asserted that distiller facilities will not be needed for manufacture of industrial alcohol during the favored month, and release of the facilities for production of liquor follows WPB policy of releasing alcohol not needed for war production.

Liquor manufactured last August naturally is not hitting the market yet, but it does release liquor which was being held in reserve and under quota restrictions. Thruout the country, places of entertainment and amusement, giving space to coin-operated machines, felt the liquor shortage acutely and much of the play was taken from machines as patronage took a nose dive when amusement seekers sought spots with liquor on hand.

Will Return in February

Distillers will return to industrial alcohol production in February, however, Krug added. The first liquor holiday in August was a life saver, not only for taverns and niteries but it was a boon for other facets of the amusement field as well—such as theaters, sports arenas, ballrooms and combination restaurants and lounges.

The January release was possible because of a reduction in requirements of alcohol for synthetic rubber in the fourth quarter, Krug said. Synthetic rubber plants producing butadiene from petroleum are now "approaching" their rated capacities, he pointed out. These plants, he said, were restricted to low production rates during the summer because the butylenes used as raw material were more urgently needed to produce aviation gasoline.

Krug predicted that additional holidays are in the offing during 1945, but large amounts of industrial alcohol still will be needed.

The August liquor holiday ended the longest drought of the bottled spirits since prohibition days, and over 50,000,000 gallons of alcohol flowed from facilities doing a wartime job considered vastly important, ranging with other war production requirements.

CLEVELAND COIN OFFERS:

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- 1 5c Jennings Blue Skin\$150.00
 - 1 5c Mills Special Mystery 150.00
 - 1 25c Mills Blue Front 295.00
 - 1 5c Mills Brown Front 200.00
 - 1 10c Mills Melon Bell 225.00
 - 1 10c Mills Cherry Bell 225.00
 - 1 5c Mills Bonus Bell 195.00
 - 2 5c Watling Rollatops, 3/5 95.00
 - 1 10c Watling Rollatop, Console.. 195.00
 - 4 5c Columbia Bells, D.J. 75.00
 - 1 5c Bally Double Bell 185.00
 - 2 25c Caille, 3/5 110.00

- CONSOLES**
- 7 Keeney Kentucky Clubs, Completely Overhauled\$125.00
 - 1 Pace Saratoga, Cash Pay 110.00
 - 1 Mills Reo, Cash Pay 50.00
 - 3 Black Paces Races 99.50
 - 2 Jennings Liberty Bells 50.00
 - 1 Early Model Galloping Dominoes. 125.00
 - 1 Jennings Multiple 75.00
 - 1 Big Top, F.P. 110.00
 - 1 Four Bells, Four Nickel Write

- PIN GAMES**
- 6 Big Chiefs \$55.00
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 - 1 Speed Demon ... 39.50
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 - 1 Pan Amer. 55.00
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 - 1 Topic 85.00
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- MUSIC**
- 15 Mills Do-Re-Mi, Swing Kings, Zephyrs, Dance Masters\$ 95.00
 - 5 Seeburg 12 Record Selection Mod. 85.00
 - 25 Rockola 12s, Wurl. 312 & 412 110.00
 - 5 Wurlitzer 616's 150.00
 - 10 Wurlitzer 616's, Light-Up 160.00

- ARCADE EQUIPMENT**
- 1 Goofy Golf\$ 75.00
 - 2 L.D. Ten Strikes 50.00
 - 1 H.D. Ten Strike, Late Model 65.00
 - 2 Jennings Barrel Rolls 110.00
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Paces Saratogas, C.P., Late Head ..\$ 99.50	3 5c Jennings Club Bells, 3/5 ..\$169.50
Mills Jumbo Parade, High Head, C.P. 99.50	1 5c Jennings One Star, 3/5 ... 139.50
Watling Big Game, High Head, C.P. 89.50	3 10c Jennings Chief 179.50
Jennings Fast Time, F.P. 89.50	35 5c Mills Blue Fronts 169.50
Jennings Fast Time, C.P. 99.50	5 10c Mills Blue Fronts 210.00
Galloping Dominoes 325.00	2 25c Mills Blue Fronts 299.50
Jennings Multiple Slot Liberty Bell. 59.50	6 5c Mills Cherry Bells 225.00
Jennings Multiple Racer 59.50	1 25c Mills Cherry Bell 325.00
Keeney's Kentucky Club 59.50	10 5c Watling Rollatops 107.50
Jennings Silver Moon, C.P., 5c 122.50	3 5c Pace Comets, All Star 122.50
Roulette, Jr. 227.50	2 10c Pace Comets, All Star 179.50
Paces Spinning Reels, C.P. 117.50	1 Columbia, Jackpot 89.50
	5 Columbia, Gold Award, Front & Back Pay 69.50
	1 Mills Q.T., 1c Play 59.50
	5 5c Mills War Eagle, 3/5 149.50

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- 3 Mills 10c Brown Fronts, Drillproof, Knee Action, C.H.
- 3 Mills 25c Blue Fronts, Drillproof, Knee Action, C.H.
- 2 Mills 10c Blue Fronts, Drillproof, Knee Action, C.H.
- 3 Mills 25c Club Consoles
- 2 Mills Four Bells, 4-5c
- 1 Mills Four Bells, 3-5c, 1-25c
- 5 Mills 5c Blue & Gold Vest Pockets
- 3 Mills 5c Green Vest Pockets
- 3 Mills 5c Blue Fronts Q. T.'s
- 3 Mills 5c Q. T.'s Originally Blue, made Gold Giltter
- 1 Mills 10c Q. T.'s Originally Blue, made Gold Giltter
- 2 Mills 25c Q. T.'s Originally Blue, made Gold Giltter
- 1 Watling 5c Rolatop 3/5
- 1 Jennings 25c Club Special
- 1 Paces Reels
- 1 Paces Races Red Arrow
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1000	25c J.P. Charley	Avr. \$52.04	\$1.24
1000	25c J.P. Charley, Thlok	Avr. 52.04	1.49
800	5c J.P. 7-11, Thlok	Avr. 19.75	1.85
1000	5c J.P. X Thlok, Ass'd	Avr. 23.00	2.32
1200	25c J.P. Texas Charley	Avr. 102.08	2.36
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DRYS TAKE IT

(Continued from page 97)

was an issue in 17 Chicago precincts. Drys won in two, and in two others eliminated taverns but retained packaged liquor stores for off-the-premises consumption. Wets carried the other 13.

In Michigan, Genesee County was the only one in the State where the issue was on the ballot. County voted for liquor by the glass. Prior to the election it had only State stores. New Hampshire voted about two-to-one for continuing the system of sale of liquor in package stores under State control, and local option returns were in favor of continuing present set-ups. The Oregon proposal of limiting sale of strong wines to State liquor stores was reported approved. In Georgia, Bibb County went wet.

Maine Sentiment Wanes

Prohibition is less favored in Maine today than it was two years ago, an analysis of the official returns on the wet-dry referendum of September 11 shows.

The analysis, released by the Distilled Spirits Institute, shows a 1944 vote of 111,704 wet and 65,045 dry. This compares with the 1942 vote of 95,124 wet and 65,441 dry.

The dry vote was slightly less than it was in the State-wide referendum of two years ago, whereas the wet vote was increased more than 18,500, it was pointed out by Howard T. Jones, executive secretary of the Institute.

The larger total vote was polled at a time when all States have the largest number of absentees in the armed services.

Two years ago the elections left Maine with 319 dry towns with a total population of 270,836, but the recent voting cut the dry area to 311 towns with 257,128 population. The Institute analysis shows that this reduced the population of the dry area from 32.0 to 30.4 per cent, and gave the legal control advocates a net gain of eight towns and 13,708 population.

Maine votes on the question every two years. Vermont votes annually, and earlier this year polled 19,527 wet as against 14,545 dry. The total Vermont vote, however, was 7,000 less than a year ago.

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- Remote Receivers for Use in Speak-Organ, Complete With Tubes 14.95
- Vanak Slug Ejectors 9.95

WATCH FOR NEXT WEEK'S SPECIAL

State Distributor for Seeburg Phonographs and Accessories.

MILWAUKEE COIN MACHINE COMPANY

3130 W. Lisbon Ave. MILWAUKEE 8, WISCONSIN

FINANCING and BUSINESS LOANS

Will finance the sale and purchase of routes and coin machines of every description by operators. Our finance plan is simple—rates reasonable. Write and tell us your proposition.

Mercantile Discount Corp.

280 Hobart Street PERTH AMBOY, N. J. (Tel.: PE. 4-2266)

BLOCK'S FAMOUS TUBULAR COIN WRAPPERS

FOR JANUARY DELIVERY!
ORDERS FILLED IN ROTATION ONLY
RUSH SPECIFICATIONS!

PACKING

- 50c PENNIES, 19 M TO CASE
- \$2.00 NICKELS, 17 M TO CASE
- \$5.00 DIMES, 20 M TO CASE
- \$10.00 QUARTERS, 15 M TO CASE

ORDER IN QUANTITIES CONFORMING TO ABOVE PACKING IF POSSIBLE.

PRICES

CASE LOTS SHIPPED, ONE DENOMINATION TO CASE.

- 1 Case 60c per M
- 3 Cases 55c per M
- 6 Cases 48c per M
- 15 Cases 43c per M
- 25 Cases 41c per M
- 50 Cases 40c per M
- 100 Cases 39c per M
- 250 Cases 38c per M
- 600 Cases (carload lot) .35c per M

Carload buyers may have shipments from either our Philadelphia or Chicago warehouse.

BLOCK MARBLE CO.

1527 FAIRMOUNT AVENUE, PHILADELPHIA 30, PA.
GET IT FROM BLOCK—THEY HAVE IT IN STOCK!

ORIGINAL JAR O' DO TICKETS

ARROW SPECIALS
A-I MACHINES—READY FOR LOCATIONS

ARCADE EQUIPMENT

- Bally Convoy \$275.00
- *Bally Rapid Fire 175.00
- Bally Roll (14 Ft.) 150.00
- Evans Play Ball 185.00
- Evans Super Bomber 350.00
- *Evans Ten Strike, H.D. 59.50
- Exhibit Hockey (Last Model) .. 150.00
- Exhibit Candid Camera 125.00
- Exhibit Races 165.00
- Gottlieb Skee-Ball-Ette 75.00
- Gottlieb Triple Grip 17.50
- Croetchen Mountain Climber (Like New) 130.00
- Keeney Anti-Aircraft, Brown Cabinet 75.00
- *Keeney Submarine 149.50
- Kirk's Air Defense 170.00
- Daval Bumper Bowling 37.50
- *Mutoscope Sky Fighter 295.00
- Mutoscope Punch-a-Bag (Late Model) 300.00
- Operator's Astroscope with Little Man 150.00
- Rockola World Series 74.50
- *Seeburg Shoot the Chutes, with Stand, A-1 125.00
- Western Super Strength Tester and Stand, A.B.T. Slot 49.50
- Kill the Jap 12.50
- Pikes Peak 15.00

BIG ARCADE MONEY-GETTER
JETER BASEBALL PITCHING MACHINE AND BATTING CAGE.
(About 30"x14") Complete. Write for Special Low Price.

SPECIAL
KIRK R.C.A. RECORD RECORDING BOOTH. Big Money Maker for Arcade. Have Large Supply of Discs \$600.00

CONSOLES and AUTOMATICS

- Baker's Pacers, A-1, Slightly Used \$249.50
- Big Game, P.O. 95.00
- Big Game, Frog Play 79.50
- Club Bells, Like New (Comb.) 235.00
- Good Luck 69.50
- Silver Moon, F.P. 104.50
- Super Bell, Comb. A-1 300.00
- Track Time, 1938 75.00
- Track Time, 1937 59.50
- Long Shot (One Ball) 350.00

MUSIC ACCESSORIES

- Packard Bar Brackets, New 3.95
- Packard Bar Brackets, Used ... 2.95
- Packard Adapter, Beech Twin 12, Wurlitzer, A-1 20.00
- Packard Adapter, Chestnut, Mills Throne and Empress, New ... 30.00
- Packard Adapter, Willow, Seeburg 20, A-1 18.00
- Packard Adapter, Juniper, Wurlitzer 800, Used 31.00
- Seeburg Speaker, Wireless Organ, Complete 21.00
- Packard Speaker, Violet 200... 21.00
- Packard Speaker, Lily 400, Cabinet Only 20.00
- Packard Speaker, Orchid 600, Complete, New Wall Console. 63.00
- Cabinets, Steel Twin 412, New. 20.00
- Cabinets for Wurlitzer 412 ... 35.00
- 412 Twin Mechanism, Packard Adapter, Metal Cabinet, A-1 Ready for Location 150.00
- Rockola Commando (Like New) 650.00
- Rockola Imperial Mechanism, 20 Record 60.00

COUNTER GAMES
(Sold in Lots of 5 or More)

- Acas Each \$4.95
- Imps 3.95
- Cubs 4.95
- American Eagle 8.95
- Marvel 7.50

SUPERIOR AND CONTAINER PRE-WAR SALES BOARDS AT CLOSE-OUT PRICES. WRITE FOR LIST AND PRICES.
TERMS: 1/3 Deposit With Orders, Balance C. O. D.

ARROW NOVELTY CO. 2852 SIDNEY ST. ST. LOUIS 4, MO.

UNIVERSAL'S TICKETS AND BINGO DEALS OF ALL KINDS

PROMPT SHIPMENTS

ANNOUNCEMENT! BAKERS PACERS

WILL BE MANUFACTURED BY
BAKER NOVELTY COMPANY

...
BAKER NOVELTY COMPANY
WILL BUILD GENUINE BAKERS PACERS

BAKER NOVELTY COMPANY
WILL MAKE GENUINE PARTS FOR
BAKERS PACERS

WE WILL CONTINUE TO MAKE AND SUPPLY PARTS
FOR PACES RACES

—★—
AFTER VICTORY

The New BAKERS PACERS

STREAMLINED AND BETTER THAN EVER!
WITH MANY NEW AND UNIQUE FEATURES

Baker, as one of the founders of Paces Races, Inc., designed and engineered the building of PACES RACES. Baker, as founder of the BAKER NOVELTY COMPANY, designed and engineered the building of BAKER'S PACERS, the only Races with the DAILY DOUBLE feature. BAKER WILL BUILD A VICTORY MODEL DELUXE AFTER V-DAY.

UNTIL THEN SEE US FOR PARTS OR SERVICE FOR
BAKERS PACERS OR PACES RACES

BAKER NOVELTY COMPANY

1700 WASHINGTON BLVD. CHICAGO 12, ILLINOIS

Finance Cos. To Vie for Biz of Coin Industry

NEW YORK, Nov. 25.—Financial circles here are giving much attention to the competition that will arise among finance companies which will be financing sales of various industries after the war. One big company made a very creditable record in the coin machine industry before the war and its work has been so successful that it is considered probable here other finance companies will look with favor upon the coin machine industry.

The business of financing sales in various industries has become an important topic in business circles. Leaders in the banking field agree that there will be competition among finance companies and this has raised the question of prices. Some big firms such as General Electric have already announced their determination to bring down costs and selling prices as soon as possible. This may set a general trend in the consumer goods field. On the other hand, financial leaders say that many specialties should definitely plan on holding prices at a high level in order to prevent saturation in fields that can use only a limited quantity of the products turned out by the manufacturers.

MUSIC-SUPPLIES ACCESSORIES

- | | |
|---|----------|
| Each | |
| 1 Wurlitzer '42 500KB | \$535.00 |
| 3 Wurlitzer 24 | 250.00 |
| 2 Wurlitzer 71 Counter Models | 150.00 |
| 1 Wurlitzer 61 Counter Model | 105.00 |
| 1 Wurlitzer 41 Counter Model | 125.00 |
| 2 Counter Model Stands | 15.00 |
| 1 Wurlitzer 500, Leather Sides and Dome | 425.00 |
| 1 Seeburg Plaza | 300.00 |
| 1 Rock-Ola 16 Record | 135.00 |
| 1 Rock-Ola Master | 340.00 |
| 1 Rock-Ola 12 Record, Leather Sides | 125.00 |
| 3 Mills Thrones | 250.00 |
| 1 Mills Do-Re-Mi | 75.00 |

HIDEAWAY UNITS

READY FOR INSTALLATION!

Rock-Ola Monarch with Adapter and 4 20 Sel. Late Model Buckley Lite-Up Boxes, Original Amplifier and Speaker. Comp. \$235.00

Wurlitzer 24 in Metal Cab. with Buckley Adapter and 10 Buckley Lite-Up Chrome Boxes (can supply 4 complete units at the same price). Comp. \$310.00

1 Twin Twelve Buckley System with 10 Buckley Late Model, Lite-Up Boxes, Speaker and Amplifier. Comp. \$325.00

We have 30-wire cable, used, for all above installations. 25c per ft.

AMI SPECIALS

Now on Location in Greater N. Y.
20 Hi Boys \$480.00
20 Singing Towers \$385.00

ACCESSORIES

- | | |
|---|---------|
| 15 AMI Amplifiers, Less Tubes | \$22.50 |
| 2 Wurlitzer 880 Amplifiers, Less Tubes | 27.50 |
| 2 Wurlitzer 771 Amplifiers, Less Tubes | 37.50 |
| 2 Wurlitzer 15" Orig. Speakers, 3200 Ohm, Fits 616, 600, 500 | 22.50 |
| 2 Wurlitzer 12" Orig. Speakers, 600 Ohm, Fits 412 | 10.50 |
| 15 Wurl. #125 Boxes, 5-10-25¢ | 29.50 |
| 18 #WS2Z Wallomatics, 5¢ Covers Slightly Cracked, Excellent working cond. | 35.00 |
| 2 Wurlitzer #100 5¢ Boxes | 12.50 |

WRITE FOR ANYTHING
YOU DON'T SEE LISTED!
All Mase. Subject to Prior Sale! 1/2 Dep., Bal. C. O. D.

DAVE LOWY & CO.

594 10th AVENUE, NEW YORK CITY
PHONE: BRYANT 9-0817

AMERICA'S FINEST BUYS

A-1 Merchandise—New Crates

ONE BALLS

- | | |
|---------------------|----------|
| Longacre Console | \$575.00 |
| Pimlico Console | 395.00 |
| '41 Derby Console | 325.00 |
| Club Trophy Console | 300.00 |
| Fortune Console | 250.00 |
| Big Prize | 65.00 |
| Eureka | 40.00 |

FIVE BALLS

- | | |
|-----------------|----------|
| Big Parade | \$104.50 |
| Four Roses | 54.50 |
| High Hat | 49.50 |
| Five-Ten-Twenty | 104.50 |
| Champ | 44.50 |
| Gold Star | 34.50 |
| Knockout | 104.50 |
| Moniker | 74.50 |
| Sea Hawk | 49.50 |
| Sluggar | 49.50 |
| School Days | 39.50 |
| Ten Spot | 44.50 |
| Topic | 74.50 |

And Many Others

—Write Us Your Needs—

WANT PHONOGRAPHS Send List. Cash Waiting.
1/3 Deposit, Balance C. O. D. or S. D.
Wisconsin's Leading Distributor.

UNITED COIN MACHINE CO.

6304 W. GREENFIELD AVE.
MILWAUKEE 14, WISCONSIN

TOKEN EJECTOR \$5.00

Complete With Instructions

Token Ejectors now ready for immediate delivery for MILLS 10¢ Bell Escalators. Guaranteed to eject 100% Red and Blue Tokens, aluminum and paper slugs; 50% of all car tokens. Install it yourself RIGHT ON LOCATION in a few minutes. No drilling, cutting or fitting—no special tools necessary. Send full amount with order—we ship prepaid.

VALLEY SPECIALTY CO., Inc.

1081 Joseph Ave. ROCHESTER 5, N. Y.

1 BALLY FAIRMONT

ONE BALL PAYOUT, PRACTICALLY NEW, FINE CONDITION, IN STORAGE 2 YEARS,
\$695.00

"BLOISES"

1018 W. STATE ST. OLEAN, N. Y.

AUTOMATIC COIN

SERVING THE NATION'S OPERATORS

- | | |
|---------------------------|----------|
| Blue & Gold Vest Pockets | \$ 54.50 |
| 5¢ Late O.T., Blue | 89.50 |
| 5¢ Rolatop | 119.50 |
| 10¢ Rolatop, Fact. Reblt. | 189.50 |
| 5¢ Jenn. Silver Chief | 189.50 |
| 5¢ Jenn. Super Chief | 189.50 |

- | | |
|-----------------------------------|---------|
| 7-Col. DuGrenier Cig. Mach. | \$39.50 |
| 9-Col. DuGrenier Cig. Mach. "W" | 48.50 |
| 9-Col. DuGrenier Cig. Mach. "WD" | 85.00 |
| 11-Col. DuGrenier Cig. Mach. "L8" | 89.50 |

- | | |
|-------------------------------|----------|
| 25¢ Pace Reel Jr. | \$249.50 |
| Evans Lucky Lucre | 189.50 |
| Brown Paces Races | 189.50 |
| Paces Races, Red Arrow, J.P. | 289.50 |
| Pace Saratoga or Reels, Rails | 129.50 |
| '40 Galloping Domino, J.P. | 275.00 |
| Exhibit Air Circus | 125.00 |

- | | |
|---------------------------------------|---------|
| Metal Covers for Seeburg Wall-o-Matic | \$ 7.75 |
| 85C7 Phonograph Tubes, Each | 1.00 |
| Mills Moderne Scale | 49.50 |
| Big Game Hunter, Record. | 34.50 |

SEE US FOR PARTS!!!

- | | | | |
|--------------------------------------|---------|---|---------|
| Knee Action for Mills, Set of 3 | \$4.95 | Main Clock Gears for Mills, with Attachments | \$9.50 |
| Idle Pinion Gears for Mills, Ea. | 2.50 | Cash Box Doors (Minus Lock) | \$ 2.00 |
| Back Doors for Mills | \$ 6.50 | Plastics for Rock-Ola, '39, '40 Models, Top Corners, Lower Sides, Ea. | 12.75 |
| 5¢ Jackpots for Mills | 22.50 | Plastics for Seeburg 1941, 1942 Models, Lower Sides, Each | 14.50 |
| Standard Handles for Mills | 2.00 | Corner Plastics for Mills Throne, Ea. | 12.50 |
| Club Handles for Mills | 4.50 | New Locks for Pin Balls | .65 |
| Jackpot Glasses for Mills | 1.25 | 5, 10, 15 Amp. Fuses, Each | .04 |
| Reel Glasses for Mills | .50 | Bulbs, No. 40-44-48-51, 1459-1458, Each | .07 |
| Escalator Glasses for Mills | .50 | Reel Stops for Super Bells | .40 |
| Award Cards, 2/5 or 3/5, for Mills | .25 | | |
| Set of 5 Four Bell Glasses for Mills | 12.50 | | |
| Glass for Mills 3 Bells | 17.50 | | |
| Spring Kit (55 Springs) for Mills | 9.75 | | |

Many Other Parts Available. Write Us Your Needs.

WE REPAIR MILLS SLOT CLOCKS—SEND THEM IN

All machines reconditioned and refinished by experts. Write for complete list and quotations on parts and equipment not listed. Order, Balance C. O. D.

Automatic Coin MACHINES & SUPPLY CO.
3834 W. Fullerton Ave. (Phone CAPitol 8244) Chicago 47, Ill.

WANTED TO BUY FOR CASH:

- | | | | |
|---|---------|------------------------------------|-------|
| The following, for which we will pay these respective prices: | | | |
| Sunbeam | \$50.00 | Stars | 50.00 |
| Do Re Mi | 50.00 | Leader | 50.00 |
| Duplex | 50.00 | Double Play | 50.00 |
| West Wind | 50.00 | Zombie | 50.00 |
| Mills 1940 1-2-3, F.P. | 60.00 | Grootchen Metal Typar Tags, Per M. | 50.00 |

Phone: Franklin 5544
2823 Locust St.
St. Louis 3 Mo.

IDEAL NOVELTY CO.

SLOT MACHINE REPAIR MAN WANTED

Must be capable on general overhauling and refinishing; knowledge of pin game and console repairs desirable. Give all details—references, wages wanted by letter. Must reside in Massachusetts. Position inside, permanent and 48 hours.

**AUTOMATIC
COIN MACHINE CORP.**
338 Chestnut St. SPRINGFIELD, MASS.

"Eastern" Has Them Ready To Ship

Rebuilt Air Games in Original Cases.
Midway, Grand Canyon, Streamliner, Eagle Squadron, Torpedo Patrol, Bombardier, Production, Shangri-La, Marines at Play, Invasion, Pin Up Girl, Sky Rider, Flying Tigers.

Write for Prices. We Ship Same Day.
EASTERN SALES COMPANY
We Have What We Advertise
Culver 5278
1824 East Main Street, Rochester 9, New York

PANORAMS WANTED

State Your Price.
BOX D-323, The Billboard, 25 Opera Place, Cincinnati 1, Ohio

SLOTS

MILLS...JENNINGS...WATLING...PACE
RECONDITIONED—Guaranteed
By Our 48 Years of Experience
WRITE FOR PRICES

- 2 5c MILLS CLUB BELLS (Cabinet Model)
- 1 10c MILLS CLUB BELLS (Cabinet Model)
- 4 25c MILLS CLUB BELLS (Cabinet Model)
- 3 5c GOLD CHROMES
- 7 10c GOLD CHROMES
- 9 25c GOLD CHROMES
- 2 5c SILVER CHROMES
- 5 10c SILVER CHROMES
- 8 25c SILVER CHROMES
- 2 5c BROWN FRONTS
- 4 10c BROWN FRONTS
- 12 25c BROWN FRONTS
- 3 5c BLUE FRONTS
- 5 10c BLUE FRONTS
- 8 25c BLUE FRONTS

All above Machines have Knee Action, Club Handles and Drill Proof.

- 12 5c Q. T.'s Originally Blue Made Glitter Gold \$89.50
- 6 10c Q. T.'s, Same as Above 99.50

- 8 5c JENNINGS FOUR STARS
- 2 10c JENNINGS FOUR STARS
- 6 5c WATLING ROLA-TOPS
- 2 10c WATLING ROLA-TOPS

We have all types of Coin Machines.
Tell us what you want.

SICKING, INC.

1401 Central Parkway Cincinnati 14, O.

Black Market Cig Ops Will Lose Supplies

CINCINNATI, Nov. 25.—Hamilton County Cigarette Vending Machine Association here pledged itself to a fair and equitable allocation of cigarette supplies and to aid in the prevention of hoarding and price ceiling violations in a letter to John E. Robinson Jr., district director of the OPA in Cincinnati.

The letter said that members would refuse to service machines in establishments where a black market existed or where price ceilings were violated. It was pointed out that certain proprietors have asked that cigarettes, intended for vending machines, be sold over the counter to prevent individuals from emptying the machines as soon as they are serviced.

Certain dealers are selling these cigarettes at over-the-ceiling prices, the association said. Because the vending machines are owned by members of the association and not by the owner of the establishments where they are installed, the association members become responsible.

To protect themselves, association members are asking that dealers who wish to sell cigarettes over the counter enter a contract relieving the vending machine owners of claims for damages resulting from price ceiling violations.

The association, Richard Iverson, secretary, said, will look into any cigarette black market complaints if made in writing to its offices, 3959 Farrell Drive, Cincinnati.

MILLS

Serves the Industry

MILLS NOVELTY COMPANY

4100 FULLERTON AVE., CHICAGO 39, ILL.

ROUTE FOR SALE

COIN OPERATED MACHINES

Located at Woodward, Oklahoma, and fourteen small surrounding towns. We have operated this route ten years. No competitors. Route has 51 Music Machines and 3 Wallbox Hookups. We only want market price on equipment. The Music Equipment will figure approximately \$15,000.00; Cigarette Vendors and Novelty Games at market price, or we will pick these up. A good set-up for now and post-war. Route will net \$10,000.00 yearly. Reason for selling, owner is opening other businesses. Operation complete, estimated at \$20,000.00. Will sell to responsible party for one-half cash, balance twelve or fifteen months at 6% interest.

M. M. RUTHERFORD, DBA RUTHERFORD ENTERPRISES
117 N. FROST STREET TELEPHONE 1016 PAMPA, TEXAS

ATLAS MEN 11 IN SERVICE

"PERSONAL SERVICE"

Is Always Part of the Deal

WHEN CHEERFUL, FRIENDLY, COURTEOUS ATLAS PERSONNEL HANDLE YOUR ORDER. COURTESY IS OUR BUSINESS.

EQUIPMENT NOW AVAILABLE

5¢ Super Bell

5¢ & 5¢ Super Bell

5¢ & 25¢ Super Bell

Bally Club Bell

Banotalls, J.P.

Jumbo, P.O. Vest Pocket

Jenn. Bobtail, P.O. Hi Hand

Western Baseball

5-10-25 Mills Club Bell, Factory Rebuilt

Slap the Jap

Jenn. Cigarolla XV and XXVO

PARTS FOR ALL YOUR NEEDS

Order by Part Number

Rockola & Wurl. Motors Repaired	\$ 7.50
Jap & Hitler Conversions for Chicken Sam	18.50
Pick-Up Head Scales	1.50
Lenses for Chicken Sam	2.00
Lock for Wurl. Phone Cabinet	1.00
Lock for Select-o-Matic	1.00
Lock for Wall-o-Matic	1.00
Log Raisers for Pin Games. Set of 4	.40
5¢ Jackpot for Mills	15.50
Wurl. & Seeburg Casters. Set of 4	1.50
ABT Coin Chutes, Reg. & F.P.	3.75
Case (120) 25W. Bulbs	9.80
Mills Cash Boxes	1.00
Mills 4-Bell Glasses, Complete Set of 5	8.75
188—Title Strips, 20,000	5.00
603B—30 MFD 450 V. Condenser	1.75
604B—40 MFD 450 V. Cond., Dry	1.75
171—3000 Ohm Variable Resistor for Chicken Sam	2.25

WRITE FOR COMPLETE PARTS LIST.

SINGLE SAFE STAND \$21.50

1/3 Deposit With Order.



COIN-OPERATED AUTOMATIC SALES BOARDS

Deals of all kinds

Write for particulars.

R. C. WALTERS

2532 Sample Ave. ST. LOUIS 12, MO.



OLIVE'S SPECIALS THIS WEEK

FIVE BALL FREE PLAY

Action	\$127.50
Argentine	75.00
Attention	57.50
Dixie	37.50
Dude Ranch	37.50
Five-Ten-Twenty	135.00
Four Roses	40.00
Gun Club	75.00
Knockout	125.00
Majors, '41	55.00
Majors (Old Style)	18.00
Mascot (Plastic)	40.00
Play Ball	42.50
Repeater	50.00
Scoop	20.00
Seven-Up	60.00
Slap the Jap	60.00
Slugger	60.00
Spot Pool	55.00
Sun Valley	125.00
Ten Spot	55.00
Venus	75.00

MISCELLANEOUS

PANORAM PROJECTION LAMPS (200 Hour). Each \$5.75

PANORAM PROJECTION LAMPS (25 Hour). Each 4.25

Terms: 1/3 Deposit With Orders, Balance C. O. D. or Sight Draft.

OLIVE NOVELTY CO.

2625 LUCAS AVE. ST. LOUIS, 3, MO.
(Phone: Franklin 8820)

SCOTT-CROSSE CO.

formerly Keystone Vending Co.

★

The East's Leading Distributor

★

PHILADELPHIA, PA.

The Famous, Patented Chicago "ACE" Lock insures

"UTMOST Security!"



Only the Ace ROUND Key Opens It

Note patented 7-pin Tumbler construction. Only the properly notched "ACE" ROUND Key will properly engage ALL 7 tumblers to open this "ACE" of all locks. Can be keyed alike. Remember—There's a Chicago Lock for Every Need—and ALL insure—"UTMOST Security." Write for catalog complete line.

U. S. PAT. No. 2,141,748

CHICAGO LOCK CO.

2024 N. Racine Ave., Dept. 68, CHICAGO

WANTED IMMEDIATELY CONSOLES

Will pay highest cash prices. Pace Reels, Comb. or Free Play, Pace Saratoga, Comb. or Free Play. Include prices in first letter.

COIN MACHINE DISTRIBUTING COMPANY

5748 Baum Blvd. PITTSBURGH, PA.
Hiland 7000

ATLAS

NOVELTY COMPANY

2200 N. WESTERN AVE. · PHONE ARMitage 5005 · CHICAGO 47

Assoc. (ATLAS AUTOMATIC MUSIC CO., 4704 CASS AVE., DETROIT 1
Offices: ATLAS NOVELTY CO., 2219 FIFTH AVE., PITTSBURG 19

FRIENDLY PERSONAL SERVICE



AMAZING CLOSE-OUT!

THE SENSATIONAL

REVAMPED

SHOOTING GAME

PERISCOPE

WHILE THEY LAST

ONLY \$249.50

BRAND NEW — ORIGINAL CRATES

Thrilling Submarine Illusion—High Score—3rd Dimensional View—One-Piece Unit.

JUST A FEW LEFT—

RUSH YOUR ORDER!

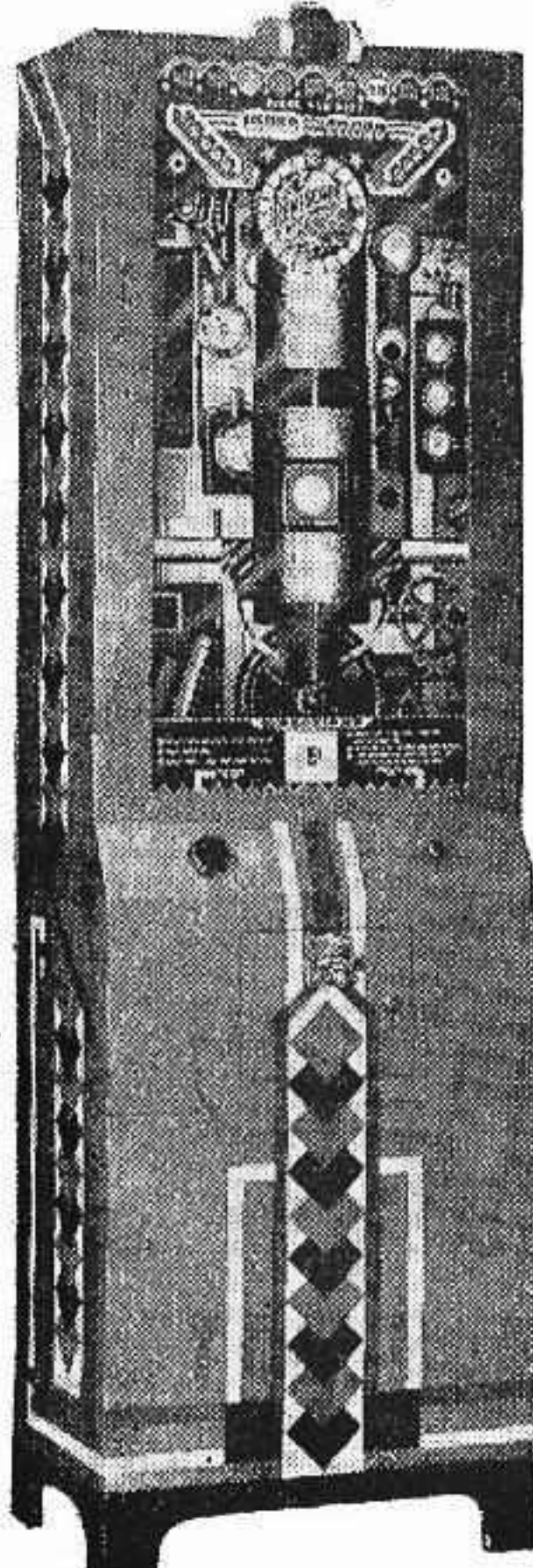
1/2 Dep., Bal. C. O. D. or Sight Draft.

WILL ACCEPT THE FOLLOWING EXHIBIT GAMES AT \$65.00 EACH IN TRADE ON PERISCOPE: WEST WIND—DOUBLE PLAY—DO-RE-MI—STARS—SUNBEAM.

THE FOLLOWING AT \$50.00 EACH: ZOMBIE—LEADER—DUPLX—FLICKER.

THE FOLLOWING AT \$40.00 EACH: BROADCAST—CROSSLINE—ATTENTION.

THE FOLLOWING AT \$25.00 EACH: SEAHAWK — HOROSCOPE — CHAMPS — DIXIE—ALL AMERICAN.



MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE. (PHONE ARMITAGE 1434) CHICAGO

Seattle Parking Mch. Revenue of \$165,000 Expected Thru 1944

SEATTLE, Nov. 25.—Parking meters in the central business district here produced \$15,237 during October, breaking all records for a single month, according to City Treasurer H. L. Collier.

The 1,604 nickel parking meters have collected \$139,662 in the first 10 months of the year, and Collier forecast the total for the year will approximate \$165,000. Records computed by the treasurer show that on an average so far this year motorists have deposited 10,900 nickels or \$545 daily in the curbside boxes for the privilege of parking. The average during the corresponding 10 months of 1943 was \$522, according to Collier.

The meters were installed in February, 1942, and since then they have cost the city \$390,368 and the intake has been \$427,924. So successful have the meters been in solving parking and traffic problems that one of the major urban districts in Seattle is contemplating petition for installation. The meters are a success story that was little dreamed of when proposed. Garage and parking lot owners protested strongly. Since then, however, everyone has benefited. Business increased and signs "filled up" appear at all parking quarters in most of downtown Seattle.

Skee-Ball Mfr. Sets Eastern Distrib

NEW YORK, Nov. 25.—As part of a post-war expansion plan, Pancoast Amusement Company, manufacturers of Victory Rolls, skee-ball game, has named Atlantic Distributing Company as its rep on the unit for metropolitan New York.

Royal Distributors, of Elizabeth, N. J., and Runyon Sales, of Newark, N. J., were also named as distrib and will divide New Jersey between them.

Pointing out that Pancoast is now represented on the Pacific Coast and Far Western States on Victory Rolls, Sol Wohlman, firm's prexy, adds that he is now considering outlets in Midwestern and Southwestern territory.

Over 75,000 New Giving Trouble-Free Service!

IMP

BRAND NEW

\$9.90

WHILE THEY LAST!

Regular Price \$12.50.



BRAND NEW Wings.....\$11.50 | Yankees.....\$11.50

- Liberty Bell, 5¢, Fruit \$18.50
- Zephyr 9.90
- Champion 14.90
- Vitalizer 69.50
- Evans Playball 195.00
- Love Testers 149.50
- Exh. Merchantmen 49.50
- Fan Front Mutoscope Diggers 79.50

BLISTER GUNNER CONVERSION FOR AIR RAIDER \$12.50
TOKYO RAIDER CONVERSION FOR DRIVEMOBILE 16.75
KLIP-A-NIP CONVERSION FOR SKYFIGHTER 16.75

1/8 Deposit With Order.

MAX GLASS DISTRIBUTING COMPANY

(Successors to Gerber & Glass)
914 DIVERSEY • CHICAGO 14, ILL.

"CHAMPION"

Jackpot Fruit Reel

\$47.50

BRAND NEW



A Great Automatic Payout Machine for 5¢ Play. Colorful design. Pays out a flashy nickel plated token (25¢ size) when winning fruit symbols come up, such as two cherries, etc. Complete with 138 tokens bearing odds low as 3 to 1, high as 50 to 1.

JACKPOT consists of large "Goldaward" coin which is usually redeemed at counter for \$5.00 cash. Takes space 10x10 in. Ht., 13 in. Wt., 25 lbs. Send \$10.00 deposit, balance express C. O. D. (10% discount in lots of 3 or more.) Each, \$47.50.

WEBB DISTRIBUTING COMPANY
612 N. Michigan Ave., Chicago 11, Ill.

PARTS—SUPPLIES

- 6 7/8 Volt Bulbs, 40, 44, 46, 47, 50, 51 and 55. Per Hundred \$5.40
- 3 AG Fuses Per Hundred \$9.00
- 1/2 Amp. 3.50
- 1, 1 1/2, 2, 2 1/2, 3 Amp. 3.00
- 5, 6, 7 1/2 Amp. 3.00
- 10, 15, 20, 25, 30 Amp. 2.50
- PHONOGRAPH TITLE STRIPS (Red Border)
- 1000 \$5.00
- 5000 Per M 4.00
- 10000 Per M 3.50
- 25000 Per M 3.00

65C7, 5Z3, 80, 2A4G, 70L7

Tubes are almost impossible to secure, but we have adapters for making the change-over to available tubes that require no change in the amplifier.

- #100 65C7 to 7F7
- 103 65C7 to 65L7
- 110 5Z3 to 5U4G
- 125 80 to 5T4, 5V4G, 5Y3 or 5Z4
- 126 83 to 5U4G or 5X4
- \$1.50 Each
- #205 2A4G to 2051 (Seeburg Guns)
- 210 2A4G to 2051 (Seeburg Music)
- 215 70L7 to 7A4-7A5 (Seeburg Remote Boxes)
- \$3.50 Each

These have been tried and proven thoroughly satisfactory. We guarantee satisfaction. Absolutely no worry, anyone can make the change. Carry these in your service kit as standard equipment.

Ask Us for List Available Records

HERMITAGE MUSIC CO.

416A Broadway, Nashville 3, Tenn.

WANT TO BUY PHONOGRAPHS

DUPLX — ZOMBIE
Leader — Do-Re-Mi — Stars
West Wind — Double Play
Sunbeam

ATLAS NOVELTY CO.

2200 N. Western Ave., Chicago 47, Ill.
Phone: ARMITAGE 5005

The BROWNIES are coming

New Sensational Features!

WATCH FOR THESE PHENOMENAL DOLLAR SNAGGERS

Operators of Salesboards, Bingo and Jar Tickets

Size	Name	Per Set	Doz. Lots	Profit Each
2520	Orig. Jar o' Do Ticket Comb. 101-102, Master Charley, 630, 4 to a Bundle, Sale 51	\$4.00	\$42.50	\$112.00
2170	Big Charley Jar o' Do, Red, White and Blue, Stapled 5 to a Bundle	3.25	36.00	74.00
2100	Same as 2170	3.00	33.00	60.00
2170	Single Jar o' Do, Red, White and Blue	2.25	24.00	36.00
2100	Same Jar o' Do, Red, White and Blue	2.15	23.80	32.50
2180	Single Break Top, Red, White and Blue, 5, 10 & 25¢, Label Furn'd	1.60	18.00	36.00
2170	R., W. & B. Super Charley, Staple 7 for 50¢, Jar-o'-Do	3.25	36.00	41.00
2170	R., W. & B. Uncle Charley, Staple 3 for 25¢, Jar-o'-Do	3.25	36.00	66.83
1360	Single Weris Red, White and Blue	1.75	20.00	18.00
2520	Comb. Tickets, Punch To Be Put on Rack, on Sticks	4.00	40.00	40.00
2530	Comb. Single 101-102 Jack Pot Card, \$1.00 Extra	3.50	36.00	40.00
2250	Single Comb. Jar Deals, 5 and 10¢	3.00	33.00	35.00
2160	Poker Ticket with 5¢ Jar Label, Fastest Moving Jar Deal	4.00	40.50	27.00
2160	Poker Ticket with 10¢ Jar Label, Fastest Moving Jar Deal	4.00	40.00	54.00

On 10¢ Deals Profit Doubles—If Interested in Gross Lots—Write.
COMPLETE LINE OF SALESBOARDS, BINGO TICKETS, JAR TICKETS AND CARDS.
Send for Our Price List. 25 Per Cent With Order, Balance C. O. D.
HENRY E. WEISS 140 NORTH 31ST STREET, BELLEVILLE, ILLINOIS

There is no substitute for Quality

Quality Products Will Last for the Duration

D. GOTTLIEB & CO.

CHICAGO

WANTED!

WILL PAY FOLLOWING PRICES

- A.B.T. Big Game Hunters (Late) .. \$15.00
- A.B.T. Challengers 15.00
- A.B.T. Model F (Blue) 15.00
- Pikes Peak 10.00
- Wurlitzer Model 41's 75.00
- Wurlitzer Model 61 60.00
- Wurlitzer Model 71's 100.00
- Counter Model Stands 7.50

All Machines must be in working condition, no parts missing or broken.

RAKE COIN MACHINE EXCHANGE

2014 Market Street
PHILADELPHIA 3, PA.

CENTRAL OHIO QUALITY BUYS

THERE IS NO SUBSTITUTE FOR QUALITY

PIN BALLS

AIR CIRCUS	Write	NEW MARVEL	\$179.50
KNOCKOUT	Write	MARINES AT PLAY	199.50
BIG PARADES	Write	INVASION	105.00
5-10-20	Write	SPOT A CARD	79.50
JEEP	\$119.50	BOLAWAY	79.50
HI HAT	59.50	GUN CLUB	72.50
VELVETS	59.50	BOSCO	79.50
SKY RAY	59.50	SEA HAWKS	49.50
HOROSCOPE	49.50	SCHOOL DAYS	49.50
STAR ATTRACTION	69.50	SPORT PARADES	49.50
JUNGLE	79.50	BELLE HOP	69.50
MONICKER	79.50	BLUGGER	59.50
FOUR DIAMONDS	59.50	MILLS OWLS	99.50



Wolf Solomon

CONSOLES READY FOR LOCATION

Jumbo Parades, C. P., Late	\$129.50	Super Track Times	Write
Jumbo Parades, F. P., A-1	89.50	2 Way Super Bells, 5c-5c	Write
Jumbo Parades Comb., F. P., C. P.	169.50	5c Super Bells Comb., Like New	Write
Bakers Pacer, D. D., Like New	299.50	4 Way Super Bells, 5c-5c-5c-5c	Write
Bally Club Bells, Like New	299.50	Mills Four Bells, 5c-15c-15c-25c	Write
Keeney Kentucky Club, Perfect	99.50	Mills Three Bells	Write
5c Bobtail or Silver Moon Totalizers	119.50	Track Odds, D. D., Late, A-1	Write
10c Bobtail Totalizer	159.50	Silver Moon Console, C. P.	Write
25c Bobtail Totalizer	179.50	Jennings Cigarolas XVV, Like New	109.50

ARCADE EQUIPMENT

Air Raiders	\$219.50	Test Pilot	\$209.50	New Skee Roll	\$299.50
Rapid Fires	209.50	Career Pilot	225.00	2 Naughty Peaks, Stand Write	
Bally Defender	Write	10c Astroscope	99.50	2 Cokeyed Circus, Std. Write	
Panorams, Late	365.00	See-A-Freak	109.50	1 Voice Recorder	Write
Sky Fighter	Write	Poo Basket Ball	99.50	4 Gun Rifle Range	Write
Muto, Punch Bag	Write	Card Vendors, 1c-2c	65.00	Keeney Submarines	\$199.50
Exhibit Rotaries	179.50	Scientific Baseball	119.50	Scientific Basketball	119.50

20 MILLS VEST POCKETS PLUS BLUE & GOLD - \$59.50 Each

ONE BALLS - PIMLICUS, CLUB TROPHYS, '41 DERBYS, SANTA ANITA, LONG SHOTS - WRITE

SLOTS—WRITE OR PHONE FOR PRICES

5c-10c-25c Blue Fronts	5c-10c-25c Brown Fronts	5c-10c-25c Orig. Chrome Bells	5c-10c-25c Bonus Bells
5c Cherry Bells, 3/10 P.O.	5c Silver Club Chief	5c Pace Deluxe	
5c Mills Club Console Bells, 3/5 P.O.	10c Silver Club Chief	5c Pace All Star	
5c Jennings Club Chief, 3/5 P.O.	10c Extraordinary	SINGLE & DOUBLE SAFES	

ONE-HALF CERTIFIED DEPOSIT WITH ORDERS

CENTRAL OHIO COIN MACHINE EXCHANGE

514 S. HIGH ST., COLUMBUS 15, O. Phones ADams 7949, ADams 7993.

Wolf Opening San Francisco Branch

LOS ANGELES, Nov. 25.—Bill Wolf, of California Amusement Company, with his local manager, Chet Garton, is in San Francisco to open a branch there. When opened, it will give California Amusement branches in San Diego, San Francisco, and here.

Wolf, originally a San Diego coinman, opened the Los Angeles branch a little over a year ago. The plan for the Bay City spot came soon after Wolf had purchased a large lot on West Pico where he will build following the war. The three branches spotted as they are thru-out California will enable this firm to serve operators in the entire Coast area.

Looking to the post-war era, Wolf recently returned from an Eastern trip during which he made arrangements for additional lines. Just what lines were secured is not known. But following his return here Wolf immediately launched his expansion plans.

Wolf will give his personal attention to all three branches when they are established. Garton will be switched from the management of the local to the Bay City branch.

Maurice Pierce Joins Minthorne Music Co.

LOS ANGELES, Nov. 25. — Maurice Pierce, expert Seeburg mechanic, has joined the service staff of the Minthorne Music Company.

Addition of Pierce to the staff is part of a program of Dolores and Jean Minthorne preparing for post-war business. They have already enlarged their quarters in anticipation of new business. With Pierce employed, it is a step toward giving music machine operators factory service on the Coast.

GUNS FOR LIVE AMMUNITION

- Factory Reconditioned
- In Factory Cartons

13 #62A	Each	\$32.50
3 #90		32.50
1 Sears-Roebuck Ranger		32.50
2 #602 Savage		32.50
1 Remington Speedmaster		32.50
4 Remington #24		32.50
2 Winchester #74		32.50
300 Gun Loading Tubes		.25
1 Photomaton Lens and Shutter, Comp.		85.00
1 Photomaton Shutter		35.00
2 New Photomaton Tanks		75.00
5 New Brandt Automatic Cashiers		175.00
1 Johnson Penny Counter with Tubing Chute, Reconditioned by Factory		125.00
1 Rock-Ola Commando, Like New		550.00

1/3 Deposit, Balance C. O. D.

PHIL GOULD

220 E. 18th St. BROOKLYN 26, N. Y. Buckminster 4-8100

WANTED

WANTING SMALL SCALES, PHONOGRAPHS, ALL KINDS PIN GAMES. Advise condition and price in first letter.

FOR SALE

GOOD ARCADE EQUIPMENT at the right price.

LAVOIE & HILLMAN

175 East Main St. FALL RIVER, MASS.

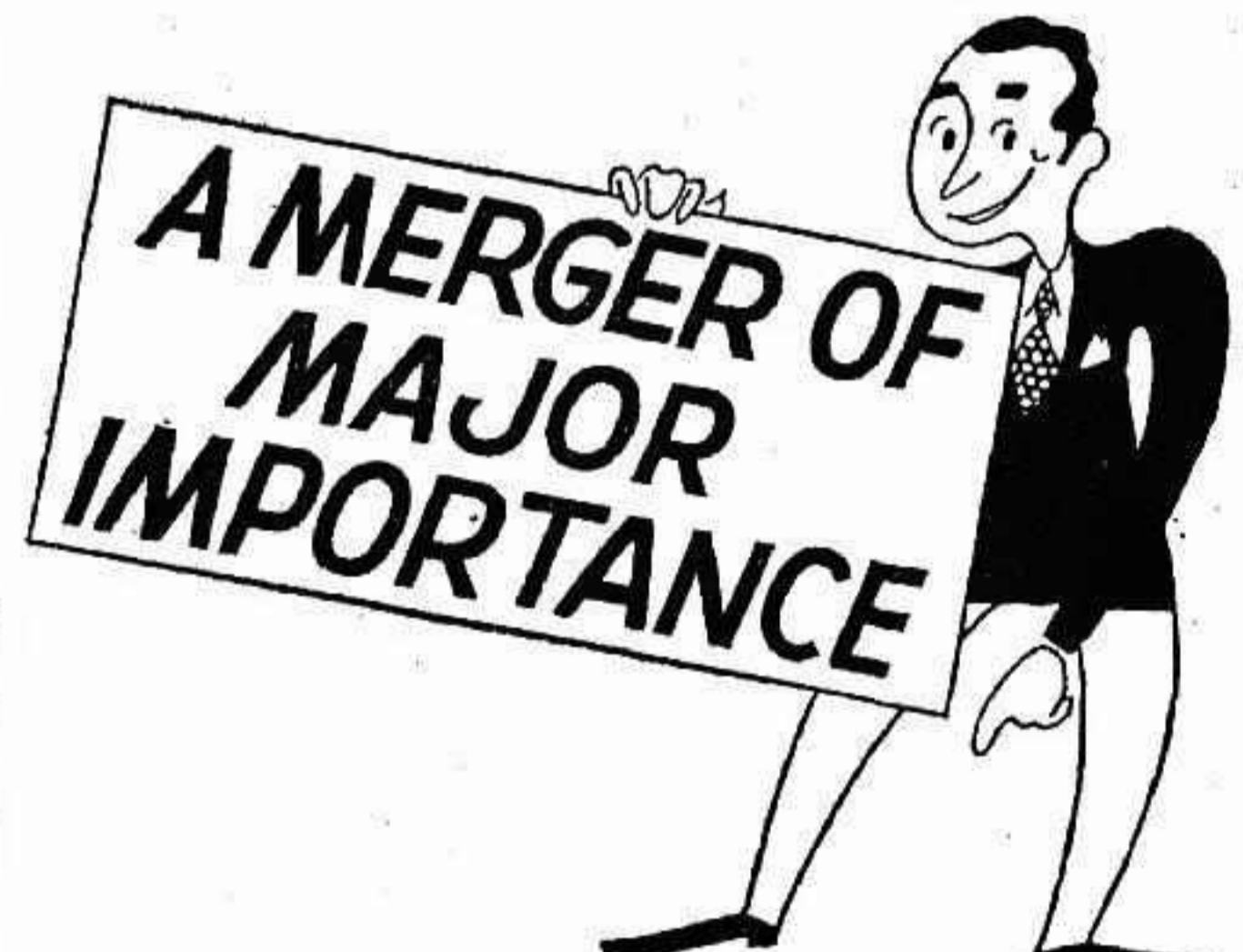
WANT SKEEBALLS

GENCO BANK ROLLS AND WURLITZERS

Will Positively Pay More

GRAND AMUSEMENT

6432 CASS DETROIT 2, MICH.



BERT LANE

HARRY ROSEN and MEYER PARKOFF

Announce

The merger of the complete facilities and personnel of their firms to form

Atlantic Distributing Co.

583 Tenth Ave., New York, N. Y. • Lackawanna 4-8193

Exclusive Distributors

in New York, New Jersey and Connecticut for

The J. P. SEEBURG CORPORATION

\$150 CASH PAID FOR WURLITZER SKEEBALLS MODEL S14A—HIGH SCORE \$150

\$100 CASH PAID FOR WURLITZER MODEL S14 BANKROLLS \$100

\$25 EXTRA FOR GRATING EACH
All Machines Must Have All Working Parts. Will Buy Any Quantity.

JOY NOVELTY CO. 8642 LINWOOD DETROIT 6, MICH.

THE NEW MODEL

MAY-BELL

IS NOW READY!

This LATEST RECONVERSION of the famous MAY-BELL has eliminated practically all service calls. Now sold on a 10-day money-back guarantee. Write for details and price. Will reconvert older models of May-Bell at nominal cost.

SAM MAY INDUSTRIES

2000 N. OAKLEY AVE. HUMBOLDT 5497 CHICAGO 47, ILL.

ORDER NOW—SPECIALS

PHONOGRAPHS	BOXES—ACCESSORIES
Wurlitzer 616, Lite-Up	Seeburg 5-10-25 Bar-o-Matics
Wurlitzer 600R, Acme Rebuilt	Seeburg Wireless Stroller, 20 Sel. Box
Wurlitzer '42 600	Seeburg 24 Wall-o-Matics, Wireless
Wurlitzer 600R, Packard Keyboard	USRT Adaptor
Seeburg Colonel, ES	Wurlitzer #320 Sweet Music, 5c Boxes
Seeburg Plaza	Brackets for Wurlitzer Boxes
Seeburg Hi Tone 8800, ES	Brackets for Seeburg Boxes
Seeburg Hi Tone 880, ESRO	Buckley Gray Boxes
Seeburg Gem	Volume Tone Control Keys
Seeburg Rex	MISCELLANEOUS AND ARCADE
Rock-Ola Imperial, 20 Records	Mills Vest Pocket, Green
Rock-Ola Standard	Mills Vest Pocket, Blue and Gold
Mills Throne	Mills Vest Pocket, Chrome
	A.B.T. Challenger & Stand, "Japs"
	Keeney Air-Raider
	Western Baseball, 1939

WE BUY USED RECORDS—WHAT HAVE YOU?

Terms—1/3 Deposit, Balance C. O. D.

NEW YORK DISTRIBUTING CO.

630 10TH AVE. (Circle 6-9570) NEW YORK 19, N. Y.

A TIMELY PROFIT-EER



Here it is—
a BIG football board that punts home a clear \$29.16 profit—5c play; \$47.57—10c play. It's a real touch-down for action, with FOOTBALL TICKETS in Jackpot, and NEW JUMBO HOLES. Order in 5c and 10c Play.

ORDER AS
#1000 SCRIMMAGE-5c Play
(Special THICK—Slot Symbols)

Takes in\$50.00
Pays Out:
Av. J.P. ...\$ 9.84
Cons. 11.00 20.84

Average Profit\$29.16
ORDER AS

#1000 SCRIMMAGE-10c Play

Takes in\$100.00
Pays Out:
Av. J.P. ...\$19.68
Cons. 32.75 52.43

Average Profit\$47.57
Send for Price List #438-13

GARDNER & CO.
2309 ARCHER • CHICAGO

SALESMEN WANTED FOR FEW CHOICE TERRITORIES.
WRITE SALES MANAGER.

FLOOR SAMPLES, REBUILTS AND SLIGHTLY USED

2 10¢ Orig. Chrome, Rebuilt, 3/5 P.O. Write	1 1¢ Mills Goose-neck, Single J.P. ... \$ 49.50
1 5¢ Orig. Chrome, Rebuilt, 3-5 P.O. Write	3 25¢ Brown Fronts, Like New ... Write
2 Mills Golf Balls, Like New ... \$199.50	4 25¢ Blue Fronts, Like New ... Write
2 5¢ Blue Fronts ... 225.00	16 Columbia Bells, Ch. Sep., Perfect... 79.50
5 5¢ Cherries, Like New ... Write	5 Kentucky Club, Like New ... 115.00
1 1¢ Walling Twin Jackpot ... 27.50	1 Jumbo Parade, Conv., Perfect ... 179.50
1 1¢ Pace Bantam ... 27.50	12 Jumbo Parade, Cash, Latest Model ... 149.50

SUPPLIES

3 Galloping Domino, Cash, J.P., Dark Cab., Factory Rebuilt ... \$225.00	1 Mills Four Bells, 5/5/5/5¢, Perfect, Ser. #1113 ... Write
10 Galloping Domino, Cash, Light Cab., Like New ... 335.00	1 Mills 5¢ Jumbo, F.P. ... \$ 89.50
6 Galloping Domino, J.P., Chk. Sep., Light Cab., Like New ... 345.00	1 25¢ Paces Races, Rod Arrow ... 260.00
1 Jack-in-Box Stand, No Lock ... \$ 35.00	1 Drivemobile, Perfect ... 300.00
15 Yankee 1¢ Cigarette Machines ... 5.50	1 Exhibit Jockey Club Console ... 75.00
1 Penny Smoke ... 5.50	1 Mills Single Safe, No Locks ... \$ 29.50
	Fortune, Cash of Free Play ... 300.00
	1 Santa Anita ... 250.00

FIVE BALL PIN BALL MACHINES

4 Mystics ... \$29.50	4 Spottem ... \$19.50	1 SportParade \$42.50	1 Score a Line ... \$22.50
1 Bally Reserve 29.50	1 Pick 'Em ... 19.50	2 Mascot ... 29.50	

NEW MACHINES IN ORIGINAL SEALED CRATES

2 Keeney Super Track Times ... Write	3 Galloping Dominos, J.P. ... \$425.00
4 Columbia Bells, Gold Awards ... \$99.50	

FACTORY REBUILTS IN ORIGINAL SEALED CRATES

8 Mills Consoles, 5¢, New ... Write	1 Mills Console, 25¢, New ... Write
2 Mills Chrome, 50¢, New (Gold) ... Write	5 Mills Mystery Bonus, 5¢, New ... \$275.00
1 Mills Consoles, 10¢, New ... Write	3 Mills Mystery Bonus, 10¢, New ... 285.00

ARCADE, PHONOGRAPHS AND SUPPLIES

1 Skyfighter, Perfect ... \$310.00	1 AMI Bar Box, 20 Selection ... \$15.00
3 Keeney Air Ralder, Like New ... 189.50	10 Rockola Wall Boxes, #1525, New ... 55.00
8 Seeburg Selectomatics (24) Sel. ... 22.50	1 600 Wurlitzer Victory Mod. ... 525.00
5 AMI Wall Boxes, 20 Selection ... 10.00	2 Playboys ... 25.00
1 Chicken Sam ... 129.50	2 #430 Wurlitzer Speakers, New ... 125.00

TERMS: FULL CASH MUST ACCOMPANY ALL ORDERS IN THE FORM OF POST OFFICE, EXPRESS, TELEGRAPH MONEY ORDERS OR CERTIFIED CHECKS.

MOSELEY VENDING MACHINE EXCHANGE, INC.
60 BROAD STREET, RICHMOND, VIRGINIA. DAY PHONE 3-4511—NIGHT 5-5328.

BALLY RAPID FIRE GUNS

WE REBUILD RECONDITION REFINISH For **\$49.50**

F. O. B. CHICAGO
MADE TO WORK AND LOOK LIKE NEW BY FACTORY TRAINED SPECIALISTS

WE RE-BUILD—RE-CONDITION—RE-FINISH— Your old run down "CHICKEN SAMS" and "JAIL-BIRDS" and convert them into "SHOOT THE JAP" Ray Guns.

MACHINES COMPLETELY PAINTED TO LOOK LIKE NEW!
for **\$59.50** F. O. B. Chicago

RAY-O-LITE GUN CARTRIDGE \$7.50

For all Seeburg Guns. Complete, ready to install.....

WANTED
SEEBURG'S "CHICKEN SAMS" \$50.00
"JAIL BIRDS"

MACHINES MUST BE COMPLETE WITH AMPLIFIERS AND ALL PARTS BUT NOT NECESSARILY IN GOOD WORKING CONDITION. \$10.00 LESS WITHOUT BASES. WILL ACCEPT SHIPMENTS C. O. D. OR SIGHT DRAFT. ADVISE DESCRIPTION AND QUANTITY BEFORE SHIPPING.

RAY GUN AMPLIFIERS
REPAIRED (Seeburg or Bally).
24-Hour Service.

RIFLES
For All Seeburg Ray Guns Complete With Cable and Lamp...\$35.00

WANTED FOR CASH—IMMEDIATELY
Seeburg Chicken Sam and Convict Amplifiers in any condition—WRITE

WANTED
BALLY RAPID FIRE GUNS | **SEEBURG RAY-O-LITE DUCK GUNS**
Must have all parts—not necessarily in working order. | Must have all parts.
WRITE — WIRE.

COIN MACHINE EQUIPMENT CO., INC.

1346 Roscoe St. DIVERSEY 3433 Chicago 13, Illinois

AT LAST!
ALL TYPES AMPLIFIERS REPAIRED! REGARDLESS OF MAKE OR CONDITION, WE WILL PUT THEM IN FIRST-CLASS WORKING ORDER. 24-HOUR SERVICE GUARANTEED! SEND 'EM TO PINOUS!
Write for Parts List. Thousands of items for Immediate Delivery.

ABT Coin Chutes	Backboard Glasses	Coin Chute Thumb Guards
Slides	Mills Main Clock Gears	Plunger Springs
Cartridge Fuses	Idler Gears	Silver Bumper Sleeves
All Size Live & Dead Rubber Rings	Center Ratchet Posts	Gun Lamps for Ray Gun
Rebound Rubbers	V.P. Coin Chutes	Screw-Type House Fuses
Ace & Illinois Locks	V.P. Locks—Q.T. Locks	Title Strips
Service Kits	Bell Locks	Red Plastic Sheets
	10-Strike Release Buttons	Volume Control Keys

COIN MACHINE SERVICE COMPANY
2307 N. WESTERN AVE. Phone: HUMBoldt 3476 CHICAGO 47, ILLINOIS

ECONOMY SUPPLY COMPANY

GENUINE SEEBURG AND BALLY GUN LAMPS IN LOTS OF 10.....60c EACH
WRITE FOR SPECIAL PRICE IN LOTS OF 100!

GENUINE A.B.T. PELLETS FOR GUNS, GUARANTEED	LIMITED SUPPLY .22 LONGS \$75.00 PER CASE
100,000\$2.50 per 1,000	
50,000 2.75 per 1,000	
25,000 3.00 per 1,000	

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)

"They're PEACHES"
MATCHLESS LAMPS
FOR ALL GAMES
MUSIC AND WALL BOXES

MATCHLESS ELECTRIC COMPANY
564 WEST RANDOLPH STREET CHICAGO 6, ILL.

PILOT TRAINER

On Display HOTEL SHERMAN, Chicago, Dec. 3-9 Incl.
SEE THIS SENSATIONAL NEW AMUSEMENT RIDE IN ACTION!



OKLAHOMA

CONVERTED FROM
(LEADER)
UNITED'S LATEST REVAMP

WE ARE ALSO REVAMPING
STREAMLINER
From STARS

GRAND CANYON
From DOUBLE PLAY

SANTA FE
From WEST WIND

ARIZONA
From SUN BEAM

MIDWAY
From ZOMBIE

BRAZIL
From DO-RE-MI

You'll Get and
Hold the Play
With Games
Revamped
the UNITED Way!

SEE YOUR DISTRIBUTOR NOW OR WRITE DIRECT

UNITED MANUFACTURING COMPANY
6125 N. WESTERN AVE., CHICAGO 45, ILL.

acme UNBREAKABLE PHONO PLASTIC REPLACEMENT PARTS

FREE REPLACEMENT IF BROKEN WITHIN 3 YEARS

- NON-INFLAMMABLE
- NON-BRITTLE
- SHRINK-PROOF
- RIGID MATERIAL
- EXPERTLY MOLDED
- PERFECT FIT
- GUARANTEED

WURLITZER MODELS

Model	Each
24 Top Corners	\$ 1.20
24 Lower Sides	4.00
61-71-41-600, 500 Top Corners	4.00
700 Top Corners	7.00
700 Lower Sides	9.50
700 Back Sides	8.50
800 Top Center (Right or Left, Red)	8.00
800 Back Sides (Green)	9.50
750 Top Corners	8.75
750 Lower Sides	8.75
750 Top Center	4.25
750 Middle Sides	2.00
850 Top Corners	9.50
850 Lower Sides	8.75
850 Top Center	11.00
950 Lower Sides	10.50

ROCK-OLA MODELS

Model	Each
Standard, Master, Deluxe or Super	
Top Corners	\$12.75
Lower Sides	12.75
Top Door Plastics	6.75
The Above Available in Solid Red, Yellow, Green	
COMMANDO	Each
Top Corners	\$ 8.00
Top Center	7.00
Long Sides	12.75
Combination Yellow and Red Color Scheme	

SEEBURG MODELS

Model	Each
"Hi Tone"—Model 9800, 8800, 8200, Lower Sides	\$14.50
"Classic"—"Colonel"—"Major" Top Corners	6.00
"Envoy"—"Cadet" Top Corners	2.50

The Above Available in Solid Red, Yellow or Green

MILLS

Available in Red, Yellow or Green

Throne-Empress-Top Corners, Each	\$14.00
Throne-Empress-Lower Sides, Each	14.00
BUCKLEY BOXES	
Side Plastics, Per Set	\$ 2.00

SHEET PLASTIC

Model	Per Sheet
50 Gauge Red, Yellow or Green (Thickness of new penny)	\$12.50
60 Gauge Red, Yellow or Green (Thickness of a new half dollar)	14.50
80 Gauge Red or Yellow (Thickness of a new silver dollar)	16.00

IF YOU DON'T SEE WHAT YOU WANT, ASK FOR IT! WE MAY HAVE IT IN STOCK!
TERMS: 1/3 Deposit with order. Balance C.O.D. F.O.B. New York.
Remit Full Payment and Save C.O.D. Charges. Checks Acceptable!
ORDER FROM YOUR NEAREST DISTRIBUTOR!

acme SALES CO.

505 WEST 42nd ST.
NEW YORK 18, N. Y.
LONGACRE 3-4138

EAGLE

REPLACEMENT PLASTICS

AVAILABLE FOR ALL PHONOGRAPHS

Clear Transparent
Plastic Windows for
your Wurlitzer 850
Program Holder **\$5.00**
Per Set

WURLITZER

800 Top Corners	\$16.50 Each
800 Lower Sides	13.50 Each
800 Top Centers, Right and Left	
Red	8.00 Each
750 Top Corners	8.75 Each
750 Lower Sides	8.75 Each
850 Top Corners	9.50 Each
850 Top Center	11.00 Each
950 Side Plastics	10.50 Each
600, 500 Top Corners	4.00 Each

ROCK-OLA

Standards, Masters, Deluxe or Supers, Top Corners or Lower Sides	\$12.75
--	---------

SEEBURG

9800 or 8800 Side Plastics	\$14.50
850 Peacock Glasses (No Less Than 3 Glasses Shipped)	3.50
Sheet Plastic, 50 Gauge (Thickness of a New Penny), 20x50", Red Only	12.50

AVAILABLE SPACE LIMITS LISTING ALL OF OUR ITEMS.
WRITE FOR COMPLETE LIST.

TERMS:

One-third deposit with order, balance C.O.D., F.O.B. Chicago, Ill. Or remit in full to save C.O.D. charges.

EAGLE COIN MACHINE CO.

528 S. Dearborn St. • Wabash 1089 • Chicago 5, Ill.

WANT—WILL PAY TOP PRICES!

SUPER BELLS Conv.

5c—5/25c—5/5/5/25c

HIGH HANDS	CLUB BELLS
PACES REELS, F. P.	'41 DERBYS
SARATOGAS, F. P.	THOROBREDS
SPORT SPECIALS	PIMLICOS
JUMBO PARADES, F.P.	LONGACRES

PIN GAMES

Will Pay the Following Prices:

LEADERS	\$40.00	WEST WIND	\$45.00
FLICKERS	40.00	STARS	45.00
SUN BEAM	45.00	DO-RE-MI	45.00
DBLE. PLAY	45.00	DUPLEX	\$40.00

NEED NOT BE IN WORKING CONDITION, BUT ALL PARTS MUST BE INCLUDED!

IF YOU WANT SLOTS, CONSOLES, ONE BALLS AND ALL NEW PIN REVAMPS—WIRE OR PHONE!

H. ROSENBERG COMPANY

627 10TH AVE., NEW YORK ALL PHONES LONGACRE 3-2479

JAR DEAL and TIP BOOKS

RED, WHITE & BLUE TICKETS

1260
1850
1930
2040
2520

COMBINATION TICKETS

1440
1836
2052
2280
2520
2772

Closing Out 5-in-1 Tip Books. \$15.00 Per 100. Sample 25 Cents.
RED, WHITE & BLUE SPECIALTY CO. BOX 246, YORKTOWN, IND.

PARTS FOR MILLS SLOTS

Large Clock Gears, Complete with Brackets and Springs	Each \$3.00
Idle Pinion Gear	Each 3.25
Reel Strips, 3-5 or 1 Cherry P.O.	Set .55
Reward Cards, 2-5 or 3-5	Each .20
Club Handles, Painted & Chromed	Each 4.50
Payout Discs, 1 Cherry P.O.	Set 7.50
Payout Discs, S.P., 1, 2 & 3	Set 7.50
Disc Plugs	Set .25
Oval Frames To Use Paper Reward Card on Brown Front	Each 2.00
Cash Boxes	Each 2.25
Vest Pocket Coin Chutes, 1¢ or 5¢	
New	Each 3.25
Payout Tubes, 25¢ Size (with Hopper)	Each 3.75
We Have All Types of Springs and Other Parts for Mills Slots.	
1/3 Deposit Must Accompany All Orders.	
Bottom Main Slide, 5¢-10¢-25¢, 1 Cherry or 3/5 Payout	Each \$4.25
20-Stop Star Wheel	Set 3.00
Knee Action Parts for Your Old Levers	Set 3.75
Slides, Complete Sets, 25¢ Play, 3/5 Payout	Set 22.50
Top Covers for 25¢ Slide	Each 2.50
Jack Pot Gates for 25¢ Slots	Each 1.50
Slug Boxes	Each .75
Large Clock Gears, Complete with Brackets and Springs for Jennings Slots	Each 4.25
Back Board Glass for Jumbo Parade, Cash Model	Each 3.50

SICKING, INC. 1401 CENTRAL PARKWAY, CINCINNATI 14, O.

WILL PAY CASH—DETROIT'S HIGHEST PRICES
WURLITZER OR GENCO SKEEBALLS

Will Pay Extra for Crating

CURTIS COIN MACHINE CO.

3033 HAMILTON AVE.
DETROIT 1, MICH.

SIMON SALES

CENTURY'S "SUPER TORPEDO"

WRITE—WIRE—PHONE!

152 W. 42nd St., New York 18, N. Y. Phone Pennsylvania 6-9495

A \$1000 BOND

Will insure earliest delivery of CHIEFS

Despite heavy reservations of machines under the Jennings Priority Plan which expired September 30, we have scheduled additional production in order to place samples of all new Jennings Chiefs, consoles and refrigerated venders in the hands of coinmen within a few weeks after we resume production.

If you wish to obtain machines from our first production run, buy ANOTHER \$1000 War Bond during the 6th War Loan Drive. Send it by registered mail to us for deposit in escrow at our bank. If you prefer, send your check and we will buy the bond for you.

If you do not place an actual order after you see our new models your bond deposit will be returned. For each \$1000 bond you may reserve up to \$4000 worth of equipment.

O-D-JENNINGS & COMPANY SINCE 1906
RATED AAA1

4309-4339 WEST LAKE STREET · CHICAGO, ILLINOIS

YOU HAVE TRIED THE REST—NOW TRY THE BEST

5c Mills Blue Fronts.....\$235.00	5c Mills Bonus Bells.....\$300.00
10c Mills Blue Fronts..... 275.00	10c Mills Bonus Bells..... 350.00
25c Mills Blue Fronts..... 325.00	25c Mills Bonus Bells..... 400.00
5c Mills Brown Fronts..... 275.00	5c Mills Chrome Bells..... 375.00
10c Mills Brown Fronts.... 300.00	10c Mills Chrome Bells.... 400.00
25c Mills Brown Fronts... 350.00	25c Mills Chrome Bells.... 450.00

All Originals, Thoroughly Reconditioned and Refinished and Equipped With Knee Action, Drillproof, Spoonproof and Club Handles.

WORK DONE BY ORIGINAL FACTORY MECHANICS

Send in Your Old Machines for Repairs. We Will Return Them to You Actually Like Brand New. Nominal Cost.

PARTS FOR MILLS SLOTS

Knee Action With Springs (3) \$5.25	Cash Boxes\$1.25
Idler Pinion Gears 2.50	Cash Box Doors (No Locks)... 2.00
Main Clock Gears (Complete) 3.00	Spring Kit (55 Springs)..... 9.50
Bottom Payout Slide, 5c..... 3.50	Award Cards, 3/5 or 2/5.... .15
Jackpot Glasses 1.00	Reel Strips, 236 or 356..... 1.00
Escalator Glasses50	Club Handles 4.00
Reel Glasses (3) 1.50	Standard Handles 2.00

Many Parts Available Not Listed.

Southwest Amusement Company

2916-18 Main Street (Riverside 5141) Dallas 1, Texas

WANT TO BUY!

FREE PLAY GAMES — MUSIC — CONSOLES
STATE CONDITION AND BEST PRICE IN FIRST LETTER

"You Can Always Depend on Joe Ash All-Ways"
ACTIVE AMUSEMENT MACHINES COMPANY

900 NO. FRANKLIN ST. PHILADELPHIA 23, PA.

RED, WHITE AND BLUE—2160 BREAK TAB CARDBOARD TICKETS, JAR DEAL TICKETS

All tickets when sold at 5c make \$36.00 profit; when sold at 10c, \$72.00 profit. Send for FREE SAMPLE of our ticket.

\$1.40 each 100 LOTS
\$1.60 each DOZEN LOTS
Less Than Dozen Lots, \$1.75 Each.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

SPECIAL

AND IMPORTANT MESSAGE TO ALL OPERATORS. HERE IS THAT BIG OPPORTUNITY YOU HAVE BEEN WAITING FOR. CASH IN NOW ON THE BIGGEST—MOST SUCCESSFUL AND PROVEN MONEY MAKER ON THE MARKET TODAY. ASK THE OPERATOR WHO KNOWS.

WANTED

YES—WE WANT MORE NEW CUSTOMERS BECAUSE WE HAVE INCREASED OUR PRODUCTION FACILITIES AND ARE NOW ABLE TO OFFER FOR THE FIRST TIME OUR NEW AND IMPROVED \$179.50 DE LUXE MODEL OF

"SHOOT THE JAP" \$149.50 RAY-O-LITE GUNS

This is a Seeburg Chicken Sam Conversion. These machines have been thoroughly reconditioned and repainted with an attractive Blue Lacquer and Black Trim. They look and operate like new.

SOLD ON A MONEY BACK GUARANTEE

TERMS: 1/2 Deposit With All Orders, Balance C. O. D.
Rush Your Order Today

Chicago Novelty Company, Inc.

1348 Newport Avenue Chicago, Ill.

NOW AVAILABLE!

FACTORY REBUILT EVANS' CONSOLES

DOMINOS PACERS
BANGTAILS LUCKY STARS
ROLETTO JR. JUNGLE CAMP

PACES RACES

Straight Play 5c-25c

Genuine Paces Races Parts in Stock

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO 7, ILLINOIS

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Coin-operated game rotates under glass top while players sit with drink, food, etc. 5¢ play. Every Restaurant wants a table. Games are in first-class condition, thoroughly reconditioned, ready to operate.

ONLY A FEW LEFT—\$79.50

NATIONAL NOVELTY COMPANY
183 MERRICK ROAD, MERRICK, L. I., N. Y.

PIN BALL BUMPER STEM REPAIR SLEEVES

"MADE OF SILVER, BUT WORTH THEIR WEIGHT IN GOLD"

Cut at an Angle for Instant Application

THOUSANDS IN USE!
BECAUSE
THEY END BUMPER
TROUBLE!

Just slip in place and squeeze. No solder needed. Stop most coil burnage and out-of-order calls.

Pin Business Card to This Ad for C. O. D. or
MAIL \$2.75 FOR EACH PACKAGE OF 25
Large Size, \$3.00 for Pkg. of 20.

GENERAL COIN MACHINE SUPPLY CO.
840 MICHIGAN AVE., BUFFALO 3, N. Y. Established 1890

RUSH SAMPLE ORDER C. O. D. MONEY BACK GUARANTEE.

Enter My Prediction in Your Contest

I THINK THE WAR WITH JAPAN WILL END
MONTH DAY YEAR
1st Prize, \$100.00 War Bond—2nd Prize, \$50.00 War Bond

Co. Name
Address City State

BUY EXTRA BONDS

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KEEP YOUR BONDS FOR FUTURE SECURITY

LION MANUFACTURING CORPORATION, 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS



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LOS ANGELES SEE BILL HAPPEL MILWAUKEE SEE CARL HAPPEL

BADGER'S BARGAINS

"OFTEN A FEW DOLLARS LESS—SELDOM A PENNY MORE"

NEW PHONOGRAPH MECHANISM CABINETS

Modernized Replacement Cabinets, Glamorous Design, Beautifully Illuminated Modernistic Glass Paneling, Adaptable for Any Twin (12) 20 or 24 Hide-a-Way with Adaptor. Special Price \$59.50.

RECONDITIONED SLOTS AND CONSOLES

2 Mills Gold Chrome, Rebuilds, 5c \$325.00	2 Keeney Super Bells, 4 Ways, 3-5c, 1-25c \$795.00
2 Mills Regular Chrome, Orig., 5c 325.00	6 Keeney Super Bells, 5c Comb. 324.50
8 Mills Blue Fronts, Refinished, 5c 225.00	2 Mills 4 Bells, 4-5c, Orig. Head 695.00
4 Mills Blue Fronts, Refinished, 10c 275.00	2 Evans Lucky Lucre, 2-5c, 2-25c 395.00
6 Mills Blue Fronts, Refinished, 25c 350.00	2 Evans Bangtails, D.D., J.P. 345.00
2 Mills Blue Fronts, Refinished, 50c 595.00	4 Evans Dominos, Late Two Tone D.D., J.P. 335.00
2 Mills Brown Fronts, Rebuilds, 10c 225.00	5 Bally Club Bells, Free Play, Pay-out 249.50
5 Mills Brown Fronts, Rebuilds, 25c 295.00	3 Evans Lucky Lucre, 5-5c 249.50
8 Jenn. 4-Star Chiefs, Refin., 5c 189.50	4 Pace Saratogas or Reels, Late 124.50
4 Jenn. 4-Star Chiefs, Refin., 10c 199.50	1 Jenn. Silver Moon, 25c P.O. 195.00
4 Mills Blue Crackle Q.T., 5c 89.50	Evans Lucky Star, Late 2-Tone 159.50
2 Mills Extraordinary, Refin., 5c 189.50	Baker Pacers, Daily Double, 25c Play 350.00
3 Mills Cherry Bells, Refin., 5c 225.00	3 Pace Saratogas, P.O., 25c, Late 189.50
2 Mills Blue Q.T., 5c 89.50	1 Bally Roll 'Em 179.50
2 Mills Bonus, Orig. 5c 249.50	Standard Johnson NE-5 Electric Coin Counter Write
10 Weighted Slot Stands, Refin. 29.50	
8 New Mills 4 Bell Cabinets 39.50	
5 Bally Big Tops, Free Play 129.50	

SPECIAL BAKER'S PACERS DAILY DOUBLE, LATE MODEL JACKPOT FEATURE, ALL REBUILT AND REFINISHED LIKE NEW... **\$299.50**

SPECIAL MILLS JUMBO PARADES, P. O., LATE MODELS, HIGH HEADS, REFINISHED AND REBUILT LIKE NEW... **\$139.50**

RECONDITIONED ARCADE EQUIPMENT

Muto. Skyfighter \$325.00	Bally Rapid Fires \$189.50	New Liberator ... \$395.00
Ex. Punching Bag 225.00	Seeburg Axis Rats 179.50	Kirk's Guesser Scales 125.00
Keeney Submarines 189.50	Keeney Air Raider 225.00	New Periscope ... 295.00
Seeb. Shoot-the-Chutes 179.50	Muto. Punching Bag 275.00	New Bowling League 299.50
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REBUILDING AND REFINISHING ALL TYPES OF MILLS SLOTS, \$95.00

Special Prices for Conversions
SEND US YOUR MACHINES

SLOT MACHINES FOR SALE

Mills 5c Blue Fronts	Mills 5c Gold Chrome	Jenn. 4 Star Chiefs, 5c
Mills 10c Blue Fronts	Mills 10c Gold Chrome	Jenn. 4 Star Chiefs, 10c
Mills 25c Blue Fronts	Mills 25c Gold Chrome	Jenn. 4 Star Chiefs, 25c
Mills 50c Blue Fronts	Mills 5c Vest Pocket Bell	Jenn. Silver Chiefs, 5c
Mills 5c Brown Fronts	Watling 5c Roll-a-Top	Jenn. Silver Chiefs, 25c
Mills 10c Brown Fronts	Watling 10c Roll-a-Top	Pace Comet, 5c
Mills 25c Brown Fronts	Watling 25c Roll-a-Top	Pace Comet, 10c

Safe Stands for Mills and Jennings Machines
Write for Latest List.

CONSOLES

Buckley Daily Double Track Odds, May-Bell, 4-Coin Chute Console, 3-5c and 1-25c or 2-5c and 2-25c.
Write for Particulars and Prices.

Jennings Bobtail, P.O. \$125.00	Evans Bangtails, '40 \$227.50
Mills Jumbo, F.P. 105.00	New Paces Reels Sr. 260.00
Mills Jumbo, P.O. 129.50	New Saratoga Jr. 250.00
Mills Jumbo (Comb.) 197.50	New Saratoga Sr. 260.00
Mills 1-2-3, P.O. 135.00	Paces Reels Jr. 175.00
Mills 1-2-3, F.P. 99.00	Paces Saratoga 175.00
Keeney Kentucky Club 90.00	Paces Races, Red Arrow 267.50
Keeney Skill Time 90.00	Mills Four Bells Write
Bally Club Bells 275.00	Jennings Fast Time, P.O. 152.50
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ARCADE MACHINES

Supreme Tokyo Gun \$330.00	New Supreme Skee-Ball \$317.50
Rex Bowling League 299.50	Supreme Rocket Buster 424.50

PIN GAMES

Mills 1-2-3, P.O. \$ 97.50	Keeney Contest \$135.00
Keeney Super Six 50.00	Thistledown 75.00
Keeney Skylark 225.00	

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Buckley Boxes, New \$ 35.00	Wurlitzer Model 100 \$20.00
Buckley Boxes, Rebuilt 25.00	Perforated Program Sheets, Per 1000 4.50

WE PAY CASH for YOUR MACHINES

We are still optimistic about buying and selling machines—and we will pay top market prices.
WANTED—500 SCALES—MILLS MODERN AND TRYLON—MILLS—JENNINGS HIGH TYPE—WATLING TOM THUMB AND FORTUNE TELLERS.
Wanted—A quantity of AMI Singing Tower Phonographs.
Send your complete list with your lowest price—now—before the whistle blows.

BUCKLEY DIGGERS

REBUILT TREASURE ISLAND \$55.00 | REBUILT DE LUXE \$100.00
Our Rebuilt Machines Are All Sold on Our Trial Plan—
Satisfaction Guaranteed or Your Money Back.
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Come on, American, pitch in! Show our fighting men your appreciation and at the same time help bring them back to a sound, prosperous nation—buy an extra \$100 War Bond now during the Sixth War Loan!

It's the best buy in the world for your country and yourself. The \$75 you invest now will help hold down the cost of living, work for your own future security and come back to you as \$100 in ten years.

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New post-war Seeburg Remote Control Music Systems will be a "MUST" in successful music operations after... **E-NUFF!**

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FINE MUSICAL INSTRUMENTS SINCE 1902

How's Business?



SWELL!

Not so good



“Swell” because he operates **NEW, MODERNIZED**

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**TODAY'S
BIGGEST MONEY
MAKERS**

“Swell” because he has a flock of new Modernized Wurlitzers on location . . . “Not So Good” because he is struggling along with old, obsolete equipment that his location’s customers are tired of seeing.

Why not give your route a new lease on life by having your Wurlitzer Models 24, 500, 600, 700 and 800 phonographs converted into brilliant, colorful Modernized Wurlitzers, with every mechanical part put in new condition, including a mechanical selector that will help solve your servicing problem?

It may be a long time before there are enough new phonographs to go around, so with a goodly number of Wurlitzers in your set-up, you’ll have a head start over competitors when the war is over. Get the complete story from your Wurlitzer Distributor today. The Rudolph Wurlitzer® Company, North Tonawanda, N. Y.

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