

The Billboard

DECEMBER 29, 1945

25 Cents

THE WORLD'S FOREMOST AMUSEMENT WEEKLY

GENERAL NEWS

SHOWBIZ YULETIDE LOOT



S. CLAUS
Barnum in Holly
(SEE MUSIC, RADIO, NIGHT CLUBS-VAUDE)

RADIO

**They're Buying Ratings
Instead of Selling on Air**

NIGHT CLUBS-VAUDE

**Clubs and Vaude--What's
With Guaranteed Time?**

MUSIC

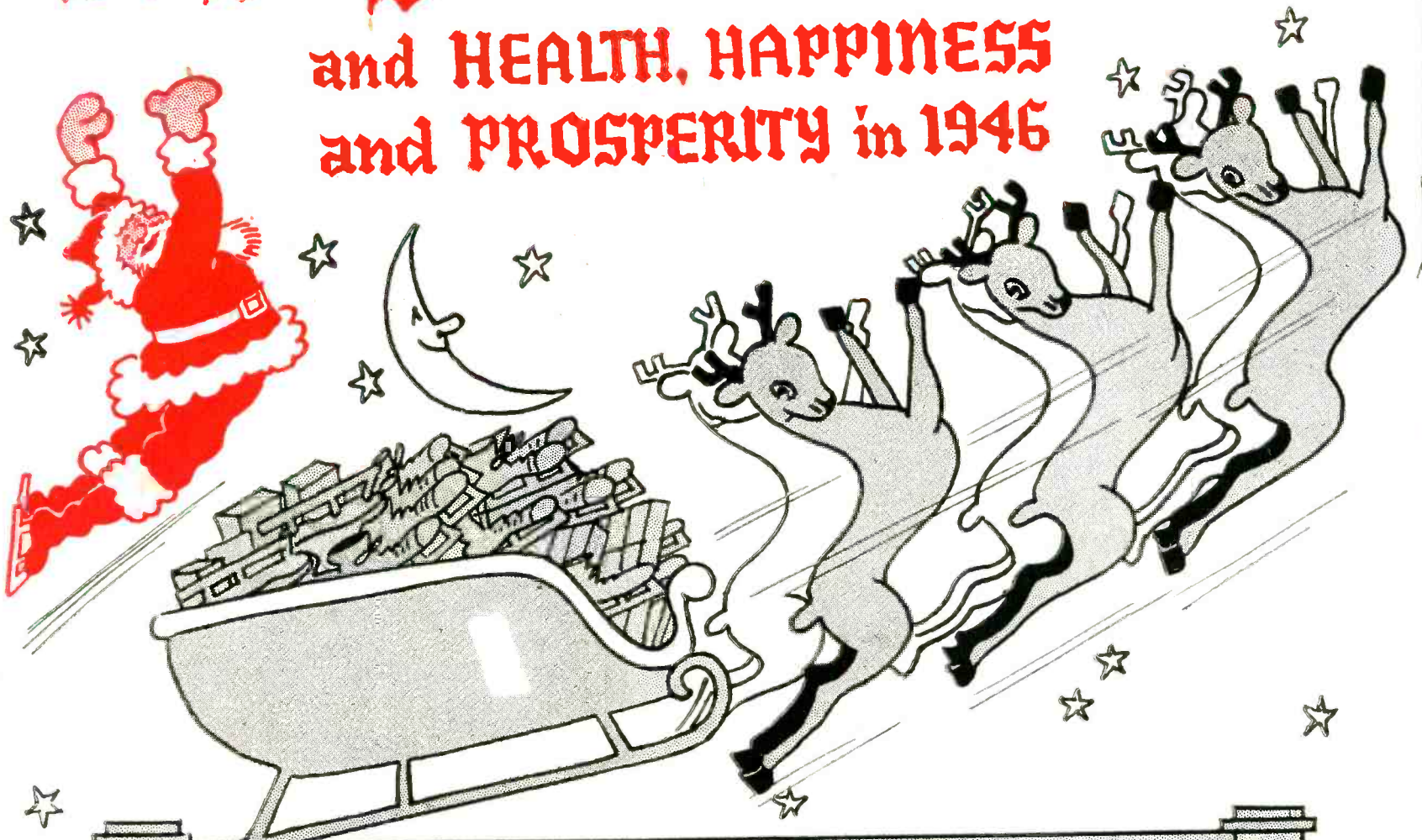
WAXINGS SELL PLENTY RADIO

ICE·CAPADES

wishes Everyone —————

A JOYFUL CHRISTMAS

and HEALTH, HAPPINESS
and PROSPERITY in 1946



6TH EDITION

ICE·CAPADES

COMPANY of 152

SHOWBIZ YULETIDE LOOT OKAY

No Tax Easing Till '47 Seen In DC as House Ways & Means Gets To Work on Raising \$\$\$

Alcohol Taxes Due for Sharp Scissoring

WASHINGTON, Dec. 24.—*The Billboard's* exclusive forecast that wartime entertainment excises won't be lifted for another full year got official confirmation last week from Congress and the Treasury Department. Chairman Robert L. (Muley) Doughton (D., N. C.), of the House Ways and Means Committee, disclosed that his committee will begin work on a tax bill in March or April and will fix January 1, 1947, for repeal of the wartime excises. Treasury Department revealed that current planning is based on similar timing. Thus, wartime liquor, cabaret and admission taxes, slapped on in 1942 as a quick and easy way to raise additional revenue for war spending, will cut heavily into showbiz revenues for another full year, altho wartime tax controls are being lifted elsewhere all over the lot.

Included in the excise tax group which stays is an extra levy on phone calls, radio and telegraph messages and electric lighting equipment which indirectly up operation costs. Once the various excises are pared to normal levels, savings in liquor taxes alone for the calendar year will be 553 millions, according to Treasury estimates, and savings in admissions will be 129 millions.

No Corporate Reductions

Doughton nixed any talk of further reduction in corporation taxes, pointing out that government tax experts thought Congress had gone far enough in cutting down the business end of the tax rolls. Corporations shouldn't expect further reductions until after 1947, he indicated, adding "There might not be anything for a long while."

Reduction of the special excise levies, he continued, will be the most important feature of the new bill. Individuals, however, may get some reduction in 1947 fiscal year taxes. Doughton stated, and if taxes are reduced further, "individual cuts would come first." He declined to speculate on the possible extent of individual cuts.

S. S. Scrutiny

Social Security pay-roll tax—currently 1 per cent on employee and employer—

Gaxton and Moore, JWT & Agent Sued For 50G on Script

NEW YORK, Dec. 22.—Louis Shurr, agent; William Gaxton and Victor Moore, and the J. Walter Thompson agency have been named defendants in a Supreme Court suit for \$5,000 damages filed by Edwin K. O'Brien, writer.

Allegation is that O'Brien submitted a script to Shurr for possible use in the *Shubert Follies of 1943* and that Shurr, in conjunction with the other defendants, subsequently used the script without the plaintiff's consent. Script was allegedly used by Gaxton and Moore while they were guesting on the Edgar Bergen program during February and March of 1943.

Supreme Court Justice Denis O'Leary Cohalan granted a motion for the examination of Gaxton before trial of the suit. Because of the latter's professional engagements, this will be held at a time mutually agreeable to counsel for both sides.

Dischargee's Diary

By Leonard Traube

MIAMI BEACH, Fla., Dec. 22.—Monday, the 10th.—Arrival on Dixie Flagler from Chicago after separation from naval service on the 8th. Met at station by Mrs. T. and the heiress, Madeleine, and Bernice Relcher, frau of Ed, ex-World's Fair and current summer attractionist. Checked in at the Arlington, where managing director-showman Ned Schuyler spied the missus reading *The Billboard* and felt right at home.

Tuesday, the 11th.—Shooting the breeze with Martin Ross, the New York medico-surgeon, friend and consultant to many a headliner, here to establish practice. Beach and chow, beach and chow, and then to the sack.

Wednesday, the 12th.—Tour of the Miami's; then to the tennis court to note we ain't as good as we used to be—or somewhat worse than the baddy racquetteer we were.

Thursday, the 13th.—Couldn't catch up with "Big-Hearted" Benny Weiss at the Ocean Spray. Hear that Press Agent Bert Nevins is due at the President Madison. A tardy welcoming committee brought in a bunch of green bananas. And as soon as the solar system starts operating (attention, Chamber of Commerce, or was this one of the good days?), we'll eat again.

Friday, the 14th.—Spoke to Dave Endy, prez of the Miami Showmen's Association, and dated him for Sunday. Dinner at the Garden, where if you don't (See DISCHARGE'S DIARY on page 72)

Giving Plenty; Parties Absent

Payola's legal under Santa's guise—gang takes advantage of peacetime freedom

NEW YORK, Dec. 26.—First peacetime Christmas in five years came to showbiz with a green light to snap rubbers off the tight mazuma rolls and really make with the gifts for both consumer and trade scribblers. Loot was a beaut, with consumer boys and girls naturally breaking away into the stretch as far as quantity went. But as for quality, consumers and traders were neck and neck.

This lush largesse seemed to point to showbiz finally recognizing that once a year it's legal—to pay off, friend and foe alike—the culmination of many weeks of payola thruout the year, when a favor won a favor and friends were culled from enemies. Such a condition has gradually gone out of fashion in the trade, except in the music biz. This year, especially, indicated that, unhampered by restraints of government and rationing, showbiz is more than willing to love everyone substantially—and show it around yuletide without fear of criticism.

Good Scotch—Liquor

Liquor—the majority of it good Scotch—came in bottles, cases and half cases, with radio handing it out with a will. Rye and bourbon, frequent in other years, particularly in the war era, was notably absent in any large quantity, while brandy, both imported and domestic, became more common than usual on editorial and ad desks. In fact, liquor was so much in evidence that some scribes were heard to mutter that NBC, in distributing potables, "showed very poor imagination." (P.S.: No one returned the bottles!)

Despite snide criticism here and there, air boys really did think up a few new ones this year, such as CBS's two-year pen and those post-war lighters from ad agency offices. Many gifts were per- (See SHOWBIZ YULETIDE on page 42)

Negro Columnist Raps Race For Ignoring Broadcasting

CHICAGO, Dec. 22.—Lucius Harper, columnist for *The Chicago Defender*, one of the foremost Negro dailies, laid the charge to his race last week that they had failed to capitalize in radio, which he says, is much more powerful than newspapers in spreading the doctrine of equality.

Under the title *We Are Still Voiceless and Silent in Radio*, Harper hammered at Negro business men, church men and other leaders for their failure to "grasp opportunities and make capital of them."

Queried by *The Billboard*, Harper said that altho no station in the U. S. was owned by members of his race, he had hopes that his plain talking would stimulate some of them to make applications to the FCC for both FM and video licenses. Columnist thought AM radio was pretty well filled up with nets and indies, but that newer outlets would open great opportunities for America's 15,000,000 Negroes to make themselves understood by the other 117,000,000 Americans.

"There are thousands of broadcasting stations in this country," Harper wrote, "but not one controlled or owned by our people."

"Some years ago I attempted to emphasize the power, influence and possibility of radio and stressed upon the necessity of broadcasting stations owned and operated by our people. This idea could have been seized upon by those who had sufficient capital and vision to take the chance. A hundred thousand dollars would have given us a station capable of making us articulate. As it is, we are silent and without voice unless some of the white owners see fit to broadcast us playing swing music, singing spirituals or cutting monkeyshines.

"None can say we lacked the funds for such an investment. In the past 25 years we have built many costly temples for Christian worship, erected lodge halls, bought all types of cars, built town and country estates, invested in elite taverns and night clubs and traveled far and wide to attend and strut as peacocks in convention parades. None can say we could not have secured a wave length because a little while ago the air was as free for a wave length as it was for the birds. It was simply this: We lacked the vision, the nerve and the courage, and in consequence a golden opportunity to express ourselves has passed since the air channels are now crowded and space is at a premium."

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Porter Yens Truman's Aide Job But Wants To Hold On To FCC Chairmanship Also

Handling "Allocations" Aches Gets Him Official Blessing

WASHINGTON, Dec. 24.—Chairman Paul A. Porter, of Federal Communications Commission, is definitely weighing a bid from President Truman to become a special Presidential assistant in charge of reorganizing the executive agencies, *The Billboard* has learned. Because the President has not put the invitation on an imperative basis, it has been learned, Porter evidently will not risk strained relations with the White House by turning down the offer, but apparently Porter is giving it serious consideration. There is a 50-50 chance that the FCC chairman might make the move on a temporary basis under which he could nominally retain the FCC chairmanship while blueprinting general reorganization of executive agencies, including his own.

From reliable White House sources it has been learned that Truman has been favorably impressed by Porter's ability and political skill in guiding FCC thru the most far-flung expansion of electronics in the nation's history. Truman, in his search for someone to direct the recasting of executive agencies, has frankly indicated that he wants a man with Porter's qualifications. In other words, he wants someone who will deftly avoid precipitating power fights among the agencies and who, at the same time, will be capable of meeting the objective of liquidating agencies no longer needed and expanding where necessary.

Under the reorganization bill which went to the White House last week all but half a dozen executive agencies can be reshaped by the President, with FCC among an executive group whose reorganization will be left largely to their own administrators but subject to Presidential scrutiny.

Truman and Porter have had a White House talk about the new job, and they have had at least one telephone discussion. Porter is reported to be anxious to retain his chairmanship and it is seemingly difficult for him to resist adding the duties of special Presidential assistant, a post which would give him working space in the White House and some important contact with the Chief Executive. Also, it would enhance Porter's prestige politically as well as administratively. One of the attractions of the offer, too, is the assurance it would give Porter of a free hand in reorganizing his own agency which is already undergoing widespread expansion.

In the event Porter assumes the Presidential assistantship, he probably will not be replaced on the Commission. It may be that one of the commissioners will serve as an acting chairman during his absence. Porter, ever since assuming his present office, has pursued a practice of giving certain of the commissioners various turns at acting as chairman at hearings where the full commission presided. Porter's intimates believe that the FCC chairman will have a tough time in reaching a decision on the Truman bid.

They see a bright political future for

Porter, who already is being discussed as an outstanding prospect for governorship candidate in Kentucky, which has a State election next year.

Porter's Allocation Handling Liked

Truman, according to White House sources, decided on Porter as one of the chief prospects for the reorganization czar after the President studied a number of names submitted to him by aids. One of the Porter characteristics that impressed the President, it has been learned, was the easy grace with which Porter handled the tough broadcast and communications industries in some of the momentous decisions on allocations, rules and practices for FM, television and standard broadcasting. The same skill will be needed in dealing with department heads and congressmen in the course of the executive reorganization, it is pointed out. The executive reorganization is expected to get under way just about the time when the Congressional campaigns begin next year, and the developments will be very much in the public spotlight.

Latest step in FCC reorganization was disclosed Thursday (20) when assistant chief engineer, George E. Sterling, became head of field and research branch consisting of four divisions. William N. Krebs was named head of safety and special service branch, also with four divisions under him.

RDG To Take Over AFRA's Meggers; Org Going Nat'l

NEW YORK, Dec. 24.—Arrangements have nearly been completed whereby Radio Directors' Guild will take over the contract of about 20 CBS production men from AFRA.

There will be no changes in the pact, which runs until November, 1946. AFRA originally took the production men under its wing because there was no meggers' org at the time. Now times have changed and pilots have their own association.

Meanwhile, Guild has sent out the final draft of a proposed national constitution for ratification by the members. New constitution, in addition to stressing national operation by the union, defines local autonomy and is expected to be okayed by the middle of January. Guild is also getting ready to negotiate with the networks in Chicago.

Chicago 25,000 - Seat Lake Front Theater To Be Built in 1946

CHICAGO, Dec. 24.—Construction of a \$1,500,000 amphitheater on the local lake front, on the eastern fringe of the Loop, will be started in 1946. The huge 25,000-seat lake front project, which has been pondered for some time by park execs, will play mostly longhair music, but occasional swing orks and lighter type entertainment may grace the stand, a Chicago District spokesman told *The Billboard*. The park board has presented nightly symph concerts along the lake front for several summers to an audience seated on benches in front of the bandshell in Grant Park.

Amphitheater will include a novel, movable roof to protect 10,000 of the 15,000 permanent seats, while an overflow area will accommodate 10,000 more. The inner bowl will be 300 by 350 feet, with the bandshell on the lake side.

Tentative budget provides \$652,562 to start construction on the project. The 1946 talent budget for the summer series of attractions is \$70,000, same figure as last year.

Rating No Jump

NEW YORK, Dec. 24.—The other day the plans board of a large agency here held its semi-monthly meeting. In attendance were all the agency's brass hats, assistant brass hats and several directors. After a great deal of business had been dispensed with, discussion got around to one of the outfit's less successful shows. Its rating was announced as 2.2.

At that point the man who directs the show was kneeling on a radiator, trying to open a window. And as his rating was announced, one of the v.-p.'s screeched: "Stop, Joe, don't jump!"

Cuba To Fight For More 50-Kw. Slots at Meet

Trailways Preps Special I-Nighter Bus for Troupes

WASHINGTON, Dec. 24.—Cuba, with fire in its eyes, is readying for the North American Regional Broadcasting Agreement (NARBA) conference here, January 4, with Federal Communications Commission facing a tough assignment in meeting Cuba's demand for allocation of more 50-kw., or better, channels. So far the Cuba issue is the only anticipated major hurdle for the parley. Little trouble is anticipated over one other issue on agenda—Canada's request for extension of period of agreement for two years.

FCC will be represented by Commissioner E. K. Jett, as well as chief engineer and chief counsel. Hearing is expected to be drawn-out affair. Cuba is complaining that under 1,000-kc., while Canada, Mexico and others are allotted five channels each, and U. S. uses more than 21 channels with 50-kw. or more, Cuba can use only four of these channels with 15-kw. or less.

Cole Keyes Sets Up Zucker Chi Office

CHICAGO, Dec. 22.—First of what is hinted as a series of new offices opened locally by West and East Coast booking offices will start here about January 15 when Cole Keyes, just out of the navy after three years, sets up a Chicago headquarters for the Stan Zucker office. Keyes was with Zucker for two and one-half years before going into the blue-jackets, and the bulk of that time was spent as head of the Zucker Chicago branch, which was closed shortly after the war started.

Keyes is currently touring the Midwest, renewing acquaintances thruout the territory. Present plans call for several more people in the Zucker Chicago office after it starts operation.

CBS Skeds Seg Direct From CIO To Nation C. to C.

NEW YORK, Dec. 22.—A fresh approach to radio's handling of labor news will be inaugurated over the Columbia Broadcasting System January 5, when *Cross Section*—CIO debuts as a sustainer.

Program, set for 13 weeks in the 3:45-4 p.m. slot, will have CBS correspondent, Bill Downs, traveling thruout the country for human-interest interviews with representative members of the CIO—from the picket lines to top union execs. Interviews will be picked up via remotes.

As yet, no similar program has been set for the American Federation of Labor, altho tentative outline calls for AFL to get same opportunity in following 13 weeks.

M'p's Variety Club Elects

MINNEAPOLIS, Dec. 24.—Variety Club of the Northwest re-elected A. W. Anderson, of Minneapolis, as chief barker at its annual meeting. Other officers are L. J. Miller, first assistant barker; M. A. Levy, second assistant barker; John A. Branton, secretary; William Grant, treasurer, and Fay Dressell, Caspar Chouli-

Announce Philly Auto Telephone Service --- Soon

PHILADELPHIA, Dec. 22.—Local Bell Telephone Company officials announce that experiments will be conducted during the next few months that will lead to eventual hook-up of telephones in moving vehicles with the regular telephone system.

Focal point for the new system will be a radio station atop the phone company's building. When the station is completed a limited number of radio telephones will be installed in automobiles, trucks and other vehicles. Each mobile radio-telephone will have a number similar to usual telephone numbers. In calling a telephone-equipped car from a regular telephone, the caller would be connected with a special operator who would send out a radio signal which would be heard or seen in the car.

Milkes Offers Kaye 5G for One-Nighter

CHICAGO, Dec. 24.—Something new that should make one-night hops a bit more on the agreeable side, is being pioneered by De Luxe RX Trailways, bus firm here. Clem Villeneuve, prexy of the operation, announced that starting shortly after the first of the year he will have available exclusively for theatrical troupes, a specially fitted 24-passenger bus, equipped with regular Pullman car seats and a special compartment for wardrobe.

Previously, busses used by most orks have been either the usual 25 or 37-seat passenger busses used for regular service. The new bus is a standard 37-seat bus, but different chairs have been put in and a special section has been inserted for the troupes' garb. New busses are outfitted with two seats on one side of the aisle and single seats on the other side because of the wider chairs being utilized.

The new bus is still in the pioneering stage with the first bus expected to be in service in the middle of January. If the venture proves successful from reaction of users, Villeneuve plans to try a fleet of the special charter busses.

Milkes Offers Kaye 5G for One-Nighter

MINNEAPOLIS, Dec. 24.—What is reputed to be the largest guarantee made for a single here has been offered Danny Kaye for a late February appearance here by Charles Milkes, of Greater Minneapolis Attractions. Just back from New York, Milkes said he offered Kaye 5G for a one-night appearance, with Milkes supplying ork and accompaniment.

Milkes said Kaye was interested. Meanwhile, Milkes signed Duke Ellington and ork for January 23 and Alec Templeton for February 10.

He is dickering for Jane Froman, Maurice Rocco, Sophie Tucker and Ted Shapiro, Bill Robinson, and Beatrice Kay and her *Gay Nineties* show.

nard, Benjamin Friedman, Ben Blotcky, William Volk, Max Toroder, Grant, Miller and Branton, board members. Club now is conducting a \$325,000 drive to establish a heart hospital at the University of Minnesota.

Legal Job Open

WASHINGTON, Dec. 24.—National Association of Broadcasters is in the market again. This time it's for a new general counsel to replace the Philadelphia lawyer, John M. Davis (Short and Davis, Philadelphia), who has been helping NAB on a commuting basis since August, 1944. Davis, who is also v.-p. for WIBG, Philly, in which he has part interest, will continue to direct NAB's legal department until a successor is named and assumes office.

Plenty of Room In the Miamis--- It Says Here

MIAMI, Dec. 22.—Looking over the room situation, Stephen A. Lynch Jr., chairman of Dade County Hotels' National Press Committee, states there is no shortage. With approximately 9,000 vacant double rooms in Miami Beach and about 500 in Miami, available at varied prices, many more visitors can be accommodated. Acute housing shortage is the big problem here.

In addition, with the turning back of more hotels by the army and navy within the next 30 days, there should be 4,000 more rooms in Miami Beach, and 1,000 here. Lynch says: "Come on down; there's plenty of room for every one."

Plus Hooper May Get Ballantine Better Time Slots

NEW YORK, Dec. 24.—J. Walter Thompson agency toppers this week took hope that their Ballantine show, the Barry Fitzgerald *His Honor, the Barber*, will get better time slots around the country as a result of the 10.4 rating it achieved in the last Hooper.

Because it is necessary to wax the show and play it back in many stations and because of station rules prohibiting beer ads before 10:30 p.m., show has been forced into a number of N.S.H. periods.

Play-backs were necessitated by the difficulty in clearing stations, but some execs think that the rating, high for a show which is not in cream time, will persuade some stations to forget rules.

Radio Sport Flack Jobs 'Inspire' Air Sportscasting Boys

CHICAGO, Dec. 24.—Radio and sports boys are definitely a-buzz with chances for new jobs as radio flack sports reps, as indicated in *The Billboard* last week, by the appointment of Jack Drees as radio relations director for Ben Lindheimer's Arlington and Washington parks race tracks.

Latest talk about the new jobs was bruted around at the American League's party in Chi (20), at which practically everybody in the Midwest connected with the baseball league or with sports radio was present. Even the bigwigs seem favorably impressed by Lindheimer's move, according to Lou Fonseca, promotion manager for the American League. Fonseca thinks implications to all sports, by creating a separate public relations director for radio, are tremendous. He cited the recent appointment of Jack Slocum to handle radio for the New York Yankees, as a start of a general trend in all sports all over the country.

"Of course, most of the plans for the radio sports boys are still in the talking stage," Fonseca admitted, "but this Lindheimer and Yankee deal broke the ice, and I think the stage is set for establishment thruout the sports industry of radio relations men."

Bob Crosby Show's Guests Under the Sign of the Clef

NEW YORK, Dec. 24.—Bob Crosby, recently signed to head the Ford show, is following in his brother's footsteps, instituting a "musical" guest policy. Crosby will sign only singers and instrumentalists, a principle followed by Der Bingle in his last year with Kraft.

Dinah Shore has been lined up as Crosby's first guest and Alice Faye may follow. Only difference between Bob and Bing is that Bing went in for guests who didn't want too much dough for their work.

Crosby's theory in not buying "talk" talent is that the average name is not much of a comedy performer, costs a lot of money and changes the whole pace of the show. Sticking to music, he thinks, will keep the program on one level and make for easier listening.

Lahr Gets 7-Up Slot Permanently

NEW YORK, Dec. 24.—Bert Lahr, who has been filling in Bert Wheeler's slot on the 7-Up sponsored Fresh-Up show (Mutual), was signed last week as permanent replacement. Lahr is the third comic to do the program, succeeding Wheeler and Barney Grant.

Wheeler originally left the program for five weeks while on the road with a legit musical, but J. Walter Thompson toppers decided to let him stay in the sticks. Format remains unchanged.

Nets Accused of Petrillo Co-Op

Murrow & Taylor CBS V.-P.'s As Paley Takes Over—But Good

NEW YORK, Dec. 24.—CBS last week (21) answered three questions, pregnant with possibilities anent the future of the web, answered them in a hand-out naming Edward R. Murrow and Davidson Taylor to vice-presidents. The questions, verbally kicked from pillar to post by the trade, were:

"What about CBS Prexy Paley? Now that he's back from the wars will he keep hands off and relax or will he take over control? And if he does the latter, what will he do?"

The Questions

"What about programs? Will anything be done and if so what?"

"What about Ed Murrow, he's good and he's close to the boss, but where will he fit into the picture?"

The Answers

Now the trade had some answers. They went like this:

Paley's back and in control and wasting no time. He's putting two of his best brains to work on programing. And Murrow's got a job that'll require all of his tact, diplomacy and executive ability.

For what the CBS prez had done was to make his two new v.-p.'s responsible for all CBS broadcasts. Thus, Dave Taylor's title is v.-p. and director of programs, whereas Ed Murrow is v.-p. and director of public affairs. With Murrow's duties defined as riding herd on news, education and discussion, it became obvious that he will, in effect, be v.-p. for public service, and have to use every trick in his kit to knit a crew of conflicting personalities and individualists into a cohesive and co-ordinated function.

Program Responsibility

Thus, also, it became obvious that Dave Taylor had everything else in programs to check and direct. And few, if any, in the trade had a doubt that the CBS bossman had made a smart move, one that would bring CBS back to the top of the program heap.

Likewise few, if any, in the trade had any doubt that Paley was out to rebuild the esprit de corps, elan and esprit fort that distinguished pre-war CBS staffers. Consequently the sidelines are waiting with interest for the

next meeting of the web's board of directors.

For with two of Bill Paley's best right-hands tackling tough assignments, its obvious that Paley is going to be on deck if needed. Therefore, interesting developments are ahead.

WRJN on Air After 37½ - Day Strike & Change of Boss

CHICAGO, Dec. 24.—WRJN, ABC outlet in Racine, Wis., returned to the air Sunday (23), after being silent 37½ days due to a strike of the local engineers' union, the International Brotherhood of Electrical Workers. Strike was settled (21) and reps of both sides say everybody's happy.

Station is believed to have the record for number of days off the air.

Union was demanding 30 per cent wage increases and station offered 15 per cent. A compromise settlement was reached. Main reason strike took so long to settle according to trade sources, was that ownership of the station changed hands during strike. Engineers walked out November 15 and on December 4 were notified that Myles Johns had bought the controlling interest from *The Racine Journal-Times*. Sale is subject to FCC approval.

Delmar Replaces Feather on RCA's Jazz Vs. Classics

NEW YORK, Dec. 24.—Leonard Feather, jazz expert, has been canceled off the RCA show (NBC, Sunday, 4:30-6 p.m.) and will be replaced by Kenny Delmar. Feather was handling the pop side of RCA's new "boogie vs. Bach" format.

Deems Taylor remains in the longhair slot. Delmar has been doing some announcing on the show, but now adds Feather's stint to his other duties. He is also heard on the Fred Allen show as announcer and Senator Claghorn.

Those CAB Rates Go Up & Up; Nets All Hedge Acceptance; Research Costs Skyrocket

Sponsors Pay and Pay—So Webs Wary on P. W.

NEW YORK, Dec. 24.—Co-Operative Analysis of Broadcasting this week doubled its rates for networks, added about 25 per cent charges to clients and told agencies that in the future CAB costs would jump between 45 and 50 per cent. Rate changes were instituted because new CAB services have raised the org's nut and because Archibald Crossley's crew which does the CAB field work, was losing money on the operation.

It is estimated that CAB's prices will raise CBS and NBC from \$42,000 a year to about \$85,000, up ABC's rate from \$25,000 to about \$50,000 and saddle Mutual with a burden of somewhere in the neighborhood of \$30,000.

To date, none of the webs has agreed to accept the price rise, feeling that research costs were getting way out of line (see story elsewhere in this section). Nets realize that the CAB move was prompted purely by the fact that the

org couldn't get along on the old rate sked. However, increasing costs of research and increasing duplication among various agencies all add up to what is regarded as an unhealthy situation in radio. It is pointed out that eventually all those costs come out of the sponsor's pocket, and most pockets will not be so open come the first of the year.

Deficit Covered

Webs have gone along to the extent of digging into the kick for lucre to cover CAB's 1945 deficit. However, the 1946 increase is before the chains as a proposal, not as a bill, and net execs are doing plenty of looking, probing and examining.

CAB claims that only 30 per cent of members will get a tilt in fees, as all those sans programs or with only one show are not involved. Clients with two programs are getting boosted 17 per cent.

Congress Said To Wonder Why

Neither webs nor NAB speak on AFM prexy's nix of music on FM, sans 2 crews

WASHINGTON, Dec. 24.—Charge originating in New York that the broadcast industry is tacitly countenancing J. Caesar Petrillo's gagging of FM operations is having important repercussions on Capitol Hill, with every indication that an explosion may burst soon after Congress returns from recess. House Interstate and Foreign Commerce Committee, which is planning to take up anti-Petrillo Bill by Chairman Clarence E. Lea (D., Calif.) soon after recess, is visibly disturbed by what one member described as "failure of the broadcast industry to express any kind of sentiment so far on the Lea Bill or any other pending bill aimed against Petrillo." This same member of Lea's committee noted that even the National Association of Broadcasters, whose top officials are known to resent Petrillo, have avoided taking an official stand so far against the American Federation of Musicians' boss for gagging FM, and that the only weighty denunciations of Petrillo have come, thus far, only from the government.

Why Silence?

One member of House Interstate and Foreign Commerce Committee asked: "Why all this silence from the people who are supposed to be injured by Petrillo's tactics on requiring double music crews for AM and FM stations? Why aren't the broadcast people speaking out? Why are we in Congress left with the burden of trying to get remedial legislation without the slightest encouragement from the industry?"

The Billboard has definitely learned that Chairman Lea, who on his own and in apparent good faith, has drafted the strongest anti-Petrillo bill yet introduced, has not received any encouragement from the broadcasters. Lea, who himself has avoided criticizing the broadcast industry for its silence on the issue, said he was planning to go ahead as planned in pressing for action late in January or early in February. He said he had high hope that the bill would be reported by his committee and sent to Rules. Once it gets to the Floor, if it does a tumultuous flare-up is certain.

Representative George A. Dondero (D., Mich.), sponsor of a bill similar to a Senate-passed measure designed to prevent Petrillo from interfering with educational non-commercial broadcasts, added his complaints to those of several members of House Interstate and Foreign Commerce Committee. He told *The Billboard*: "Altho my bill is designed to help the radio people, they have never gotten in touch with me."

This lingering suspicion on the part of some Congressmen may be one of the deciding factors when the bill is taken up next year. The House Interstate and Foreign Commerce Committee may de- (See *Nets Accused of Petrillo* on page 8)

Out of the Mouths Of Kids Who Listen

PHILADELPHIA, Dec. 24.—Howard Jones, WIP announcer, apparently can't hide behind whiskers and a heavy cold when a precocious youngster hears his voice. Jones donned the ermine and red of Santa Claus and made his way to Gimbel's toy department for an *Eavesdropping With Santa Claus* air show. A mike was hidden in his "Magic Wand," and the kids were all very co-operative until a five-year-old boy came up and faced Santa Jones.

Jones took one look at the boy's face and hoisted the mike as high over his head as possible. Up spoke the boy: "You ain't Santa Claus. You're the man who gives money away on the Renuzit program on WIP!"

Put Away That Pine Box For News

Segs Aren't Even on Ropes

Despite alarmists' dire predictions, news programs are as hot as ever

By Paul Ackerman

NEW YORK, Dec. 24.—Notwithstanding alarmist stories, radio execs feel news program ratings are holding up and expect the industry to go all out in an effort to maintain its prominent position as a purveyor and interpreter of news in the post-war period. Current time is regarded as very critical, and the future of radio news may be well outlined before another year is out.

Chain and talent execs say that whether or not radio will maintain its position in the news field may depend upon two factors: (1) nets must rear up on their hind legs and fight to keep their present extensive news staffs in operation—even at the risk of antagonizing relations with the press, and (2) ad agencies and sponsors who have cashed in on news programs as a cheap method of obtaining large audiences must be "protected" from the idea that such programs are slated to become post-war casualties.

Conditioned "Shakes"

Admitting that some ad agencies have become "shaky" about news programs for their clients, talent agents handling the gabbers attribute the situation to "alarmist" stories, which have no basis. "Ad agency men," one talent exec said, "believe everything they read."

An NBC news exec, stating that the following year would probably tell the story of the future of radio news, added that NBC's plan, "as of now," is to maintain its extensive coverage. As an indication of what radio may be up against, he said one of the country's leading newspapers phoned him late this week in an attempt to angle a story picturing commentators and news shows as on the decline. This type of "sabotage" has become a common occurrence, with newspaper reporters asking such angled questions as "Commentators are a post-war problem, aren't they?" or "You will soon cut your foreign news coverage, won't you?"

Last newspaper reporter phoning NBC with a question of this type was quickly disenchanted, the net pointing out that it was maintaining its foreign bureaus and perhaps expanding. For instance, Bill Brooks, NBC news exec, recently made a tour of South America and opened bureaus in Buenos Aires and Rio. Too, the net recently opened a Berlin bureau headed by Roy Porter. "We're not doing as many special events as we used to because much of the blood-and-thunder stuff has abated—and we cannot count on more V-J and (See NEWS SEG on page 11)

Unfair Practice?

NEW YORK, Dec. 24.—There was many a broken heart on the 14th floor of CBS last week. Seems Phil Cook, early morning program on WABC, local CBS outlet, has been driving for books and has pulled loads and loads from listeners.

For a gag, the word went out that any gal working on 14th floor—this deck being Cook's hangout—would get one chance on a pair of nylons providing she contributed five books to Cook's current campaign. Drawing was Friday (21).

Snapper was that the pair of nylons was not hose. 'Twas a pair of nylon toothbrushes. Ah, woe!

FCC Faces Ache In WOW Decision

WASHINGTON, Dec. 26.—Federal Communications Commission is girding itself for one of its most ticklish license decisions—deciding whether Station WOW, Omaha, will be thrown on the open market. FCC has been reluctant to tackle the long litigated case since it has only two alternatives in closing it out, both of which are equally repugnant to the commission. When the case was up before the U. S. Supreme Court last summer, the high court stayed a lower court ruling which invalidated the transfer of WOW's station facilities from the Woodmen of the World to an independent company because of alleged fraud, until the commission had time to pass on the license transfer in light of the first decidh. FCC had previously okayed the deal.

Commission now has the alternative of revoking the present licensee's authorization and, if the Woodmen of the World are unable to operate the station, issue the license to the first taker. Or, it can find that present operators are qualified to hold the license and thus, in effect, set aside the State Court decidh and condone the element of fraud alleged in the station transfer. FCC last Wednesday (19) ordered the present operators to file for a license renewal within 30 days.

Meanwhile, FCC is going down the line on its policy of prohibiting multiple station ownership within the same community. The same day, the commission granted the Buffalo Broadcasting Corporation three-month temporary licenses for operation of its two stations, WKBW and WGR, looking toward eventual separation of ownership.

Another issue in the BBC case was the validity of an exclusive agreement with the Churchill Tabernacle, granting it absolute control over Sunday programming and operations on one of the stations. The commission granted BBC its temporary licenses, contingent, that the operators show they are in full control within 30 days and that the agreements with Churchill Tabernacle are no longer in effect.

Bob Thompson Back at NBC

HOLLYWOOD, Dec. 22.—Former Navy Commander Robert Don Thompson is back with NBC and gets post of night program supervisor. Long-time Coast voicer, Thompson joined the web in 1932 as head of special events. He takes over chores handled by Robert MacGregor Eadie, who becomes assistant to Don Honrath in continuity acceptance. While in service, Thompson helped build navy's radio outlet on Guam and Pearl Harbor.

Lennen & Mitchell Planning New Corporate Set-Up; Mann Holliner West Coast Keyman

Trade Sees Further Pacific Emphasis

NEW YORK, Dec. 24.—Lennen & Mitchell ad agency will revamp its corporate structure shortly. Outfit is and will continue to be incorporated, but whereas it is now regarded as personal property of Prexy Phil Lennen, it is slated to become a four-way operation; there'll also be stock interests for staffers. Under the contemplated revamp, Phil Lennen, Bob Orr and Ray Virden, key execs, would be joined by Mann Holliner, v.-p. for radio. Between them they'd control the voting stock and thus the top financial position in the corporation. Additional reports have stock interests

Chi News Eds Plan To Stop Being Pushed

Windy City To Work as Unit

CHICAGO, Dec. 24.—Radio news and special events directors of Chicago, tired of some of the pushing around they have been taking from news sources, this week, banded themselves into a new organization to be titled the Chicago Radio News Association. Purpose of org, which was founded at a luncheon meeting of the net and indie news chiefs here, is to make various news sources cognizant of the requirements of the radio news special events department, and to set up a representative body thru which negotiations and dealings with these sources can be channelled.

Tip-off for the need for such an org came a few weeks ago when the American Air Lines invited five newspaper and only one radio rep to make an inaugural flight to London from here. The brush-off of radio had the boys peeved, and they decided to do something about it.

So, at a meeting of Bill Ray, NBC news and special events director here, Don Kelly and Jim Hurlbut of CBS, Bob Hurligh and Paul Brines of WGN, Connie O'Dea of ABC, Bob Ward of WJJD, Julien Bentley of WLS, Charley Ahrens of UP, Jim Bormann of AP, Bill Bruns and George Gilotti of INS and Jim Dale of WIND, the boys agreed to do something instead of merely sitting.

Bill Ray Acting Prexy

Bill Ray was appointed temporary president of the association and was given the power to appoint a committee to nominate officers for the org and also appoint a committee to draw up by-laws and objectives of the group. As soon as an election of officers has taken place, Ray intends to send out an invitation to all stations in this territory to send a representative to a meeting, at which the purposes and objectives of the org will be outlined.

In general, the Chi boys are going to have an org formed along the lines of the Washington Radio Correspondents' group. This group did much to make the coverage of news by radio in capital easier and more effective. The Chi group hopes to work out arrangements along similar lines.

The new group will not high-pressure news sources into giving radio recognition, Ray said. It will instead, try to carry out a constructive educational program which will show potential news (See EDS STOP PUSHING on page 11)

Good Grief

NEW YORK, Dec. 24.—WNEW, local indie, will do a one-shot special show in grief over Mayor La Guardia's leaving office. Program will go on Thursday, January 3.

Idea is to get a bunch of gag writers and have them be unhappy, before the mike, over the loss of one of their better sources for laugh material. Tentative title: Gag Writers' Convention.

WBNS, WCHS and WOOD Top Flackers On Linda's First Love

NEW YORK, Dec. 24.—Stations WBNS, Columbus, O.; WCHS, Charleston, W. Va., and WOOD, Grand Rapids, Mich., were awarded plaques for top exploitation of the daytime serial, *Linda's First Love*, in the Kroger Grocery & Baking Company promotion contest. Contest judges were Lou Frankel, radio editor of *The Billboard*; Bruce Robertson, New York editor of *Broadcasting*, and James Owen, *Radio Daily*.

Gruen watches were given to Jerome Reeves, WBNS; John Sinclair Jr., WCHS, and Lenore Little, WOOD, for their excellent flack jobs. Five stations receiving honorable mention were WIRE, Indianapolis; WLW, Cincinnati; WOWO, Fort Wayne, Ind.; KDKA, Pittsburgh, and WIBA, Madison, Wis.

Ralph H. Jones ad agency ran the promotion and got entries from 20 of the 27 stations carrying the transcribed show. High returns stemmed from quality of the material turned out by the agency and personal contact by the time buyer, Kate Harding.

'Nick Carter' Loses Sponsor; Other Media Win 350G

CHICAGO, Dec. 22.—Radio will lose a network sponsor January 13 when the *Nick Carter* show on MBS (Sunday 5:30 p.m., EST.) is dropped by its sponsor, Lin-X, a paint product. The sponsor is devoting the money it has been spending in radio for advertising in magazines, newspapers and other media.

Execs at the Henri, Hurst & McDonald Company, agency on the account, say they know of no reason for the change except for the fact that sponsor's advertising execs decided to make the switch. The switch involves plenty of dough. The budget on the *Nick Carter* show is about \$350,000 yearly, and, in addition, *The Shadow* mystery drama is used locally in six markets. Some talk has it that the switch was made because a new group moved into the sponsoring ranks, and fight between elements resulted in the switch from radio to other media. In spite of the switch, Henri, Hurst & McDonald will continue to handle the account.

Mowrer To Cover Europe Color for WMCA & Associated

NEW YORK, Dec. 24.—Edgar Ansel Mowrer, *The New York Post* foreign correspondent, has signed with WMCA, local indie, to broadcast a series of on-the-spot overseas newscasts starting January 13. Broadcasts will be aired over WMCA and full Associated web, originating at whatever point in Europe Mowrer happens to be at the time.

His schedule calls for him to cover the 15 most important cities in Europe.

HOW ABOUT BUYING SALES?

AFRA Tags WJOB "Unfair" on Firing Two Announcers

CHICAGO, Dec. 24.—In its first legal case against a station in seven years, the Chi branch of AFRA last week filed a complaint against WJOB, Hammond, Ind., with the National Labor Relations Board. Complaint was, according to Ray Jones, local AFRA exec-sec, that station, which is owned by corporation of Adair, Richardson & Adair, fired two announcers for joining union.

AFRA claims the manager of the station called in announcers when it was made known AFRA was organizing at WJOB and told them station would prefer not having union there because "employees were one big happy family anyway."

However, station execs maintain that two former employees who were in service returned the same week that AFRA was organizing the staff and had to be reinstated in their former capacities as announcers. Consequently, "the last hired were the first fired." The station denies firing was done because of union activities. Station has had only four announcers and couldn't maintain six, it was claimed.

Jones says both announcers were doing okay by the station until the organizing process began, and that one of the vets returning was a salesman for the station, not an announcer. Hearing and decision by the NLRB are expected next week.

AFRA Getting Ready for 1946 Nat'l Elections

NEW YORK, Dec. 24.—AFRA members are now nominating board members for positions as officers. President, five vice-presidents, recording secretary and treasurer are the positions open. Nominations must be in by January 3, after which members will vote for their choices.

Meanwhile, the AFRA run-off election for the local board was won by George Hicks. He shaded Jack Costello by one vote 425 to 424. Of the 961 ballots counted, 112 were invalidated. Hicks is expected to add strength to the liberal side of the local board.

ABC Monday Night Sked Gets Face-Lift

NEW YORK, Dec. 22.—American Broadcasting Company will revamp its Monday night schedule, starting January 21, with five new sustainers—two crime shows, one variety program and two comedy programs. From 8:30-9 p.m., Dashiell Hammett's *Fat Man*, especially created by the author for ABC, will replace *Pacific Serenade*, the army musical. *I Deal in Crime*, another detective opus, will feature William Gargan and will replace Rex Maupin's orchestra in the 9-9:30 p.m. period.

Forever Tops, featuring Paul Whiteman with a 36-piece orchestra, chorus and soloists, will replace *Swinging on the Golden Gate* from 9:30-9:55. From 10-10:30 p.m., *Jimmy Gleason's Diner*, with Jimmy and Lucille Gleason, will take over with a comedy show originating in Hollywood. Another half-hour show, from 10:30-11 p.m., not yet set, will complete the new Monday night schedule.

Sonia Bigman Dies

NEW YORK, Dec. 22.—Sonia Bigman, 40, contributing editor and senior researcher on the staff of the magazine *Time*, was found dead early Friday morning (21). Miss Bigman, who covered radio for the magazine, was well known to the industry. She had been employed on *Time* since 1936. A sister, Rose Bigman, secretary to Walter Winchell, survives her.

LaGuardia Hottest Commercial Property --- As He Steps Down

NEW YORK, Dec. 24.—Hottest piece of commercial radio property, even tho he's been on the market only a month—and that after four years as a sustainer—is Fiorello LaGuardia, outgoing mayor of this village. Since signing with *Liberty* magazine, for a Sunday evening commentary over 198 ABC stations, the mayor has refused eight guest star offers on top network shows, the fees of which would have totaled about \$40,000.

LaGuardia nixed the offers not because of money. Between his *Liberty* mag-ABC, *June Dairy*-WJZ Sunday shows and his week-end piece in *PM*, the mayor's first year out of office will gross him around \$175,000. Hizzoner simply wants to stay out of the "novelty attraction" category.

That "Public Leader" Appeal

Likewise, the mayor doesn't want to lose his prestige and identity as a public leader, since his contracts—with radio and *PM*—will, it is understood, remain in effect even if he runs for office. And it's much rumored that he can run for and be elected to the U. S. Senate.

To the trade there are two prime reasons for LaGuardia's appeal to network sponsors. First, and most obvious, the mayor is one of the few New Yorkers with nationwide appeal. Likewise, he is always good copy and has, in the past year, cracked just about every top national magazine and newspaper, the newsreels and wire services and almost every important discussion broadcast. Too, Hizzoner, had the country by its ears when, during the New York newspaper hiatus, he read the comics on

WNYC, the city station.

This latter, and not so obvious, item, namely, WNYC, is the second major reason for the mayor's success. One of the canniest station men in the business, Morris Novik, has been prexy of WNYC since March, 1938. Consistently the station has been identified with the city and its citizens and when, after Pearl Harbor, the mayor started his Sunday afternoon talks, Novik guided and directed and advised the mayor's use of radio.

One result was the mayor's outstanding use of radio to meet war emergencies. Time and again during the dark days, and the better days too, WNYC was the hub of a city-wide radio operation embracing every station in the community. Evidence of the efficacy of Novik's radio savvy and LaGuardia's radio ability was the various program rating figures, all of which made the WNYC No. 1 audience-getter when LaG was on the air.

No Pressure Selling

Then early this year Novik figured the time had come for the mayor to be on a national network. From this stemmed the ABC sustaining pact and the *Liberty* magazine sponsorship. Finally, since both the mayor and his radio adviser realized the need for continuing contact with the people of New York—as LaGuardia had done on WNYC—Novik brought about the Sunday afternoon *June Dairy*, sponsored commentary on WJZ.

From start to finish the La Guardia-Novik operation has been a dream development. No push, no pressure, no palm oil—just savvy and ability.

WABC Public Service for G.I. And Institutions, Sans Credit

NEW YORK, Dec. 24.—WABC, local CBS outlet, is quietly doing two of the more important public service chores in this community at this time. Station has been asking listeners to send Christmas packages for returning servicemen—station did same thing last two years when servicemen went the other way—and books for inmates of sundry city institutions—hospitals, jails, Ellis Island, etc.

Every serviceman, and the army expects thousands, disembarking in this area will get a gift and a "Merry Christmas" from a WAC, as he comes off the boat. WABC gets no credit line, package is just a gift, period.

On the book drive the station discovered, from the armed forces, that some 65,000,000 pocket books have been distributed to servicemen. With this angle covered, the station then learned that inmates of institutions in this area get only pub rejects and in a quantity nowhere near the amount needed. Local public library authorities are handling distribution.

One of many humorous angles to the book gathering (and there are plenty) is the number of copies of *Strange Fruit* and *Forever Amber*, which staffers have borrowed; after duly getting permission. By the time the tomes are turned over the WABC crew will be well read.

CBS Pitch for KQW Raises Entire Issue of Web Ownership

WASHINGTON, Dec. 24.—Swift growth of San Francisco to third place as a national radio news source is in the cards, according to Columbia Broadcasting System long-range planners. CBS Executive Vice-President Paul Kesten tipped his hand last Thursday (20) at Federal Communications Commission's hearing on bid for KQW CBS's (San Jose, Calif.) as a San Francisco outlet when Kesten told the commission that CBS expects San Francisco to rival Washington as a public-opinion and news source within the next five years.

San Francisco, according to Kesten, is headed for one of top three places in point-of-origin programming. Right now San Francisco is figured by nets as in about sixth or seventh place, trailing New York, Hollywood, Washington, Chicago and possibly Miami and New Orleans, in that order. San Francisco is West Coast cable terminus, has main offices of AP, UP and INS news services, Kesten pointed out, and later it will expand as a

transportation center thru which U. S. and international figures must pass.

Listing other cities in their relation to radio programming, Kesten put New York and Los Angeles for top billing, followed by Washington as a public opinion source, and Chicago as an entertainment source. CBS, incidentally, with FCC's okay on KQW purchase, would own stations in all five of the major programming areas. Outlook, tho, is still gloomy for CBS's getting KQW, but CBS executives are hopeful.

Three-Point Pitch

Kesten based his case for network radio station ownership on three points: To guarantee outlets for programed material; to provide points-of-origin contact for national news distribution, and to serve as a money-maker to sustain network operating costs which are increasing. On the last point, Kesten asserted that currently 50 to 52 cents of (See CBS PITCH on page 42)

Ratings NSH At Sales Point

Returned ad-men amazed
at program perversion of
ratings into Wonderbar

By Lou Frankel

NEW YORK, Dec. 24.—Ad agency radio-men, recently returned from the wars and trying to settle back into their pre-war chairs, are going slightly goofy over the something new that's been added to radio since they went away. To the home-front ad men, it's just another problem, one that's become part of their lives, but to the vet the importance of program rating is new, novel and disconcerting.

The Sponsor's Wife

The sponsor's wife could squawk about the talent, the competition could rap the product and the opposition could snipe at the job being done. But no one could steal a client, or cost a guy his job, or give him ulcers so long as the program sold merchandise. Well, hardly ever.

But now the vet, back at the old stand, finds a new world. Now everything is ratings. Programs are bought and sold on the basis of rating not sales. Thus one recently returned exec put it, "Everytime someone tries to sell me a package or a piece of talent he talks ratings. Now I don't mind ratings but just once, for old times sake, I'd like to hear someone talk about a program's or artist's ability to sell."

"When I went away the big sales pitch was mail. Hell, nowadays even the hams don't talk about mail pulls. And to me ratings are in the same category, namely, they're being twisted and turned and tortured to mean all sorts of things for which they were not originally intended.

The Rating Needle

"Here's what I mean. I sit down to play a quiet game of bridge and someone needles me about how one of my shows has a puny rating. Well, mebbe it has, but in comparison to the rating of a competitor program on another network at the same time—at mebbe five times the cost of my show—I'm not doing bad. Then an agent tries to sell me a package and claims his show had such and such a rating. Well mebbe it did, but try and get the ratings and descriptions of the programs on the air at the same time, or directly preceding or immediately following.

"Those figures they don't have, cannot provide and think you're nuts for wanting. Yet to me, without that sort of comparative data the rating means nothing. After all I've learned, since I returned, what it means to buck NBC on Tuesday or Wednesday night and try for a rating. "But people walk in and throw figures (See Program Perversion on page 11)

Rank Stuff

NEW YORK, Dec. 24.—Trust Ed Kobak to make sure that no one has a chance to pull rank on him. Kobak is only president of Mutual, but his news and special events director, Abe Schechter, used to be lieutenant colonel on Gen. MacArthur's staff. Now, mind you, there hasn't been any controversy, but Kobak is no man to leave a door open.

So, tother day, EK got himself an appointment as lieutenant colonel on the governor's staff of the State of Georgia, an honorary title conferred by the State on favored native sons.

Schechter says EK's title is fine, but he won't be satisfied until the boss becomes a full colonel (Kentucky brand) or an admiral in the Texas navy.

B. & K. Buys New GE FM Transmitter

CHICAGO, Dec. 24.—First announced completion of a deal for a new type General Electric FM transmitter was made this week by WBKB, local B. & K. video station which a few weeks ago applied for a commercial FM license.

This GE transmitter is of the new type with the recently revealed phasitron circuit that insured less distortion and lower noise level with less tubes and transformers than the Armstrong type.

Delivery of the WBKB transmitter will be made as soon as material becomes available.

More "International" Stuff At F. C. & B. and G. C. & N.

NEW YORK, Dec. 24.—Two agencies, Foote, Cone & Belding and Geyer, Cornell & Newell, announced this week the opening of international offices to handle their foreign advertising. Foote, Cone & Belding has appointed Harry A. Berk as v.-p. in charge of their international department and their first overseas office will be opened soon in London.

Geyer, Cornell & Newell has placed all its export ad work in the hands of Irwin Vladimir & Company, foreign ad agency. Vladimir has already placed Nash, Kelvinator and Berkshire Knitting Mills ads in various Latin-American publications. Radio plans are still in incubation stage.

Kobak Gives Pep Spiel to Hospitalized Vets on Jobs

NEW YORK, Dec. 24.—Ed Kobak, Mutual prexy, last week lectured wounded veterans at Halloran Hospital, New York, on the problem of selling themselves, in what may be the first of a series of similar talks. Kobak, who used to give the ad field plenty of tips in his speeches, gave out with a pep talk which dealt with the problem of how to acquaint people with your talents and make them forget possible disabilities.

MBS prexy was invited to speak by the hospital's commanding officer.

Nets Accused of Petrillo Co-Op; Congress Said to Wonder Why

(Continued from page 5)
side to send the bill to the floor as a challenge to the broadcasters to come out in favor of the measure or go on record publicly in support of Petrillo. So far, the strongest statement against Petrillo for his double music crew edict has come from Chairman Paul A. Porter,

of Federal Communications Commission, as reported in *The Billboard* several weeks ago.

Hirschmann Socks Webs

Ira A. Hirschmann, vice-president of Metropolitan Television, Inc., in New York last week (18), accused the national networks of purposely "abdicate" to Petrillo and the AFM in an attempt to retard FM. Hirschmann, who directs the operation of an FM station, pointed out that the networks with FM stations in New York took them off the air immediately after Petrillo demanded that stand-by musicians be employed when the same program goes out over FM and regular stations. "I think the networks have played into the hands of Petrillo by demonstrating his power to force them off the air," Hirschmann said. "I have no sympathy with Petrillo, but maybe he is not the sinister enemy that he has been pictured. The networks may have used him as a shield against the continuation of FM."

Networks No Like Give-Up?

"The networks don't want to give up something they've now got," Hirschmann asserted, "they're sitting on the lid of broadcasting. But a better means of broadcasting can't be stopped and neither can new competition." Hirschmann suggested that the networks are "afraid" of higher-quality programs that many FM ops propose to offer. "I questioned before the FCC the sincerity of the networks on FM," he said, "and I still do. If by reaction and frustration they're going to hold FM back they are fighting the demand of the American public for something better in broadcasting."

NAB's Official View Still a "?"

Just what is NAB's own official view on this bill is yet to be announced despite the fact that the association had a special subcommittee meeting here early this month, and individual members are willing to condemn Petrillo. Some congressmen have expressed surprise that the NAB, which is closest to the broadcast industry, has made no official comment on the bill and yet the association has, as a matter of official record, commented on his work as a labor leader.

On the Senate side, subcommittee of Senate Judiciary Committee has dropped for a time its interest in a bill by Senator Josiah Bailey (D., N. C.) to crack down on Petrillo's union, altho for weeks Senator Eastland (D., Miss.) has been talking about airing the bill at a hearing. *The Billboard* has learned that Eastland's effort to get sub-committee action has not been given much encouragement by Bailey, who some months ago had been asking for the hearing. It is possible, tho, that with the coming blow-up on the issue, Bailey may find it legislatively prudent to get together with Eastland and bring the long-pending bill to a hearing. Eastland has pointed out that his sole reason for deferring a hearing so far has been his wish to schedule the proceeding at a time when Bailey himself could testify in behalf of the bill.

S. CLAUS

Barnum in Holly

THAT bearded gent billed as Kriss Kringle is as show-wise a character as ever slurred up Toots Shor's vichy soisse. Every year he puts on a one-shot seg over a world-wide net that's more commercial than *Chiquita Banana*. In fact, he's the guy who dreamed up the jingle idea. For about 2,000 years Saint Nick has snagged the No. 1 Hooperating because he's delivered the biggest audience. His showmanship is so b. o. that he can even wear red drawers and make them pay off.

The Beard probably invented—and certainly uses—every gimmick known to the biz. He's in there with spots, cow-catchers, hitch-hikers, cross plugs and even sound effects. He's so hep he uses the program mood build-up to tie in with the new year. Long before Kate Smith began pushing the moon over the mountain, old Kriss had worked up a whole library of theme songs.

(Continued on page 15)

The Billboard TALENT COST INDEX

Based on "FIRST SIXTEEN" HOOPERATINGs for Week-Day Daytime and the "FIRST FOUR" Saturday A.M.-ers

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

Vol. 11 No. 12D (Report December, 1945)

Program Sponsor, Agency, Net & Stat.	Hooper-Rating	Weeks to Date	Opposition	Talent Cost	Cost Per Point	Talent Cost Per 1,000 Urban Listeners
WHEN A GIRL MARRIES General Foods Maxwell House Coffee B&B NBC 76	8.6	246	American School—CBS Terry & Pirates—ABC Pete Howe—MBS	\$2,300	\$267.44	*
PORTIA FACES LIFE General Foods Post Raisin Bran B&B NBC 87	8.5	237	American School—CBS Dick Tracy—ABC Superman—MBS	\$2,750	\$323.53	*
MA PERKINS P&G, Oxydol D-F & S CBS 72	7.9	153	Various—NBC Constance Bennett—ABC Lopez Luncheon—MBS	\$1,300	\$164.56	*
BREAKFAST IN HOLLYWOOD Kellogg Pep K&E ABC 193	7.8	213	2d Husband—CBS Elsa Maxwell—MBS Fred Waring—NBC	\$1,500	\$182.31	\$.30
HELEN TRENT Kelynos-Bisodol D-F & S CBS 143	7.8	629	Service Ork—NBC Farm & Home—ABC R. Maxwell—MBS	\$1,800	\$230.77	\$.36
PEPPER YOUNG P&G Camay Soap P&R NBC 79	7.7	583	Sing Along—CBS Ladies Be Seated—ABC Remember—MBS	\$2,850	\$344.16	*
WIDDER BROWN Phillips Toothpaste D-F & S CBS 140	7.7	374	Feature Story—CBS Hop Harrigan—ABC Mutual Melodies—MBS	\$1,600	\$207.79	\$.33
BREAKFAST IN HOLLYWOOD Ivory Flakes, P&G Compton ABC 194	7.7	145	Amanda—CBS Cecil Brown—MBS Fred Waring—NBC	\$1,500	\$194.80	\$.32
OUR GAL SUNDAY Anacin D-F & S NBC 142	7.6	465	Farm & Home—ABC Service Bands—MBS Music Room—NBC	\$1,750	\$230.26	\$.36
STELLA DALLAS Phillips Milk of Magnesia D-F & S NBC 140	7.3	390	House Party—CBS Time Views—ABC Johnson Family—MBS	\$1,750	\$239.73	\$.37
BIG SISTER Lever Bros., Rinso R&R CBS 142	7.3	249	Words & Music—NBC Glanour Manor—ABC Morton Downey—MBS	\$2,500	\$342.47	\$.53
KATE SMITH Bran Flakes Y&R CBS 133	7.2	354	Glamour Manor—ABC Words & Music—NBC Win. Lang News—MBS	\$5,000	\$694.44	**
RIGHT TO HAPPINESS Ivory Soap Compton NBC 136	6.8	376	Various—MBS Sing Along—CBS Ladies Be Seated—ABC	\$2,250	\$330.88	\$.55
JUST PLAIN BILL Whitehall, Anacin D-F & S NBC 66	6.8	479	Cimarron Tavern—CBS Jack Armstrong—ABC Capt. Midnight—MBS	\$2,000	\$294.12	*
LORENZO JONES Sterling-Bayer Aspirin D-F & S NBC 140	6.7	468	Hal Winters—CBS Report From Abroad—ABC Mutual Melodies—MBS	\$2,000	\$288.51	\$.43
BACKSTAGE WIFE Lyons Toothpaste D-F & S NBC 140	6.7	474	House Party—CBS Jack Bereh Show—ABC Erakine Johnson—MBS	\$1,750	\$261.19	\$.42
GRAND CENTRAL Pillsbury Mc-E CBS 120	7.4	382	Nat. Farm & Home Hr.—NBC Sat. Sr. Swing—ABC Lopez Luncheon—MBS	\$3,000	\$405.41	\$.50
BILLIE BURKE Lambert L & F CBS 147	7.4	177	Ed McConnell—NBC Vagabonds—ABC Hokey Hall—MBS	\$1,500	\$202.70	\$.25
THEATER OF TODAY Armstrong Quaker Rugs B., B., D. & Q. CBS 142	7.4	132	Piano Playhouse—ABC News Summary—ABC House of Mystery—MBS News—NBC Consumer Tique—NBC	\$2,500	\$337.84	\$.45
STARS OVER HOLLYWOOD Bowie's Dari-Rich Sorenson CBS 45	7.4	355	Home & Garden—ABC Treasury Series—MBS Atlantic Spotlight—NBC	\$4,000	\$540.54	*

SATURDAY A.M. SHOWS

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

Average daytime audience rating is 4.8 as against 4.4 last report, 4.7 a year ago. Average sets-in-use are 17.8 as against 16.4 last report, 15.4 a year ago. Average available audience of 73.4 as against 72.4 last report, 71.3 a year ago. Sponsored network hours number 91 as against 89 last report, 79 1/4 a year ago.

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

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THE NATION'S MOST MERCHANDISE-ABLE STATION

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Made from your own photos or negatives in any size. No order too small—cost as little as 5¢. Now doing work for RCA, MCA, DANNY KAYE, EDDIE ROCHETER, JACK BENNY, KAY KYSER, JOAN EDWARDS, etc.
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and other top Radio Stations use this 3x5 VISUAL record of song hits of over 100 publishers, plus old favorites. Includes lead sheets and lyrics of chorus.
Samples free.

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NAB Code Committee Talks About Better, Shorter Plugs

CHICAGO, Dec. 22.—Improved commercials in less time was the theme of the NAB code committee meeting in Chicago December 17-18. Gist of talks consisted of plans to cut commercials before public opinion cuts them.

Recommendations of changes in the code will be presented at the exec board meeting of NAB in Los Angeles January 3-4, later to be presented before the general NAB conclave some time next year.

"One purpose of the meeting," declared Col. Ed Kirby, press rep, is to meet the ills of the radio industry from within the industry itself, and not have outsiders create laws. It's a question of self-discipline, and I know that we can have radio do a better job in less time."

One of the changes recommended by the committee was that five-minute news casts should not contain more than 60-second commercials. Another recommendation was that afternoon and night commercials should be the same from the

standpoint of time.

"Now afternoon commercials, such as soap operas," Kirby declared, "are longer than evening commercials. We feel that afternoon commercials can be shortened commensurate with the night commercials. It's just a question of good intelligent writing."

Hitch-hiker and cowcatcher plugs were discussed, but no definite recommendations were made other than to discourage their use. Point was made that the NAB cannot enforce its approved policies, but must rely on individual station managers to follow thru with NAB recommendations.

Herbert Hollister, Wichita, Kan., is chairman of the code committee. Other members are Merle S. Jones, WOL, Washington; Ed Yocum, KGHL, Billings, Mont.; Henry P. Johnston, WSGN,

No Verbal Vallee

HOLLYWOOD, Dec. 24.—Rudy Vallee last week denied a claim by radio actress Sara Berner that he had made a verbal agreement with her for her services on his air show. Fem claims oral deal was for 39 weeks at \$500 per week and has asked the court to collect \$19,500 damages.

Birmingham; Jan Schimek, CBS; William S. Hedges, NBC; Edgar L. Bill, WMBD, Peoria, Ill.; Arthur B. Church, KMBC, Kansas City, Mo. NAB headquarters staff was represented by A. D. Willard Jr., exec v.-p.; Willard D. Edolf, special counsel, and Colonel Kirby.

Another Yankee Partnership

"SIX BELLS"

with EDWARD ROWE SNOW
SPONSORED BY

H. P. HOOD & SONS

DAIRY PRODUCTS SINCE 1846

SUNDAYS
3:00 to 3:30
P. M.

Edward Rowe Snow, "The Hood Story Teller", is supported by a large dramatic cast in this series of dramatizations, mystery yarns, adventure thrillers, stories of the sea and traditions of New England. In each presentation, Edward Rowe Snow broadcasts from the scene of the story.



SUNDAYS
3:00 to 3:30 P. M.

WNAC Boston

WICC Bridgeport

WEIM (Fitchburg
Leominster)

WHYN Holyoke

WLNH Laconia

WCOU (Lewiston
Auburn)

WLLH (Lowell
Lawrence)

WHÉB Portsmouth

WEAN Providence

WAAB Worcester

WHTD Hartford

WSPR Springfield

Sundays 6:00 to 6:30 P. M.
WSAR Fall River

Tuesdays 10:30 to 11:00 P. M.
WGAN Portland

Thursdays 7:30 to 8:00 P. M.
WFEA Manchester

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

Anti-Trust Suit A Windmill Tilt

Gov't's Action Is a Warning

Likelihood of consent decree felt possible—defendants' attitudes divided

NEW YORK, Dec. 24.—U. S. Attorney General Tom Clark, to the trade, has assumed the role of a Don Quixote in the Department of Justice's current video anti-trust suit against Paramount Pictures, Television Products (Para subsid), General Precision Instrument, Scophony Corporation of America and British Scophony, Ltd. Out of the hullabaloo arising from the government's charges of suppression of patents and illegal division of world tele markets has come the impression that the big stick is being tilted at windmills and that all that will happen will be a mild slap on the wrist if the defendants "confess" and promise to behave.

In the meantime, however, the intramural scene among the defendants, to an outsider, this week represented a hilarious comedy of errors (with apologies to the Bard). Instead of presenting a solid front to the Department of Justice's charges, as they might logically be expected to do, the defendants were like a "house divided against itself." General Precish, Paramount and Tele Productions denied the charges; British Scophony rode the fence, declaring it was ready, if its agreement was found illegal, to "duly and amicably amend it," and Arthur Levy, head of American Scophony, said that he welcomed the suit.

Bone of Contention

It is this split between the companies named that is proving to be a hot item to the trade. Government alleges that the defendants refused to develop and sub-license the Scophony patents for the superionic and skiatron and that they set up a world cartel, thus hindering the advancement of tele. Arthur Levy contends that the Justice Department has a good case, while General and Paramount say the thing is meaningless. Beneath-the-surface reason for the difference in attitudes springs from the fact that long before the government began its anti-trust action, a basic split occurred at American Scophony over the manner in which the company should be operated.

There are a flock of rumors on this. Among them is the one that says Levy contended, as does the Department of Justice, that Scophony should do research on the skiatron tube so that it would be technically improved and make money for the company. General and Paramount, on the other hand, so the (See ANTI-TRUST SUIT on page 12)

8x10 GLOSSY PUBLICITY PHOTOS 100 for \$6.25

As low as 5c Ea. in quantity. If you use photos you should get our price list and see our samples before ordering. Drop us a card for free sample and price list. This is not the cheapest service, but our prices are low enough so that you can now afford real quality. Prompt, courteous service. Quality guaranteed.

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PRESS CLIPPING BUREAU, Inc.
165 Church St., New York 7, N.Y.
BArcley 7-5371

FCC Assignments Weaken Case

WASHINGTON, Dec. 24.—Incidental to the Justice Department's anti-trust suit against the video manufacturing group, observers here are puzzling over why Federal Communications picked last Friday (21) as the date for making public its list of assignments for present commercial and experimental video licensees. Reason for wonderment is that the FCC's publicized list, released three days after the Justice Department's announcement of the anti-trust suit, shows six commercial and 10 experimental video stations with assignments in an electronics field which, the Justice Department claims, is threatened with retardation by monopoly practices of a small group of manufacturers and sellers.

Complete video assignment of frequencies for commercial licenses as made by FCC was announced as follows: Balaban & Katz (Chicago), WBKB, Channel 4 (66-72 m.c.); Columbia Broadcasting System, Inc. (New York), WCBW, Channel 2 (54-60 m.c.); Allen B. DuMont Labs, Inc. (New York), WABD, 5 (76-82 m.c.); National Broadcasting Company (New York), WNBT, 4 (66-72 m.c.); Philco Radio & Television Corporation (Philadelphia), WPTZ, 3 (60-66 m.c.), and General Electric Company (Schenectady), WRGB, 4 (66-72 m.c.).

Experimental television broadcast station assignments were announced as follows: Balaban & Katz (Chicago), W9XBK, 4 (66-72 m.c.); Crosley Corporation (Cincinnati), WBXCT, 4 (66-72 m.c.); Allen B. DuMont Labs (New York and Passaic, N. J.), W2XVT and W2XWV, 5 (76-82 m.c.); Don Lee Broadcasting System (Los Angeles), W6XAO, 2 (54-60 m.c.); Philco Radio & Television Corporation (Springfield Township, Pa.), W3XE, 3 (60-66 m.c.); Television Productions, Inc. (Los Angeles), W6XYZ, 5 (76-82 m.c.); Zenith Radio Corporation (Chicago), W9XZV, 2 (64-60 m.c.); Radio Corporation of America (Camden, N. J.), W3XEP, 6 (62-88 m.c.), and State University of Iowa (Iowa City, Ia.), W9XUL, 1 and 13 (44-50 m.c.) and (210-216 m.c.).

Television Productions, Inc., which is an experimental licensee, is one of the defendants in the government's anti-trust suit. Allen B. DuMont Labs, Inc., which has both a commercial and an experimental station, is described in the government's anti-trust suit as having 50 per cent of its stock under ownership of Paramount Pictures, Inc., which wholly owns Television Productions, according to the government.

All of the commercial assignments announced by FCC are for metropolitan stations with their existing powers and antenna heights. FCC stated that changes in assignments of the 10 existing experimental video stations were made to prevent interference to commercial stations, to achieve uniformity of licensing where the same equipment is used experimentally and commercially by the same licensee, or to remove television operation from frequencies assigned to other services.

Amateur service is using 56-60 m.c. to March, stated FCC, and as 54-60 m.c. will be assigned to television and part of the 50-56 m.c. band now assigned to video will go to amateur service, frequency change will "best" be made next March 1. FCC stated that existing stations that change frequency will go off the air on or before March 1 and return to the air with regular programs on or before July 1 on their new assignments.

Commission announced that Allen B. DuMont Labs, Inc., has applied for a construction permit for a new commercial video broadcast station at Cincinnati, to be operated on Channel 2, 54-60 m.c. Crosley Corporation has two amended applications, one for a construction permit for a new commercial video station in Cincinnati, and the other in Columbus, O. Television Productions, Inc., has an amended application for a construction permit for commercial video in San Francisco.

FBI Gathered Suit Evidence

Trial may not reach courtroom for two years, or at all, if it follows precedent

WASHINGTON, Dec. 24.—Justice Department's anti-trust suit against a group of television manufacturers and sellers is seen here as representing a "big stick" policy by Mr. Whiskers, who, it is learned, is anxious to formulate a pattern of wide-open competition from the outset of commercial video. Federal government's suit in U. S. District Court for Southern District of New York against Paramount Pictures Corporation; Television Productions, Inc.; General Precision Equipment Corporation; Scophony Corporation of America; Scophony, Ltd.; Arthur Levey, Earl G. Hines and Paul Raibourn is viewed as significant as setting a tough pace for government policy on television regulation. Prosecution itself, however, is not expected to reach the courtroom trial phase for another two years, and, according to some insiders, may be dissolved long before that time thru out-of-court developments under which defendants may remove cause for the government's complaint. This, it is recalled, is precisely what has happened in some of the government's top anti-trust suits in which Mr. Whiskers came out victorious.

Fact that two years or more may be required for the U. S. to press its prosecution does not mean that the government intends in any way to let the case go by the boards without a successful conclusion. Attorney General Tom C. Clark has drastically expanded his anti-trust division in New York, where preparations had been under way for several months for the filing of the suit last week (18) against the television group, Justice Department, in fact, now regards its New York headquarters as the main outfit for anti-trust operations. Federal Bureau of Investigation agents have been quietly gathering evidence for the anti-trust division in the video anti-trust suit, and even the Federal Communications Commission folks are blinking in speculation over some of the "inside" detailed evidence which won't be uncocked until the case reaches the courtroom stage—if it ever reaches that stage.

Aluminum Case Recalled

Techniques applied in prosecution of the video group are significantly suggestive of the Justice Department's procedure against the aluminum monopoly. It took years for the Justice Department to build its case, and court fights were protracted. However, the prosecution set the pattern for federal policy and led to Congressional study which resulted recently in recommendation for a break-up of the aluminum monopoly.

Significantly enough, Aluminum Company of America is offering its own plan for inviting competition against itself. Those who are familiar with Justice Department tactics believe that the outcome of the anti-trust suit against the video group will be identical. There is little or no fear among observers here that the defendants in the anti-trust suit are capable of blocking video progress, but there is ample reason here to believe that the Justice Department's action will result in wide competition. The case, some believe, may even wind up in determining whether movie producers can collect theater admissions for exhibiting television which is transmitted by air waves owned by public.

Conspiracy Charged

Government accuses the defendants of entering into a conspiracy under which General Precision and Television Productions would have complete control over promotion, utilization or suppression of Scophony inventions in the Western Hemisphere. According to the government's complaint, "the world was divided into two non-competitive areas wherein (See FBI GETS THE DOPE on page 12)

REVIEWS

Balaban & Katz

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

WBKB hit one of its high spots with tonight's show. Ninety per cent of it was plenty good. Some was better.

One of the parts in the superior bracket was a three-minute spot for the Elgin Watch Company. This series, written by Bill Eddy, station director, has become a testing ground for video spots at the station (see story in adjoining columns), and if all of them are as good as tonight's, Eddy's theory that video spots should be at least two or three minutes in length will have been vindicated.

Spot was woven around conversation between a guy who comes to visit his gal during the Christmas season and the gal's kid brother. The man related how he had used an Elgin during the war and also the fact that he was going to give the gal one for Christmas. During all this there was plenty of humor, action by both, a good fireplace background and, of course, shots of mock-up large Elgins. Spot had appeal to the audience in that it was built around a subject matter familiar to most, it had some good lines and it displayed the merchandise. For these reasons it was tops and made an ordinary radio commercial weak in comparison.

News during the program was by Jack Gibney and was one of the weakies of the program because it was vocal, pri- (See B & K on page 12)

Doodles Weaver

Reviewed Friday (21), 8:20-8:30 p.m. Style—Comedy. Sustaining over WCBW (CBS) New York.

As night club comics go, Doodles Weaver is a funny man. In the intimate atmosphere of the Ruban Bleu or some other class spot, his pixyish style appeals to audiences, but in television Mr. Weaver doesn't click. The silly gags that lay the customers low in assorted drinkeries leave video viewers cold.

Some months ago, on NBC's WNBT, Weaver produced this general apathy, and in the time that has elapsed he has not improved. The comic did two familiar routines, his rendition of *The Daring Young Man on the Flying Trapeze* and the story about the rabbits in the cabbage patch. Despite several efforts to bolster his comedy production-wise (most of them superior to NBC's efforts), Weaver went nowhere. He didn't catch his audience in the beginning and never did warm up. It is quite possible that he needs a live bunch to play to as a boost to his timing or perhaps his personality can't project under the cold impersonality of the iconoscope. Whatever it was, television doesn't do justice to Doodles Weaver, despite the fact that he depends a great deal on visual business.

John Southwell, whose maiden voyage at CBS flopped because of bad material, did the production on this show and ran up against the same trouble. He tried hard to add whatever he could to Weaver's routines, spotting music where (See DOODLES WEAVER on page 12)

Too Short for a Head

CBS WILL hold a public showing of color television for the press January 7. Board of directors will meet two days later at which time the much rumored top-level organization shifts probably will be finally decided.

Add sick ones at CBS: Norman Corwin home with the flu; Jules Dundeas, WABC promotion, recuperating from virus pneumonia, and Arthur Hull Hayes, home with the miseries.

La Guardia will open a suite of offices in Radio City to house a staff of researchers compiling details for his programs.

Snowstorm Wednesday (18) was so heavy that many stations and agencies in New York sent their crews home at 4 p.m., to give them a break in case transportation was tied-up or delayed, as it was in many cases.

George Wright pumps the organ on House of Mystery, WOR-Mutual seg, in the noon spot, starting January 5. Sponsor is Post Toasties.

WQXR, longhaired New York indie, celebrating its 10th anniversary by a series of six special programs. Six concerts, one a month for six months, will start January 13, 9:05 to 10 p.m. Station will use the augmented WQXR orchestra conducted by Leon Barzan. Guest soloists will also be featured.

Bob Cenedella, who writes the Helen Hayes show for J. Walter Thompson, and Dave Gregory, who does the agency's RCA program, both out sick this past week.

Christmas card sent out by Al Durante, publicity director at J. Walter Thompson, was written by no less a personage than Tiffany Thayer, who, among other things, works in J. W. T. copy department

Once-familiar faces back at WCCO-CBS, now that they're out of military uniforms, include those of Bob Sutton, production staff (navy); Jack Nadeau, production (army); Kyman Swendson, studio technician (army); George Culbertson, studio technician; Lewis Smith, studio technician (army); Al Harding, former announcer, now time salesman (navy). New face is that of Ralph Andrist, navy vet, who joined news staff as re-write man.

Program Perversion Amazing to Ad-Men

(Continued from page 7)

at me and expect me to swoon and sign. One fellow throws a fast pitch with a juicy figure that sounds swell, only it's for New York City, not the nation. Then there's another outfit with an across-the-board show that's taken its highest one-time rating and multiplied it by five.

"Ratings are valuable but they're not all important. Yet I see other ad men swallowing the guff and ignoring sales. Here's another example: Before I went into service publicity was something we wanted, since it helped sell the show and that helped move merchandise.

"Now I see agencies publicizing programs not for audience entertainment or sales, but strictly to bump their Hooperatings. And I see shows dumped because they don't have high ratings. The fact that a show may be up against competition that's out of its class—like a lightweight boxing a heavyweight—and so earn only a short rating yet still be a good show is something that too many sponsors don't realize. If the show sells I'd say stay with it, or wait for a better spot. I'd never dump it."

Other ad execs in the same spot are aghast at the complacency they find in the field about programs with good or great ratings and only fair sales records. To them these programs are not unlike the vaudevillian who boasts in a trade advertisement about being held over for eight weeks without mentioning that he was on the same bill with a four-star pic.

The answer, of course, lies in the fact that the last several war years have found less emphasis on sales cue to curtailed production of consumer goods and increased consumer demand. In a sellers' market sales are no criterion; in the days soon to come things will probably be different and these veteran radiomen may soon find themselves back on familiar grounds.

What's your Sales Hooper, Friend?"

Jack Laemmar, out of Blues after three and one half years, has returned to Foote, Cone & Belding. He'll backstop Stuart Dawson, manager of the radio department, Chi office.

J. MacKenzie Ward, manager of the Chi office of Columbia Radio Sales for past three and a half years, has joined the Chi branch of Adam J. Young, Inc., radio reps.

William B. Lewis, v.-p. and radio director of Kenyon & Eckhardt, was named a member of the board of directors of the agency.

Ira Ashley, OSS vet, has returned as director of the CBS Grand Central Station. Ashley megged Grand Central for three years before war service, also Stage Door Canteen.

Hugh Terry, manager of KLZ, Denver, took part as a panel member at the Denver University confab on atomic energy. Panel chairman was Dr. H. Benjamin, International education staffer, U. S. Office of Education; and Dr. Lyle Borst, Oak Ridge physicist; and Dr. Joyce Stearns, Washington University scientist.

Mitzi Kornetz has resigned as flack director of WTAG, Worcester, Mass., to become radio director of the Greater Boston Community Fund. Resignation takes effect December 29. Mitzi Kornetz has been with WTAG for six years, starting career in 1939 as a continuity writer. Phillip R. Jasen, until now promotion manager, takes over.

John Chilcott, former WWL, New Orleans, staffer recently upped to research chief of "True" mag. Ted Harden, former miker at WWL, is now production manager of KTUA, Salt Lake City.

Hank Warner, CBS press information slot man, has penned a show for the Mystery Theater, NBC program. Script is called Blind Man's Buff, and will be aired December 28.

Richard Merrin has been appointed staff miker on WHBC, Canton, O., station. He had been a news, sports, and staff announcer at Mansfield and Akron, Ohio, stations.

Another New WHBC employee is W. Richard Neher, ex-production staffer on WHO, Des Moines, who will take over as program director.

News Segs Aren't Hanging on Ropes

(Continued from page 6)

V-E days—but we'll maintain news time on the air," another net exec stated.

Talent men handling the gabbers say prices have not begun to tumble—and this is in line with the fact that ratings have held up remarkably well despite the fact that the news must of necessity be of a quieter type. John Vandercook, Ed Murrow, and spliers of similar caliber are getting more than ever. Raymond Gram Swing, whose contract with American Broadcasting Company calls for a guarantee of \$2,500 weekly, was recently renewed for another year despite the fact that his contract has not yet expired.

From the ad agency and the sponsor point of view, no type of program can compare with the name gabber when program cost and listening audience factors are considered. Analysts like Kaltenborn or Shirer command about \$1,250, out of which news ticker service and announcer are paid. Sponsor in return gets a six-point rating. Compare this with a soap opera, with a talent cost of a few thousand and a rating of two. Latter type of program also calls for considerably more air time (five a week), with the result that total program cost is likely to hit \$20,000 weekly. Even comparatively cheap talkers, such as Arthur Hale, manage to snag ratings way above such expensive programs as the Boston Symphony.

Just what will happen is in the lap of the radio nets and ad agencies. The current year is regarded as the shake-down period—the period which will show whether radio lapses into apathy on news or retains the commanding position it built during the war. Recent pacting of Mayor Fiorello H. La Guardia to do a news show for Liberty mag over ABC at \$2,000 net per week is regarded as ample proof that radio news is not yet a kilocycle corpse.

ABC, Philco Shooting at Own Airings From D. C. Because of ATT Co-Ax Indie Freeze-Out

FCC Okays "Transmitter Owners Only" Deal

NEW YORK, Dec. 24.—American web video department was reported this week set to go maverick and do a separate show out of Washington on the same day that NBC, CBS and DuMont inaugurate the D. C. to New York AT&T co-ax cable link with on-the-spot coverage of President Truman speaking before Congress. ABC, left out in the cold after participating in the original AT&T co-ax deal, may lend-lease from Philco its remote equipment and relay system for an individual show.

Web's gripe developed when AT&T, applying to the FCC for an experimental permit for the show, stipulated that only orgs which own their own transmitters would get in on the act. Since ABC did not have a station, it would have to stand out in the snow while the other three basked in all the glory. However, the net, with Philco's help, is rumored to be planning use of the relay link.

It is expected that Philco, now off the air for channel changes, will be telecasting by the time the Truman speech is made, giving ABC an outlet for its show.

AT&T, as exclusively reported in The Billboard two months ago, had first established a pool in the use of co-ax from January to June, 1946, in which all television companies would participate without cost. However, the telephone company's application to the FCC sliced ABC off the list. Commission gave its permission to go ahead on the basis that

only transmitter owners would get plum, violating the original agreement, according to informed trade sources.

Philco was left out of the whole matter, it is alleged, because it has no New York outlet.

Meanwhile NBC, CBS and DuMont are hard at work looking over the Capitol for suitable locations for cameras, etc., and ABC, it is said, is lining up official permission for the venture.

New Outlet Asked for St. Paul

ST. PAUL, Dec. 24.—North Central Broadcasting Company and its subsidiary, Mississippi Valley Broadcasting Company, have applied to the FCC for construction of 5,000 watt in St. Paul to serve as an outlet and "key station" of the web. Station would operate at 580 kilocycles, with 5,000 watts daytime and 1,000 watts at night. Present Twin Cities outlet is WLWL, Mutual.

EDS STOP PUSHING

(Continued from page 6)

sources what radio wants and needs in the way of news and opportunity to cover the news. One facet of the future operation calls for the appointment of an executive committee. Any three members of this proposed five-man committee will be empowered to act for the stations and nets here in negotiations with news sources.

CLEVELAND'S
WGAR
THE FRIENDLY STATION
GOES "ALL OUT"
IN PROGRAM PROMOTION
Annual fall campaign wins bigger audiences
plans for future campaigns now under way

WBKB's Eddy Speaks Up For Longer Commercials On Video Air -- Tests 'Em

Asks Sponsors and Agencies To Co-Op, Time Free

CHICAGO, Dec. 24.—Opening gun in a planned campaign to prove to the radio and television industry that the video commercial spots must be at least two minutes in length and undoubtedly three minutes to be the most effective, was fired this week by local Balaban & Katz tele station. The opening shot took the form of a letter from W. C. Eddy, director of the station, to all the advertising agencies in town. In this letter Eddy stated that his station was embarked upon the policy of programing long spots and asked the agencies to co-operate in the venture by putting on spots for their own sponsors.

Appeal to Agency

In his letter Eddy said: "It is our belief that the 40-second break normally used in radio, does not offer the video advertiser sufficient camera time to properly display as well as describe his product. To this end we have been carrying out tests for a national advertiser (the Elgin Watch Company) which have indicated that the two to three-minute spot may be far more practical.

"In order that we might broaden the scope of this investigation, WBKB is now in a position to set aside several more of these spots for experimental purposes. In accordance with our present policy, no service charges for station use or studio facilities will be levied during this experimental period, altho it will be required that the sponsor conform his material in quality and subject matter to the standards of this station.

"If you are interested in testing your product on one of these spots, I will be more than willing to discuss the matter in detail with your representatives."

Eddy's thinking is, that because of the needed dramatic content of the video spot, a good job can't be done in the short radio time, or in the time it is taken to telecast them elsewhere. To really sell, he maintains, plenty of time is needed.

A check of department store and utility users of video here by *The Billboard* revealed that there is a 100 per cent agreement in these ranks with the Eddy theory.

In the agency ranks there was agreement, too. One agency man, in agreeing, gave as one reason that fact that a longer time will be needed for any film spots, the kind that eventually are expected to blanket the industry just as

the recorded spot blankets the radio industry now.

He said that it would not pay to take a minute spot by film. He put it, "The cameras would just about get rolling for a minute spot."

(Editor's Note: During the recent war the British Ministry of Information was exceptionally successful in its use of one-minute film shorts. Quickies plugged conservation of food, fuel, proper methods of cooking, washing, etc. They may be described simply as spot announcements on film, usually used a novelty opening and clicked big.)

Dave Dole, assistant radio director of the Henri, Hurst, McDonald agency, who has put on video spots himself and knows whereof he speaks, was much in favor of the longer spots, and thought they should go at least three minutes. One reason he gave, was that the sponsors should be compelled to put some entertainment in their spots to get and hold an audience and not merely ride on the coattails of the previous program, as they do in radio. And, he followed thru, if they should be made to put some good entertainment in their spots, at least three minutes would be needed.

The test is being conducted, at least, in Chicago. If it is successful, the shape of things to come could be established for the industry. Judging by the reaction of the agency and sponsor boys, the test will be a success.

B&K

(Continued from page 10)

marily, and had too little visual content. Choral singing was by the Showmakers, a local semi-professional quartet that did a beautiful job with the Christmas airs. Camera direction at times, however, was faulty and had various members of the chorus out of focus. Too often there was a pan from the chorus to a large star and then dissolve to a crib equipped with statues representing the birth of Christ. We think the singing would have been more impressive if the cameras had been focused on the singers only, with some close-ups for added impact. Shots of the crib added confusion.

Top portion of the show was a television adaptation of Charles Dickens's *Christmas Carol*. Cast was made up of amateurs of the Taft High School, Chicago, who did some excellent acting that was of a professional level. With this show the Admiral Radio Corporation redeemed itself for some of the stinkeroos it has presented on WBKB, and it and the Radio Council of the Chicago Board of Education, who co-operated, deserve a bow. For one thing it pointed out the kind of thing Admiral could do instead of the insipid portrayals of life at high schools here that it has presented.

Direction of this portion of the program was by Beulah Zachary. Work of the actors and actresses did much to make the show a success, but Miss Zachary's work added plenty. Typical of what the direction did was one shot in which she used a double dissolve to present Marley's ghost and Scrooge in conversation. Shot of the ghost was dissolved in and superimposed on a door. Effect gave the impression of the ephemeral qualities of the ghost.

Rest of the play was a simplified version of the well-known *Christmas Carol*, so there is little that can be said about it. However, the cast, because of their work, deserve mention. Norman Pellegrini did the best work as Ebenezer Scrooge. Raymond Groya was Scrooge's nephew, James Wade was Bob Cratchit, June Schmidt was Mrs. Cratchit, Dave Koukal was Marley's ghost, Bruce Fields was Scrooge as a small boy, Marian Erickson was Mrs. Fred, and Marilyn Fisher was Mrs. Dilben. *Cy Wagner.*

DOODLES WEAVER

(Continued from page 10)

it would help, and having some of the gags done in the form of blackboard sketches, but when you get down to it the best-handled show in history would fail if the artist didn't click.

On the technical side, Southwell, his

Anti-Trust Suit Windmill Tilt; Federal Action Called Warning

(Continued from page 10)

will-o'-the-wisp goes, felt that Scophony should be a patent holding company, acting merely as an intermediary in the handling of patents and royalties.

Squeeze Play Charged

An even more combustible "sure-thing" is the trade rumor that the reason for the failure of Paramount and General to "develop" the tube stemmed from the desire of the two companies to force American Scophony into bankruptcy. As American Scophony was designed to exist as a holding company which would make its profits from royalties, failure to improve the tube to a point where it would be in general use would mean that SCA could make no money. If that happened, the company would probably go under and, as no other outfit would want to buy it because the patents are exclusively licensed to Paramount and General, the two could take over Scophony for less than a song.

More "Inside Stuff"

One trade source says that the U. S. Navy's Bureau of Ships asked Levy and Dr. Rosenthal, Scophony engineer, to discuss with them possible uses of the skiatron tube for radar, an action which would also give the outfit a chance to work on the video aspects. However, it's said that General and Paramount blocked the idea. A Paramount spokesman denied that the government had ever made such a request.

Several insiders also say that a large 16mm. equipment manufacturing concern and an electronics equipment maker each offered up to \$20,000 to work on the skiatron tube in return for licenses, but this, too, was turned down by General and Paramount. Allegation that such offers were made or turned down has been denied by Paramount.

Para Chief "Amazed"

On the other hand, General and Para contend that the supersonic and skiatron method has yet to prove itself, but that they bought in because they thought the processes have potentialities. Paul Raibourn, Para tele chief, said that government research was done on the skiatron tube during the war and failed to improve its use for television, requiring a different process for video than it does for radar. Raibourn also pointed out that a charge that Para has hindered television is "amazing" in view of the fact that the company has substantial investments in DuMont, operates W6XYZ in Hollywood and WBKB in Chicago and has applications in for other stations. He added that Para expects to demonstrate "brilliant television pix in the New York Paramount Theater during 1946. Scophony processes, he said, "are probably obsolete" as a result of wartime advances in the electronic field. He also told *The Billboard* that his company has always intended to sub-license the process, despite a government statement that the deal forbade sub-licensing.

K. T. Rinear, v.-p. of General, told *The Billboard* that: "The suggestion that General Precision is in a position to restrain trade or hinder television is as startling to us as it must be to our competitors. We categorically deny the charge."

For his part, SCA Prexy Levy told *The Billboard* on Friday (21) that: "The move of Attorney General Tom Clark should mean an end of the right of the powerful to stifle brains, incentive and genius."

Borkin Suggested Inquiry

Department of Justice began its investigation of the large-screen television field at the suggestion of Joseph Borkin, A. D. of J. employee, who is also co-author of the book *Television, A Struggle for Power*. Borkin is assigned by the department to keep an eye on video and, about a year ago, decided that there was something fishy in the Scophony set-up.

aid, Lela Swift, and Cameramen Ralph Warren and Howard Hayes turned in an acceptable job. About the only outstanding fault was the placement of one of the props. A large music stand was stuck in the middle of the set in such a position that it loomed, large, ugly and out-of-focus, right in front of the picture. *Marty Schrader.*

Investigation followed his suggestion.

According to the trade, the anti-trust suit is designed more as a warning to future "conspirators" than as an action which will immediately change the entire complexion of the television industry. Government officials admit that they can't win their case on the basis of headline-grabbing charges of patent suppression, but can clip General, Paramount and Scophony thru their "open-and-shut" allegation of world cartel agreements. There is ample precedent in the records of the U. S. Supreme Court to establish an exclusive licensee's right to use or withhold patents as he sees fit. However, the Supreme Court decisions in the past make out what is generally conceded to be a strong possibility of government victory thru the charge that the television combination has illegally divided world markets. But, in winning such a case, with its implied adherence to the principle that patent suppression is illegal, the government may persuade future holders of more important patents than those for the skiatron tube and the supersonic system that they must develop and lease their holdings.

Consent Decree Possible

It is also considered quite possible that the suit may end with a consent decree, an agreement by the defendants that they will revise their contracts to comply with government regulations. This is said to be likely in view of the fact that: (1) British Scophony had already said that it is ready to change the deal, and (2) both General and Paramount have offered to sell their interests in American Scophony—General in August, 1945, and thereafter and Para in July, 1945. To date, there have been no takers and the anti-trust suit makes it unlikely that the combined stock, approximately 50 per cent (2/3 of the 50 belongs to General and 1/3 to Para), will be sold. However, the offers are taken as an indication that the two are willing to pull out.

In the final analysis, the trade predicts that the Department of Justice will win some sort of decree, provided General and Para don't get out from under first. It is not considered likely that a patent suppression charge will win the case, but the cartel arraignment may possibly do the trick. In the long run, the case will not have any revolutionary effect on the television industry, but may have a deterrent effect on possible future "monopolists."

FBI GETS THE DOPE

(Continued from page 10)

Scophony, Ltd., would not compete within the Eastern Hemisphere," and Scophony Corporation of America (SCA) allegedly would not compete in either hemisphere, while "other manufacturers of electronics equipment were prevented from making and selling products embodying the Scophony inventions." Productions is a wholly-owned subsidiary of Paramount Pictures, Inc., which also owns half the stock of Allen B. DuMont Laboratories, Inc., the government says, and General is the largest single stockholder in 20th Century-Fox Film Corporation, and three of its board of directors are members of 20th Century's board. Stock of SCA is owned and controlled by General, Productions and Limited.

According to the government's brief, "General and Productions have prevented SCA from granting licenses under the Scophony inventions to their competitors in the motion picture and electronics field, and the others who were and are ready, able and willing to develop and exploit said inventions within the Western Hemisphere on terms favorable and advantageous to SCA. General and Productions have to date failed to make any substantial or serious effort to develop and exploit the Scophony inventions licensed to them," states the brief, "or to promote the use and sale of future use and sale of products to be manufactured thereunder. Productions," the brief continues, "entered into and carried out the contracts, agreements and understandings and did the acts, herein alleged at the direction, for the benefit and on behalf of Paramount."

More Video News and Reviews on
Page 42

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1945 AWARD

MORT GREEN

PLATTERS SELL BROADCASTING

Question, How Long for Free?

Radio is going to have to pick up a tab eventually—but when's the problem

NEW YORK, Dec. 24.—With the National Association of Performing Artists rehearsing another grab at royalties for performers whose disks are aired commercially, and with various record companies ready to seek means of milking disk license fees from broadcasters, spokesmen for J. Walter Thompson, Young & Rubicam and other major ad agencies poured salt in several wounds this week by agreeing that, in many cases, records sell radio—not vice versa. In agreeing, the agency men show sheaves of Hooper listening indexes which, in black and white, bear out what NAPA and a certain J. Petrillo and others have been screaming for years.



Not that it's a one-sided scene. Station owners are by no means about to be forced to walk the plank by NAPA or anyone else. But science has been on the march since the last time a serious effort was made to get platter royalties for performers, and science (Hooper, etc.) shows that there is a large flock of radio outlets which would be nowhere but for wax.

Platters Vs. 50 Kw.

An exec of a large agency drags out the dossier on a large Southern city in which the sole competitor for a 50,000-watt NBC outlet is a 250-watt indie station which uses nothing but disks all the livelong day. The one lung outlet beats the pants off the webber most of the day and in the lushest evening hours, too. Performance of this little station is, of course, a rare exception, but it dramatizes something not at all rare. It is, in fact, the rule from one end of the country to the other that stations which use no live music are doing very well, thank you. Translation: Stations which use records are doing very well indeed. Translation: Records make radio.

That Gabfest

Shortly after the first of the year Maurice J. Speiser, quarterback of NAPA, will convene his meeting of "all interested parties" (see *The Billboard*, December 15) to discuss royalty dough for the guys who make music on disks. The assembled mighty minds, coming as they will from the National Association of Broadcasters, American Federation of Musicians and the record companies, will each face up to the facts or attempt to hide from the facts, depending upon the application of facts to each individual or collective bank roll, but the facts will remain and Hoopers are hard to dodge.

Nowadays nobody needs Jimmy Petrillo to tell him that a radio op can buy \$16 worth of assorted Crosby, Sinatra, James and Cemo platters and keep the clients in a swoon for two solid hours, sponsored. Nobody needs Maurice Speiser to tell him that indie stations use more commercial wax than anything else. And nobody needs to look at the satisfied expression on Martin Block's face to know that while radio sells beaucoup records, records sell beaucoup radio.

The gesture Decca was reported to have made in the direction of soaking the broadcasters for the use of Bing Crosby's records was just another indication of the way the wind is blowing. With such general acceptance of the truth of the records make radio angle, is it possible to suppose that radio can avoid having to pick up the tab some day soon?

TOOTERS HIT NEW TAKE IN '45

Musical Films For Home Play Again Rumored

NEW YORK, Dec. 24.—What will mean a million extra bucks for orks in the next year was seen in a statement by flackman Lou Lawrence, that: "Interested parties are at present vitally concerned with the possibilities of producing band films for home-movie consumption."

Stating that he was acting as a spokesman for a group of men who "liked to take flyers" on things, Lawrence said that the problem of distribution had already been solved and that org at present was canvassing the field.

Check of agencies around town revealed that most of the bookers—Gale, Morris, GAC and MCA—had been sounded out in the last two weeks on prices for three 3-minute shots, and that money quoted ranged from \$2,500 to 5G. Demands, Lawrence said, were being considered—and not unfavorably.

Trade heard something of story a while back when it was revealed how many millions Wall Street had invested in home recordings. Has hunch that "the interested parties" in this instance make their dough around that part of town also.

Gale Agency Likes Short Flicker Biz

NEW YORK, Dec. 24.—Gale Agency is going moom pic producer in a big way. Taking a hint from Louis Jordan's trailer, *Caldonia*, which played to full b.-o. and was featured over the full-length film in its entire run thruout south, booker is readying "shorties" on its whole family.

Pix, which will be produced independently by the agency, are slated for shooting almost immediately after the first of the year. According to a Gale spokesman, venture is "definitely a coin-making hike." Angle, he says, is not only to collect dough from theaters for pix but also to go direct to promoters in one-nighter spots where ork is skedded to make a p. a.

Berlin at Brighton Again, Working on "Oakley" Music

ATLANTIC CITY, Dec. 22.—Irving Berlin is at the Brighton Hotel here polishing up music for *Annie Oakley*, a Rogers-Hammerstein opus scheduled to go into production next February. It was at this resort that the music for four successful *Music Box Revues* in a row were written. This also holds for tunes that bore the trademark of *The Follies*.

Berlin came too suddenly to bring along his own special keyboard piano, but the hotel provided one with a standard keyboard. Unless he completes the schedule of musical chores this trip, Berlin is booked to return shortly after the new year. Helmy Kress, his arranger, is also at the hotel.

---And It's All At Scale, Too

Last five years have been full of dates and dough for leaders and sidemen

NEW YORK, Dec. 24.—Earnings of New York tooters during 1945 totaled \$24,000,000, an all-time high which boosts local musicians' earnings for the period from 1940-'45 to \$111,000,000. Figure is conservative and is computed only on the basis of the tax collected on the union scale for engagements. Earnings in excess of scale are not taxable and therefore do not enter into the above computation.

Local 802's figures of \$111,000,000 for the period from 1940-'45 reflect the boom conditions in war years. During this period showbiz in general prospered, with employment at a peak and union scales at very high levels.

Breakdown of earnings for the past five years is as follows: \$16,000,000 in 1940, \$16,500,000 in 1941, \$16,500,000 in 1942, \$17,000,000 in 1943, \$21,000,000 in 1944 and \$24,000,000 in 1945. Tho all earnings are not yet in for 1945, Local 802 estimated the probable take of the remaining nine days in order to compute the year's total.

Prior to 1945 the \$16,500,000 reached in 1941 and 1942 was the local's all-time high.

Relief Funds Not Hit

Paralleling the boom in New York musicians' earnings during the past five years is the drop in relief funds disbursed by the local. In 1940 members received \$650,000. This year (1945) the figure is \$250,000. Also mirroring the boom times was the decision of the membership in October, 1943, to reduce the tax on scale earnings from 3 to 1 per cent. This tax goes into the local's unemployment fund.

Execs of 802 estimate that as much as 60 per cent of the membership's earnings (See *Tooters' Take Hits* on page 16)

Coast Tooters Entertain G.I.'s For Free-Dom

HOLLYWOOD, Dec. 24. — Musicians' union here is going to see that the vets have a tuneful Christmas. On December 24, union will send Al Sack and a 35-man ork to cheer up wounded G.I.'s interned at Birmingham General Hospital, Van Nuys, Calif.

It will see that incoming vets at Los Angeles harbor get a melodic greeting during holiday week by sending out Ingols Dahl and 30-man ork in the *Snafu Maru* (it's a boat), with music makers going from ship to ship dispensing tuneful tear chasers. This will give battle-weary boys a break, as thousands of newly arrived vets are stranded at the harbor with no means of transportation available to them to their homes. Rounding out, the union will send an 18-man ork fronted by Dan Terry to the county jail to entertain men behind bars.

POLICING THE MUSIC AIR

Everyone Wants No Self-Payola

Pubs feel it's the station and network job to keep the air from smelling

NEW YORK, Dec. 24.—Now that the trade has had a few weeks to gab about its latest scandal—the self-payola, whereby band leaders with remote wires concentrate on airing ditties which they pub themselves—it is possible to draw a few calm conclusions, and many of the boys have not only drawn conclusions but are already sniffing for ways of putting them into practice.

It is generally agreed that primary responsibility for policing the situash lies with the radio stations or network, and many of the sagest musical minds are at a loss to understand why the stations behave so politely where their own basic welfare is involved. Reasoning that one (See *Pubs Feel It's Station* on page 22)

Plastic Records at Newsstands—Maybe From Two Bits Up

NEW YORK, Dec. 24.—Santa Claus dropped a double load of ashes at offices of major disk orgs last week, for not only was it announced that Plasmatomic Record Company of New Jersey was readying to throw an unbreakable plastic record (six to seven million annually, it said) which "doesn't crack, scratch, chip or warp" into the disk dance at below standard prices—7-inch, 25 cents; 10-inch, 50 cents, and 12-inch a buck—but it was also reported that Lyle Engle, top lyric magman, had already done some fast and furious talking with the plastic house about the possibility of helping it get rid of some of its platters.

Deal, tho not as yet inked, is said to have Engle worrying about production and distribution, and Plasmatomic in the manufacturing seat. According to reports, it'll work something like this. Engle, armed with a heavy bag of coin, (See *Plastics on Newsstand* on page 16)

Only CBS Does On Chi Remotes

Neither ABC nor Mutual have anyone responsible for those late night segs

CHICAGO, Dec. 24.—While the boys in New York radio and music circles have been talking about the need for watching the programing of various tunes on dance remotes, so that they don't become overloaded with songs in which the band leaders have interests, and programing to give dance remotes a well-balanced selection of music (*The Billboard*, December 22), radio circles here have been abuzz recently with plenty of talk about another facet of remote broadcasting. Talk here, briefly, is that there just isn't enough production done, that remote programs are just about thrown on the air with (See *CBS POLICES* on page 30)

ON Columbia RECORD #36874

"MY GUY'S COME BACK"

Backed by SYMPHONY

Vocals by LIZA MORROW



Form "B" Will Finally Reach Appeals Court in Terp Ops' Case

CHICAGO, Dec. 22.—All the confusion that's irked both ballroom ops and band leaders over the Form B contract and who's going to shell out for the Social Security Tax owed the Federal Government on one-niters and location stops, will come a step closer to solution sometime after January 7 when the U. S. Circuit Court of Appeals for the Eighth Circuit in Kansas City, Mo., deliberates appeals by the Internal Revenue Department. These appeals are on a decision involving contested payment of Social Security for musikers by ops of two Iowa ballrooms. Originally, the decisions were handed down by the Southern Iowa District Court.

The impending court decision is considered imperative currently because ballroom ops, who have been withholding payment of Social Security until they receive definite word as to who's responsible, op or leader, are getting plenty of notices from Internal Revenue agents in their territories, demanding payment. Tom Roberts, legal counsel for the Midwestern Ballroom Operators' Association, told *The Billboard* that the best move for the ballroom ops to make is either:

(1) File a claim for abatement of the tax, which will take an additional 90 days to decide and give the op additional time before making payment and perhaps a decision will be made to change the present regulation, or (2) pay the tax and file claim for refund, and if the claim is denied, bring suit for recovery of the tax.

Ballroom ops are steadfastly contesting the Form B contract's contention that the op is the employer of the sidemen, holding that the band leader is an independent contractor and therefore liable for payment of Social Security on the wages paid to members of his ork. Ops are sticking solidly to their guns because they feel the regulation is not fair, in that when the contract was drawn up, three conferences were held between AFM council members, James C. Petrillo, proxy of the musikers' union, and the Treasury Department. No rep of any facet of show business which utilize orks, were asked to attend, and the ops feel that the regulation was railroaded thru without consideration being shown them.

Heavy Bookkeeping

Ballroom ops have held out for some revision in the Social Security regulation because of the tremendous burden which they have had to shoulder in keeping voluminous books for such an operation. An employer must, with respect to each employee, and under the present set-up, every musician who plays a ballroom is considered as being an employee of the terpery owner, go thru 13 clerical steps in filing the various forms for Social Security and withholding. Typical of such steps are securing the name and Social Security number of each employee; securing his withholding tax exemption certificate on Form B W-4; compute the withholding and Social Security Tax on his compensation for each pay roll period and withhold same; compute State and Federal Employment Tax on his compensation, and prepare and file with the Collector of Internal Revenue on or before the close of each of the quarter periods of the year, a return on Form W-1 of tax withheld on the employee's wages during the quarterly period. Ballroom ops, who own just a single ballroom, and plenty of them own as high as three and four, feel that the Social Security Tax reports given the Internal Revenue Department would be far more accurate if responsibility were placed upon ork leaders. As it stand now the ballroom ops play an average of 100 different bands in a normal year. With an average of 11 men in each crew, ballroom ops must go thru the 13 steps, demanded by Social Security for 1,100 different persons. If the ork leader kept the record, he would have, even with the heavy turnover in sidemen, only about 35 men to report on, and the job, because it would be infinitely smaller if shouldered by the leader, would be far more accurate. In previous test cases, evidence has been brought forth showing that consistently leaders reported to ballroom ops that they were paying sidemen scale for that particular city. Informed music sources report that even the small territory orks pay above scale when the ork is on the road, because of increased expenses on the part of the sideman, while name

orks run as high as \$35 and \$50 per date when on the road.

Three Legal Precedents

In their legal battle to clarify the present Social Security withholding question, the ballroom ops are leaning heavily upon three legal decisions as precedents. In the case of Spilton vs. Smith, the court decided: "It was apparent that the contract admitted in evidence and marked plaintiff's Exhibit B which was a printed form and prepared by the union, and was the standard form of contract, provided by the union, was changed from the terminology used in the contract identified as plaintiff's Exhibit A in an obvious effort to avoid liability on the part of orchestra leaders for the payment of Social Security and Employment Taxes."

In the second decision, Palmer vs. the Michigan Unemployment Commission, the court ruled that the band leader had and exercised the right of control over ork members. In the third case, Nebraska National Hotel Company vs. O'Malley, which directly involves the Form B contract, referred continually to points which are being argued in the case coming up in Kansas City, January 7. All the above decisions strengthened the case which the ballroom ops are fighting and they're going to Kansas City very optimistically.

In the event that the appeal decision covers the ball ops and the Internal Revenue Department loses, the I. T. Department can take the case to the Supreme Court or can acquiesce or non-acquiesce. Possibilities that the case would be carried to the Supreme Court are minor, for confirmed sources disclose that the Treasury Department is fed up with the inaccurate reporting of the tax withholding. If they acquiesce, the ruling will undoubtedly be changed. The ball ops, however, if they lose will appeal to the higher court, Tom Roberts said.

Southern Clears Way for SWPA's Pub Books Scan

NEW YORK, Dec. 24. — Southern Music's recent turning of pages as No. 1 on Songwriters' Protective Association's "open your books" parade, which is skeddled to get under way after the first of the year, was important. Reason has nothing to do with Southern as a firm—they smell the same as the next bunch from the writers' point of view.

Important point was that Southern Music was the test case to determine whether or not the cost of going over the books of all the pubs in biz would be too heavy for SWPA's treasury. Results, it was reported last week, were satisfactory, so much so that the whole parade can now be run without asking additional funds from its members—original plan if cost was too high.

TD Renews Victor Pact for 3 Years

NEW YORK, Dec. 24.—Tommy Dorsey signed a three-year renewal of his RCA-Victor diskings contract the other day, thereby bringing a measure of calm to some troubled waters.

The firm has been in the wars lately because of production difficulties, drawing vigorous squawks and dire threats from Dorsey and other top sellers who threatened to jump ship unless the quarterly statements took on a healthier hue. Because it has found it next to impossible to goose production, RCA-Victor has been forced to prune its roster of artists (see *The Billboard*, November 17), and recently added the King Sisters to the rapidly swelling list of ex-Victories. The Kings are slated to do their stuff at Capitol henceforth.

Dorsey's signing, at what reported to be TD's traditionally "best terms in the industry," is taken as an indication that Victor is now in a position to give assurances to top artists that it can either (1) guarantee them sufficient production and distribution to make a contract worth their while, or (2) pay them enough coin to make them stop worrying too much about distribution during these troubled reconversion days.

Swagger Trio Seg Passes, But Bob Grant Program Carries on For Dear Old Swagger Tunes

Grant Loses WOR Wire, But Tune Dup Not the Reason

NEW YORK, Dec. 24.—Swagger Trio may not have died in vain, payola alley decided this week when somebody noticed that Bob Grant, Hotel Biltmore band leader, was being liberal with plugs for the Swagger family of vest-pocket pubs.

Historical research reveals that in 25 minutes of WOR air time, Maestro Grant managed to play a total of six of the Swagger ditties. On December 11, barely a day after the Swagger program breathed its last on WJZ, Grant devoted part of his 12:45 to 1 a.m. WOR shot to grinding out *Who Would Have Thought? Guess I'll Get the Papers* (one of the Swagger bunch's several signature numbers), and *Loveliest Thing in the World*, all of which figured in the original Swagger rumpus.

On December 20, in a 10-minute WOR program, Grant was able to squeeze in the same three ditties. It is possible that he will be unable to offer the songs in such quantity in the future, as the WOR wire was yanked after the December 20 shot and from now on Grant will be heard only on WJZ, the station which swatted the Swaggers for having overplayed their own merchandise.

Miller May Investigate?

Bob Miller, new president of the song-pluggers' union, queried as to his org's policy in the Grant case and asked if he even considered it a case, replied: "The publishers of those numbers are members of this organization. If there has been any chicanery or malpractice it will be the subject of an investigation. We will see whether it arose from the fact that Grant and Val Olman used to work together, or whether it was simply because Grant liked the numbers in question or whether there was any other reason not readily apparent."

Miller said he will submit the affair to the next pluggers exec board meeting January 4.

Nat Abramson, WOR exec whose special province is band airings, disposed of the matter by saying: "If a band

lives up to the standards we set, we have no squawk. Furthermore, we cannot move in on a payola case—it is none of our concern. Our only concern is whether the band's programming meets our standards."

Abramson said he had not checked the December 20 Grant airing because it was the ork's last fling on the station.

Butch, Bing Okays Good For Two Decca Contracts

NEW YORK, December 24.—Two telephone calls last week to "The Hat" and "The Bingle" resulted in ink on two Decca contracts. Both calls, with a hearty "yes" at the other end, gave the go-ahead signal to Arnold Shaw, Leeds' flackman, to begin a 25,000-word Decca sponsored book about Bing Crosby, and to tunesmith Leonard Feather, to taper off their La-Guardia-dedicated song *Patience and Fortitude*, so that Decca could start immediate cutting.

Shaw's last book on Gene Krupa was a sell-out. And tho trade predicts same for Crosby piece, it denies that it will be a "must" on the library shelf of all Decca employees.

Burnette Misses No Bets; Hires Juke and Jockey P. A.'s

HOLLYWOOD, Dec. 24.—Smiley Burnette will woo juke box operators, disk jockeys and record retail stores on his three-month tour thru the South, starting in Spartanburg, S. C., January 4.

He has employed two flacks, Bill Russell, to hit the sheet music stores, and Lloyd Hamilton, to work the juke box network and radio stations. Hamilton will distribute Burnett's disks to the stations.

While in the Atlanta area, Burnette will do missionary work for American Recording Artists, which waxes him.

Mid-Winter AFM Session Set for Jan. 17 in Chi

NEW YORK, Dec. 22.—Midwinter session of the executive board of the American Federation of Musicians is scheduled to begin January 17 at the Palmer House, Chicago.

Execs of Local 802 at this time will seek aid from James Petrillo, AFM president, in restricting the influx of transfer members.

Muzak Names N. J. Sales Mgr.

NEW YORK, Dec. 24.—Urban A. Hohman has been appointed sales manager in charge of New Jersey territory for Muzak Corporation. Hohman, an ex-sales exec with Scott Radio Laboratories, Inc., joined wired music service org three years ago.

Benny Meroff Quits Waving; Joins CRA As Cocktail Booker

CHICAGO, Dec. 24.—Benny Meroff, vet ork leader and for the last six years spark plug of his own *Funzafire Revue*, is retiring from the boards January 1 to take over as cocktail booker for Consolidated Radio Artists of Illinois. Present plans call for Meroff to buy a share in the Illinois CRA set-up within six months if he finds the booking biz is what he wants.

S. CLAUS

Barnum in Holly

(Continued from page 8)

ALTHO Saint Nick's date is strictly a one-nighter, the prelim build-up is terrific. The billboards are plastered all over the world and the take is fat. The guy looks great on the stand, even tho he could streamline the figure and cut the mutton chops for better effect.

The crew backing him is strictly class and can play anything from sweet to jive. Most of the tunes in Claus's library are standards with plenty of schmaltz, and the boys go to town on them. It's surprising that Victor, Columbia or Decca haven't signed up this band.

What this leader needs, however, is some originals that will hit the *Honor Roll of Hits*. Kriss has been riding along on carols and Bing's *White Christmas* so long that he's dragging his Peatman. Brill Building boys haven't done right by him, even tho he makes with the biggest payola of them all. Or else he's been too busy to tear a herring at Lindy's in the early a.m.

(Continued on page 33)

Crystal Bull

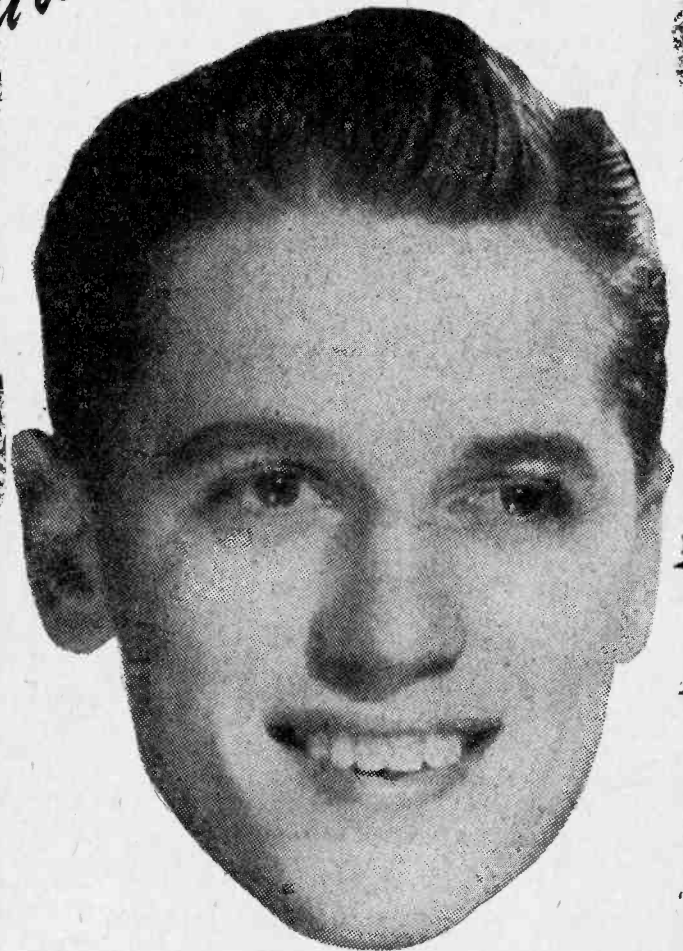
NEW YORK, Dec. 24.—George Evans, the world's only 12-cylinder press agent, hired a hypnotist last Thursday and invited the press and public to come to the 400 Club here to see the abracadabra guy work out on Tony Pastor's ork. After considerable of what might have been expected by both press and public, the swami grabbed trumpeter Tom Patton and put him in a trance with instructions to come out of it making like Harry James. Patton snapped-to with a blast of *Citribiribin* which all trade onlookers agreed sounded exactly like Harry James imitating Tom Patton. On the way out, one Broadway character said he knows of a couple of spots where a swami ought to hypnotize the customers instead of the band.

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Music---As Written

NEW YORK:

Sam Donahue, ex-tenor sax topper with Krupa, James and Goodman orks, got that "paper" from U. S. Navy last week. Sam, frontier for the famed "band of the U. S. Navy Liberation Forces," tho not as yet inked with any of the offices, is nevertheless on the look for sidemen to fill in spots for a top band he's getting together.

Frank Sinatra may be known as The Voice, but henceforth his Negro counterpart, singing maestro Billy Eckstine, will be billed as "The Vibrato" as a result of the findings of a group of voice experts who declared that Eckstine has the widest vibrato of any of the current crop of pop male singers. It's a flack.

"Specs" Powell, whose BIAJ (Best In American Jazz) concert packed them in at Town Hall a few months back, is doing it again December 29. Added attraction will be *Experiment Two* with Joe Kahn, "Specs" Powell and Sal Franzella. Will also feature new composition by composer Otto Cesana, entitled *Trio*.

Tunesmith Harry Revel, whose score for current musical hit "Are You With It?" won raves, is now in Hollywood considering offers from Paramount and MGM.

Capitol Records going all-out for Stan Kenton's new disk *Artistry Jumps*. Pitch is that it is a "new and different approach to pop music."

June Richmond, the 220-pound songstress, featured in musical, *Are You With It?* is first singer to record show's songs. Did *Just Beyond the Rainbow* and *Are You With It?* for Musicraft.

Rosalie Allen, hillbilly disk jockey, inked for five years with new disk org, Spin Records. First release, *I Swear I'll Never Wear a Pair o' Shoes*, backed by *Clementine*, is said to be doing biz thru-out country.

Tony Pastor heads south following his Meadowbrook date next week. As in the past, Pastor insists that Southern booking be around and near Florida so that he can catch major ball clubs in spring training.

Bill Turner, one of the original Dead End Kids, opened at Club Ferdinand, Hartford, Conn., Wednesday (26), with a novelty band, the International Boys. Succeeds Chris Cross, who moves to Detroit's Latin Quarter.

Glen Miller AAF overseas ork, will be intact with three or four exceptions, when it starts playing for coin. Set to roll after some of the boys come back from vacation.

New novelty song, *The Gentleman Wouldn't Say Goodnight*, skedded for heavy waxing in next few weeks. Jane Harvey does it with Columbia, Monica

Lewis with Signature, and Evelyn Knight for Decca. Ev Knight originally introed tune at Blue Angel Club.

In Walt Disney's newest full-length feature, *Make Mine Music*, Andrews Sisters "ghost" for cartoon characters, Johnny Fedora and Alice Bluebonnet, in one of the film's sequences.

CHICAGO:

Allan Breyley, just out of the service, is managing the Tromar Ballroom, Des Moines, for Tom Archer. . . . Leo Pieper, now a warrant officer in the army special services, Omaha, expects to be discharged soon and will have his territory band working in the Midwest by April 20. . . . June Christy, Stan Kenton chirp, this week cut several sides for Capitol label, backed by a jazz combo.

"Look" mag will feature the Stan Kenton crew as "band of the year" in its January 8 issue. . . . Floyd Smith, Andy Kirk's guitar star, planning on fronting his own 16-piece band soon. . . . Trummy Young, currently at Post Lodge, Larchmont, N. Y., with a band that includes several jazz stars. . . . Charlie Parker back with Dizzy Gillespie at Billy Berg's, Los Angeles.

Lucky Millinder in a tour of the southern territory starting December 26 is using a new promotion gimmick, with blues singers Savannah Churchill and Anisteen Allen, Texas chirp, pitted in a battle of the blues, together with the Millinder crew's p. a. . . . Don Kerker is back with his brother, Ken, operating their ballroom, the Coliseum, Davenport, Ia., after several years in khaki.

Joe Kayser Jr., just discharged from the Naval Air Corps after three years of combat flying, will take over road management for Griff Williams's reorganized ork, which starts out soon.

Benny Resh, who set a record with his seven-year run at the Detroit Bowery opens at the Windmill Supper Club, Jacksonville Beach, Fla. Resh is featuring Paul Petrilla, vocalist, who doubles on sax.

Detroit Ballroom Scale Upped \$1-\$3

DETROIT, Dec. 24.—Rates for orks in all ballrooms have been raised with new contracts now in effect, according to Jack Ferentz, president of the Detroit Federation of Musicians, Local 5.

Effective date of the new contracts varied, inasmuch as various ballrooms had contracted for bands in advance and were allowed to play out existing contracts before raises became operative. Basic raise was from \$1 to \$3 a man per night, depending upon local conditions in each spot, while the overtime rate, formerly \$2 a man per hour, was raised 50 per cent to \$3.

This rate applies to private parties given in these spots as well as in public ballrooms. No complaints on the raise have been received from ballroom operators, according to Ferentz. Further provision in the scale differential is being set up for the first time in cases where floor-shows are being presented at a party, and in such cases musicians will receive an extra 10 per cent for playing the floor-show.

PLASTICS ON NEWSSTAND

(Continued from page 13)
will first go name hunting. If sufficient top talent can't be picked up, the magman will start boosting "smallies"—who he can get—in his *Song Hits*, *Latest Hits* and *Movie Songs* mags. Then, after a sizable stable of talent—names and built-up smallies has been lassoed, Engle will begin cutting—but good. Masters will then go to New Jersey for pressing in Plasmatomic's plant and from there to pub's outlets—100,000 newsstands and 6,000 chain stores thruout the country, to be sold alongside his mags. Disks will feature top tunes similar to song mag contents.

Trade is a bit divided on outcome of Engle's venture. Some wonder how many disks can be moved without a listen-see. Others say buyers with full pockets don't worry too much about hearing disk—just pick out, lay down coin, and leave—tho that wasn't the way Decca found it when they started out with their brown paper disks some years ago.

Tooters' Take Hits New High in 1945

(Continued from page 13)

is via club dates, with the remaining 40 per cent of the income accruing from steady engagements, including radio, night clubs, legit, name bands, presentation houses, etc. Income from recording has found an increasing part in the local's over-all earnings—the local estimating that it is now doing business with more than 200 wax companies. Well over 60 per cent of the nation's wax business clears thru the New York local.

Wax for many months prior to September, 1943, was dead as a source of income. But on this date both Decca and World settled with the AFM. One year later the settlement became general and waxing began in earnest. AFM execs, however, still regard records as intrinsically harmful in the full picture of musician employment.

One-Quarter Inactive During War
Local 802 estimates that of its 24,000 membership only 18,000 were operating as musicians during the war. Some 6,000 were in service, of which 3,000 are still to return. No accurate estimate can be made as to the average musician's earnings, but the local estimates that some 16,000 of its members are actively employed within the jurisdiction of the local. About 4,000 are inactive, owing to age or because they have drifted into other employment fields. Another few thousand travel and do not remain within the New York territory very long. Of the 16,000 active musicians, 7,000 are employed on steady engagements, with the balance getting their chief income from club dates.

On the Stand

Woody Herman

(Reviewed at Paramount Theater, New York, December 20, 1945)
(Agency—General Amusement Corp.)

Woodrow W. Herman will probably cry havoc and unleash the dogs of jazz, but we stand here on our constitutional and commercial rights and claim that on the stage Herman's peerless crew currently blows too many taxi horns.

We had better explain before the wet-tipped biddies who froth at the ears when Guy Lombardo's name is mentioned start screaming: "Hack, hack, no wonder he talks about taxi horns." Here's the point. Individually, Herman's musicians are of the best in the swing swirl—Flip Phillips plays tenor sax with more verve and creative feel than nine-tenths of the guys who salivate a reed; Bill Harris, short of Tommy Dorsey, blows the finest kind of trombone and Chubby Jackson is no slouch in the bass-traveling set. But put them all together with a Ralph Byrnes arrangement and there comes forth a jazzical beep-beep that sounds not so much like the keynote for music in the fresh, modern idiom as it does a distracting, almost distorting element.

Herman mixes into the show his best-known, new-jazz originals: *Apple Honey*, *Bijou* and *Your Father's Mustache*. These, on disks, get a selective and jazz-educated throng to pace demand and raise a flurry in more national marts. But, on stage, the tonal effects are too un-solid and disfigurative. What Herman needs for theater throngs, we would say, are more *Woodchopper Ball* numbers. If this would conflict with his billing as the "White Jazz Hope of America," then we can only remind the maestro that there's nothing like mixing business with art as long as you wanna be a name band. Nothing throughout the show held the thick-sectioned jump quality of the famous *Woodchopper* piece. Indeed, the newer specialties were like so many hand-painted ties that people think are loud.

We're not sure whether Woody willingly took on the jazzman's onus—perhaps he's been carried along by a fever whose precise values or benefits he's not too certain of—but we are sure that while we love the idea of new jazz in the top-band sphere, the execution here is neither right nor reasonable.

If Herman hits any other theaters in the near future, he'll find that the audience feels the same way about it. Wanna bet?
Joe Carlton.

Elliot Lawrence

(Reviewed at Dance of Pennsylvania Maritime Academy, Benjamin Franklin Hotel, Philadelphia)

Highly listenable and plenty danceable—that about sums up the music as purveyed by Elliot Lawrence and his orchestra which is coming to the fore among newer aggregations. Band, which schools at the WCAU studios here, plays music which typifies young Maestro Lawrence (he's reaching 21). It's youthful, bouncy and suave.

Band has a nice change of pace, with music to please all ages. Play it sweet and mellow, paced by Lawrence at the piano. For the bobby-soxers who prefer their stuff on the torrid side, the Lawrence crew can beat it out with the best of them. Featured in this metier are a couple of trumpeters who are the idols of the Philly sweater and saddle-shoes set—Red Rodney and Johnny Dee. An instrumental feature is a French horn player, Johnny Verrecha, adding richness to the brass section's blend.

Vocalists with the Lawrence band are a couple of kids just out of uniform—blonde Rosalind Patton, an ex-WAVE, and Jack Hunter, ex-marine. When caught both were getting plenty of salvos from the kids with their yodeling. Arrangements and choice of ballads are varied.
Maurie Orodneker.

"Jazz at Philharmonic" Folds

LOS ANGELES, Dec. 24.—The *Jazz at the Philharmonic* concert tour gimmick, which Norman Grantz, MCA, and Joe Glaser launched last month, folded recently due to personnel trouble. Roy Eldridge, musical backbone of the swing concert venture, decided to form his own dance ork, and other stars provided Grantz with sufficient headaches to force cancellation of the tour after only a few of the engagements had been filled. Gag drew okay while it lasted.



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Little Ingrid—Hambo | Scandinavian
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Pussy Cat Agony Five—Foxtrot (Vocal)
Barry Sisters w. Sammy Meade's Orch. | | T-2029 | Jeanie Polka
Happy Hunter—Polka | Walt Leopold's Orch. | T-2046 | Farmer's Serenade
Honolulu Lullaby | "The Good-Fellows" with
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| T-2014 | Walter, I'll Pay Later—Polka
Cheating Charlotte—Polka | Rene Musette Orch. | T-2030 | Cuckoo Waltz
Take It or Leave It—Polka | Rene Musette Orch.
Colonial Orch. | T-2047 | Happiness for Two—Polka
Naughty Goblins—Polka | Rene Musette Orch. |
| T-2015 | Quit Your Belly-Achin'—Polka
Take Your Drum and Beat It—Polka | Bernie Wyte's Orch. | T-2031 | Sweepstakes—Polka
Hot Chowder—Polka | Rene Musette Orch. | T-2048 | Who Do You Think You Are?—Foxtrot (Vocal)
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| | | | T-2033 | On the House—Polka
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Walking the Dog—Polka
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The Saga of Susie Brown (Ril-a-Kal-a-Ree)
Fox Trot (Vocal)
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- T-2061 Turkey in the Straw—Fox Trot Novelty (w. Vocal)
Listen to the Mocking Bird—Fox Trot Novelty (w. Vocal)
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- T-2062 Cuckoo Waltz—Vocal
Short Cut Cutie
Rene Musette Orch.
- T-2063 Hap-Hap-Happy Taproom—Polka (w. Vocal)
Purple Hills of Idaho—Fox Trot (w. Vocal)
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- T-2064 Honeymoon—Polka
Out All Night—Polka
Bernie Wyte, Clarinet,
and his Orch.
- T-2065 Scrub, Scrub, Scrub—Polka
Joy of Spring—Polka
Rene Musette Orch.
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Merrytown Boys—Hambo
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"San Diego" Tango Orch.
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Corcovado—Tango
"San Diego" Tango Orch.
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Main Street—Fox Trot Novelty (w. Vocal)
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Julia Morino and her Ensemble
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Julia Morino and her Ensemble
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Take a Look at My Heart—Fox Trot (Vocal)
Kay Lorraine with Harold Grant's Orch.
- T-2078 Hole in Your Sock—Polka
Rag Man—Polka
Bernie Wyte, Clarinet,
and his Orchestra
- T-2079 Dance While You're Young—Schottish
Sillor Boy—Polka
Scandinavian Ambassadors

- T-2080 Jole De Vivre (Joy of Life)—Waltz
Sparkling Youth—Waltz
Standard Salon Orch.; Dir. Harold M. Kerner
- T-2081 Rustling Leaves—Waltz
Souvenirs of Yesteryear—Waltz
Standard Salon Orch.; Dir. Harold M. Kerner
- T-2082 Appassionata (Passionate)—Waltz
Shades of Blue—Waltz
Standard Salon Orch.; Dir. Harold M. Kerner
- T-2086 Two Hearts Across the Sea—Fox Trot (Vocal)
Jerry Abbott and "The Main-Streeters"
The Rain Comes Down on My Window—Waltz (Vocal)
Bill Darnell w. Harold Grant's Orch.
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Dance of the Wooden Indian—Polka
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Alfredo Mendez and his Orchestra
Vocal in Spanish by Rita Molino
Ven A Mi—Bolero Son (Come to Me)
Alfredo Mendez and his Orchestra
Vocal in Spanish by Raymond Santiago
- T-1004 Todo Se Olvidara—Bolero Son
(All Will Be Forgotten)
Despreco—Bolero (Scorn)
Alfredo Mendez and his Orchestra
Vocal in Spanish by G. Del Toro
- T-1005 Ultima Noche—Bolero
Te Espero—Bolero
Alberto Iznaga and his "Siboney" Orchestra
Spanish Vocal by J. Gonzalez
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- T-2081 Rustling Leaves
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In the Dark Room
- T-2103 Drinking Songs
Tree on the Hill
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Cossack's Farewell
- T-2105 Volga Boatmen
Happy Heart
- T-511—RUSSIAN MASTER SINGERS—Vol. II
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List Price \$2.50, Plus Tax
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Midwestern Ballroom Ops Seek Remedy for War-Born Gripes, Including 20% Tax

MBOA Raps Tax Exemption of Non-Profit Orgs

CHICAGO, Dec. 24.—Midwestern Ballroom Operators' Association, in its first full membership convention since 1942, served notice last week in Des Moines that the group is readying for a campaign to remedy plenty of the problems that have been irking terperary operators during the last couple years. Turnout for the affair was about 65 of the 150 members.

Group started discussion with a resume of federal taxes facing operation. Larry Geer, secretary of the MBOA, notified members that the org is continuing to wage its fight to eliminate ballrooms from the payment of the 20 per cent cabaret tax. Geer said that since the last report of January, 1945, several ballroom ops have been able to eliminate the cabaret tax, but, as yet, several are still peeling off to the Internal Revenue Department.

Seek Cut in U. S. Tax

Geer further discussed the federal amusement tax, stating that members should make a sustained drive to see that the present wartime luxury tax on amusements is at least dropped from its present 20 per cent to its peacetime 10 per cent and perhaps, he added, it might be eliminated completely. Geer pointed out that all World War I excise taxes, except the 10 per cent amusement tax, were dropped by the government, and urged that perhaps this time that 10 per cent might be dropped also if members showed interest and communicated with their Congressional reps.

MBOA membership went on record as opposed to the present government regulation which exempts certain non-profit organizations, such as fraternal orgs, labor unions and co-ops, from payment of income taxes, and in local instances from property tax. It was pointed out that such groups sponsor dances which compete with the events that are held in ballrooms which are forced to pay full income and property tax. Ballroom ops present agreed that the present regulation places a heavy burden on their shoulders, while competing dance ops, such as the unions and social orgs, are free of tax and can put their dances on more cheaply and pull payees from the privately owned ballroom ventures.

Bulk of the MBOA sessions were restricted to membership, but reports trickling out from behind closed doors indicated that the members are putting full steam behind a number of new

campaigns. Officers elected for the coming year include: Carl Fox, op of the Surf, Clear Lake, Ia.; Terp, Austin, Minn., and Prom, St. Paul, prexy; Veari Sissel, Coliseum, Oelwein, Ia., v.-p.; Larry Geer, Laramar, Fort Dodge; Expo Park Ballroom, Fort Dodge, Ia.; Cobblestone, Storm Lake, Ia., and Alhambra, Twin Lakes, Ia., secretary-treasurer. The preceding were all re-elections; board of directors chosen for 1946 were: Clarence Peterson, Electric Park, Waterloo, Ia.; Joe Malec, Peony Park, Omaha; Don Kerker, Coliseum, Davenport, Ia.; R. E. Chinn, Crystal Ballroom, Fargo, N. D.; Roy Bartels, Crystal Ballroom, Dubuque, Ia.; Alice McMahon, Indiana Roof, Indianapolis, and O. K. Farr, Rainbow Ballroom, Denver.

Juke Box Ops Okay Victor's One-Tune, One-Band Disk Plan

NEW YORK, Dec. 24.—First reaction to RCA-Victor's plan to turn out special disks for juke boxes with the same tune on both sides (*The Billboard*, November 17) is all to the good. In a letter received recently by New York headquarters of the disking firm, the California Music Operators' Association expressed the approval of its members in a resolution.

The letter follows:

A resolution was passed by the California Music Operators' Association Monday, November 19, 1945, by the vote of the membership, expressing their appreciation to the RCA-Victor company for making a record with two sides of the same number expressly for juke box operators.

A long discussion was held in regard to this matter and it was agreed by all members present that the RCA-Victor company was the first company to consider the necessity of such a record solely for automatic music merchants. This type of a record has been needed for a long time and we wish to go on record as an association in appreciation of your thoughts and courtesy toward the automatic industry as a whole.

Very respectfully yours,
(Signed) GEO. A. MILLER,
State President, California
Music Operators' Assn.

GRAND OLE OPRY
NBC-MUTUAL
COAST TO COAST

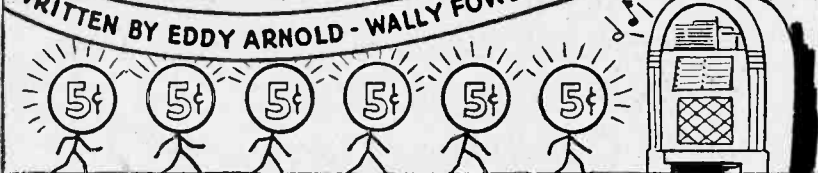
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De Luxe Promises 1,300,000 a Month With New Quarters

PHILADELPHIA, Dec. 22.—A promise that the De Luxe record label will be producing 1,300,000 copies a month by March, 1946, was made at a meeting of De Luxe distributors held here in the Ritz-Carlton Hotel last Saturday evening (15). With present production at 400,000 records a month, Julius and David Braun, who head the De Luxe platter firm, disclosed to distributors that grounds will be broken within the fortnight at Linden, N. J., home office, for the building of a new factory that will also house the company offices. New quarters, it is claimed, will enable the firm to up production to the 1,300,000 monthly mark.

Joseph Liebowitz, artist and recording manager for De Luxe, reviewed artists under present contract with the firm, and announced that with the signing of Benny Carter's band, the label will embark on a major program to sign up the best-known bands and singing names. Arthur Pine, waxwork's promotion head, promised numerous dealer aids for future release by Sidney Koretz, label's advertising chief.

Hypnotist's Platters

Special attention was directed to the new De Luxe label that will be launched with the release of platters waxed by Ralph Slater, hypnotist. His first two records, *Time To Relax* and *Time To Sleep*, will be released within a month under a special label bearing a picture of Slater. Selling price for these special waxings has not been set. First pressings of these Slater-Way records will go to the newspaper boys.

De Luxe distributors present at the trade meet included Dave Rosen and David Weiss, Philadelphia; Ban Eddington, of the Colonial Record Company, Richmond, Va.; William Boddock and Charles Blumberg, of the Oriole Distributing Company, Baltimore; Irving Russell, Sidney Koenig, Melvin Koenig, Richard Mink and J. W. Nichols, of All-State Distributors, Newark, N. J.; "Doc" Deaton, Chicago; Louis London, of

What's a Boston Plug Worth? Hub's Gonna Find Out

BOSTON, Dec. 22.—New York has been able to shove a tune into the money by plugs. Now Boston is going to try it. New tune, *Any Time at All*, penned by Jack Old, of Boston, and set for disking by the King Cole Trio for Capitol in January, looks good to rate the biggest plug locally of any number in years.

Marilyn Duke at the Music Box here, Garwood Van and his ork at the Statler and music directors at Boston radio stations have agreed to give the number a strong shove. Opinion locally among ork leaders is that the tune looks like a natural.

Jimmy Ellyn Signed by MCA

CHICAGO, Dec. 24.—MCA last week announced the inking of Jimmy Ellyn, who stretched a two-week engagement at the Casino, Quincy, Ill., into a 26-week stay recently. Ellyn, a newcomer among frontiers, has created plenty of interest in the Middlewest with a 11-piece commercial crew, spotting leaders, vocals and sax with Dottie Jayne's singing. First MCA booking for the crew is the Indiana Roof, Indianapolis, from December 25 to January 5.

Leader Sales Company, Chester, Pa.; Fred Anderson, of D. D. Jennings Company; Herman Perrin, of Funyan Sales Company, New York, and Mike Munnus, Max Rettrig and Barney Sugarman, of Royal Music Company, Newark, N. J. Earlier in the day, Dave Rosen, local De Luxe distrib, played host to the entire host of the entire party, plus key dealers in the area, at his showrooms, where Ralph Slater demonstrated his Slaterism. Mack Triplets, Four Blues and Ted Martin, label artists, also entertained.

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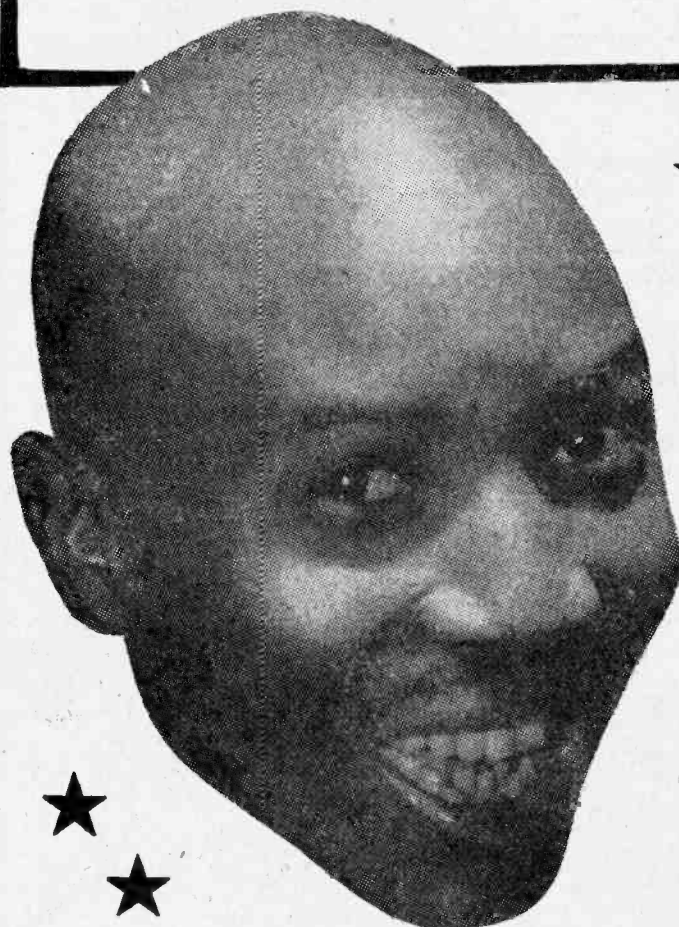
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MERCURY 2019

Sensational BILL SAMUELS Trio

"Jockey Blues"

"I Cover the Waterfront"

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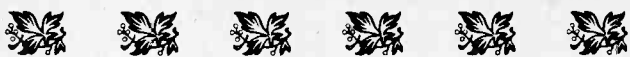
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Virginia Jackson, vocal

BUZZ ADLAM and Orchestra

BW 764 PIN MARIN (Peen-Mareen)

Virginia Jackson, vocal

DON'T FORGET TONIGHT TOMORROW

Don Leslie, vocal

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Pubs Feel It's Station, Net Job to Keep Air From Fouling

(Continued from page 13)

of a radio station's main functions is to entertain the public and that anytime the station airs punko entertainment it risks losing listeners, and combining this reasoning with the well-known fact that the average from-hunger orkster with the scent of \$48 a plug in his nostrils is more concerned with the 48 bucks than with entertaining John Q., a lot of respected music minds are wondering why the stations don't simply crack down instead of dance on eggs.

How To Crack Down

The alibi seems to be that it's all very well to say "crack down," but it's another thing to figure out how. Some people are inclined at this point to remark that the fancy deals BMI has been giving band leaders are largely responsible for the wholesale malpractices on remote airings, and they ask how in the world a network can conscientiously lower the boom on what is universally recognized as its own baby—BMI.

BMI's own answer to this, however, is felt to lie partially in recent announcements about extending future \$48-per-plug deals only to bona fide publishers. It is no secret that BMI's more substantial pubs have been yelling bloody murder about the band leader deals, and the org is plainly in the throes of abandoning the whole mess. Many of the Joe Blow bands with BMI pub contracts and remote wires have been informed that they are knocking themselves out trying to accumulate enough plugs to earn the fancy dough which they originally hoped to garner from BMI, and it has also been made clear to them that they will eventually be out of the publishing biz unless they choose to foot their own bills.

BMI Nixes Onus

Execs of BMI, rejecting the concept that because they have made deals with all kinds of band leaders they are responsible for the prevalence of self-payola, join with almost everyone else in stating that, if something detrimental to the best interests of radio is being played on the radio, radio has only itself to blame. They sound like almost any ASCAP pub discussing the situash and suggesting that bad programing is the concern of the station program director.

Last week's issue of *The Billboard* published a plan whereby use of originals on sustainers would be arithmetically curtailed, and the plan has met with some favor here and there in the biz. It is unanimously agreed, however, that the ultimate judgment could not be made by a certified public accountant or a Monroe calculator—it would have to be made by a man who knows the music business and was being paid enough dough so that he didn't have to throw curves to augment his income. The impracticability of applying rigid arithmetical standards to something as imponderable as a popular song is emphasized by many experts who ask how or why in the world one would restrict the percentage of originals aired by a Louis Jordan or a Duke Ellington.

Policeman?

And, so it always boils right down to the station program director and his staff. Presumably each station program department can be equipped with a character who knows the difference in entertainment value between a Tommy Dorsey *Opus No. 1* and a Joe Blow plug, *Your Magic Spell Is Everywhere*. The trick would then be to turn this laddie loose on band remotes and sustaining shots with instructions to police the airwaves for entertainment quotient.

It would no longer be sufficient to work as most station execs do—after the horse is stolen—but it would be necessary to check programs in advance.

Anytime a strange title appeared on the program, the station hawkshaw would look to see whose tune it was and he would be careful about getting an air check. If it were a pup it would not be cleared again. If it were an original and neither a pup nor a wow, the station guy would make sure that the artist didn't use it too frequently to the exclusion of good stuff.

Meddling No Liked

There is, of course, a tendency to cringe from the thought of "supervision" or "meddling" where the "arts" are con-

cerned, and it is shared in one degree or another by everyone in the trade. Nevertheless, when pinned down and asked for suggestions as to how the self-payola can be made less of a menace, everyone winds up pointing a finger at the discretion of station execs. Whether or not the exec should use an arithmetical formula to guide him is a moot point, but it is agreed that a formula would be murder in the hands of a bureaucrat who didn't know the business.

At this juncture it is remarked that most stations already claim to have an array of musical and moral "standards" which must be met by sustainer shots (see quotation from Nat Abramson of WOR in story headed "Swagger Trio Seg Passes," elsewhere in this department). Since it is demonstrated every night in the week that the mere existence of moral or musical standards does not eliminate self-payola, the trade finger points again and the trade voice howls for action from radio.

Once the self-payola is curtailed, the problems of plug swaps and ordinary payolas would still remain. However, with radio checking programs for entertainment value many payolas and plug swaps would be eliminated—surely many of the small-time ones would be eliminated.

As to the rest—the new automobiles, the loans, the cardagames, the heavy romances whereby the largest publishers are felt to maintain their hold on the biz—nobody attempts to pass the buck to radio. Nobody attempts to pass the buck to radio on two top name orks trading plugs on two good tunes. And when you catch music people in their rare moments of candor, you learn that major abuses by music bigwigs will never be corrected until the little guys in the racket get together and push. As long as the little boxes are split, as long as they try to fight millions of dollars with \$25 payoffs for midnight plugs by weak bands, every payday will be crying-towel day.

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- ___ No. 7132 { Pleasant Dreams
Mary Had a Little Jam
- ___ No. 7136 { My Everlasting Love for You
I'll Remind You
- ___ No. 7131 { I Was a Fool To Let You Go
Thinking
- ___ No. 7125 { Don't Say We're Thru
Destination Unknown
- ___ No. 7133 { I'm To Blame
Boogie Woogie on a Saturday Nite
- ___ No. 7128 { The Tables Have Turned On Me
Never Give Up Hope
- ___ No. 7123 { Somebody's Lyin'
Was It You?
- ___ No. 7115 { I'm the One
I Made a Great Mistake
- ___ No. 7116 { Don't Fool With Me
There's a Light on the Hill
- ___ No. 7117 { Mama, Put Your Britches On
Tuscaloosa
- ___ No. 7118 { No Fish Today
Grand Central Station
- ___ No. 7119 { Just for You
I'm Going To Live My Life Alone
- ___ No. 7120 { I Learned a Lesson I'll Never Forget
Words Can't Explain
- ___ No. 7121 { Boogie Woogie Ball
Lenox Avenue Jump
- ___ No. 7130 { No One Else Will Do
I'm Crazy 'Bout You

BLUES RECORDS by CHAMPION JACK DUPREE

- ___ No. 5107 { Santa Claus Blues
Gin Mill Sal
- ___ No. 5103 { County Jail Special
Fisherman's Blues
- ___ No. 5100 { She Makes Good Jelly
Rum Cola Blues
- ___ No. 5102 { F. D. R. Blues
God Bless Our New President

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- ___ No. 8251 { On the "Bean"
Recollections
- ___ No. 8250 { Drifting on a Reel
Flyin' Hawk

COLEMAN HAWKINS With WALTER THOMAS ORCHESTRA

- ___ No. 8127 { In the Hush of the Night
Out to Lunch

IRISH RECORDS by BARN DANCE BOYS

- ___ No. 3806 { Stack O' Barley
Primrose Vale and The Rambler
- ___ No. 3802 { Floggin' Reel Medley
Hornpipe Medley
- ___ No. 3801 { Apples in Winter
Mornin' Dew
- ___ No. 3800 { Green Meadows
Cherish the Ladies

PIANO SOLOS by ERSKINE BUTTERFIELD

- ___ No. 8193 { Six-Thirty Express
Dream Time
- ___ No. 8192 { Boogie Woogie Barcarolle
Fantasy in Blue
- ___ No. 8191 { Saturday Night Twist
Piano Cocktail
- ___ No. 8190 { Lighthouse
Part-Time Boogie

JAZZ by MAGNOLIA FIVE

- ___ No. 6666 { It Hurts Me, But I Like It
Don't Come Cryin' to Me
- ___ No. 6667 { If You Can't Get Five, Take Two
Ouch!!!

VOCALS by SAVANNAH CHURCHILL

- ___ No. 7104 { Fat Meat Is Good Meat
Tell Me Your Blues
- ___ No. 7106 { Two-Faced Man
He's Commander-in-Chief of My Heart

VOCAL RECORDS by SINGIN' SAM

- ___ No. 7153 { Old-Time Waltz Medley (Part 1)
Old-Time Waltz Medley (Part 2)
- ___ No. 7154 { Old-Time Waltz Medley (Part 3)
Old-Time Waltz Medley (Part 4)
- ___ No. 7150 { Don't You Dare Call Me Darling!
You'll Regret It Some Day
- ___ No. 7152 { A Message From Home
Whenever I Think of You

JAZZ A LA MODE by WINGY MANONE

- ___ No. 7777 { O' Sole Mio
Shake the Blues Away
- ___ No. 7779 { That's a Gasser
Georgia Gal

VOCAL RECORDS by BON BON

- ___ No. 7185 { I'm Not Ashamed
Julia
- ___ No. 7207 { Harlette
Don't Be Surprised
- ___ No. 7205 { Too Bad
It Was So Nice Knowing You
- ___ No. 7203 { Building a Dream
I Just Had To See You, Dear
- ___ No. 7200 { Playin' the Field
Riffin' With the Riff-Raff
- ___ No. 7198 { Again and Again and Again
If You Cared for Me
- ___ No. 7190 { Apple Honey
Were You Lyin'?
- ___ No. 7191 { Don't Be Angry With Me!
Can't You See?
- ___ No. 7102 { Truthfully
Better Stop Playin' Around

SPIRITUALS

- ___ No. 8001 { Poor Monah
Go Down, Moses
- ___ No. 8002 { Wake Up, Jacob
Deep River
Sung by JULES BLEDSOE
- ___ No. 8900 { Heav'n-Heav'n
Sometimes I Feel Like a Motherless Child
Sung by MARIAN ANDERSON
- ___ No. 7000 { I Am Leaning on the Lord
You're Gonna Need That Pure Religion
Sung by the JUBILEE MALE QUARTET
- ___ No. 7001 { Give Me That Old-Time Religion
Keep Out the Sinners Away
- ___ No. 7002 { Daniel Was a Witness for My Lord
Jesus Gonna Make Up Your Dynin' Bed
Sung by the JUBILEERS Under the
Direction of Richard Huey
- ___ No. 3951 { Traveling Shoes
Before This Time Another Year
By THE GALILEE SINGERS
- ___ No. 3980 { Hush, Somebody's Callin' My Name
Blind Barnabus
By THE GALILEE SINGERS

NOVELTY RECORDS by the KORN KOBBLERS

- ___ No. 7323 { When the Snow Begins To Fall
Next Summer (I'll Spring Back to You)
Write To Thom Korn Kobblers
- ___ No. 7321 { The "Pick" Song
Paw's Word Is Law Up in the Hills
- ___ No. 7322 { I'm in Love With the Sound Effects Man
If You Don't Write You're Wrong
- ___ No. 7320 { I Love Her Just the Same
Why Does a Bee Like His Honey?

VOCALS by UNA MAE CARLISLE

- ___ No. 7174 { Teasin' Me
You and Your Heart of Stone
- ___ No. 7173 { He's the Best Little Yankee
I Speak So Much About You
- ___ No. 7172 { I'm a Good, Good Woman
Ain't Nothin' Much
- ___ No. 7175 { You're Gonna Change Your Mind
The Rest of My Life
- ___ No. 7170 { 'Tain't Yours
Without You, Baby
- ___ No. 7171 { I Like It 'Cause I Love It
You Gotta Take Your Time

RELIGIOUS SERMONS by REV. J. C. BURNETT

- ___ No. 3901 { God Will Deliver His People
What Ails Thee?
- ___ No. 3902 { I'm Not Ashamed of the Gospel
Prayer Was Made Without Ceasing
Of the Church

SIR WALTER THOMAS and His ALL STARS

- ___ No. 8131 { Dee-Tees
Black Maria's Blues
- ___ No. 8129 { Save It, Pretty Mama
Peach Tree Street Blues
- ___ No. 8130 { The Bottle's Empty
For Lovers Only
- ___ No. 8125 { Broke But Happy
Blues on the Delta
- ___ No. 8126 { Jumpin' With Judy
Blues on the Bayou
- ___ No. 8128 { Every Man for Himself
Look Out, Jack

VOCALS by JERRY WAYNE

- ___ No. 7108 { The Watchman Fell Asleep
Indiana Blues
- ___ No. 7100 { This Will Be a Lonesome Summer
Sweetheart Serenade

VOCALS by ARMEN CAMP

- ___ No. 7820 { Let's Be Honest With Each Other
Never Be Cruel to the One You Love
- ___ No. 7821 { Don't Let Me Stand in Your Way
The Night You Said Good-Bye

BLUES VOCALS by DOLORES BROWN

- ___ No. 7110 { 20-99 Blues
Cold Winter Papa

HILL COUNTRY RECORDS

- ___ No. 3500 { Old Rugged Cross
Will the Circle Be Unbroken?
- ___ No. 3501 { Can a Boy Forget His Mother?
One Night as I Lay Dreaming
- ___ No. 3503 { Jacob's Ladder
When They Ring the Golden Bells
- ___ No. 3504 { I Shall Not Be Moved
I Want To Go There, Don't You?
Sung and Played by McCravy Brothers
- ___ No. 3520 { Birmingham Jail
Hand Me Down My Walkin' Cane
- ___ No. 3521 { She'll Be Comin' 'Round the Mountain
Red River Valley
By CARSON ROBISON and FRANK LUTHER
- ___ No. 3006 { There's a Lamp in the Parlor
My Red River Valley Home
Sung and Played by CHUCK and ELLIE STORY
- ___ No. 3512 { Smokey Mountain
Georgia Wildcat Breakdown
- ___ No. 7011 { Hog Trough Reel
Arkansas Traveler
- ___ No. 3510 { Give the Fiddler a Dram
The Old Hen Cackled
- ___ No. 3511 { Ida Red
Old Joe Clarke
- ___ No. 3513 { Little Old Log Cabin in the Lane
Red Wing
By CLAYTON MCMICHEN and his WILDCATS
- ___ No. 3508 { Buffalo Gals
I Was Born 10,000 Years Ago
By the KENTUCKY MOUNTAINEERS
- ___ No. 3505 { Little Rabbit
Shoo Fly, Don't Bother Me
By the CROCKETT MOUNTAINEERS

VOCAL RACE RECORDS by GABRIEL BROWN

- ___ No. 5017 { I've Done Stopped Gambling
Stick With Me
- ___ No. 5021 { Boogie Woogie Guitar
Hold That Train
- ___ No. 5016 { I Don't Feel So Good
Stop Jivin' Me
- ___ No. 5008 { I've Got To Stop Drinkin'
Cold Love
- ___ No. 5020 { It's Getting Soft
Don't Worry About It
- ___ No. 5008 { Down in the Bottom
Bad Love
- ___ No. 5003 { I Get Evil
You Ain't No Good
- ___ No. 5004 { Black Jack Blues
Going My Way

WILL BRADLEY and His BOOGIE WOOGIE BOYS

- ___ No. 7013 { Cryin' the Boogie Blues
Jingle Bells Boogie Woogie
- ___ No. 7014 { Lightning Boogie
Sugar Hill Boogie Woogie

NOVELTY RECORDS by the RED CAPS TRIO

- ___ No. 7221 { Monkey and the Baboon
That's the Stuff
- ___ No. 7220 { It's Got a Hole in It
Get Off of That Kick

NOVELTY PIANO SOLOS by DERYCK SAMPSON

- ___ No. 7007 { Chocolate
Boogie De Concerto
- ___ No. 7009 { Hop Scotch
Fittin' the Mosquitoe
- ___ No. 7010 { Steady Time Special
Flash in the Pan
- ___ No. 7016 { Table Top Boogie
Basin Street Boogie
- ___ No. 7015 { Boogie Express
Erin Go Boogie
- ___ No. 7006 { Blackberry Jam
Monday's Wash
- ___ No. 7006 { Chinese Boogie Woogie
Kansas City Boogie Woogie
- ___ No. 7004 { Homeless on the Range
Canal Street Boogie Woogie

BOOGIE WOOGIE by GENE RODGERS

- ___ No. 8889 { G. R. Boogie
G. R. Blues
- ___ No. 8888 { Rhapsody Boogie
Poet and Peasant Boogie

NOVELTIES by AL TRACE and His Orchestra

- ___ No. 7041 { Frank the Frankfurter Man
You Can't Fool Me, By Heck

VOCALS by MAXINE SULLIVAN

- ___ No. 7420 { Behavin' Myself for You
I Carry the Torch for You
- ___ No. 7421 { Confession Is Good for the Soul
The Story of Our Love Affair

VOCAL BLUES by BEVERLY WHITE

- ___ No. 7112 { Hot Bread
Don't Stop Now!
- ___ No. 7111 { If Things Don't Get Better
(I'm Gonna Make a Change)
My Baby Comes First With Me

QUINTETTE OF THE HOT CLUB OF FRANCE

- ___ No. 8003 { Tiger Red
Lady Be Good
- ___ No. 8004 { Dinah
Sheik of Araby
- ___ No. 8005 { Smoke Rings
I'm Confessin' That I Love You

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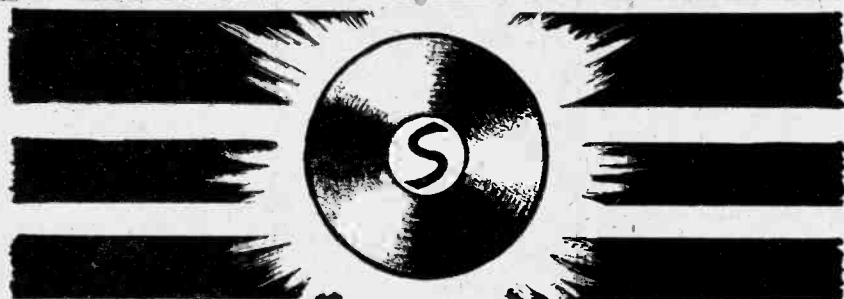
Danny O'Neil } Symphony
 No. 7162 } Let It Snow! Let It Snow! Let It Snow!

Phil Regan } Sunbonnet Sue
 No. 7161 } By the Light of the Silvery Moon

Thelma Carpenter } Just A-Sittin' and A-Rockin'
 No. 1023 } Hurry Home

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ALWAYS MEANS A GOOD PLATTER



PART 1—The Billboard

HONOR ROLL OF HITS

(TRADEMARK)

THE NATION'S 15 TOP TUNES

1. IT'S BEEN A LONG, LONG TIME
2. IT MIGHT AS WELL BE SPRING
3. I CAN'T BEGIN TO TELL YOU
4. SYMPHONY
5. CHICKERY CHICK
6. WHITE CHRISTMAS
7. WAITIN' FOR THE TRAIN TO COME IN
8. THAT'S FOR ME
9. LET IT SNOW! LET IT SNOW! LET IT SNOW!
10. I'LL BUY THAT DREAM
11. TILL THE END OF TIME
12. AREN'T YOU GLAD YOU'RE YOU?
13. COME TO BABY, DO
14. IT'S ONLY A PAPER MOON
15. (DID YOU EVER GET) THAT FEELING IN THE MOONLIGHT?

The nation's 15 top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart. The title "HONOR ROLL OF HITS" and the listing of the hits have been copyrighted by The Billboard. No use of either may be made without The Billboard's consent.

ENGLAND'S TOP TWENTY

	SONG	AMERICAN	ENGLISH	
10	1. I'M IN LOVE WITH TWO SWEETHEARTS	Irwin Dash	Music Makers	
10	2. BELL-BOTTOM TROUSERS	Campbell Connelly	Santly-Joy	
10	3. THE GYPSY	Peter Maurice	*	
8	4. I HOPE TO DIE IF I TOLD A LIE	Campbell Connelly	Advanced	
8	5. UNDER THE WILLOW TREE	Mac Melodies	*	
10	6. THERE! I'VE SAID IT AGAIN	Campbell Connelly	Valliant	
1	7. IT'S BEEN A LONG, LONG TIME	Bradbury Wood	Morris	
8	8. THERE MUST BE A WAY	Bradbury Wood	Stevens	
7	9. CAROLINA	Irwin Dash	*	
10	10. COMING HOME	Peter Maurice	Harman	
4	10	11. LET'S KEEP IT THAT WAY	Noel Gay	*
7	11	12. JUST A BLUE SERGE SUIT	Victoria	Berlin
2	19	13. NO CAN DO	Francis Day	Robbins
1	—	14. SOON IT WILL BE SUN-DAY	Lawrence Wright	*
2	16	15. LOVE LETTERS	Victoria	Famous
2	17	16. I'LL CLOSE MY EYES	World Wide	*
8	13	17. SYMPHONY	Chappell	Shapiro-
10	14	18. JUST A PRAYER AWAY	Campbell Connelly	Bernstein
2	20	19. OUT OF THE NIGHT	Southern	*
4	15	20. REMEMBER ME	Cinephon	*

*Publisher not available as The Billboard goes to press.

FILM PLUGS

PLAY STATUS OF FILMS WITH LEADING SONGS

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

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

DIG YOU LATER (A HUBBA-HUBBA-HUBBA) (Robbins), sung by Perry Como in 20th Century-Fox's "Doll Face." National release date not set.

DOCTOR, LAWYER, INDIAN CHIEF (Burke-Van Heusen), sung by Betty Hutton in Paramount's "Stork Club." National release date—December 28, 1945.

I CAN'T BEGIN TO TELL YOU (Bregman-Vocco-Conn), in 20th Century-Fox's "The Dolly Sisters." National release date—November, 1945.

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

I'M ALWAYS CHASING RAINBOWS (Miller), in 20th Century-Fox "The Dolly Sisters."

IT MIGHT AS WELL BE SPRING (Williamson), in 20th Century-Fox's "State Fair." National release date—October, 1945.

IT'S ONLY A PAPER MOON (Harms, Inc.) in Warner Brothers' "Too Young To Know." National release date—December 1, 1945.

JUST A LITTLE FOND AFFECTION (Shapiro-Bernstein), sung by Connee Boswell in Monogram's "Swing Parade of 1946." National release date—January 12, 1946.

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

SOME SUNDAY MORNING (Harms, Inc.) in Warner Bros. "San Antonio." National release date—December 29, 1945.

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

Music Popularity Chart

Week Ending
Dec. 21, 1945

RADIO

SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, December 14, 8 a.m., and ending Friday, December 21)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. The total times the song has appeared among the top 30 in the Peatman survey to date will be indicated in the chart

under the "Weeks to Date" column, but only those making their appearance in the list on or after November 29 are tabbed. Other tunes have been on Peatman before but this information is not available. The music checked is preponderately (over 60 per cent) alive. (F) Indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance, the licensing agency controlling performance rights on the tune is indicated.

Wks. to date	TITLE	PUBLISHER	LIC. BY
3	Aren't You Glad You're You? (F) (R)	Burke-Van Heusen	ASCAP
2	As Long As I Live (F) (R)	Witmark	ASCAP
	Autumn Serenade (R)	Robbins	ASCAP
	Chickery Chick (R)	Santly-Joy	ASCAP
	Come to Baby, Do (R)	Leeds	ASCAP
	Dearest Darling (R)	Advanced	ASCAP
1	Harriet (R)	Broadway	ASCAP
1	Honey (F) (R)	Feist	ASCAP
	I Can't Begin To Tell You (F) (R)	Bregman-Vocco-Conn	ASCAP
1	If I Had a Dozen Hearts (F) (R)	Paramount	ASCAP
	I'll Buy That Dream (F) (R)	Burke-Van Heusen	ASCAP
3	I'm Always Chasing Rainbows (F) (R)	Miller	ASCAP
	I'm Gonna Love That Guy (R)	Bourne	ASCAP
	In the Middle of May (R)	Crawford	ASCAP
	It Might As Well Be Spring (F) (R)	Williamson	ASCAP
	It's Been a Long, Long Time (R)	Morris	ASCAP
	It's Only a Paper Moon (F) (R)	Harms, Inc.	ASCAP
	Just a Little Fond Affection (F) (R)	Shapiro-Bernstein	ASCAP
3	Let It Snow! Let It Snow! Let It Snow! (R)	Morris	ASCAP
	Lily Belle (R)	Martin	ASCAP
1	My Guy's Come Back (R)	Shapiro-Bernstein	ASCAP
	No Can Do (R)	Robbins	ASCAP
3	Slowly (F) (R)	Rudy Vallee	BMI
	Some Sunday Morning (F) (R)	Harms, Inc.	ASCAP
	Symphony (R)	Chappell	ASCAP
	That's for Me (F) (R)	Williamson	ASCAP
1	The Bells of St. Mary's (F) (R)	T. B. Harms	ASCAP
	The Last Time I Saw You (R)	Barton	ASCAP
	Till the End of Time (R)	Santly-Joy	ASCAP
	Waitin' for the Train to Come In (R)	Martin Block	BMI
	Walkin' With My Honey (R)	Republic	BMI
	White Christmas (F) (R)	Berlin	ASCAP

RECORDS MOST-PLAYED ON THE AIR

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

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

Weeks to date	POSITION		TITLE	LIC. BY
	Last Week	This Week		
3	6	1	WHITE CHRISTMAS (F)	Bing Crosby.....Decca 18429—ASCAP
12	1	2	IT'S BEEN A LONG, LONG TIME	Harry James...Columbia 36838—ASCAP
5	9	3	I CAN'T BEGIN TO TELL YOU (F)	Bing Crosby-Carmen Cavallaro.....Decca 23457—ASCAP
3	5	4	DIG YOU LATER (A HUBBA-HUBBA)	Perry Como...Victor 20-1750—ASCAP
4	4	5	SYMPHONY	Freddy Martin...Victor 20-1747—ASCAP
4	10	6	SYMPHONY	Benny Goodman...Columbia 36874—ASCAP
11	3	7	IT'S BEEN A LONG, LONG TIME	Bing Crosby-Les Paul Trio.....Decca 17708—ASCAP
7	7	8	IT MIGHT AS WELL BE SPRING (F)	Dick Haymes.....Decca 18706—ASCAP
7	8	9	WAITIN' FOR THE TRAIN TO COME IN	Peggy Lee.....Capitol 218—BMI
3	15	10	DOCTOR, LAWYER, INDIAN CHIEF (F)	Betty Hutton.....Capitol 220—ASCAP
11	2	11	CHICKERY CHICK	Sammy Kaye...Victor 20-1726—ASCAP
5	11	11	WAITIN' FOR THE TRAIN TO COME IN	Harry James.....Columbia 36867—BMI
1	—	11	WHITE CHRISTMAS (F)	Frank Sinatra..Columbia 36860—ASCAP
1	—	12	HERE COMES HEAVEN AGAIN (F)	Perry Como...Victor 20-1750—ASCAP (Georgie Auld Ork. Muslicraft 15043)
8	—	13	IT'S BEEN A LONG, LONG TIME	Stan Kenton.....Capitol 219—ASCAP
2	13	13	I CAN'T BEGIN TO TELL YOU (F)	Andy Russell.....Capitol 221—ASCAP
1	—	13	IN THE MIDDLE OF MAY	Freddy Martin...Victor 20-1747—ASCAP
9	—	14	IT'S BEEN A LONG, LONG TIME	Charlie Spivak..Victor 20-1721—ASCAP
1	—	14	SYMPHONY	Jo Stafford.....Capitol 227—ASCAP
1	—	14	AREN'T YOU GLAD YOU'RE YOU? (F)	Les Brown...Columbia 36875—ASCAP (Bing Crosby, Decca 18720; Tommy Dorsey, Victor 20-1728; George Olsen, Majestic 7158; The Pied Pipers, Capitol 225)
2	12	14	MY GUY'S COME BACK	Benny Goodman...Columbia 36874—ASCAP (Dinah Shore, Victor 20-1731; Helen Forrest, Decca 18723; Thelma Carpenter, Majestic 1017)

Coming Up

A DOOR WILL OPEN	Tommy Dorsey (Stuart Foster-The Sentimentalists)	Victor 20-1728
LET IT SNOW! LET IT SNOW! LET IT SNOW!	Vaughn Monroe (Vaughn Monroe-The Norton Sisters)	Victor 20-1759
CHICKERY CHICK	Gene Krupa (Anita O'Day)	Columbia 36877
AREN'T YOU GLAD YOU'RE YOU? (F)	The Pied Pipers (Paul Weston Ork.)	Capitol 225
COME TO BABY, DO	Les Brown (Doris Day)	Columbia 36884

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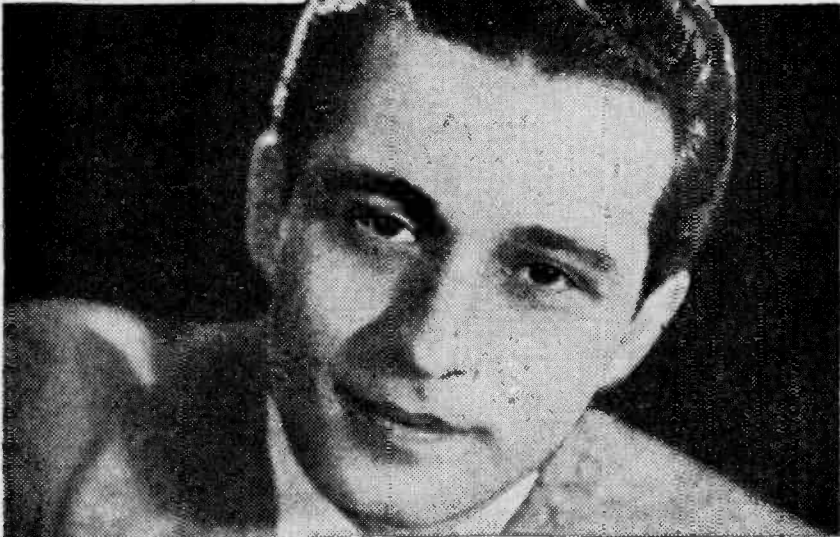
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WITH RUSS CASE AND HIS ORCHESTRA
YOU WON'T BE SATISFIED
(UNTIL YOU BREAK MY HEART)
I'M ALWAYS CHASING RAINBOWS
RCA VICTOR 20-1788



DAVID ROSE

AND HIS ORCHESTRA
ONE LOVE
HUMORESQUE
RCA VICTOR 20-1786



PART 2—The Billboard

RETAIL SALES AND

BEST-SELLING SHEET MUSIC

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

Weeks to date	POSITION		
	Last Week	This Week	
9	2	1	IT MIGHT AS WELL BE SPRING (F) (R).....Williamson
11	1	2	IT'S BEEN A LONG, LONG TIME (R).....Morris
7	4	3	I CAN'T BEGIN TO TELL YOU (F) (R).....Bregman-Vocco-Conn
8	3	4	CHICKERY CHICK (R).....Santly-Joy
2	10	5	SYMPHONY (R).....Chappell
5	6	6	WAITIN' FOR THE TRAIN TO COME IN (R).....Martin Block
12	5	7	THAT'S FOR ME (F) (R).....Williamson
3	7	8	WHITE CHRISTMAS (F) (R).....Berlin
1	—	9	JUST A LITTLE FOND AFFECTION (F) (R).....Shapiro-Bernstein
13	—	10	I'LL BUY THAT DREAM (F) (R).....Burke-Van Heusen

BEST-SELLING POPULAR RETAIL RECORDS

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

Weeks to date	POSITION		
	Last Week	This Week	
10	2	1	CHICKERY CHICK.....Sammy Kaye.—Victor 20-1726 <i>I Lost My Job Again</i>
3	5	2	SYMPHONY.....Freddy Martin....Victor 20-1747 <i>In the Middle of May</i>
11	1	3	IT'S BEEN A LONG, LONG TIME.....Harry James....Columbia 36838 <i>Autumn Serenade</i>
11	4	4	IT'S BEEN A LONG, LONG TIME.....Bing Crosby.....Decca 18708 <i>Whose Dream Are You?</i>
4	6	5	DIG YOU LATER (A HUBBA-HUBBA-HUBBA) ..Perry Como.....Victor 20-1780 <i>Here Comes Heaven Again</i>
7	9	5	IT MIGHT AS WELL BE SPRING (F).....Dick Haymes.....Decca 18706 <i>That's for Me (F)</i>
6	3	6	I CAN'T BEGIN TO TELL YOU (F).....Bing Crosby-Carmen Cavallaro <i>I Can't Believe That You're in Love With Me</i>Decca 23457
5	7	7	IT MIGHT AS WELL BE SPRING (F).....Paul Weston-Margaret Whiting <i>How Deep Is the Ocean?</i>Capitol 214
10	—	8	IT'S BEEN A LONG, LONG TIME.....Charlie Spivak....Victor 20-1721 <i>If I Had a Dozen Hearts</i>

(Continued on page 82)

BEST-SELLING POPULAR RECORD ALBUMS

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

Weeks to date	POSITION		
	Last Week	This Week	
5	1	1	Merry Christmas Bing Crosby.....Decca 403
11	2	2	On the Moonbeam Vaughn Monroe.....Victor P-142
26	3	3	Glenn Miller Glenn Miller and Ork.....Victor P-146
11	4	4	Going My Way Bing Crosby.....Decca 405
1	—	5	Tchaikowsky Nutcracker Suite Freddy Martin.....Victor P-124

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

Weeks to date	POSITION		
	Last Week	This Week	
27	1	1	Chopin's Polonaise Jose Iturbi.....Victor 11-8848
13	2	2	Clair De Lune Jose Iturbi.....Victor 11-8851
6	3	3	Warsaw Concerto Sanroma Boston Pops.....Victor 11-8863
34	—	4	Warsaw Concerto Wallenstein, Los Angeles Philharmonic Ork.....Decca 29150
1	—	4	The Birds (Gle Ucilli) Chicago Symphony.....Victor SP-14

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

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

Weeks to date	POSITION		
	Last Week	This Week	
24	1	1	Rhapsody in Blue Oscar Levant, Philadelphia Ork; Eugene Ormandy, conductor.....Columbia X-251
33	2	2	Music to Remember (From the Life of Chopin) Jose Iturbi.....Victor SP-4
27	4	3	Rhapsody in Blue Sanroma (Piano) Boston Pops.....Victor DM-358
35	3	4	Grieg Piano Concerto in A Minor Rubinstein-Ormandy, Philadelphia.....Victor M-900
4	5	4	Peter and the Wolf Koussevitzky, Boston Syuphony.....Victor M-566
9	—	4	Till Eulenspiegel Boston Symphony Ork, Serge Koussevitzky.....Victor DV-1

Music Popularity Chart

Week Ending
Dec. 20, 1945

JUKE BOX PLAYS

MOST-PLAYED JUKE BOX RECORDS

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

Weeks to date	POSITION		Record Title	Artist	Label
	Last Week	This Week			
9	2	1	CHICKERY CHICK	Sammy Kaye (Nancy Norman-Billy Williams-The Kaye Choir)	Victor 20-1726
6	1	2	I CAN'T BEGIN TO TELL YOU (F)	Bing Crosby-Carmen Cavallaro	Decca 23457
10	3	3	IT'S BEEN A LONG, LONG TIME	Harry James (Kitty Kallen)	Columbia 36838
11	4	3	IT'S BEEN A LONG, LONG TIME	Bing Crosby-Les Paul Trio	Decca 18708
3	5	4	WHITE CHRISTMAS (F)	Bing Crosby (John Scott Trotter Ork)	Decca 18429
7	5	5	WAITIN' FOR THE TRAIN TO COME IN	Peggy Lee (Dave Barbour Ork)	Capitol 218
10	10	6	IT'S BEEN A LONG, LONG TIME	Charlie Spivak (Irene Daye)	Victor 20-1721
3	8	7	IT MIGHT AS WELL BE SPRING (F)	Dick Haymes-Victor Young Ork	Decca 18706
5	6	8	WAITIN' FOR THE TRAIN TO COME IN	Harry James (Kitty Kallen)	Columbia 36867
3	12	9	DIG YOU LATER (A HUBBA-HUBBA-HUBBA) (F)	Perry Como (The Satisfiers-Russ Case Ork)	Victor 20-1750
2	15	10	I CAN'T BEGIN TO TELL YOU (F)	Harry James (Ruth Haag)	Columbia 36867
3	10	10	IT MIGHT AS WELL BE SPRING (F)	Sammy Kaye (Billy Williams)	Victor 20-1738
3	7	11	SYMPHONY	Freddy Martin (Clyde Rogers)	Victor 20-1747
2	16	12	CHICKERY CHICK	George Olsen (Judith Blair-Ray Adams and Ensemble)	Majestic 7155
2	-	12	DOCTOR, LAWYER, INDIAN CHIEF (F)	Betty Hutton (Paul Weston Ork)	Capitol 220
1	-	13	I CAN'T BEGIN TO TELL YOU (F)	Andy Russell (Paul Weston Ork)	Capitol 221
9	-	13	(DID YOU EVER GET) THAT FEELING IN THE MOON-LIGHT?	Perry Como (The Satisfiers-Russell Case Ork)	Victor 20-1709
2	13	14	CHICKERY CHICK	Evelyn Knight-The Jesters (Bob Haggart Ork)	Decca 18725
4	-	14	IT'S BEEN A LONG, LONG TIME	Stan Kenton (June Christy)	Capitol 219
3	16	14	FISHIN' FOR THE MOON	Vaughn Monroe (Vaughn Monroe-The Norton Sisters)	Victor 20-1736
1	-	14	IN THE MIDDLE OF MAY	Freddy Martin (The Martin Men)	Victor 20-1747

MOST-PLAYED JUKE BOX FOLK RECORDS

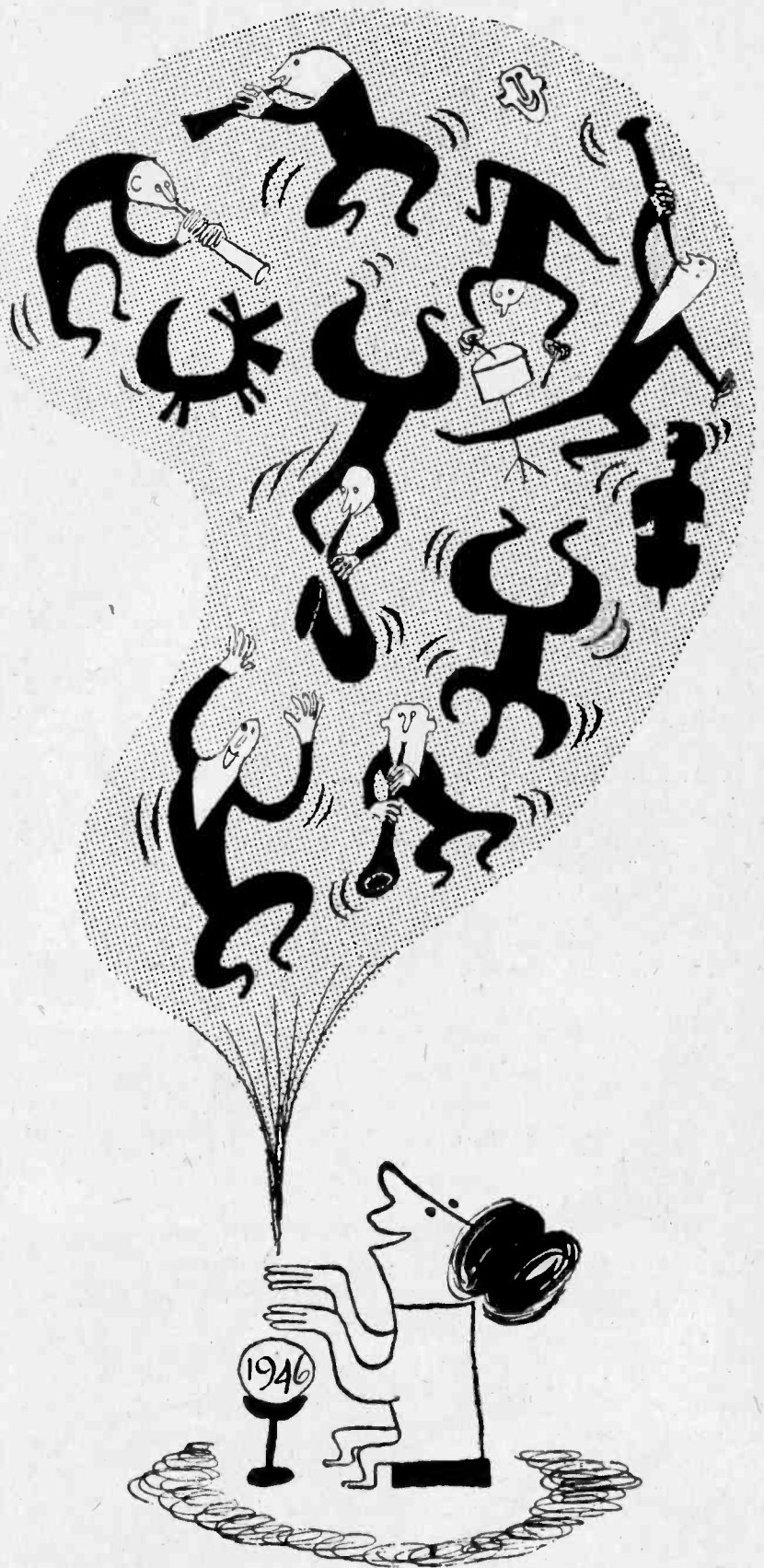
Records listed are folk records most played in juke boxes. List is based on more than 500 reports received direct from operators all over the country.

Weeks to date	POSITION		Record Title	Artist	Label
	Last Week	This Week			
7	1	1	IT'S BEEN SO LONG, DARLING	Ernest Tubbs	Decca 6112
7	3	2	SILVER DEW ON THE BLUE	Bob Wills	Columbia 36841
11	2	3	SIoux CITY SUE	Dick Thomas	National 5010
12	6	4	WITH TEARS IN MY EYES	Wesley Tuttle	Capitol 216
1	-	4	DON'T LIVE A LIE	Gene Autry	Columbia 36880
1	-	4	YOU WILL HAVE TO PAY	Tex Ritter	Capitol 223
1	-	4	CHRISTMAS CAROLS BY THE OLD CORRAL	Tex Ritter	Capitol 223
1	-	4	I WANT TO BE SURE	Gene Autry	Columbia 36880
1	-	4	WHITE CROSS ON OKINAWA	Bob Wills (Tommy Duncan)	Columbia 36881

MOST-PLAYED JUKE BOX RACE RECORDS

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

Weeks to date	POSITION		Record Title	Artist	Label
	Last Week	This Week			
21	1	1	THE HONEYDRIPPER	Joe Liggins	Exclusive 207
8	3	2	THE HONEYDRIPPER	Jimmie Lunceford-Delta Rhythm Boys	Decca 23451
4	2	2	BEULAH'S BOOGIE	Lionel Hampton	Decca 18719
3	5	3	BE-BABA-LUBA	Helen Humes (Bill Doggett Octet)	Philo PV-108
1	-	3	KEEP YOUR ARMS AROUND ME	Arthur (Big Boy) Crudup	Bluebird 34-0738



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PART 3—The Billboard

ADVANCE RECORD

ADVANCE RECORD RELEASES

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

- ADIOS M JCHACHOS..... Juan Vicari Ork..... Harmonia H-3004
- AFRAID TO TRUST THEM BLUES... Jazz Gillum..... Bluebird 34-0741
- ATLANTIC CITY STOMP..... Coleridge Davis Ork..... Hub 5001
- BARUSHKA POLKA..... Brunon Kryger Ork..... Harmonia H-1103
- BECAUSE..... Felix Knight-Russ Morgan..... Decca 23476
- BLUE..... Phil Brito (Walter Gross Ork)..... Musicraft 15051
- BLUES 'N' BOOZE..... Original Art Hodes Trio (Fred Moore)..... Blue Note 512
- BLUES BEFORE SUNRISE..... "Pigmeat" Alamo Markham (Oliver "Rev" Mesheux's Blue Six)..... Blue Note 48
- CANTO BE AMOR..... Juan Vicari Ork..... Harmonia H-3004
- CHANGE O' KEY BOOGIE..... De Paris Brothers' Ork..... Commodore 567
- DANCING FEET POLKA..... Walter Solek Ork..... Harmonia H-1104
- DARLING, YOU'RE ALL I NEED..... Tab Smith..... Hub 3000
- DAY BY DAY..... Bing Crosby-Mel Torme and His Mel-Tones..... Decca 18746
- DETROIT POLKA..... Brunon Kryger Ork..... Harmonia H-1102
- JOHNNY DODDS (THE KING OF NEW ORLEANS CLARINET) ALBUM..... Brunswick B-1020
 - After You've Gone..... Johnny Dodds and His Black Bottom Stompers..... Brunswick 80074
 - Come on and Stomp, Stomp, Stomp..... Johnny Dodds and His Black Bottom Stompers..... Brunswick 80074
 - Forty and Tight..... Johnny Dodds (Beale Street Washboard Band)..... Brunswick 80076
 - Joe Turner Blues..... Johnny Dodds and His Black Bottom Stompers..... Brunswick 80075
 - New Orleans Stomp..... Johnny Dodds and His Black Bottom Stompers..... Brunswick 80073
 - Piggly Wiggly..... Johnny Dodds (Beale Street Washboard Band)..... Brunswick 80076
 - Weary Blues..... Johnny Dodds and His Black Bottom Stompers..... Brunswick 80073
 - When Erastus Plays His Kazoo..... Johnny Dodds and His Black Bottom Stompers..... Brunswick 80075
- EAST OF THE SUN..... Joe Marsala Septet..... Musicraft 344
- ECCENTRIC..... Original Art Hodes Trio..... Blue Note 512
- EMILIA POLKA..... Brunon Kryger Ork..... Harmonia H-1103
- FOLLIES FANTASY..... Coleridge Davis Ork..... Hub 5002
- FRUIT SALAD..... Don Byas All Stars..... Hub 3002
- GET AWAY, MR. SATAN, GET AWAY..... Coleman Brothers..... Decca 8673
- GOOD OLD-FASHIONED HOEDOWN..... Gene Autry..... Columbia 36904
- HARLEM CABALLERO..... Marva Louis-Coleridge Davis Ork..... Hub 5002
- HOW LONG—HOW LONG BLUES (12")..... "Pigmeat" Alamo Markham (Oliver "Rev" Mesheux's Blue Six)..... Blue Note 48
- I DON'T CARE IF I NEVER GO TO BED..... Korn Kobblers..... Majestic 1025
- I FEEL IT..... Pvt. Cecil Gant..... Gilt-Edge 516
- I GOT A GAL..... Pvt. Cecil Gant..... Gilt-Edge 514
- I LIVE TRUE TO YOU..... Rabon Tarrant (Jack McVea and His All Stars)..... Apollo 365
- I STAY BROWN ALL YEAR ROUN'..... Harry Gibson..... Musicraft 346
- I THINK I'LL THROW MY PILLOW ON THE FLOOR..... Dave Denney..... Musicraft 15050
- I USED TO LOVE YOU (BUT IT'S ALL OVER NOW)..... Dick Kuhn Ork..... Top 1148
- I WISH I COULD TELL YOU..... Dick Haymes (Earle Hagen Ork)..... Decca 18747
- IF I DIDN'T HAVE YOU..... Celestine Stewart and the Charmers..... Hub 3006
- IF I DIDN'T HAVE YOU..... Marva Louis-Coleridge Davis Ork..... Hub 5001
- I'M GLAD I WAITED FOR YOU..... George Paxton Ork (Alan Dale)..... Majestic 7164
- I'M IN LOVE WITH TWO SWEET-HEARTS..... Phil Brito (Walter Gross Ork)..... Musicraft 15051
- IT AIN'T GOOD FOR ME BUT IT'S SO GOOD TO ME..... Ace Harris Ork (Manhattan Paul)..... Hub 3001
- IT'S ANYBODY'S SPRING..... Gordon MacRae (Walter Gross Ork)..... Musicraft 15052
- IT'S GREAT TO BE A ROOSTER..... Tom Linsom Ork..... Englewood 1005
- JAM JAM BLUES..... Pvt. Cecil Gant..... Gilt-Edge 516
- LADY IN DEBT..... Leonard Feather's Blues Six (Clyde Bernhardt)..... Musicraft 345
- LET'S JUMP..... Georgie Auld Ork..... Musicraft 15046
- LISTEN BABY BLUES..... Rabon Tarrant (Jack McVea and His All Stars)..... Apollo 366
- LOST WEEK-END BLUES..... Leonard Feather's Blues Six (Clyde Bernhardt)..... Musicraft 345
- M.F.T. BOOGIE..... Ace Harris Ork (Manhattan Paul)..... Hub 3001
- NAGGIN' WOMAN BLUES..... Rabon Tarrant (Jack McVea and His All Stars)..... Apollo 365
- NO SOUP..... The Charioteers..... Columbia 36903
- NOTHING BOTHERS ME..... Pvt. Cecil Gant..... Gilt-Edge 513
- OH! WHAT IT SEEMED TO BE..... George Paxton Ork (Alan Dale)..... Majestic 7164
- ONE MORE DREAM (AND SHE'S MINE)..... The Charioteers..... Columbia 36903
- OUR RED HEN POLKA..... Korn Kobblers..... Majestic 1025
- OYE NEGRA..... Xavier Cugat..... Columbia 36902
- PLEASE BELIEVE ME..... Don Byas All Stars (Little Sam)..... Hub 3003
- PRAY FOR THE LIGHTS TO GO OUT..... Eddie Condon..... Commodore 568
- PRECIOUS SONNY BOY..... Dave Denney..... Musicraft 15050
- PROVE IT BY THE THINGS YOU DO..... Bing Crosby-Mel Torme and His Mel-Tones..... Decca 18746
- RAISE A RUCKUS TONIGHT..... Coleman Brothers..... Decca 8673
- SALTY DOG BLUES..... Morris Brothers..... Victor 20-1783
- SEE SEE RIDER..... "Pigmeat" Alamo Markham (Oliver "Rev" Mesheux's Blue Six)..... Blue Note 509
- SIBONEY..... Juan Vicari Ork..... Harmonia H-3003
- SILVER CITY POLKA..... Walter Solek Ork..... Harmonia H-1104
- SILVER SPURS (ON THE GOLDEN STAIRS)..... Gene Autry..... Columbia 36904
- SINGIN' THE BLUES..... Eddie Condon..... Commodore 568
- SLIGHTLY DIZZY..... Joe Marsala Septet..... Musicraft 344
- SLOWLY..... Dick Haymes (Victor Young Ork)..... Decca 18747
- SLOWLY..... Gordon MacRae (Walter Gross Ork)..... Musicraft 15052
- SOMEBODY LOVES YOU DARLIN'..... Morris Brothers..... Victor 20-1783

(Continued on page 82)

Music Popularity Chart Week Ending Dec. 20, 1945

DATA AND REVIEWS

RECORD POSSIBILITIES

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

THE CAB SONG.....Hildegarde and Russ Morgan's OrkDecca 23473-A

"Marinka" has left the Main Stem, but this Hildegarde disk of "The Cab Song" would have helped the b. o. of the legit attraction—if it had slipped off the presses in time. It will, however, pull plenty to juke-drop their nickels and to buy the platter as a permanent part of their wax collections.

DON'T KNOCK IT..... Delta Rhythm Boys.Decca 18739-B

Lots of sock to this baby, with the "Don't Knock It" lyrics knocked right home. Once heard, it'll get those nickel repeats—but plenty. If it gets a Decca play, it'll land right with juke and home disk buyers. It'll get by without a Crosby or a Hildegarde name. Frankly it doesn't need it.

RECORD REVIEWS

By M. H. Orodener

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

STAN KENTON (Capitol)

Artistry Jumps—FT. *Just a Sittin' and a Rockin'*—FT; VC.

By far the best that Stan Kenton has produced on wax, the Steinway-squatting maestro adds greatly to his stature, with these sides strictly solid as the band bites into the riff pattern of "Artistry Jumps" the spinning provides artistic interpolations by the maestro at the piano, and Vito Musso making with the tenor sax. Scoring of this Kenton original is highly interesting, and the band boys cut it sharp in an exciting rhythmic fashion, heightened by the walking bass band gives out with a terrific drive that is carried over to Duke Ellington and Billy Strayhorn's rhythm balled "Just A-Sittin' and A-Rockin'." Moreover, the sultry chanting of June Christy carries as much weight on wax as the band's efforts.

Chalk up both of these sides as phono winners.

FRANK SINATRA (Columbia)

The House I Live In—FT; V. *America the Beautiful*—FT; V.

Frank Sinatra, who has been coping honors all over the country for his efforts to bring real meaning to the word democracy, rates another Oscar for this couplet, for it means bringing into the home his outspoken words against intolerance and bigotry. With Axel Stordahl's inspirational musical background embellishing the sincerity of the singer, Sinatra provides a prominent record of the title song of his "The House I Live In" featurette. Joined by the Ken Lane singers, give whole meaning in song to "America the Beautiful." It's a must platter for every home.

While the setting is not designed for juke, the screen association should help attract coinage to "The House I Live In."

JO STAFFORD (Capitol)

Symphony—FT; V. *Day by Day*—FT; V.

With Paul Weston's band weaving a beautiful background pattern, Jo Stafford projects herself lyrically with rousing results for both of these loved ballads. Singing from way deep down gives a most sympathetic interpretation of "Symphony," as well as bringing out all the melodic and lyrical richness in the "Day By Day" hit potential.

The honeyed song-selling of Jo Stafford should keep both of these beaut ballads going strong.

TOMMY DORSEY (Victor)

Never Too Late To Pray—FT; VC. *Chicago*—FT; VC.

Without stirring up a Holy Roller pitch Tommy Dorsey gives a relaxed and smooth spinning for Willard Robinson and Pud Livingston's rhythm spiritual, "Never Too Late to Pray," and it's a pray meetin' in a more reserved manner as Stuart Foster and the Sentimentalists lift their voices in revival spirit. The real rhythmic punch is applied to Fred Fisher's "Chicago" plastic, with the band providing plenty of rock to the Windy City song, as Cy Oliver and the Sentimentalists give a lowdown aura to the lyric.

For brighter spinning in the phonos fans will get their nickels kick from "Chicago."

FRANKIE CARLE (Columbia)

Prove It by the Things You Do—FT; VC. *Don't You Remember Me?*—FT; VC.

There should be a fresh wave of enthusiasm for the Frankie Carle brand of music on the strength of these spinnings, for once there is plenty of beat and body in the smooth roll of the band's blowing pointing up the maestro's piano sparkles all the more, it's a neatly defined rhythmic touch that Carle applies to "Prove It by the Things You Do," which also shows up the new band canary, Marjorie Hughes, to excellent advantage. Even more appealing is the lush ballad, "Don't You Remember Me?," which was dreamed up by Sonny Skylar and Carle, and it's dream music that the maestro makes of it as he paces the platter with his Steinwaying. Paul Allen gives full meaning to the lyrical express.

Both sides spin bright for the music boxes, with "Don't You Remember Me" a real hit potential.

KID OREY (Crescent)

Maryland—FT. *Oh, Didn't He Ramble*—FT; VC. *Down Home Rag*—FT. *1919*—FT.

The beginnings of jazz back in the days of the marching Dixieland band are brought back with these four sides. It's Kid Orey's creole jazz band, his trombone sliding out the Dixieland jazz spirit along with Mutt Carey's early trumpet blowing to make that brand of music bright again. "Maryland" and "1919" are the traditional street marching songs. W. C. Handy's "Oh, Didn't He Ramble," with Orey rasping out the lyrics, and Wilbur Sweatman's "Down Home Rag" classic gear the small band's jamming to the Dixie beat. The four sides spell real pleasures for the disk collectors.

Spinings are for the top jazz diskophiles.

LAURIE STEVENS (Victor)

It's a Grand Night for Singing—WV. *Come Closer to Me*—FT; V.

With plenty of lyrical appeal in his baritone, Larry Stevens strikes a spirited note for "It's a Grand Night for Singing," a lilting waltz melody from the Rodgers-Hammerstein "State Fair" screen score that packs all the contagion of their "O, What a Beautiful Morning" classic. For the flip-over, Stevens provides choice listening as he sings in English and Spanish for "Come Closer to Me," Latin rumba lullaby. Mahlon Verrick string and woodwind musical bank colors the song-selling, both effectively.

"It's a Grand Night for Singing" a grand phono spinning.

(Continued on page 82)

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CBS Polices Chicago Remotes, But ABC, Mutual Pass It Up

(Continued from page 13)

little regard for anything but filling some time.

A check by *The Billboard* during the past few weeks has revealed that this talk is well-founded. With one exception, the nets, who, above all else, should be doing a top production job on remotes, are sluffing off the air dance shots. The indies are even worse. The one exception is CBS. NBC cannot be classified in either category as far as its operation here is concerned, because it picks up no remotes here.

A thoro explanation of how CBS does it here will be given later. But first an explanation of what the boys say about why there should be better production will be given to indicate the reasons why, the trade says, there is a need for much better remote production throuthout the nation.

The need for good dance remote production can be seen from various standpoints: (1) The nets and indies themselves should be interested in doing a good job because the remotes affect the general programing reputation of the broadcasters, even if only to a limited scale because of smaller late-at-night audience. (2) The bands, above all else, should demand top programing because it often is on remotes that their reputation is built. A good remote can bring fame. A bad can kill a reputation. Especially is this true of a new band attempting to make the tough climb upward. (3) The hotels and ballrooms should demand it, because remote program, if good, could attract a large audience, and the larger the audience attracted, the better chance the hotel and ballroom has of snaring in some extra customers.

No ABC Remote Producer

In spite of this reasoned need for good production, a look at Chi net remotes reveals the following. ABC doesn't have a producer assigned to any. There is no continuity written. The announcer is allowed to ad lib except for stock opening and closing continuity that remains the same for months at a time. Selection of tunes is left entirely up to the band leader. ABC broadcasts from Chi's Chez Paree, from the Edgewater Beach, and occasionally from the Blackhawk Restaurant. Each of these places is well known, has above better bands that deserve good production.

No Mutual (WGN) Remoter

WGN-Mutual prepares opening and closing continuity for each show. Announcers do some ad libbing between numbers, read some continuity but here too, no producer is in charge, and the program is in charge of a fem in the program department. WGN-Mutual broadcast from the Aragon and Trianon ballrooms, Blackhawk Restaurant, Palmer House and Bismarck Hotel. This net is one of the biggest remote broadcasters in this territory and airs plenty of hours per week, but still no producer is assigned to supervise the remote programing, to watch how the shows are balanced.

CBS Watches

Over at CBS things are different. Here is done the job that the trade says is the example that ought to be followed. CBS has a special producer in charge of remotes. He writes copy for each show. He sees that the songs selected constitute a well-rounded entertaining show. Bill Barth is his name. Barth has a full-time job with remotes; he touches nothing else and keeps a close production look-see on each.

Barth gets in touch weeks in advance with the band leader that is going into one of the spots from which CBS makes pick-ups—the Sherman Hotel, Melody Mill Ballroom, Stevens Hotel, Pump Room of the Ambassador Hotel and the Glass Hat of the Congress Hotel. He learns as much as he can, either thru the leader or the band's booking office, about the structure of the band, background of the leader and the soloists and info about featured players and singers the leader wants to build up. With this, and suggested songs named by the leader, he is able to plan the most interesting entertaining program that will still do the most good for the band and the spot from which it will be playing.

Pre-Hearing

Whenever possible, Barth hears the

band before its engagement starts. He spends rehearsals with it, learns plenty about its composition and orchestration. In this way he is able to have the best possible pick-up. In the case of a spot never before on CBS here asking for a line, Barth hears the band that the new spot wants to put on the air. If it's good enough, he'll okay the spot getting a line. These new spots have their incoming bands checked for months and must be heard before Barth will allow them to appear on a remote.

Programs Checked

Once a remote is on a schedule, Barth doesn't sit back and forget about it. He makes records of each show and periodically he and the leaders get together at the CBS studios, listen to the playbacks and decide how the remotes can be improved. All of this has resulted in many a band leader saying, after an engagement at a hotel into which CBS has a line, that his remote treatment was the finest he had ever received.

It all adds up to another case in which radio is missing a boat. Too long it is said, nets and stations have been taking dough for remotes and then doing little for it. One of these days there will be an awakening and then the leaders, the nitery operators and the broadcasters will realize that all three are missing the boat, and that plenty of opportunities for all are slipping away because of the sloppy manner in which dance remotes are being programed and produced.

Ballroom Increase Offers Prospects Of More I-Nighters

CHICAGO, Dec. 22.—Several new outlets for one-night band stops in the Midwest are being readied while reports are strong that a number of ballroom ops are contemplating expanding their present outlets, a survey of Midwest ballroom ops disclosed this week.

Tom Archer, Des Moines Ballroom chain op, re-opened the Frog Hop, St. Joseph, Mo., dancery December 16, with Bobby Byrne. Terpery had burned last summer. Carl Fox Minnesota chain dancery op, expects to re-open his Terp Ballroom, Austin, Minn. Location, which was almost demolished, by fire in November, is expected to be in operation by early fall next year.

H. B. Martinka, owner of a dancery in New Ulm, Minn., will open the Kato,

dancery in Mankato, Minn., some time around Easter. Spot will have an 8,000-square-foot floor. Reports indicate that Joe Malec, owner of Peony Park, Omaha, is planning to open a ballroom in an as yet unnamed Midwest city soon, while Ken and Don Kerker, co-ops of the Coliseum, Davenport, Ia., are seeking ballrooms to expand their present holdings.

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Be Baba Leba	Helen Humes
Every Now and Then	Jay McShane
Confessin' the Blues	The Three Blazers
Walkin'	
Baby, Don't You Cry	
Blazer's Boogie	
Merry-Go-Round Blues	Jay McShane
Bad Tale Boogie	
Driftin' Blues	Johnny Moore's Three Blazers
Groovy	
McShane's Boogie Blues	Helen Humes
Unlucky Woman	
He May Be Your Man	Helen Humes
Blue Prelude	
Around the Clock Blues	Wynouie Harris
Part 1 and Part 2	

GLOBE RECORDS—65c EACH

Highway 101	Jimmy
Baby, Don't You Want to Go	McCracklin
Penny's Worth of Boogie	Russell Jacquet
Look What You've Done to Me	

EXCELSIOR RECORDS—65c EACH

Fla-Ga-La-Pa	Timmie Rogers
Drop a Nickel	
Around the Clock Blues	Jimmy Rushing
Part 1 and Part 2	
My Baby's Business	Jimmy Rushing
Preston Loves Mansion	
I'm for You	Flennoy Trio
E-Bob-O-La-Bob Blues	
Wrong Gal, Brother	Flennoy Trio
My Love	
I'll Be True	Flennoy Trio
Only a Paper Moon	

MODERN RECORDS—65c EACH

Brooklyn Stomp	Happy Johnson
Jelly Jelly Vocal Blues	Jesse Perry
Swingin' the Boogie	Hadda Brooks
Just a Little Blues	
Night Mare Boogie	Pearl Traylor
Lonesome Gal Blues	
Around the Clock Blues	Pearl Traylor
Part 1 and 2	
Air Mail Special	Happy Johnson
"Splat"	
Playboy Blues	Pearl Traylor
Eleven Forty-Five Swing	Howard McGhee
Gee, I'm Lonesome (Vocal)	Pearl Traylor
Call It the Blues (Vocal)	Estelle Udson
Blues in "B" Flat	Hadda Brooks
Deep Meditation	
Rockin' the Boogie	Hadda Brooks
The Man I Love	
I'm Drunk Blues (Vocal)	Clarence Williams
Jive, I Like, Blues (Vocal)	Pearl Traylor

EXCLUSIVE RECORDS—75c EACH

I've Got a Right to Cry	Joe Ligans
Blue Moods	
Blues at Sunrise	Johnny Moore
You Taught Me to Love	
Please Believe Me	Frank Haywood
So Glad	
Honeydripper	Joe Ligans
Part 1 and Part 2	

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Holiday Better for Lounges Than Last Year; Dough Off

NEW YORK, Dec. 22.—The holiday period this year proved a better one for the lounge agencies than Christmas-New Year's did last year. Altho volume in the lounge offices has fallen off the last few days—as the flesh-peddlers mark time while ops use up the stuff bought for the period—fact is that sales were considerably better, sufficient to put holiday smiles on the boys who sell 'em. Only hitch is that the dough, generally, is not as good for the stuff that was sold.

Last year, lounge ops had not had sufficient experience with the federal club tax of 30 then 20 per cent. Many an operator who had gotten skittish when the tax first broke and had tossed out the musikers had not yet put the units back. As time went on and ops discovered that the public didn't mind paying an extra bite if it could dance and listen to music, numerous owners put the units back in again. But, at Christmas-New Year's last year, there were still a 'goodly number who had not yet reasoned themselves around to this conclusion. Result was that the volume of sales was down. But the peculiar part of it was that the prices paid by those ops who were using talent were pretty good. After all, the war was still on.

Pic's Reversed

Now the picture has reversed itself. Volume is very favorable as compared with the 1944 holiday season but the level of dough has come down.

Reason, say the percenters, is that the war's over. Plenty of ops are now running with a tax policy and are using units, but the biz they themselves are doing is not as good as it was. Last year, where talent was in use, owners found plenty of customers and dollars. This year, customers are not as plentiful and neither are the dollars. Over on 52d Street, the nearest thing New York has to a cocktail row, biz is commonly admitted to be down about 50 per cent from 1944 levels for the same period. Around the East, in general, heavy snows and bad weather have helped to lower volume done in the lounges.

Florida Scene Gloomier

On top of that comes word that the Florida picture is not developing as anticipated, at least as far as the lounges are concerned. A peculiar thing has

happened, in that rooms are so expensive and so scarce in the resort area, that many unit musicians refuse to take bookings there. At the same time, lounge ops, thus far, have discovered that the golden harvest they were expecting has not descended on them. There are many tourists, but word trickling back here is that the yokels are not spending too heavily.

Visitors seem to divide themselves into two categories — the sugar-laden, who frequent the big night clubs; and the average-spender who, according to reports here, is spending his days on the beach and his nighttime hours in bed. The lounges have reportedly not benefited as hoped because Mr. Average Guy—who after all is the backbone of cocktail business—is more cautious with his money than he has been in a long time. End-of-the-war psychology seems to be the main factor in this.

Peddlers See No Recession

The lounge talent-peddlers do not believe there is a recession in the trade. Not yet, anyway. They argue that caution on the part of the public is quite justified right now as reconversion waits in the wings for industry and labor to get themselves settled. But, they argue, as soon as reconversion starts, the public will again take the rubber-band off its pocketbook. They point to the fact that ops around the country are continuing to buy talent in respectable numbers, even tho the money may be somewhat off, and say this means owners are in there ready to snare a buck when it comes down the highway.

As to what will happen in the lounge field if reconversion proves to be a dud, the boys shrug, nobody else knows, they say, so, why should they. For the time being, they feel Santa has been pretty good to them.

Eckstine Vs. Lunceford Set for NAACP Benefit

NEW YORK, Dec. 24.—William Morris agency has cooked up another "battle" of the bands—but this time for a worthwhile cause. Sponsored by Brooklyn branch of the National Association for the Advancement of Colored People, Billy Eckstine and Jimmy Lunceford orks lock horns and percussions January 5 at the 13th Regiment Armory.

Off the Cuff

East:

DON ANTHONY TRIO is current at Hawthorne Inn, Berlin, Conn. THRUSH DEANE CARROLL is holding over at the Lobster, Hartford, Conn. . . . MEXICAN ROOM opened last week-end at Aroo Diner, East Hartford, Conn., with Jackie Jackson and ork.

CLARENCE BROWNING working at the Log Cabin, Utica, N. Y. . . . MARY COLLIER can be seen at the Melrose, Passaic, N. J. . . . LOUIS D'ORSAY opened at the Mayfair Lounge, Lindhurst, N. J. . . . BROADWAY JONES into the Melody Mill, Philadelphia. . . . JULIE MALLETT current at the Traymore, Newark. . . . TONY RAND working at Maryland Club, Washington. TUCKER SISTERS renewed at Calvert's, Cleveland. TOMMY WILLIAMS skedded for the Music Village, Philadelphia. . . . RAY NANCE QUARTET due in the Brown Derby, Washington, January 24 after a two-weeker at the Phono Village, Springfield, Mass.

VIN RODDIE transferring from the Hickory House, New York, to the Copacabana Lounge. . . . RALPH LANE working at the Gothic Room of the Hotel Duane. . . . CHARLIE BOURNE at the Keyboard Club. . . . TITO PANDELY in the new Zodiac room of the Park Chambers Hotel, New York. . . . DOL-PHEE MORGANS into the cafe Old Europe, New York. . . . PUPI CAMPO ork now relieving at Havana-Madrid. . . . NORWOOD FENNAH at the Hotel Delmonico, New York. . . . VICKI ZIMMER now fronting a trio at Kelly's Stables.

Page Tom Thumb

CHICAGO, Dec. 22. — Local bookers are scratching their heads and going thru their talent lists, but they can't seem to furnish the entertainers that Parnell St. Aubin, 3-foot 9-inch proprietor of the Midgets' Club, new cocktail lounge here, is seeking. St. Aubin and his bartender, Edward Gaedel, who stands 3 feet 7 inches, have a midget 26-girl line for their spot, and are also seeking a midget cocktail unit or single.

Finley's \$3,000,000 Suit Against MCA Skedded Jan. 29

HOLLYWOOD, Dec. 24.—Larry Finley's anti-trust beef against Music Corporation of America will be aired in court in Los Angeles, January 29. Latter failed for the third time to have \$3,000,000 damage suit thrown out of court. Finley claims MCA was in cahoots with competition in San Diego, Calif., giving the other spots attractions he wanted. Trial was originally set for January 21, in San Diego, but was today moved to the L. A. bench and the latter date set. Desser, Rau & Christensen are Finley's legal reps.

Name-Band Policy For Philly Fans; Carter To Open

PHILADELPHIA, Dec. 24.—Benny Carter and his orchestra will be the headline attraction at the opening of the Fan's Theater December 28. The theater, which closed several weeks ago, is planning a name-band policy.

Future bookings include Lil Green, Andy Kirk, Eddie Heywood, Billy Eckstine, George Auld, Tony Pastor, Eddie Durham, King Cole Trio, Sweethearts of Rhythm and Slam Stewart. The midtown Earle, operated by the Warner circuit, also has a name-band policy.

Desmond Getting RCA-Victor Puffing

NEW YORK, Dec. 24.—From the looks of RCA-Victor flackery, the diskery is set to give swooner Johnny Desmond a terrific build-up.

Altho the ex-army sergeant now doing a p. a. at the New York Strand, has already cut a sock disk that has been played for a few choice ears but is being held up from public distributing, Victor burst forth with some fanfare last week in announcing Desmond's "first civilian record" which was cut Thursday (20), with lensmen and newshawks welcome. Desmond wowed 'em in Europe when he was with Glenn Miller's army air force band.

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Beaucoup Hotel and Club Weeks

Good Old Days Not So Terrific

Maybe more work during vaude heydays, but more talent \$\$, less sweat today

By Paul Ross

NEW YORK, Dec. 24.—When the boys get together to tear a herring or batter a bottle it is customary to lament the late, great days of vaudeville when an act could work four years straight without a layoff, when performers had to threaten managers and agents with contract-breaking to get a few weeks rest, when the percentor had merely to put his merchandise on the books of this or that circuit and then sit back to collect his commissions.



Yet a little figuring with pad and pencil, and a little fact digging, show that today there is more solid time in hotel hot spots and straight night clubs than vaude could offer in its peak heyday, circa 1920-'25.

Cold fact of the matter is that the minimum guaranteed time available in hotel rooms and clubs is equal to the maximum the variety stage offered two decades ago, and when the optimum limits are reached the solid time is at least 100 per cent greater today than it was in the "good, old days."

When it is considered that acts today command several times the dough that headliners collected back then, and that a performer doesn't have to work nearly as many shows a night in hotel rooms and night clubs as he had to give in vaude in the old days, there is little to lament about the passing of the vaude era.

They Were Better Then?

It is true there are certain imponderables in on the deal. Trade people who date back to the old days insist that today's performer is not of the same caliber as the old-timer because he doesn't get the long period of seasoning, and hasn't had to fight his way to the top as long or as hard. They claim that an act in the good old days was a solidly-constructed affair, while many of today's acts are simply gimmick-wielders.

They tell you that the acts of 1945 depend on too many mechanical gadgets, whereas the old act depended on what he carried within him.

There may or may not be truth in these contentions, but the fact is that figured on a purely material basis—dollars and cents and the amount of time and energy required—the playing time available to acts today is substantially better than it ever was and it puts more in the pocket of the performer.

There is only one qualifying condition to this statement—and the condition is this: Today's solid time does not consume as many acts as vaude did. Percentage of curtailment is almost impossible to estimate, but that there is, is a fairly reasonable assumption. For the average bill in the old days consisted of anywhere from five to eight (sometimes more) acts. While the present-day hotel-club program averages about five. However, this is counter-balanced by the factors noted above—for the acts that do work there is more money for less time and energy applied.

Those Extras

Moreover, another economic imponderable enters the picture as an additional compensation: Acts appearing in hotel rooms generally live in the hostelries concerned and this means substantial savings to the performers. Acts working long-run nighteries (four weeks and up) profit by the savings they make in wear-and-tear since they can stay put longer, as against the old days when the act

Still Letters Come

NEW YORK, Dec. 24.—Alan King, a youngster who has done okay for himself as a comic since he went into the biz, may have to exit very shortly. Boy had been knocking himself out on club dates until he was booked into the Queens Terrace. What started out as a two-weeker has stretched out into 18 weeks. But last week the kid became 18. On top of that the army sent him one of those letters. So-o-o, it looks like a fast exit.

Stem Slapsie's Is Club 800 Costing 125G

NEW YORK, Dec. 24.—New cafe on the order of Slapsie-Maxie's, exclusively reported in *The Billboard* about a month ago, is all set to roll on the Stem before January is over.

Spot will be called Club 800 and will be run on the same basis as the Coast Slapsie. Room will be located on the site of the old Tokay, atop the Chinese eatery, House of Chan, 52d Street and Seventh Avenue. Renovations, which include a rising stage, have already set ops back about \$100,000, and another 25G will be put out before the room is ready to light.

Owners and ops will be Lou Brice (Fannie Brice's brother) and Frank Mathews (ex-Mathews and Ayres). Show will have Frisco, Maxie Baer and others. Lou Brice will also work in the show.

Roxy Flare-Up Settled; Huddle Planned Soon

NEW YORK, Dec. 22.—Flare-up backstage at the Roxy which began about a month ago over what the chorus people charged were improper working conditions and which, for a little time, looked like it would bring serious labor trouble to the Broadway house, has been settled, according to Matt Shelvey, head of AGVA. Shelvey said that he had concluded the last of a series of conferences with A. J. Balaban and Irving Lesser, of the Roxy management, and had obtained agreement from them to eradicate the conditions causing the complaints from the leg-tossers.

Shelvey also said he will huddle with Lesser and Balaban next week toward a new contract covering the chorus. Union is asking a reshuffle on wages, hours, rates for beginners and so on.

was on the move constantly.

Getting down to cases, here are some statistics on the subject. As nearly as authoritative trade sources now can recall, the 1920-'25 period in vaude offered some 240 solid weeks minimum with another 60 as a dividend. Keith, of course, was the biggest of them all with about 80 weeks, and figured into this huge cirk were the Percy Williams, the Proctor (including Poll and Wilmer & Vincent) and several lesser times. Next in size was the Western Vaudeville Managers' Association (including Junior Orpheum), which offered about 40 weeks. Then came the Loew time with about 30 weeks (including the Orpheum time with 18 to 20 weeks, and Pantages time with 20 to 25), the Ackerman and Harris time (including Sullivan and Considine) with about 15 weeks, the Gus Sun time with about 10, the Bert Levy Wheel with six to eight weeks, the Interstate time with about six, the Butterfield time with some four weeks, Paramount-Public with four to six weeks. Balaban & Katz (See *Beaucoup Hotel and Club* page 37)

London Folds, But May Relight For New Year's

NEW YORK, Dec. 24.—The relatively new Club London, ex-La Conga, went into a temporary nosedive last Wednesday (19) after weeks of trade rumors that Jack Harris's place was on the ropes. Spot shuttered suddenly, but from indications developing toward the end of the week, it may relight again next Saturday (29) in time to reap the New Year's harvest.

As La Conga, location had been declining for some time. Last summer Harris closed up for a renovating job, into which he reportedly sank about \$50,000, and room reopened in the fall with a new handle and policy. After the initial surge, however, biz again began to drop. Most other clubs in town are feeling a pinch at the register, but it is reported that Harris simply ran out of cash and closed down. Trade-talk is that among his liabilities is a sizable sum owed to the government for tax-money.

Creditors Reported Co-Oping

A reliable source said that the government has agreed to withhold pressing its claim and that a meeting of seven creditors held yesterday morning decided to give Harris the necessary cushion to reopen. A second meeting of the creditors is scheduled for Monday (24).

Meanwhile, according to Dave Fox, of AGVA, Harris will pay his current bill of five acts and a line, for three days worked this week and will negotiate payment for balance of the week.

Fox says that Harris indicated he will revise his talent-budget downward from its present high point in an effort to keep going. While Fox did not definitely commit himself, chances are AGVA also will require bond money from the operator to cover future salaries.

Latest Ruban Bleu-Type Room Set and Tagged Crest Room

NEW YORK, Dec. 22.—A new room typed after the Blue Angel-Ruban Bleu is opening on the East Side, on the same street with the Ruban. Spot will be monickered Crest Room. Capacity is about 200. There will be three shows nightly at a \$3 minimum. Operator is Joseph Lieber, new to the nitery field, altho he has run restaurants hereabouts. His wife, Sylvia, will manage. First bill is not fully set but room is expected to debut December 28. Three acts and a pianist will make up the offering. Crest Room will also go after the cocktail and early dinner biz.

Meanwhile, Julius Monk, formerly identified as manager and talent buyer with the Ruban, is due to set himself up in Bradley's, on 54th Street, in the same capacity. Monk, who has been out of circulation since last spring when he severed his former connection, was due to get going in Bradley's two weeks ago but was held up by illness and failure of the deal to jell. On December 26, he sends the Bradley spot into its new supper club policy. Initial bill for the occasion will be Yvette, the Wallace Puppeteers and Bernie West. The Jan August Trio and Monk will supply the music.

Earl Carroll Celebrates Eighth Mark for Cafe

HOLLYWOOD, Dec. 22.—Earl Carroll marks the eighth anniversary of his cafe-restaurant here December 26, with the opening of the second edition of *Sketchbook*.

New acts include Bob Gentry, with Bill Brady, recently discharged from the armed forces, and the Wiere Brothers, returning. Pinky Lee, Beryl Wallace, Costello Twins and Jean Richey are held over.

Florida Spots Going Strong

MIAMI, Dec. 24.—Dollars are rolling down to Florida, with night spots, hotels and sporting events reaping a harvest from tourists. Town is packed with visitors, dough is plentiful and all night clubs are doing a bang-up biz which keeps ops smiling. With beach resorts filled already to overflowing, pleasure seekers are hitting interior towns. *Miami Herald* reports that the search for accommodations has spread all the way from Daytona Beach to Miami on the East Coast, while West Coast and Mid-State cities and hamlets are getting their share of the winter bonanza.

Hostelries in the interior still have rooms at reasonable rates because tourists are refusing to go to them, claiming that they are too high for all-winter occupancy. Other rooms and apartments are at a premium, so many are starting the homeward trek, finding South Florida already filled to capacity.

Big Season Starting

Greatest winter season since the days of the Royal Palm and other swank niteries of years back is getting under way. Ned Schuyler's Beachcomber opened Thursday (20), with Belle Baker and Jackie Miles vieing for headline honors. E. M. Loew's Latin Quarter took down the shutters, featuring George Price. Murray Weinger's Copacabana opened last week to complete the big-time openings until Colonial and Riveria get started.

Club 22 is the latest spot to change hands. Herman Levine and Jimmy O'Brey, it is reported, have disposed of their interest to Jack Rathstone, of Miami Beach. Arthur Brown, formerly of the Stork Club, is the new manager.

Brooklyn Niteries Show Life Again; Lotsa, Lotsa Plans

BROOKLYN, Dec. 22.—Now that the war's over and people are beginning to travel around, the nitery tree that has dropped in Brooklyn, is beginning to show signs of sprouting again. Music Corporation of America has grabbed the biggest assignment out of the several possibilities developing here. MCA has the job to furnish the bands for the forthcoming Forsythia Room (named after Brooklyn's favorite flower) in the Hotel Granada. Hostelery will reopen in January and bust out its new room the following month. Spot will operate with a name-band policy, beginning with Bill McCune. Sammy Kaye is reported set to follow. Room will have capacity of 400, and will charge about \$2.50 minimum. It will operate a la the 400 Club in Manhattan.

The Casablanca, recently purchased by the club-operating team of Noel Lee and Abe Goldstein for a reported \$87,000, will swing into a semi-name policy in January. Budget will be set at around \$1,000 for attractions. There also will be a line and supporting acts. Stella Shaw, Lee's sister, is now managing the spot.

Others Plan Expansion

As reported in *The Billboard* recently, Tropic Isle also is planning to go into a name or semi-name policy at the turn of year. Meanwhile, the Aloha Club, another Brooklyn stand-by, is thinking of increasing its talent-budget somewhat from the present low figure.

The Midwood Grille, deep in the heart of Brooklyn, has been purchased by William Babner, co-owner of the Newark (N. J.) Dubonnet. Babner's partner in the Dubonnet, Bill Levine, has a finger in the Downbeat, over in Manhattan. Midwood has been rebuilt at a cost of about \$20,000, says Babner, and will stay with cocktail attractions of the longhair variety, but may swing into the use of nitery acts later on.

Oetjen's has been rumored as up for sale at \$90,000 but its owner, Milton Sheean, denies.

AGVA 30, 36-Show Standard Ok'd

LeRoys Blossom Out as Nitery Unit Producers

NEW YORK, Dec. 22.—The dance-team of Estelle and (Francis) LeRoy is going into the night club-unit producing business with a firm tagged Starlight Revues, Ltd. LeRoy says he and his wife are the sole owners of the corporation and that it is now shaping up its first nitery unit for a break-in date at the Nacional Hotel in Havana. Package will be billed as "direct from La Martinique of New York," says LeRoy, by reason of the fact that Starlight Revues, Ltd., has acquired the Hughie Prince-Dick Rogers score used by the Martinique for its current show, as well as a batch of costumes. LeRoy says another score will be added to the Prince-Rogers handiwork to fill out for a one-hour performance. Deal with Martinique gives him right to use name of the club in advertising, says LeRoy.

Package will carry six chorines, Betty Carr and Charles Beldourn, singers; G. Ray Terrell, magician, and a singleton dance act, as well as the ballroomists-owners, around whom the show will revolve. Top billing will go, generally, to E. & LeR, unless a bigger name is added as the show tours on.

Hans Lederer, of International Theatrical Corporation, is signed as personal manager, says LeRoy. At the same time Lederer is rounding up a Scandinavian tour to follow the initial appearances in Latin America. Henry Hermann, local indie agent, is lining up a number of weeks in Brazil and elsewhere. There is also a possibility the unit will play the Kirkeby hotels chain in the States, via Hermann.

Colosimo's Shifts Policy Again With N. T. G. Revue

CHICAGO, Dec. 22.—Ben Bortz, new owner of Colosimo's, Cermack Road bistro which had been declining steadily as a show place until he took it over, is trying still another type of show in his new venture. After his first attempt at bringing in semi-name orks failed, Bortz went into a modified talent budget, but in January he's trying again, this time with N. T. G.'s *Florentine Revue*.

With Granlund himself heading the cast, show also includes a 12-girl line and five variety acts. This is N. T. G.'s first visit to Chi in a number of years.

Vince Di Maggio, Managing Joe's Yacht Club; Budget Cut

SAN FRANCISCO, Dec. 22.—Vince Di Maggio, Boston Red Sox outfielder, has assumed the management of Joe Di Maggio's Yacht Club night spot, replacing his brother, Tom.

Floorshow budget will be cut one-third for the new year, it was announced. Current is Chuy Penita and his 13-piece rumba combo.

S. CLAUS Barnum in Holly

(Continued from page 15)

LIKE all hams, The Beard likes to make an entrance. He's never had a gag lifted by Milton Berle, but his routine as an emcee is okay. Altho it's cornier than Fink's Mules, Saint Nick hogs the show—he won't even accept a next-to-closing slot.

He uses the same props every year, but the audience never seems to get tired of them. Everybody seems to want to get into his act, and he's got more stooges than he knows what to do with, but nobody minds 'cause the big boy is the whole show. And he looks better the closer you get.

Without a doubt, Claus is the hottest thing in showbiz today. He's a natural for radio, tele, disks, theaters, night clubs and lounges and is guaranteed to pack any spot.

Minn. Standard Time Clears Mpls. Nightery

MINNEAPOLIS, Dec. 24.—Minnesota's "double time"—Wartime by the federal clock and Standard Time by the State clock after the State Legislature restored Standard Time last July—won an acquittal for the Casablanca night club on Police Court charges of dispensing liquor after hours to persons not club operators or employees.

It all dated back to July 27 when Al Schneider, union organizer, was fatally shot in the night club as a climax to an after-hours party. Immediately following the shooting, Mayor Hubert H. Humphrey called a license revocation hearing on the nitery, but at the last minute was blocked from going thru with it when the State attorney-general ruled license revocations only could be made by the licensing body, city council. A Police Court charge against the club followed. For its defense, Casablanca claimed there was no violation because altho party and shooting took place at 2 a.m. Wartime, Minnesota was on Standard Time by law and actually the time was 1 a.m.—legal closing hour.

Judge D. E. LaBelle, who heard the case, found the club not guilty.

Acquittal of the night club opened the way for the corporation to transfer its licenses to William Donnelly, business agent of the Stagehands' Union. Transfer application was approved by the city council health and hospitals' committee, which suggested that Donnelly change the name of the club, using some title other than Casablanca. Donnelly agreed, saying the new name will go up as soon as proper outdoor signs can be obtained. In approving the transfer, detective Glenn McLean, police license inspector, said Donnelly's record, which was examined quite closely, was "clear."

AGVA Lifts "Unfair" Tag From Latin Quarter, Miami

NEW YORK, Dec. 24.—The "unfair" tag was lifted from the Latin Quarter, Miami, last week, when owner E. M. Loew anted up a \$4,000 bond as required by AGVA. Dough came thru Thursday (20) after the union had stopped rehearsals on the new show brought down from New York, said Matt Shelvey, head of the organization.

Union is now opening negotiations for renewal of the contracts with Earl Carroll's place and the Florentine Gardens, both in Hollywood, said Shelvey. AGVA is asking \$85 for principals, better rehearsal time provisions and other items in a Class A de luxe contract. Shelvey says he expects both spots to sign fairly quickly.

Proposal To Boost St. Paul Offenders' Liquor Fee Nixed

ST. PAUL, Dec. 24.—Proposal to arbitrarily boost the liquor license fees of night clubs and taverns convicted of violating liquor ordinances was vetoed here by J. A. A. Burnquist, State attorney-general. Burnquist had been asked for an opinion on the suggestion by Gordon C. Peterson, city attorney of Columbia Heights, suburb of Minneapolis.

Peterson said his city council asked him to draft a new ordinance hiking the fee to \$250 for one conviction and \$500 for two convictions. Burnquist ruled the city could not legally make such arbitrary penalty boosts.

A. C.'s Constitution Hall To Open Easter—Prima or James

NEW YORK, Dec. 24.—Charlie Hart will take over Constitution Hall, Atlantic City, starting Easter Sunday, with Louis Prima or Harry James.

Following that Hart will bring in the Shubert's *Laughing Room Only*. House will be scaled at \$4.40 top.

Minn. Amusement, Twin City Orphs Rip Up Contract

MINNEAPOLIS, Dec. 24.—Operating agreement between Minnesota Amusement Company and RKO-Orpheum Theaters of Minneapolis and St. Paul, in force the last several years ends December 27. Breaking of relations opens the way for Minnesota Amusement to bring vaude into one of its Minneapolis houses in competition with the Orpheum here. Under pact, MAC, operating principal loop theaters, provided pix for two Orpheums, with vaude restricted to the latter houses.

Now that the contract is torn up, Orpheum will book and buy pix and other attractions independently, leaving the door open for MAC to bring in live shows, possibly into Radio City, Northwest's largest, or State theaters. Also reported that RKO-Orpheum is dickering for acquisition of another downtown house in Minneapolis.

N. Y. Chains To Pay Extra

Warner, Param't, RKO and Loew's agree for key and nabe houses

NEW YORK, Dec. 22.—Prospects for a system of prorata payments for the great majority of vaude acts working more than a 30 and/or 36 shows standard developed here this week with conclusion of an agreement between the Greater New York theaters and the American Guild of Variety Artists. The four major chains—Warners, Paramount, RKO and Loews—having come to terms with the union for their key and nabe houses in the metropolitan area of Gotham, it would follow that the agreement will serve as a yardstick around the country—and that is exactly what (See AGVA 30, 36-SHOW on page 38)

HMMM—INTERESTING!

THOSE "BRAZILIAN NUTS"

Raye & Pedro

CRACKIN' AGAIN
LOOKOUT HOUSE
COVINGTON, KY.

Merry Xmas

FRANK SENNES
especially
FRANKIE, JR.
who loves
"horses and women"



Our "SANTA CLAUS" EDDIE SMITH PARAMOUNT BLDG., N. Y. C.

Bowman Room, Hotel Biltmore, New York

Talent Policy: Dance bands and floorshows at 8 and 12. Owner-operator, Hotel Biltmore; manager-host, Mr. Paul; publicity, Estelle Foley. Prices: \$1-\$1.50, cover after 10 p.m.

Swank room is presenting a satisfying bill for the holiday period, a short but entertaining offering that should make contented customers.

Estelle and Leroy, one of the best ballroom teams in the business, start the proceedings with a graceful flirtation dance. Couple not only exhibit a lot of skill in their terping but invest it with energy and obvious pleasure in their work. Have the savvy to use the lifts gadget where it is most telling—for emphasis. Result is a fine job and a good hand. Follow thru with a fox trot, where a charming hip-sit is used, and end with a fast shoulder lift, also to good results. Next is a swell samba job to *Tico-Tico*, bringing them back for a torchy Latin routine which earns a top exit palm.

Marjorie Knapp, a peppy gamin-like brunette, is of the school of singers that eschews delicacy of treatment in (See BOWMAN ROOM on page 37)

NIGHT CLUB REVIEWS

Frolic Club, Miami

Talent Policy: Dance band and shows at 9:15 and 12:15. Management, Frolics Club, Inc., owners; Charlie Reynolds, general manager. Price: \$1.20 admission.

This spot, located on McArthur Causeway, has shifted from a ballroom featuring name bands. With a new dance floor back of the stage, *The Drunkard* is offered as opening attraction under the new policy. So far it has clicked, but vaude acts will be used later.

The Drunkard is presented by Gustave G. Coplan and directed by E. A. Ferguson, who also has the leading role of Squire Cribbs, a character he portrays vehemently enough to draw continuous hisses and boos from the customers. Remainder of the cast is excellent, including Beatrice Rice as Mrs. Wilson; Lenore Beverly as the daughter, Mary, and David Tyrrell as the hero, Edward Middleton.

Show is put on for laughs, and several freak curtains with humorous signs help (See FROLIC CLUB on page 37)

5100 Club, Chicago

Talent Policy: Dancing and floorshows at 9, 11:30 and 2. Owners, Henry Weiss and Byron Massel; production, Duke Yellman; publicity, Sidney Lovitt. Prices: \$2.50, minimum.

Current show headed by Sid Tomack, with Marilyn Day and Christine Forsythe, is this bistro's last venture with name headliners, for starting December 21 the ops are switching to variety act revues. Oddly enough, the high spot in this show is the production numbers, worked out by Mary Taft and spotting Ted Taft, just out of khaki, doing an excellent job as the nucleus of some unusual acrobatic routines by a line. Miss Taft, new producer here, has whipped together some ideas that show off the girls not only as fine dancers, but tops in acro. All other lines in town are concentrating on lavish costuming and some pretty stereotyped dance routines, so this line's efforts stand out.

Sid Tomack was visibly nervous at the first show, and a small house of "you gotta show me" payees didn't help him. Did mostly specialty songs, two of which socked solidly. Three of them attracted little response. He discarded completely his usually fine impressions. Worked hard at closing to grab an encore.

Marilyn Day, who spent time as a chirp on the Dunninger radio show, didn't get too good an intro, with no mention of her radio stint included. Gal did a couple of current pops, for which she received only a moderate mitt, but when she went into specialty material where she could exercise a little subtle comedy and personality in her tune-peddling, the customers were excited to heavier hitting. Some special original tunes would make this gal a heavier draw as a nitery attraction.

Christine Forsythe also suffered from a poor intro, with no mention being made of the fact that she's the tallest of the tapstresses and was recently featured in a *Tarzan* flicker. In a nabe bistro such as this, payees aren't hep to such facts, and a build-up before going on helps interest plenty. Despite her height, she offers just as much graceful tapping as her smaller cohorts.

Johnny Stippel.

Latin Quarter, Chicago

Talent Policy: Dancing and floorshows at 9:30 and 12:30. Owner, Ralph Berger; producer, Selma Marlowe; publicity, Art Golde. Minimum, \$3.50.

Show starts off fast, with the line executing a Spanish number. Line works smoothly and peeps up production considerably. Gals are better shaped than most. New show features Four Strongies; Gloria Gilbert, ballerina; Sara Anne McCabe, thrush; Nicholas Brothers, terpstres, and Jack Durant, comic.

La Gilbert followed with several fast renditions, showing that she is capable of stuff, both classical and pop. Payees performed with some de luxe palm whacking. Her *Dance of the Marionettes* proved effective, showing the artist at her best. Ends with a dazzling effect. Dancer is finely muscled, but not heavily so, and shows plenty of grace.

Thrush McCabe, of the *Ziegfeld Follies*, has excellent pipes, with a face and figure to match. She can climb right up in the sky with her warbling and keep her high notes sustained with the best of the prima donnas. Uses mostly show tunes, but has a wide repertoire of pops as well. Chirped *I Need Sympathy* in a manner which indicated she didn't. She has a neat style which appeals to fems as well as men, and selects songs ranging from the sexy side to stuff like *Donkey Serenade*, which she puts over with new arrangement. On *Irish Lullaby* she has the audience participate, which it does lustily. *Molly Malone* and *Strange Music* come in for a share of heavy palm-pounding before her exit.

Nicholas Brothers start with a Portuguese number, *Mama cu Quero*. Their terping is consistently clever, and novel arrangements make for a great reception by the payees. Harold sings and Frayard takes over the ork in *Mama*. Their version of *Argentina* consists of leaps, spins and straddles, which show the boys could make ballet if they wanted to. They do a boogie to the drums which is so natural it almost seems improvised, and finish off in a blaze of acrobatics.

Jack Durant comes on with a singing gag, then goes into an impersonation of Gabriel Heatter which isn't at all bad. (See LATIN QUARTER on page 37)

Shangri-La, Philadelphia

Talent Policy: Dance bands and floorshows at 7:15, 10 and 12. Owner-operator, Dewey Yesner; manager, Adolph Goldman. Prices: Dinners from \$1; 50 cents music tax weekdays, 75 cents Saturdays and holidays.

Coming out on top in an impasse with AGVA, Dewey Yesner returned floor divvertainment for the first time in three months at his midtown playground. In dusting off the spotlight, his manager, Adolph Goldman, initiated two new features. First, a music tax makes up for the lowered tariffs on liquids and staples, and more significant, Shangri-La switches to a Negro stage policy, bringing Harlem to the downtown sector for the first time in almost a decade.

Tan policy tees off at a fast pace, bringing on Joe (Ziggy) Johnson's tab unit tagged as *Bronze Follies of 1946*, which first hit the road as *Atlantic City Follies of 1945*. Peg Leg Bates continues in the cast and is a solid show-stopper with his monoped stepology, particularly when going into his acro bits. Stayed on for four turns before he could beg off.

While Marva (Mrs. Joe) Louis dropped out of the unit, her spot is clinched in click fashion by portly Jackie (Moms) Mabley, who adds comedy kick to the show with her singing of race doggerels. Vocal appeal along romantic lines is handled effectively by Jimmy Anderson.

Tall on toe work, with a winning personality to match, is Eddie Rector, vet of many a Negro stage revue. He still turns in the tuneful tapping, with his best inning when shuffling in a sandbox. Adding comedy antics to their Harlem speed stepping is the male team of Cook and Brown, with the latter's mugging peppering the fare.

Tall and shapely Hortense Allen turns in some expert rhythm dancing, with plenty of beat in her torso as well as her feet. She also leads a line of 10 ponies, who display plenty of rhythm in their walkers and enhance the revue with plenty of eye appeal. Chorus is also neatly gowned for the three production flashes. Sell strong in their fineries for *I'm Going To Glorify the Bronze Beauty*, specialty piece, and with the help of the entire cast, wind up the proceedings with a spicely *Harlem Caballero*. Jump reprise by the steppers literally makes the nitery do just that.

Producer Johnson, serving as emcee, keeps things moving at a fast clip. Socko entertainment thruout and dished out at a fast tempo, there is every indication that the Negro policy will put the Shangri-La back on the after-dark map.

No small measure of the show's fast and smooth running goes to the musical base provided by the Coleridge Davis band of 14. Tootlers ride out on a solid beat, both for the show and dancing. Fred Topliss, paleface crew of five, also devoted to hot rhythms, keeps the music continuous and in keeping with the pace set by the Negro swingsters.

Unit was booked in by Charles Marano for two weeks with a fortnight option, which is a cinch to be picked up for even a longer stay considering the enthusiastic response of ringsiders.

Maurie Orendenker.

Terrace Club, Miami Beach, Fla.

Talent Policy: Dance bands and floorshows at 8:30 and 12:15. Management: Morton Hayman, owner; John Flink, general manager. Prices: From \$3.

Fast-moving musical revue, sparked by numerous specialties, under the personal direction of Lou Walters, called *A Night in Paris*, opened the winter season here Thursday (13). From the opening until the singing of the national anthem, the show runs 70 minutes, with no encores despite the heavy mitt from a capacity audience. Length of production prohibits performers taking more than a bow.

Chorus opens in a gorgeous parasol number with singing by Rolland and Layne. Whirlwind Apache scene follows by the Appletons, who really go to town. Knife-throwing bit is sensational. Act consists of two fems and a man.

Frakson in magic and card tricks, mystifies the guests even when they work with him. There is none better in his line.

Frances Urban follows, playing the violin while she does an acro contortion dance, and earns a big hand. Gloria and LeRoy have an eccentric comic dance and a phony strip-tease bit that holds the customers spellbound.

Viola Layne, impersonator, is one of the stars of the show. Sings *I Want To Get Married* as Bonnie Baker, Virginia (See TERRACE CLUB on page 37)

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Iceland, New York

Talent Policy: Dance bands and floorshows at 7:30, 11 and 2. Owner-operator: Mike Larsen; publicity, Frank Law. Prices: \$2 minimum.

For the holiday season this pop-price nitery is purveying an unpretentious but fair little show that should keep the smorgasbord table empty and the seats filled with the home-folk patrons spot draws.

After a brief intro by Danny White, opener is the Modelaires line (6), a bevy of nice-looking gam-gambolers. Kids work a spinning routine with tambourines, and on this one, show to advantage in the cleanness of their delivery, getting a nice mitt.

Le Brun and Campbells, attractive terpers, follow with an act of standard ballroomology. When caught Wednesday night (19) they wound both numbers with overhead lifts which isn't too hot. Crowd sent 'em out to okay palming.

Roberta Welsh, a cute and buxom chirper, is on next with pops. Youngster has possibilities but needs intensive work and proper accompaniment to bring them out. In the personality department she's okay. Her voice, tho small, has a very pleasant reedy quality and good range. Chantootsie needs to learn to cut the length of her numbers, however, to sock a little more and to work more directly to the payees. Giving her a hand-mike and allowing her to trot around would help considerably. Lou Martin ork (5) baffled her plenty with discordant accoms. Reaction good, including a call for an encore.

Edwards Brothers (3) follow with their standard acro balancing act. Low ceiling of room cuts down routines somewhat but tumblers get across well. The chairs-on-the-bottles gimmick scored heavily.

Danny White, emsee, takes his own spot to trot out a mixed turn of danceroos and a novelty tune. He makes more of the first than the second. Hoofing routines involve panto bits and gag biz, netting fair returns from the customers. On the tune White tends to undersell it and himself thru a rambling delivery. Act needs vitamins via more energetic punching.

Line closes in a novel minstrel-man routine during which chorines sing and verbalize. Number would be more effective if lasses didn't do as if they were ready to go to sleep.

The Whirlwinds, skating act, skedded to replace Edwards Brothers Thursday night (20). Biz just fair, due to blizzard. Paul Ross.

Ruban Bleu, New York

Talent Policy: Floorshows at 10:30, 12:30 and 2:30. Owner-operator: Tony Mele; maltre, Carlo; publicity, Dorothy Ross. Prices: \$3, minimum.

With the new offering, Wednesday night (19), Ruban Bleu has come up with one act that should prove a welcome addition to the list of class nitery turns. Vera Massey, reportedly making her debut as a hot spot thrush, is definitely a find for chi-chi clubs. Canary comes from the airwaves but exhibits a brand of person-to-person selling that brings hearty returns from the East crowd. Gal has a smallish voice, which doesn't handicap her by any means. She uses its size as an asset, going off into tough-to-sustain thin tones that prove most effective. Not afraid to attempt the dramatic style in delivery and carries it off beautifully. Only fault is tendency to overdo head mannerisms. Turned in tip-top job on *If I Loved You* and *All of a Sudden*.

Muriel Gaines, making her uptown break-in, is the other strong part of the current bill. Negro canary has grown tremendously since caught by this reviewer at her start in the Village Vanguard some 18 months ago. With the authority, selling power and personality she demonstrates at Ruban Bleu, Miss Gaines is on her way to the big time. Wednesday night crowd held her on for three encores, all of them hefty. *True Man* and *What More Can a Woman Do?* being especially fine pieces of workmanship.

Mack Triplets open the bill. Booking represents something of a departure of this room, for the blond harmonizers are a strictly commercial outfit. Chicks sing well and smoothly but are grooved for a less intimate spot than this, their style being just too slick and flashy. Patrons rewarded them nicely, including an encore. Their Hollywood parody song

The Blackhawk, Chicago

Talent Policy: Dancing and floorshows at 8:30 and 11:30. Management: Mrs. Otto Roth, owner; I. H. Arends, manager; Bob Carey, publicity. Prices: \$1-\$2.50, minimums.

Show here features a variety of talent which was very well received by the opening night payees. Chuck Foster leads off the show with some clever imitations of big name bands, including Dick Jurgens, Artie Shaw, Eddie Duchin, Wayne King, Clyde McCoy and Glenn Miller. Does a good job and efforts are rewarded with a generous mitt.

Dick Roberts sings with the band. He has pleasing pipes and could go far in the nighteries, but must learn better style of delivery, including mike technique. His *Symphony* rated neat palm-whacking.

Hank Sieman and Archie, ventriloquist team, executed a sharp routine—fully as good as Edgar and Charlie. Sieman proved he was a real showman when two sailors who had volunteered for the act, walked out in the middle. His carry-on savvy was something which brought cheers from the patrons. He uses little lip action, yet employs a wide repertoire.

Marilyn Paul, chirpstress, has fair pipes and good delivery but her looks are really what copped the heavy mitting. She sang *Pig Foot Pete*, *Something I Dreamed Last Night* and *My Guy's Come Back*. Gal has an effective style.

Emile and Evelyn, virtuosos of the teeterboard, got plenty of ohs and ahs from the payees when they executed extremely difficult stunts from off their board. Turned front and back somersaults which required timing fully as perfect as the hardest trapeze stuff. Have a comic routine, too, to liven up the act. Crowd responded in no uncertain terms.

Foster wound up the show with a cleaned-up version of *Roll Me Over* and a risque parody of *All of a Sudden My Heart Sings*. He rated healthy close. Herb Bailey.

College Inn, Hotel Sherman, Chicago

Talent Policy: Dancing and floorshows at 8:30 and 11:30. Owner, Ernest Byfield; production, Marty Bloom; publicity, Howard Mayor. Prices: \$1.50-\$2.50, minimums.

Jess Stacy, making his first big location since organizing his band some six months ago, was beset by a mess of headaches on opening night here, but pulled thru okay. Start of the show was plenty shaky, but the leader seemed to gain plenty of confidence by the mitting his excellent 88-ing produced, and the hand at the closing showed that the payees were satisfied.

Vocalist Lee Wiley, prominent as a song stylist and who plenty of the diners came to hear, couldn't appear because of a bad case of laryngitis. Because she was slated for a featured position in the floorshow, Producer Marty Bloom had to do some hurried rearranging to fill out the show, and last minute changes, as usual, didn't pan out well.

Stacy ork (5 saxes, 3 trumpets, 2 trombones, 3 rhythm), is still in the embryonic stage, with the leader adding new sidemen regularly to strengthen the band. Brass overblows and often blanks out a pretty well co-ordinated sax section. Because of La Wiley's absence from the stand, Stacy had to eliminate most of his pops for the evening, for her vocals are featured on them. Band's book is full of swing specialties and good, solid standards that pulled dancers to the floor readily. Highlights of the band's work were the leader's piano bits on each number and the clary of Johnny Sedar, who closely resembles Benny Goodman and will some day probably receive the same kind of recognition B. G. has achieved.

Remainder of the show was Frank Cook, late of the Frankie Masters ork, doing his usual harmonica and guitar work to fine hands, and the College Inn Models (8), doing their parading in new gowns and half-dos from recent Hollywood flicks. Former band vocalist Bob Davey emsees the Models' part of the show and croons songs from the movies during their walking. Johnny Sippel.

doesn't make much sense, and ought to come out of the repertoire. Doodles Weaver, reviewed in *The Billboard* recently, also on tap. Wally Blaker emsees and relieves on piano, doing okay on both scores. Cedric Wallace Trio merits a laurel for the sensitive and thoughtful accompaniment job behind the singers. Biz fair for a snowy night. Paul Ross.

Kitty Davis, Miami Beach, Fla.

Talent Policy: Dance band and floorshows at 8, 11 and 2. Management: Kitty and Danny Davis, owners-operators. Prices: From \$2.50.

Carnival spirit prevailed at the opening of Airliner's new show when Bill Maton's production, *Carnival Time in Trinidad*, caught the fancy of a capacity audience. Opener runs 85 minutes, a riot of oomph and fun different from the usual offerings of night spots.

Diana Barry, fem deadpan comic, starts proceedings with a sock tap dance, mixed with song and gags. This is a return engagement for Diana, who has to beg off before a reluctant crowd lets her go.

Emil Boreo finds the going easy, starting off with his old hat trick, pantomime and a song without words which is a scream. *Maisy-Doats*, as it would be rendered by a French, Russian and (See *KITTY DAVIS, MIAMI*, on page 70)

Vine Gardens, Chicago

Talent Policy: Dancing and floorshows at 8:30, 11:30 and 2. Jimmy Poppas, owner; Helen Weiss, manager; publicity, Sam Hohn-igsberg.

In his holiday star revue here, Owner Poppas goes overboard in both talent and budget to provide payees their money's worth in entertainment. Show features such entertainment as Gus Van, comic; Jules and Joanne Walton, terpsters; Marvin Boone, singer and hooper, and Myra Jeanne, contortionist.

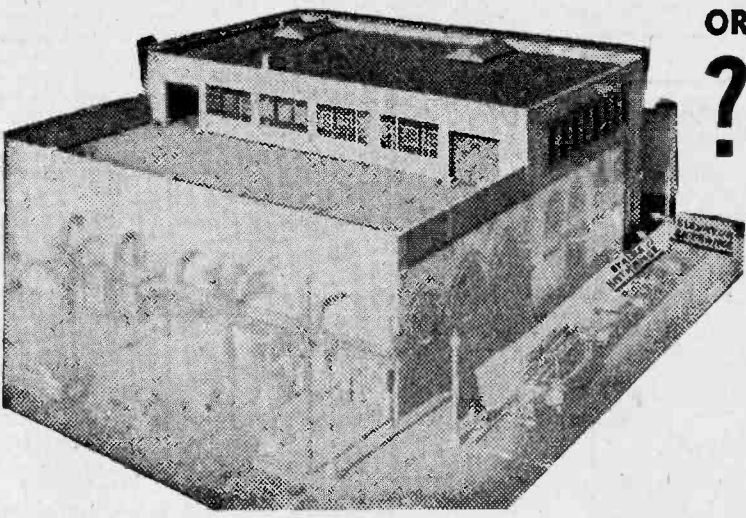
Gus Van, doing his second engagement here, has a varied repertoire to bring plenty of yocks. Jokes are special material stuff which rings the bell, and his songs, such as *Great Day*, *Irish Lullaby* and *Lazy Bones* get good reaction. His *Cavalcade of Broadway* is his best production and wins more cheers than any in his library.

Jules and Joanne, also doing a repeat (See *Vine Gardens, Chicago*, on page 70)

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VAUDEVILLE REVIEWS

Capitol, New York

(Reviewed Thursday Evening, Dec. 20)

Tommy Dorsey's crew displays a heftier wallop than the last time it worked this house. Ork spends a lot more time on show presentation than it previously did. Dorsey himself goes to work using his trombone a number of times, even taking a full chorus and collecting some great palming. Band (16) preems with *Opus No. 1* and segues into *Sunny Side of the Street* (a slick Cy Oliver arrangement) which really sends them. The next, *Boogie-Woogie*, was well done but didn't rate too high. However, it gave the spotlight to Johnny Potoker, piano, who made that keyboard jump. Band has two production numbers that win solid returns. The first is Brahms' *Lullaby* in which TD does some slick lip work; the second is the old jumper, *Git It*. In latter everybody worked. When sax man was down front sidemen made with the hands with such infectious results that house joined too. Number is plenty exciting and the way the boys give out with it added to the fever pitch. Charlie Shaver just about stopped everything cold with his trumpet. Boy flingers those valves so fast and gets such a clean, sharp tone that it's almost unbelievable. His *Summertime* was solid all the way. This reviewer once caught Shaver in a duet with Buddy Rich (drums) that had everything. Adding this to the present show is suggested.

Band carries the Sentimentalists (4 girls) who look okay in their red and gold gowns. Kids do well in the harmony department and in backing Stuart Foster, boy band singer. Gals could also be added to the *Lullaby* number. Their vocal background would add to production.

George Prentice does a good job with his Punch and Judy and other characters routine. He carries his equipment on a rolling trunk which opens up into a small stage with a black curtain. He stays behind the curtain and manipulates the dummies which can be seen on top. Bits got many laughs.

Slade Brothers (3) in their first Stem job since they got out of the service showed a lot of material but no order in presenting it. It was like a chop suey with everything in it. A lot of it got laughs but few of them were yocks. Boys come on with newspapers and threw them into the audience, saying, "If you don't like the act, you can read." Bit sounds okay, but in practice nothing happened. A phone-conversation with a (See *Capitol, New York, on opp. page*)

Olympia, Miami

(Reviewed Wednesday Afternoon, December 19)

Manager Al Weiss Jr. offers a top show for pre-holiday week, with opening greeted by an appreciative audience. Chappelle and Hannon open, offering an unusually good ballroom terp in which the fem does plenty of contortions. A bad spot for dancers, but pair get by for good returns.

Joe Browning, in a rather odd-looking tux and a flat hat, starts off slowly with some verse parodies on current song hits. He gets going, however, with a monolog in which he pans every one and everything, and finishes with a military medley to a good hand.

Things really start to click when Lois Lee comes on. Lois is a thrush who is good looking with a wealth of charm. Her voice is superior to any heard for some time here. Here is a soprano who can be understood. She opens with *Falling In Love* and closes with *My Hero* from *The Chocolate Soldier*. This canary can really sing it. Her encore is a Mex number in Spanish and stops proceedings until a beg-off talk.

Keye Luke, from the cinema, does a little of everything. Keye impersonates his film pop, Charlie Chan, and Lionel Barrymore as Doctor Gillespie. Caricatures of Bob Hope, Frank Sinatra and Van Johnson in charcoal get a heavy mitt. Then this versatile young man sings *Till the End of Time*, *Magic in the Moonlight* in Spanish, and for an encore, *White Christmas*. Another stopper and begs off.

Gene Gory and Roberta do their familiar violin stunt. Gene socks them with his comedy. When he gets serious he plays *Ava Maria* and *Flight of the Bumblebee*. Now works a trick dog whose yelps bring down the house. Pic, *Love, Honor and Goodbye*. Larry Berliner.

Paramount, New York

(Reviewed Wednesday Night, Dec. 19)

New show here packs plenty of entertainment. It has some sock comedy, listenable music, competent dancing and a lot of specialty work by the ork sidemen which pulled and deserved some excellent mltting.

Band (16) tees off with *Caldonia*, with Woody Herman on the vocals. Despite its age, number sells. Its trick arrangements gives the boys plenty of opportunity for rides. A medley followed in which *Put That Ring on My Finger* was the clickeroo. On the jump vocals Herman does the chanting and does it in okay style. (Full band review in music section.)

Band canary, Frances Wayne, a tall dark sexy kid, opens badly with *It Isn't Even Spring*. Gal seemed to be suffering from a cold and husky delivery killed the number. Followed with *Happiness Is a Thing Called Joe*, which was more her style. In the featured slots Herman gave the nod to Bill Harris (trombone), Chubby Jackson (bass) and Flip Phillips (tenor sax). Harris is still one of the top boys on the slide horn; Chubby Jackson's bass is okay but it's his comic bits with Herman that wins the hands. Phillips's tenor sax is solid. Band wound up with *Bijou* which just about drove the house nuts. Boys were in there all the way giving it plenty.

Dorothy Keller, a blond hooper with a hoydenish look about her, showed an educated pair of gams. Gal knows how to flash and how to cleat. Ended her first routine with a back-bending skirt swirl that was good for a juicy mitt. Her next was a combo of chatter and dancing that showed a good voice, attractive material and a nice selling style. Finished with a medley of take-offs, the last being a fast jitter number, walking off to a good hand.

Buddy Lester is the same old rapid-fire comic. He showed little new. The way the audience received what he had, he didn't need anything new. Routines consisted of his Scotchman, *Old Man River* and the gee-dad, it's a Wuriltzer biz. Guy's business before, during and after each routine, was dished out with plenty of savvy. Time and again Lester broke up not only the house, but the band as well. For his final bit comic comes back costumed like a Superman, braying for his Lois. Lester is smart enough and a showman enough to allow some of the band to get into the act. But always it is Lester who is in there getting those terrific yocks.

Pic, *Stork Club*. Biz good.

Bill Smith.

Oriental, Chicago

(Reviewed Thursday Evening, Dec. 20)

Ork fronter Harry Cool made a plenty impressive debut in his first try at batoning from a vaude stage here. He has loosened up considerably since starting a six-month run at the Black Hawk, local bistro, and is making with the smiles aplenty and handling intrees very sincerely and nonchalantly. His ork recently discarded its strings and now lines up with five saxes, three trumpets, three troms and the Rhythm Trio. Fuller sax and brass make the crew a better one for vaude and improves the band a great deal musically. Ork has been together long enough to be a smooth article. Cool's a red-hot local fave, so response here, which was very warm at all times, isn't too accurate an indication of his reputation elsewhere. Band is commercial, with a varied library featured.

Ork's biggest assets are Jeanne Shirley, a Northwestern U. singing find, and the leader's vocals. La Shirley, very much on the oomphy side with a wardrobe that shows it to best advantage, reaped plenty of attention, both with her voice and her animated delivery of a trio of tunes. Gal gets better with experience and should be among the top chirps within a year.

Leader himself is doing much better

Loew's State, New York

(Reviewed Thursday Night, December 20)

Jerry Wald ork (16) on tap here for the holiday show seemed to satisfy the mob with his clarinet, tho the same thing can't be said for his band. Boys opened up okay with *This or That*, but something went wrong on the second chorus. Twice the band stopped dead after a hot passage and sat down. Wald looked at the boys. The boys looked back at Wald. Then everybody looked out to the audience. If this was some new kind of arrangement aimed for laughs, it succeeded. It is doubtful, however, if laughs were being sought. Appearance of band is all right. Boys wear dark blue jackets with brass buttons and grey pants. Wald is in grey.

Kay Allen, cute blond ork canary, showed an intimate style which was lost in this big house. Her first, *Let It Snow*, didn't mean anything. One reason was the brass behind her; much too loud. Her next, *It's Been a Long, Long Time*, was better and got her a good hand. Gal should do well in a small class cafe.

Les Arnauts (3) opened with all three making with the fiddles, going in for a lot of so-called trick stuff, holding fiddles between knees, overhead, on each others shoulders, etc. Stuff was loaded with corn and hardly drew a polite mitt. Even an acro turn by two guys still playing strings, tho a little better, failed to register. Team didn't start rolling until it went into its standard bird-talk routine. From then on, it was smooth sailing. Yocks piled up quickly and they managed to snare the first real hand of the show.

Dick Merrick, boy singer, a balding muscular bary, started with *Paper Moon* and showed a robust voice. Next was *I'm in the Mood for Love*, *It Might as Well Be Spring* and finished with *I Can't Give You Anything But Love*. Boy tries hard, maybe too hard, for he showed nervousness and poor phrasing and wandered off key a number of times. He needs coaching before he's ready.

Lionel Kaye's auctioneering routine didn't do so well. House didn't cooperate very well and lulls piled up. His heckling got laughs, but some of them were of the blushing type. Biggest laugh he got was when a gob who "sold" his socks to Kay refused to give up a dime to get them back.

Pic is *Duffy's Tavern*. Biz was fair.

Bill Smith.

on the vocals, always his forte since he started the ork. He seems less worried about the band and is concentrating more on his own work, and it's getting solid results.

Ted and Flo Vallett rate outstanding mltting for their acro and baton twirling, making an American Legion national baton-twirling competition look like a school for beginners. Just when the act seems to have reached a crescendo, they pull another nifty from their bag of tricks and each succeeding bit rated bigger hands.

Marcy McGuire, who, incidentally, got her start with Harry Cool at Helsing's *Vodvil Lounge*, local bistro, is everything she portrays on the screen, and her natural delivery gets the customers' confidence immediately. Midwesterners like their Hollywood folk sincere and she's that always. Gal gives a hepped up performance and customers re-act similarly.

Buster West worked up some eccentric terping that is extremely original, and the footing, when mixed in with some corny but also original gagging, sells him well. He uses two songs in his routine, neither of which evoke as much tittering as his gags or zany stepping. Johnny Sippel.

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Beaucoup Hotel and Club Weeks; Good Old Days Not So Terrific

(Continued from page 32)

with about four weeks and several smaller two-three-week outfits. Good-old-days boys may have forgotten one or two wheels in this line-up, but that was the major picture. To be included, of course, are such notable indies as Hammerstein's in New York.

Ghost Vaude

Vaude today is a mere ghost of what it was. Added together, the big-time of 1945 amounts to some 20 to 25 weeks all told. This includes the outlets of the four major film companies—Warners, Paramount, RKO and Loew's, as well as the outstanding one-theater operations around the country. If the minor time is thrown in—the split-weekers, the one-nighters and so on—there may be another 20 to 25 weeks of playing time. Nobody knows for sure about the little stuff.

When all the available time is added together it is pitiful compared to vaude in the great days—and it is this that leads trade people to the conclusion that the old days were the best.

Now let's look at the figures for hotel rooms and night clubs in the year 1945. A few hotels may have been left out of this reckoning, but as nearly as can be learned there is available a minimum of 75 weeks, with another 110 as extended time. This does not include the six or eight hosteleries around the land which play a show indefinitely. It would be conservative to estimate that these indefinite-run inns contribute another 60 weeks the year.

Hotel Time

Here is a set of facts and figures gathered from trade sources for hotel rooms alone. The Biltmore, Waldorf, Plaza, Pierre and St. Regis in New York and the Biltmore in Los Angeles all book in acts for indefinite periods. Minimum is four-five weeks and a run can—and frequently does—extend to six months, sometimes more. In several of these hotels the only thing that limits a run for an act is another, previously made booking.

Over and above these spots, there is the Statler chain which offers 10 to 15 weeks, Nicollet and Radisson in Minneapolis offering 2 to 4, Roosevelt in New Orleans playing 4, El Rancho and New Frontier in Las Vegas playing 2 to 4, William Penn in Pittsburgh 2 to 4; Palmer House and Sherman hotels in Chicago offering 6 to 10 and 4 to 6, respectively; Stevens in Chicago playing 6 to 8, Copley-Plaza of Boston offering 2 to 4, Henry Grady of Atlanta playing 2 to 4, Washington-Urey in Shreveport playing 2 to 4, Baker and Adolphus in Dallas playing 2 to 4, Schroeder in Milwaukee playing 2 to 4, Brown in Louisville offering 2 to 4, Belvedere in Baltimore playing 2 to 4, Mark Hopkins and St. Francis in San Francisco playing 2 to 4, Bellerive in Kansas City, Mo., playing 2 to 4, Chase and Park Plaza in St. Louis playing 2 to 4, Hollenden in Cleveland playing 2, Neil House in Columbus, O., playing 2, Mayflower in Akron offering 2 and Shoreham in Washington 1.

Possibly a few hotels have been left out of this tally, but it adds up to a pretty healthy total for acts able to show in these spots.

The Night Spots

Nor does this tabulation exhaust the possibilities of today. Check in the trade shows that Copacabana, Martinique, Zanzibar and Versailles in New York all offer 4 to 16 weeks. The Carnival in Gotham offers 4 to 12. Diamond Horseshoe and Latin Quarter of New York are indefinite deals in which an act can usually count on about 26 weeks' work. Same is true of Earl Carroll's in Los Angeles. To these are to be added the new Embassy in New York offering 4 weeks, Greenwich Village Inn offering 4, Rio Cabana and Chez Paree of Chicago playing 4 to 16 weeks, Chicago Latin Quarter offering 4 to 12, 5100 Club of Chicago playing 4 to 8 weeks, Colosimo's in Chicago offering about 4 weeks, Walton Roof in Philly offering 4 to 7 weeks, Coronet and Latin Casino in Philadelphia offering 4 weeks; Beachcomber Terrace, Latin Quarter, Ball and Copacabana in Miami offering 4 weeks and up; Florentine Garden in Los Angeles playing 8 weeks, Slapsy Maxie's in Hollywood playing 4 to 8 weeks, Bal Tabarin in San Francisco playing 6 weeks, and 365 Club in the same city working 6 to 12 weeks. Tally immediately above does not in-

clude the many clubs around the country working on a straight two-week proposition, spots like Leon and Eddie's in New York, Mayfair in Boston and the Airliner in Miami. Tabulation of these spots would add a huge number of weeks to the available playing time of today.

No matter how it's figured, the fact is that today hotel rooms and long-run nighteries combined offer a minimum of 260 weeks which is as good a total as vaude in its salad days could produce. Extended time available in hotels-nighteries runs to almost 300 weeks as against the extended time of about 60 weeks in the vaude of 1920-'25.

Incidentally, in computing these figures, the writer excluded spots using music only and confined himself to places playing acts. If the music-only rooms and clubs and lounges were tossed in, the figures would be several times the best vaude had to offer in the old days.

From all the above statistics it can be seen that while vaude, as the trade knew it, no longer exists, something else—something very important to performers—has come along to take its place. The nightery and hotel spot, brought into being as we know them by the prohibition era and its sequel, are as lively, as fertile and more extensive today than vaude was at its peak.

The future is unlimited—for as the country grows in economic wealth, as people get more and more leisure time and as their earnings increase, there will be greater demand for entertainment. The nightery and hotel room is here to stay and to grow as times get better.

If statistics mean anything, the opportunity for the performer is as bright today as it ever was.

TERRACE CLUB

(Continued from page 34)

O'Brien and Fanny Brice would, and then takes off Betty Hutton, Katharine Hepburn and Carmen Miranda in a Hollywood scene that is tops. Impression of Hildegard in the Raleigh Room stands out. This is a sock act on any bill.

Corrine and Tito, first in a ballroom terp number and then in a strip dance in which Corrine does a Sally Rand with fans, draw the plaudits of the folks.

Scotch number by the chorus, including a tap dance by Frances Urban, and a drum corps finale complete a great show. Wally Wanger Girls are all lookers and costuming is something out of this world. Well-trained line that adds much to the revue.

Jack Erb and ork play the show without a slip and a Spanish rumba band keeps the dancers happy. Terrace Club scores heavily with a production that is sure to be around these parts for some time.

Larry Berliner.

IN SHORT

New York:

VERA MASSEY latest addition to Ruban Bleu show. . . . BERT TUCKER now stage manager for Lou Walters show at the Terrace Room, Miami. . . . JESSE JAMES traveling with the Duke Ellington show. . . . HARLEM HIGHLANDERS open at the Apollo, January 25. . . . JIMMY BUTTS signed for USO overseas for the next six to 10 months. . . . LINDA KEENE started at Village Vanguard December 18. . . . JOHN BOLES opens at Loew's State February 21. . . . PHIL WAYNE ork preems at La Martinique January 8. . . . DANNY FRANKLIN goes into Beth David Hospital—hernia. . . . MIRIAM FRANKLIN (Danny Franklin's daughter) leaves Paramount to join Preston Sturgis. . . . GEORGE PRENTICE due at Capitol sometime in January. . . . WOODROW (English juggler) comes into the Roxy about January 20. . . . IRWIN COREY now current at Blue Angel and DOROTHY SHAY now at Maisonette, go into the Palmer House, Chicago, January 17. . . . GALI-GALI leaving MCA. . . . JERRY LESTER'S opening date in the next Copa show is now January 3. . . . MILES INGALLS vaude-night club agent, is expanding into the legit field and is now the proud possessor of an Equity license. . . . BECKMAN AND PRANSKY club-date agency is about to father a musical comedy; details not yet set. . . . JACKIE COOGAN now out of

BOWMAN ROOM

(Continued from page 34)

favor of punchy selling right down the line. Kid gets out there and bats 'em across. Staid Bowman Room patrons liked her well enough to ask for an encore. Rep is groovy pop stuff.

Cardini closes three-act bill with his standard cards, colored balls and endless burning cigarettes routine. Suave delivery, panto touches and razzle-dazzle get him a solid mitt at the finish.

Bob Grant turns in a first-rate job of show-cutting. Mario Hurtado rumba trio relieves. Biz excellent Thursday night (20). Paul Ross.

FROLIC CLUB

(Continued from page 34)

put it over. Guests participate in songs, all oldsters of another generation.

Lenore Beverly does a singing specialty with a voice that scores. Orlando, a juggler with a W. C. Fields twang, handles balls and cigar boxes in the old-fashioned way, getting the best hand of the night. Doreen Curtis, a local fem, sings and dances well.

Show run 85 minutes. Tommy Nunez ork is always good. Larry Berliner.

LATIN QUARTER

(Continued from page 34)

Comic has some pretty clever material and gets plenty of yocks with it. He also hoofs a little and can turn a back somersault if the crowd doesn't laugh loud enough to suit him.

Buddy Shaw and ork backed up the show with finesse, while Martin Kent furnished vocals in a pleasing fashion. Show was well produced and should draw capacity. Herb Bailey.

CAPITOL, NEW YORK

(Continued from opposite page)

gal offstage also has potentials. The penny arcade number starts out good. A broken record killed that one. Fact is if the boys can whip their act into shape they can really move. In its present form it's meaningless. Making one of the guys straight, instead of all three making like comics, might help.

Fay Carroll, a slim, attractive redhead with a figure that brought whistles, opened playing straight for the Slades. She gave out with *If I Loved You* while boys went thru a heckling routine a la Club 18.

Stuart Foster got a terrific intro from TD. In fact, Dorsey is one of the few ork leaders who gives credit to everybody. In this case he compared Foster to Sinatra, Haymes, et al. Boy has improved since last caught. He has more assurance. Opened with *That's for Me*, followed with *Door Will Open* and finished with a great *Old Man River*, in which he really opened up. Called back and delivered *Symphony* running off to a big hand.

Pic, *They Were Expendable*. Biz good. Bill Smith.

the army and due in the East for a series of vaude dates, beginning at Loew's State, New York, February 7.

JOAN BARRY current at the Greenwich Village Inn. . . . BASIL FOMEEN, Mischa Uzdantoff, Gregory Mankovsky, Dara Birse, Blanka and Kara Vaef form the new show at the Russian Kretchma. . . . ELVIRA RIOS current at the Blue Angel. . . . LOS TRIANEROS working at El Chico. . . . ALAN KING, Thelma Baker, Don Ferris, the Albertas and the Crawford's current at Queens Terrace, L. I. . . . SAMMY BERNSTEIN, just out of uniform, is joining Hy Green's new agency. . . . DON SHAW current at Club Sudan. . . . MURIEL GAINES goes into the Ruban Bleu for New Year's.

WINNIE WALSH and Dick Wesson are getting married. . . . HUNTS HALL and Bobby Jordan start a two-weeker at Loew's State December 27. . . . WATKINS TWINS now on USO in the South Pacific. . . . MACK TRIPLETS added to Ruban Bleu show. . . . SENOR WENCES goes into the Cotillion Room after Renee De Marco. . . . TONY and SALLY DE MARCO set for the Persian Room following Hildegard. . . . LOU WALTERS now in Florida. . . . MARTY REIDE on RKO tour with Sammy's *Bowery Follies*.

FIVE KINGS set for the Casablanca, Brooklyn. . . . BOBBY EVANS working at the Village Corners, along with Claudia McNeal and Charles Linton.

Follow-Up Review

VILLAGE VANGUARD, NEW YORK: Linda Keene, the shapely blonde blues singer, is now working in this Village showcase and is sticking to a straight routine of torches. On the pipes, gal is plenty okay, for she's able to break out a voice that possesses the quality of a good tenor sax. Delivery also is good, altho it takes her a while to warm up to her task. Floor department is her weak point. Thrush is stiff in manner, allows herself certain nervous gestures that prove distracting. Small snow-bound crowd Wednesday night (19) received her well. Her *Blow Top Blues* and *Frim-Fram*, latter a double-talk novelty, were rather good examples of a white girl purveying the near-McCoy in blues-ery.

Josef Marais, previously reviewed, and Muriel Gaines, doubling from Ruban Bleu, also here. Hank Duncan Trio—clarinet, piano and drums—does good job on show and for customers dancing. Don Frye plays for Miss Gaines and relieves on piano. Paul Ross.

MIGUELITO VALDES and the DiGitanos booked for Ciro's, Miami. . . . ERVIN J. BRABEC, out of the army, joins the Frederick Brothers' office in New York.

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Main Stem B.-O.'s Take Fast Yawn as Fall-Off Continues

NEW YORK, Dec. 24. — The slip in Stem theater takes which really began to be felt two weeks ago has shown no signs of slackening. Last week the slide continued. The pre-Christmas lull, snow and cold weather didn't help much either.

Radio City Music Hall (6,200 seats; average \$100,000) did a fine \$138,000 for its second week with its Christmas show, the Briants, Sharkey and *The Bells of St. Mary*. Opener was \$137,000.

Roxy, Paramount
Roxy (6,000 seats; average \$75,000) dropped some more, this time to \$46,000 for the fifth week, from previous week's \$62,000. Bill with Beatrice Kay, Maurice Rocco and *Dolly Sisters* started with \$93,000. Next came \$90,000. Third frame was \$70,000.

Paramount (3,664 seats; average \$75,000) wound up its three-weeker with Marlon Hutton, Tony Pastor, Paul and Eva Reyes and *Masquerade in Mexico* by getting \$44,000. Show started with \$60,000, next was \$50,000. Total for run was \$154,000. New bill (reviewed in this issue) has Woody Herman, Buddy Lester and *Stork Club*.

Capitol, Strand, State
Capitol (4,627 seats; average \$60,000) bowed out with a poor \$35,000 for its fourth and final week with Jimmy Dorsey ork. Lowe, Hite and Stanley and *Yolandia*. Bill began with \$80,000. Next came \$65,000. The third inning saw \$54,000. Total for run was \$234,000. New bill, premed Thursday (reviewed in this issue) has Tommy Dorsey, George Prentice, Slade Brothers and *They Were Expendable*.

Strand (2,779 seats; average \$45,000) skidded to \$33,000 for the second week of Hal McIntyre ork, Johnny Desmond, Slam Stewart and *Too Young to Know*. Opened with \$45,000.

Loew's State (3,500 seats; average

\$25,000) moved up a notch to \$27,000 for Earl Carroll *Vanities* and *Kiss and Tell*, from previous week's \$23,000. New bill (reviewed in this issue) has Jerry Wald ork. Les Arnauts, Lionel Kaye and *Duffy's Tavern*.

Detroit Downtown Biz in Unexpected Holiday Upswing

DETROIT, Dec. 22.—Business at the Downtown Theater (2,800 seats; house average \$23,000) has taken a surprising, if mild, upturn in the face of the annual pre-Christmas slump and the cumulative effect of the General Motors strike. One factor that has undoubtedly assisted a bit has been the closing of the Paradise Theater, playing all-Negro name shows, for two months, with the steady clientele of the Paradise moving, to some degree, to the Downtown.

Star attraction last week was Bob Chester and his ork, rated as a hometown boy. Band grossed 25G, a little better than Russ Morgan the previous week, and distinctly better than recent averages. Picture was *Life With Blondie*.

Currently, Louis Armstrong, who should be rated as a top attraction for this spot with his rep in the hot music field, is grossing \$27,000, only slightly better than the previous week, but still indicative of the upward trend. Picture is *The Man From Oklahoma*.

Even Circus Won't Pull 'Em In; L. A. Orph Hits Fair 20G

LOS ANGELES, Dec. 22.—A stretch of California heavy dew plus pre-Christmas shopping will trim Polack Bros.' Circus b.-o. draw at the Orpheum (2,100 seats) down to a fair \$20,000. Polacks are playing this house for a two-week stretch.

Appearing are Hubert Castle, the Anteleks, Bobo Barnet, Mabel Stark, Power Elephants, Black Horse Troupe, Marie and Her Pals. Pic is *Trigger*.

Eddie Heywood last week got a \$21,300 b. o. Others on stage included Gerald Wilson, Mabel Scott, Will Matsin, Dick Gray. Pic was *Tiger Woman*.

Philly Earle Sags to \$16,500 As Santa Gets Payees' Dough

PHILADELPHIA, Dec. 22.—The pre-Christmas shopping season has been rough on the box office at the Earle Theater (3,000 seats; prices, 45c to 95c), where a mere \$16,500 turned up in the tills for the week ended Thursday (19). House features six days of vaudeville, starring Clyde Lucas's orchestra, Louise Douglas, Al and Connie Fanton, Herb Shriner, Hank Shank, and the Modernaires with Paula Kelly. Screen filled in with *Divorce*.

San Fran Golden Gate Takes Pre-Holiday Nosedive to 27G

SAN FRANCISCO, Dec. 22. — Pre-Christmas week caused a heavy slump, Golden Gate (2,850 seats; prices, 45 to 95 cents; average, \$32,000) grossing \$27,000 for week ended Tuesday (18).

Stageshow had Carmen Cavallaro and his ork, featuring Gloria Foster, Eddie Cochrane, Frank Payne and Harold Barry with Collette. Pic was *Man Alive*.

AGVA 30, 36-Show Standard OK'd; N. Y. Chains Pay Extra

(Continued from page 33)

AGVA is going to do with it, according to Matt Shelvey, head of the union.

New pact—which remains only to be put in legal language, says Shelvey—calls for a double system of termination points as the determinants of where the extra bucks shall fall. First category is the group of acts booked in for \$750 a week and under. This bunch of performers is to work up to 30 shows weekly. Additional shows are to be rewarded at the rate of 1/30 of the weekly stipend per extra performance. Second category is the group of acts working for \$750 weekly to \$1,500. Acts in this division may work up to 36 shows weekly. Extra performances bear the rate of 1/36 per added show.

Over \$1,500 Not Covered

There is no provision for a stopper on performances by acts getting over \$1,500. Shelvey says that the type of act commanding a price-ticket topping \$1,500 is well able to make its own terms as to number of shows and dough and, therefore, doesn't need the protection of a playing sked with extra compensation features. However, the union head said that any flagrant abuse can be taken up with AGVA for adjustment.

There is a third termination point in the new agreement, one intended to compensate for the kind of inequity that would result from a situation where an act getting, say \$700, would collect for shows over 30, while the act pulling, say \$800, would have to do six more shows for his \$100 weekly pay difference before he hit the dividend system.

Here's the Gimmick

Way the gadget works is this: As soon as the \$700 act mentioned above reaches over \$750, via extra payment for extra shows, he automatically moves into the 36-show bracket and stays there. That is, if he receives, say another \$150 for three shows extra worked over his original 30 and thus achieves a figure of \$850 (that is to say, over the stop-point of \$750) he must work three more shows (total of 36 altogether) without any more extra payments.

Theory back of this is, that since the \$700 act has put himself into the \$850 category by virtue of added-show payments, he is now on a competitive footing with the act originally getting \$800 and should not be able to draw additional dough while the second guy gets nothing more. Shelvey says there will undoubtedly be squawks until the acts accumulate experience with this gimmick but says the two parties concerned—union and theater operators—both believe this system the only fair way to compensate, and says he thinks eventually the thing will work out satisfactorily all around since, in the end, payments will balance out.

Agreement will apply to all the Stem houses—Capitol, State, Strand and Roxy. Chains simultaneously agreed that nabe houses owned or operated by them in the metropolitan area will go on a straight 30-show basis, with all types of acts to be paid for extra performances on a 1/30 basis. Broadway houses are classified Class A de luxe and the 30 and/or 36-show basis applies to them only in Greater New York at present.

Yardstick Applies Elsewhere

Negotiations also yielded an agreement with the chains, states Shelvey, whereby they shook hands on the proposition that the New York yardstick shall be applied to their holdings in other cities where vaude is shown. That is, Class A de luxers elsewhere in the country will be put on the 30 and/or 36 basis, with the same break-points on salaries, while the nabes will be placed on a 30-show sked. Agreements for each of these houses will be worked out beginning January 1 and thereafter, says Shelvey. Reason deal could not be cinched around the table this week is that the chains frequently do not directly control other houses but work thru combines, subsidiaries and so on, and these must be brought into line.

The new pact does not contain a provision for a playing sked for choruses, since only one of the Stem houses dickering with AGVA uses a line. House is the Roxy, and a side-deal is now going forward, as reported elsewhere in this issue of *The Billboard*, for a pact covering the hoofers. Majors agreed, however,

that when and if they introduce lines they will negotiate annexes to the present agreement covering same.

AGVA Ready for Indies

With the majors tucked under its belt, AGVA is ready to move in on the indies around the country, says Shelvey. Union previously had several of them inked to pacts, but these have either expired or have been terminated by the union, said the AGVA topper. After January 1 union will begin seeking pacts providing the same terms as above with such houses as the Oriental and Opera House in Chicago; Adams in Newark, N. J.; Riverside in Milwaukee and Metropolitan in Cleveland (due to reopen soon). Other houses where the union has pacts covering playing skeds will be left alone. These are the smaller indies such as the Howard in Washington, where the union feels stiffer terms might put the house out of competition.

The old Greater New York theaters' pact, which served as the model for similar tickets elsewhere, permitted 36 shows weekly for acts getting less than \$1,000 and set no limit on shows for acts pulling more than that figure. In a relatively short time, says Shelvey, acts around the land will pretty much be working on a uniform standard of \$750 and \$1,500 for 30 and 36 shows respectively.

Pact marks an important step forward in AGVA's general over-all plan to put limits on the amount of time required from acts without extra dough being shelled out by operators. It also has subtle implications for the union's long-range objective for time limits in regard to nitery operations.

This week's agreement leaves the Music Hall the sole exception in relation to AGVA. Rockefeller house does not have a contract with the union, altho it books AGVA members for the principal spots in its shows. Shelvey says that after Greater New York pact is wrapped up, AGVA will begin negotiating with the big house.

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Magic

By Bill Sachs

JAY PALMER AND DOREEN scribble from Berchtesgaden, Germany, home of Hitler's famous Eagle Nest, that they will spend the holidays in Vienna and then head back to Paris for a two-week vacation. They are good for at least three more months overseas, they say. Jay and Doreen recently had an offer to go into a new revue in Paris for a six-month stand, but could not get a release from their USO contract. . . . LIEUT. LEE ALLEN ESTES, Safety First Magician of the Kentucky State Highway Patrol, in a visit to the magic desk last week, reported that he goes to Charlotte, N. C., week of January 20 to play the larger schools and colleges in that sector at the request of the North Carolina State Police. . . . O. K. PROFESSOR



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En Tour
The Hirst Circuit

MAGUIRE, the Irish Hindu magician, is playing schools and auditoriums thru North Carolina. . . . BERNARD THE MAGICIAN, still serving Uncle Sam in Europe, writes from Seeshaupt, Germany, that he is doing his magic in the Third Army area with the *8-Ball Follies*. "However," he writes, "I don't seem to be able to magish my way out of the army." His address is T/5 Earl B. Abrams, 39049861, 2d Special Service Co., APO 403, care Postmaster, New York City. Abrams is anxious to hear from old friends, especially Leon Mandrake. . . . TOM AUBURN, Montreal magicker, is winding up a two-weeker on the Normandian Roof of the Mount Royal Hotel in his home village. . . . PVT. HARRY R. BIRSON (43017242), now stationed with Sq. "B", H.A.A.F., Box 6158, Hobbs, N. M., postals from Waycross, Ga., under date of December 15: "Came here on furlough to visit my father who is playing schools in this vicinity with his magic and marionettes. Also saw Lightning Kirk, cartoonist, at a nitery in Atlanta, and also renewed acquaintance with Karl Cartright, doing his magic with a tent show in the area." . . . ALEXANDER THE MAGICIAN (Gordon Alexander) is hotter than a cowboy's pistol over an item here recently stating that Du Kish is changing his billing in favor of the name Alexander. He fails to state, however, if he plans any action to keep Du Kish from using the Alexander billing. Alexander claims he has been doing magic for 30 years under that title.

GEORGE MARQUIS advises that the "Marquis Show, Presented by Blackstone," bows in Canada January 14, the opening having been postponed by a broken arm sustained by Marquis on a fair date two months ago. The attraction, Marquis says, will be booked by A. & S. Lyons, Inc. (Concert Division), New York, with Jerome H. Cargill the New York representative. Road advance will be handled by J. C. Admire, with Bob Monohan, press rep; June Marsh, secretary, and Alexander Nagy, stage manager. Show will railroad, toting 40 trunks and crates, Marquis explains, with the entire production owned by his mother, Josephine Kelly. Following the Canadian dates, show will invade the States, according to Marquis, with three months in South America slated for late spring and early summer of 1946. . . . MAL B. LIPPINCOTT typewrites from Des Moines under date of December 12: "We have just completed three weeks on the Luke Warm Circuit in Kansas—luke warm water and radiators in the hotels and very luke warm business in the theaters. In fact, we did better during the depression. We attended the annual Iowa Fair Managers' meeting in Des Moines. Highlight of our visit was meeting Bill Morton, spook show operator, who has worked under the Silkina and other titles; Rousa the Magician, who was glad-handing visiting fair men in the Gus Sun Agency suite, and a comedy magician who made a great impression at the banquet. Due to a faulty p.-a. system I was unable to catch his name and by the time I got backstage he had left." . . . MILBOURNE CHRISTOPHER is doing a column of conjuring each month for *Hugard's Magic Monthly*, beginning with the December issue. Christopher infos that half the first edition of his *More Tips on Tricks* is sold, and *Projection*, his latest trick, is now being marketed by Louis Tannen. . . . LENORE WALTER, during her recent engagement at the Showbox, Seattle, was honored by an en masse visit by the town's Magicals and the regular Seattle Magicians' group. "Also had a visit from that magus of the large illusion show who has made quite a name for himself out this way," writes Miss Walton. "I have reference to Mandrake the Magician, who is quite as charming as our comic strip hero of the same name."

Burlesque Notes

By Uno

HIRST CIRCUIT has added another theater, the Grand, formerly Dow's, in Hartford, Conn. Opening date is December 28. Manager is Dave Kayne, and Scarlet Kelly, is first feature. . . . MARSHAN (Marsha Blue) was out of the cast at the Hudson, Union City, N. J., part of week of December 9 due to a cold. Replacing her in the strips was Bobby Parker. . . . CHICK DELMAR, comic, opened at the Liberty, San Francisco, last week. . . . JOIE LAVIS, acro dancer, from niteries, is making her initial appearance in burly with a Hirst wheeler headed by Jack Mann. . . . MABEL BART and Carl Erickson call their new real estate acquisition in Warren, Mass., the Topsy Turvy Farm. . . . PEGGY O'NEIL, the former Mrs. Artie Lloyd, is a singer at the Crawford House, Boston. . . . MARLANE switched from the Hirst Wheel to the Hi-Way Casino, Fall River, Mass., and back again as spot booked feature attraction. . . . HUGHIE MACK, manager of the Fox, Indianapolis, threw a birthday party last week for Mrs. Mack. Attending the fete were Rosemary Lee, Helen Lovett, Pat Powers, Dolores Dawn, Tommy Brice, Cliff Cochrane, Billy Pitzer, Candee and the entire stage crew.

JACK (CHECK) HAYES and Mary Miller have as co-principals at the Rivoli, Seattle, managed by Keith Linforth: Charlie Fritcher and Bozo St. Clair, comics; Joe Miller, Clyde Hodges, Marla, Zandra, Grace Hathaway, Sandra Rae, Vicki, Mimi, and Tanjara, producer. . . . VIC PUREE and Al Baker are a new comic-straight man burly team. . . . ROMANO BROS. have split. Each now doing a single, one as Freddie Romano and the other as Senor Cortez. . . . ED-DIE SKOLAK'S new show at the Follies, San Francisco, has Alice Mason, Lena Wynn, Jacquelyn McSween, Mary Miller, Jean Webb, James Pierce, Kitty Carver and Bunny Bare. . . . HELEN MCCREE returned to San Francisco after 10 weeks at the Star, Portland, Ore. . . . JOE

FREED'S recent passing, along with Harry (Shuffie) LeVan and Earl Kerns, all in the same week, removed three comics from burly. And only the week before, the deaths of Jack Garrison and Charlie Edwards, exited two of the best known of old-time house and road-show managers. . . . HELEN BRIDE, who left show-girl ranks for a commercial career, is back in burly, this time as a talking and stripping principal with the Walter Brown unit on the Hirst Wheel.

HOLIDAY GREETINGS TO ALL



M
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THE TEXAS GLAMOUR GIRL
Featured on the
HIRST CIRCUIT

Holiday Greetings ROY (DARROL) DAVIS

COMEDIAN
EN TOUR HIRST CIRCUIT

Holiday Greetings

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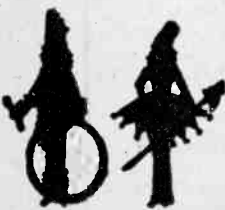
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BILLION DOLLAR BABY

(Opened Friday, December 21, 1945)

ALVIN THEATER

A musical play by Betty Comden and Adolph Green. Lyrics by the authors. Music by Morton Gould. Choreography by Jerome Robbins. Directed by George Abbott. Settings by Oliver Smith. Costumes by Irene Sharaff. Musical director, Max Goberman. General manager, Charles Harris. Stage manager, Robert Griffith. General press representative, Karl Bernstein. Presented by Paul Feigay and Oliver Smith.

Ma Jones.....Emily Ross
Pa Jones.....William David
Esme.....Shirley Van
Neighbors.....Maria Harrington,
Edward Hodge, Howard Lenters, Douglas Deane, Helen Gallagher, Beverly Hosier
Champ Watson.....Danny Daniels
Photographer.....Anthony Reed
Reporter.....Alan Gilbert
Maribelle Jones.....Joan McCracken
Newsboys.....Douglas Jones, Richard Thomas
Master of Ceremonies.....Richard Sanford
Miss Texas.....Althea Elder
Georgia Motley.....Mitzl Green
Violin Player.....Tony Cardell
Jerry Bonanza.....Don De Leo
Dapper Welch.....David Burns
Rocky Barton.....William Tabbert
Cigarette Girl.....Jeri Archer
Walter.....David Thomas
M. M. Montague.....Robert Chisholm
Marathon M. C.....Allan Gilbert
Chorines.....Joan Mann,
Lorraine Todd, Virginia Gorski, Virginia Poe, Helen Gallagher, Maria Harrington
Comic.....Douglas Deane
Danny.....Tony Gardell
J. C. Creasy.....Horace Cooper
Art Leffenbush.....Eddie Hodge
Rodney Gender.....Richard Sanford
Watchman.....Robert Edwizr
Rocky (who dances).....James Mitchell
Policeman.....Howard Lenters

DANCERS: Jacqueline Dodge, Helen Gallagher, Virginia Gorski, Maria Harrington, Ann Hutchinson, Cecille Mann, Joan Mann, Virginia Poe, Lorraine Todd, Lucas Aco, Allan Walne, Douglas Deane, Fred Hearne, Joe Landis, Arthur Partington, Bill Summer.

SINGERS: Peggy Anne Ellis, Jeri Archer, Future Fulton, Lyn Gammon, Doris Hollingsworth, Beverly Hosier, Sydney Wylie, Betty Saunders, Thelma Stevens, Beth Shea, Tony Caffaro, Tony Gardell, Robert Morrissey, Franklin Powell, Anthony Reed, David Thomas, Philip La Torre.

SONGS: "Million Dollar Smile," "Who's Gonna Be the Winner?" "Dreams Come True," "Broadway Blossom," "Speaking of Pals," "There I'd Be," "One Track Mind," "Bad Timing," "A Lovely Girl," "Havin' a Time," "Faithless," "I'm Sure of Your Love."

Last December Paul Feigay and Oliver Smith ushered in a musical hit called, *On the Town*. *Town* is still sticking strong on the Stem. Now, a year later, the Feigay-Smith combo follow-up with another song-and-dancer by the same authors, Betty Comden and Adolph Green. *Billion Dollar Baby* looks set for a longer and even more popular stay than its predecessor. *Baby* rates a niche among the top hits.

There are so many good things about *Baby* that it is well to list them in order not to slight anything. In the first place Comden and Green have concocted a bang-up book to rib the era of bootlegging, gangsters, beauty contests, marathon dances, Wall Street biggies and girly shows. Also, by way of originality they have written in a heroine who is a complete heel thruout, a sort of female *Pal Joey*. She gets her comeuppance, but that doesn't spoil the fun. It would have—if she didn't get it. It is a thoroughly adult scripting job, packing in plenty of comedy along with singing and dancing.

Comden-Green heroine is an ornery little doll, constantly on the make, who will toss over any current gent in order to step into an upper bracket. She gets herself mixed up with gangsters. Takes a run-out to her former boy friend when the going gets hot. Dumps him for a big-time speculator. Turns in the bad boy whom she really loves—if she's capable of such emotion—in order to get hitched to her Wall Streeter. The Wall Street crash hits just as the rice is being tossed, but she doesn't even know she's missed the boat when the final curtain comes down. Authors have sauced the whole with splendid satire. Oldies will roar at their memories of the Frantic Twenties and a younger generation likewise at the gentle gibbing at their elders' salad days.

All of which has given George Abbott a chance to spice up the staging in his best song-and-dancer manner. He keeps the yarn running at a rollicking pace thruout and gets the most out of the comedy situations. Jerome Robbins steps right along with him with the dance patterns. He has wisely kept the ballet down to one big production number in the second act and kept the remainder of the terping in the good old-fashioned heel and toe groove. His results are top flight all the way thru.

Morton Gould's score does full credit to the Comden-Green lyrics, most of

BROADWAY OPENINGS

LITTLE WOMEN

(Opened Sunday, December 23, 1945)

CITY CENTER

Marian De Forest's adaptation of Louisa M. Alcott's novel. Staged by Frank McCoy. Set by United Studios. Company manager, Ray Payton. Press representative, Jean Dalrymple. Presented by Frank McCoy.

Jo.....Margaret Hayes
Meg.....Gloria Stroock
Amy.....Billie Lou Watt
Beth.....Dorthea Duckworth
Mrs. March.....Velma Royton
Hannah.....Georgia Harvey
Brooke.....Clark Williams
Laurie.....Richard Camp
Aunt March.....Grace Mills
Mr. March.....David Lewis
Mr. Laurence.....Harrison Dowd
Professor Bhaer.....Jack Lorenz
The second annual holiday presentation of *Little Women*. The Marian De Forest adaptation of Louisa M. Alcott's young readers' classic, gathered together the March clan at City Center in a series of lackluster tintypes that failed to give breath or life to any of the book characters. Only occasionally did Margaret Hayes's Jo, Gloria Stroock's Meg and Richard Camp's Laurie become real—become the people who have lived in the hearts of Alcott fans.

The fault lay both in the shortcomings of the adaptation, which presents the March family all safe and comfy in their Concord, Mass., living room of the Sixties, and in Frank McCoy's formula direction which throttled pathos and sentiment.

Margaret Hayes's Jo occasionally gave a glimpse of the stormy, ambitious Alcott-Jo who ventured forth to conquer the world. She was hamstrung, however, by the one-set version of the novel, and by direction. Miss Hayes, however, who possesses an unsophisticated Katharine Hepburn quality, was okay to watch, as long as you didn't expect her to be Jo. So at times was Gloria Stroock.

Credit should be given to Velma Royton's Mrs. March, Clark Williams's Proper Brooke, Grace Mills's peppery Aunt March (we could have seen more of her), and Harrison Dowd's Mr. Lawrence—all of whom created these lesser roles in last year's Eddie Dowling-Gus Schirmer Jr. production. The role of ailing Beth smothered the natural vivacity of Dorthea Duckworth, who did an oh-so washed-out, darling-of-the-household invalid. Jack Lorenz's kindly Professor Bhaer was adequate Alcott.

Frank McCoy's *Little Women* isn't the McCoy.

Joe Koehler.

which are specialty numbers. One straight love song, *Bad Timing*, listens well enough for a solid pop play, and several of the laugh-pitch chants, such as *Broadway Blossom*, *Speaking of Pals*, *A Lovely Girl* and *Faithless* pack plenty of merit.

And this brings matters down to the cast. Let it be reported that young Joan McCracken is right off the top shelf as the B. B. B. She rings a Stem bullseye. Her comedy is excellent and her dancing a delight. Mitzl Green, given fine material as a hard-boiled night club chanteuse, also is in the top bracket. David Burns and Robert Chisholm are also in there pitching in parts in which they can sink a tooth. And there is splendid tapping from Danny Daniels and Shirley Van: William (ex-Oklahoma) Tabbert supplies what male love interest there is and puts across his vocals solidly. Feigay, Smith and Abbott have picked a big cast with obvious care and it is right all the way down the line.

Oliver Smith has once more designed the firm's sets and has dreamed up a dozen or more that rate better than his *Town* notions. Sock is an interior of marathon dance hall on Florida pier. *Baby* has got everything it takes for a song-and-dancer. It may not make its backers a billion, but it will shower the coin with the best of them.

Bob Francis.

Halloran Heads CSI Copa Revue

NEW YORK, Dec. 24.—William A. Halloran goes overseas as manager of Camp Shows, Inc., production of *Copacabana Revue*. *Revue* has a cast of 30 and is a streamlined version of Monte Proser's famous night club. Company manager has done overseas duty with the *Pardon Me* unit in the Mediterranean and received special commendation from the army.

DR. HERZL

(Opened December 20, 1945)

YIDDISH ART THEATER

A play by H. R. Lenz and G. Nilloff. Directed by Maurice Schwartz. Music by Joseph Rumshinsky. Settings by H. A. Conde. Stage manager, Lieb Kadison. Presented by Maurice Schwartz and the Yiddish Art Theater.

Reb Israel (a Boyhood Friend of Dr. Herzl).....Yudel Dubinsky
His Grandson (a Lieutenant).....Leib Kenigsberg
Josephine.....Goldie Lubritsky
Anatole Bergson.....Isaac Arco
Dr. Marmorek.....Morris Strasberg
Dr. Theodore Herzl.....Maurice Schwartz
Baron De Hirsch.....Boris Auerbach
Herr Kramer (Secretary to Baron De Hirsch).....Solomon Krause
Berta, Baroness Von Suttner.....Luba Kadison
Dr. Karl Lippe.....Meyer Sherr
Dr. Max Nordau.....Abraham Tefelbaum
Jacob Herzl.....Isidore Casher
Adolph (Valet).....Jacob Levine
Gretchen (Maid).....Jennie Casher
Jeanette Herzl.....Berta Gerstin
Julia Herzl.....Muriel Gruber
David Wolfsohn.....Menachem Rubin
Philip Michael Newelinsky.....Isidore Elgard
William Hechler (a Minister).....Misha Fishson
Franz, Baron Von Bulow.....Michael Goldstein
Kaiser Wilhelm II.....Gustave Berger
Sulasmith Chalutzim.....Charlotte Goldstein
Nechamah Chalutzim.....Celia Liptzin
Moyshe Chalutzim.....Max Tennenbaum
Nechama Chalutzim.....Leo Gold
Shoshana Chalutzim.....Lillian Katz
Basya Chalutzim.....Betty Gismet
Dr. Schnurer.....Max Rosen
An Arab.....Morris Belavsky
Reb Schmerel.....Abraham Lax
Ibrahim Bey.....Meyer Scherr
Sultan Abdul Hamid II.....Morris Strasberg
Masha (a Maid).....Celia Pearson
Wasil (a Servant).....Charles Cohan
Trudi (Daughter of Dr. Herzl).....Isobel Wasserman
Ben Yitzchok Goldberg.....Isaac Arco
Dr. Yechiel Techenoff.....Yudel Dubinsky
Brinsky.....Solomon Krause
Letter Carrier.....Morris Belavsky
Yitzchok Sofer.....Michael Goldstein
Reb Schloime (the Rabbi of Wilno).....Herman Serotsky
Reich.....Meyer Scherr
Chailt (Secretary to Dr. Herzl).....Boris Auerbach
Israel Zangwill.....Leib Kadison
A Nurse.....Lisa Silbert

Maurice Schwartz and his Yiddish Art Players offer for their second production a chronicle play written by two refugees, H. R. Lenz and G. Nilloff, based on the life of Dr. Herzl. Schwartz has missed the ball on this one. Script is obviously a timely propaganda piece pleading the cause of Zionism and as such it should go over, but the play, itself, except for a few moments, never catches fire.

Story uses a narrator who is unrelated to the plot and is brought in at odd moments. Main body of the play tells of Herzl's many pitches to get backing for his scheme of a Jewish national home in Palestine. Audience is taken on a tour of Hungary, Arabia and Switzerland, where the Zionist congress met. Everywhere Herzl is turned down. All the incidents, instead of being created as drama, resolve themselves into harangues for the Zionist cause. The audience was appropriately not stirred. Only in two episodes, the sequence where Herzl pleads with his advisors for the adoption of a plan to settle the Jews temporarily in Uganda, and the last scene where Herzl dies of a broken heart, does the play come to life. Many a nose was blown and many a tear dropped at the tragic finale.

Sub-plot is *Herzl* deals with the domestic difficulties that the founder of Zionism encountered. He was in constant trouble with his wife because he was never at home. It is here that the pew-sitters began to take notice. The few domestic scenes keep the customers on the edge of their seats. Unfortunately, these scenes are few and far between.

The play is unevenly acted by the troupe. Schwartz, himself, playing Dr. Herzl, carries the burden adequately most of the time. Among the others, Muriel Gruber, Yudel Dubinsky, Berta Gerstin, Isidore Cashin and Morris Strassberg turn in competent chores.

Script hasn't enough punch to hold the ducat-buyers. Thruout the play, those tell-tale signs, coughing and whispering, could be heard thruout the house. In addition, the theater, itself, needs a bit of acoustical patching-up so that the audience can hear without straining. Let's hope Schwartz's vehicle doesn't need as much greasing.

Leon Moss.

HOME IS THE HUNTER

(Opened December 20, 1945)

AMERICAN NEGRO THEATER

A drama by Samuel M. Kootz. Directed by Abram Hill. Company manager, Frederick O'Neal. Stage manager, Howard Agusta. Press representatives, Jack Hamilton and Gail Wadro. Presented by the American Negro Theater.

Dawson Drake Sr.Evello Grillo
Rusty Saunders.....Maxwell Glanville
Ann Drake.....Clarice Taylor
Dawson Drake Jr.Elwood Smith

American Negro Theater opens its sixth consecutive season in Harlem with the tenancing of a tidy little theater at 15 West 126th Street—a terrific improvement over the stuffy little library basement of previous years. It is regrettable that the occasion couldn't have been celebrated with a better play. *Home Is the Hunter* is way below par according to ANT standards.

Hunter is a first play by Samuel M. Kootz, commentator on American art and author of a couple of detective novels. Kootz will have to do better, if he wishes to dabble in the theater. All he has contrived this time is a soap box debate between capital and labor which wound up in ridiculous, lurid melodrama. Kootz is evidently of the broad brush school of stage character drawing. The result is a villain so villainously impossible as to be a travesty, a namby-pamby father, a frustrated wife, and a labor leader who is little more than captain of the other debating team. The combo adds up to hardly a moment of belief in any of them and the script merely presents an obvious set of problems without solving any of them—unless you can call the killing off of two or three of the principals a solution. Maybe, in the case of *Hunter*, it is the best solution at that.

Kootz is concerned with the return of a young air force officer after a couple of years on the Western Front. Papa is a garrulous old tycoon who has been running the family factory while the boy has been away. Now son is coming back to run the works while papa retires. Dad has got on very nicely with the hired help and is quite agreeable to negotiate for new and better relations.

Alas, son arrives and instead having licked Nazism appears to have imbibed all the top features of its philosophy. He is sufficiently arrogant, sneering and sullen to out-Nazi the best of them. He is strictly on the make for himself and to hell with everybody else. Up to this point in the premise something could have been done about making a play. However, from there on matters go strictly mello. The lad alienates his wife, rides down his father, and finally kills the gal and the labor leader under the notion that they have been having an affair. The big moment is when papa forces son to give himself up to the police at the final curtain. Son should have been put away early in the first act.

All of this has been painstakingly directed by Abram Hill. Unfortunately, he has not been able to control his villain. Elwood Smith struts, sneers and grimaces and has a high old time of overacting. But the part is so hopelessly overwritten, that perhaps neither one is entirely to blame. Evello Grillo, as papa, keeps much closer to the key, but also needs plenty of workouts before he will make ANT caliber. Clarice Taylor gives the soundest performance of all and Maxwell Glanville gets all that he can out of role of the labor boss.

ANT will doubtless do something good before their sixth season is over. *Hunter* isn't it.

Bob Francis.

Stagehands-LNYT Parley Postponed to Post-Yule

NEW YORK, Dec. 24.—Negotiations due to start between the stagehands and the League of New York Theaters have been postponed until after the holidays. Any wage increase will be retroactive. Move does not lose union gains.

Deckhands are going to plunge for a substantial wage increase and better working conditions. They want premium pay for Sunday shows; daily salary rates to even up, such as changing an \$8.08 to an eight-buck figure and an \$8.78 to a nine-buck figure, and no work to be given out by producers without consulting the union. When work goes out, it steams up the org and makes for jurisdictional disputes between unions involved. Stagehands received a 12 per cent increase in 1944, but cost of living has increased and so will the deckhands' demands.

Out-of-Town Openings

"LUTE SONG"

(Opened Monday, December 17, 1945)

FORREST THEATER, PHILADELPHIA, PA.

A romantic musical play in three acts and 16 scenes. Produced by Michael Meyerberg. Adapted from the Chinese play "PI-PA-KI" by Sidney Howard and Will Irwin. Music by Raymond Scott. Lyrics by Bernard Hanighen. Directed by John Houseman. Choreography by Nimura. Director of music, Fritz Mahler. Scenery, costumes and lighting by Robert Edmond Jones. Press representatives, Richard Maney and Sol Jacobson. Stage manager, Jose Vega.

CAST: Clarence Derwent, Mary Martin, Yul Brynner, Jose Vega, Max Leavitt, Augustin Duncan, Mildred Dunnoek, McKay Morris, Helen Craig, Margaret Matzenauer, Pamela Wilde, Sydelle Sylovna, Blanche Zohar, Mary Ann Reeve, Rex O'Malley, Diane de Brett, Jack Amoroso, Ralph Clarton, Gene Galvin, Bob Turner, Tom E. Williams, Michael Blair, Gordon Showalter, Ronald Fletcher, Lisa Maslova, Lisan Kay, Joseph Camilo, John High, Donald Rose, Walter Stane, Alberto Vecchio, Teddy Rose, and Michael Elair.

When an audience leaves the theater discussing the costumes and the scenery, you have a situation that spells doom for the production. *The Lute Song* is probably the most magnificently costumed pageant of the current season, but the venerable 500-year-old Chinese play on which it is based has no need for modern decoration. The unquestioned virtue of the heroine is the only ornament necessary in this beautiful highly moral tale.

In its present state, it is neither Chinese nor musical comedy but could do better if it were definitely one or the other. Too much of the old has been retained and too little of the new has been added in sufficient quantity and quality. It is merely an elaborate adaptation sprinkled with unnecessary pseudo-Chinese music, a scattering of lively ballets and breathtaking costumes and color which the play cannot support.

Philly Crix Tab

The boys rated this one 75 per cent with only Jerry Gaghan (Daily News) saying "No." The "Yesses" include Edwin H. Schloss (Record), Linton Martin (Inquirer) and R. E. P. Sensesderfer (Bulletin).

The story concerns a scholarly Chinese who leaves home unwillingly to further his career at the palace of the emperor. His patient wife stays home to look after his aging parents, but he's an unfortunate weakling who is trapped by circumstances and never gets back to take over his responsibility. Famine and flood kill his parents and bring his faithful wife to near starvation. A kindly diety points the way for her to rejoin her husband and virtue and goodness triumph over all.

It would be difficult indeed to kid the tale or elaborate on it, but that doesn't do the production much good and as a result it is often ponderous and slow-moving. The Raymond Scott music isn't enough to carry the lulls.

Mary Martin does surprisingly well as the long suffering wife but the role nowhere gives her talents their true full scope. Helen Craig makes a beautiful sensitive rival for the affections of husband Yul Brynner, who gives an interesting portrayal. Augustin Duncan and Mildred Dunnoek are very effective in the roles of Yul's parents.

Maurie Orodenderker.

O MISTRESS MINE

(Opened Thursday, December 20)

TOWN HALL THEATER, TOLEDO

A light comedy by Terence Rattigan, presented by the Theater Guild and John C. Wilson. Settings by Robert Davison. Directed by Alfred Lunt. Manager, Lawrence Farrell. Press representatives, Joseph Heldt and Howard Newman. Miss Fontanne's dresses by Molyneux.

Olivia Brown.....Lynn Fontanne
Polton.....Margery Maude
Miss Dell.....Esther Mitchell
Sir John Fletcher.....Alfred Lunt
Michael Brown.....Dick Van Patten
Diana Fletcher.....Ann Lee
Miss Wentworth.....Marie Paxton

The Lunts began here just where they left off six months ago in London with *O Mistress Mine*, a hit in its American premiere.

Comedy, smart and sophisticated, gives the Lunts ample opportunity to entertain with their own particular brand of comedy. Rest of the cast is well nigh perfect, with young Dick Van Patten

BROADWAY SHOWLOG



Performance Thru Dec. 22

Dramas

	Opened	Perfs.
Anna Lucasta 8-30, '44	558	
(Mansfield)		
Brighten the Corner 12-12, '45	13	
(Lyceum)		
Still trying to make a go of it. Management claims sufficient coin on hand to guarantee another two weeks at least.		
Dark of the Moon 3-14, '45	326	
(46th Street)		
Dear Ruth 12-13, '44	436	
(Henry Miller's)		
Deep Are the Roots 3-26, '45	102	
(Fulton)		
Dream Girl 12-14, '45	11	
(Coronet)		
Drew 100 per cent hat tossing from crix. Yes: John Chapman (News), Willella Waldorf (Post), Robert Coleman (Mirror), Lewis Nichols (Times), Louis Kronenberger (PM), Ward Morehouse (Sun), Burton Rascoe (World-Telegram), Robert Garland (Journal-American), Howard Barnes (Herald-Tribune). Got a tough coin break on first week by having star, Betty Field, out ill from Monday (17) thru Saturday (22). Helen Marcy has been filling in at the lead assignment.		
French Touch, The 12- 8, '45	17	
(Cort)		
Glass Menagerie, The ... 3-31, '45	308	
(Playhouse)		
Hamlet 12-13, '45	4	
(Columbus Circle)		
Charles Gough replaced Booth Coleman on Monday (17).		
Harvey 11- 1, '44	491	
(48th Street)		
Will do 10 shows Christmas week and nine for the New Year's stanza.		
I Remember Mama 10-19, '44	596	
(Music Box)		
Josephine Brown on sick list Saturday (15) thru Wednesday (19). Ruth Sever subbed for her.		
Life With Father 11- 8, '39	2,568	
(Bijou)		
Mermaids Singing, The .. 11-23, '45	28	
(Empire)		
Jane Hoffman and drum-beater Tony Buttitta air-guested with Capt. Tim Healy (WMCA) on Thursday (20). Walter Abel will be guest of honor		

doing exceptionally well as the adolescent imbued with leftist ideas, who tries to lead his mother from her "sinful" ways as the mistress of Sir John Fletcher, minister of tank production. Play is set in wartime London.

Play has many amusing incidents and ends on a happy note, with Olivia accepting a marriage proposal.

As usual, the Lunts dominate the show, which went smoothly despite the fact that rehearsals here were delayed a day when the company, en route from New York, arrived 18 hours late due to snowstorms. Rattigan flew from London to supervise opening night.

Robert Moore.

G.I. Thesps Get OK From Fact Finders

NEW YORK, Dec. 24.—Middle of February will see the preem of an all-G.I. group of thespians at the Mallin studio theater. Dubbed the 44th Street Stock Company, the ex-servicemen have appeared before the fact finding committee of the legit unions (Morrie Seamon is the new co-chairman replacing Solly Pernick) and have been granted substantial concessions. Set-up will have one treasurer, two stagehands, one company manager and thespians to work at the Equity stock arrangement (\$46.50 minimum). Rehearsals have been cut to one week.

Troupe will do revivals twice a month at the 200-seater. Ducats will range from \$1.20 to \$2.40. Group was formed from an Equity Library Theater production of *Golden Boy* which clicked so well that the thespians got the needle to do bigger things. Flacking will probably stress the ex-vet angle. Revivals will stick to good strong comedies or mystery plays.

Company has 10 charter members and has novel arrangement allowing a member to step out of the group if he has a Stem role just as long as he returns at the end of his Broadway engagement. Thesps wanted to do midnight shows but found the idea too hazardous commercially. Leonard Altobell, in addition to being prexy, will do directing for the group. Herbert Walters is the biz manager.

PICK-UP EXPECTED SOON
Sigh of relief will go up from managerial throats when bell rings on pre-Christmas stanza on Saturday. Stem biz has taken its usual, expected beating, and even the sock hits have felt the pinch. Pick-up should start on Monday (17), with town bursting with holiday visitors and coin.
Only one major bow-in this week, "Billion Dollar Baby" (reviewed in this issue). Next week, however, skeeds three: Revival of "Fygallion," with Gertrude Lawrence, and the Theater Guild's "Dunnigan's Daughter" sharing Wednesday (26) date and "Home of the Brave" making its bow on the following night. City Center also gets a two-week holiday revival of "Little Women" (also reviewed) starting on Sunday (23).

	Opened	Perfs.
Carousel 4-19, '45	288	
(Majestic)		
Day Before Spring, The .. 11-22, '45	36	
(National)		
Franz Allers succeeds Maurice Abravanel as musical director on Monday (24). Latter to Australia for a two-month concert tour. Will take up duties again when he returns. Hugh Laing was out of cast Monday (17) thru Wednesday (19). Ronnie Chetwood subbed for his terping chores. Sonja Tyven and Betty Anderson, dancers on sick list Wednesday and Thursday, respectively. No replacements.		
Follow the Girls 4- 8, '44	714	
(Broadhurst)		
Ballerina Jane Arden out of troupe on Saturday (15). Top terps slot has been filled by understudy Jeanne Lewis. Rola Burio will be the permanent replacement beginning on Monday (24). Ross Wyse Jr., who was out on sick list four days, returned to cast on Monday (17). Ernest Goodhart subbed for him.		
Oklahoma! 3-31, '43	1,195	
(St. James)		
On the Town 12-28, '41	414	
(Martin Beck)		
Polonaise 10- 6, '45	89	
(Adelphi)		
Takes to road on January 12.		
Red Mill, The 10-16, '45	79	
(Ziegfeld)		
Odette Myrtil air-interviewed by Judith Allen (WHOM) on Tuesday (18). Eddie Foy Jr. air-guested by Paula Stone (WOR) on same date. Both Decca and Victor are prepping albums of the current production.		
Song of Norway 8-21, '44	563	
(Imperial)		
Up In Central Park 1-27, '45	378	
(Broadway)		
ICE SHOWS		
Hats Off To Ice 6-22, '44	711	
(Center)		

Public School for the Theater Looms as a Real Possibility

NEW YORK, Dec. 24.—Local school kids will soon get a chance to learn thesping, radio, music and dance as part of regular school curriculum. Committee of showbiz union execs is meeting with George F. Piggott, associate superintendent of vocational education, to brain-trust the set-up. They recommend that Maritime Building at 120 West 46th Street be the home of the school. Structure may be partially reconverted to house a theater.

Execs feel that professional training can be had only by those with enough dough and the city has a social as well as a vocational obligation to give talented kids real instruction. Most of the unions (Equity, AFRA and AFM) have given the scheme the green light. Laborites claim that training is a necessity in theater and since none is available in the school system, altho there is a vocational school for music (Metropolitan Vocational) the Board of Education should do the honors.

Course would run four years. Every student would be responsible for the complete org and production of one workshop play before he could get his sheepskin. Proposed curriculum for first year is choral, speaking, pantomime and improvisation, rhythmic movement, folk song and dance, interpretive reading and preparation for plays. Second year has voice and diction, elementary acting, dance movement for stage; survey of radio, legit and television; elementary radio production and theater workshop. Third year brings in make-up, fencing, rehearsal, elementary mike technique, advanced acting, discussion, and history and styles of drama. The last 12 months the students cut their teeth on directing and stage managing, rehearsal, radio workshop, senior production, audition preparation and television workshop. Each period runs 40 minutes. Qualifications for the

teaching staff will be set up by an advisory committee.

School will show in still another way the city's support of legit. If the plan goes thru and is successful it will probably become the model for other cities thruout the nation. Robert Hudson, CBS; George Heller, AFRA; Alfred Harding, Equity, and William Feinberg, of Local 802, are on the showbiz committee conferring with Piggott.

Even Profits Don't Hold Main Stem Houses This Year

NEW YORK, Dec. 24.—The solid and substantial fact that has Stem managers crying in their towels is that unless you have a solid b-o. smash you can't get a theater, and even if you do you won't hold it. Right now there is one house open on Broadway, the Adelphi. Several have shows booked into other houses before the current tenant moves out. Monte Proser and Walter Bachelor closed Ralph Spence's comedy, *Of All People*, for lack of a theater.

Many managers are taking aspirin because in spite of fair gates of around \$15,000, they still have to shake in their boots.

Impresarios of the new shows are dangling luscious terms in front of theater owner's schnozzolas and there's no telling what will happen. And unless some of the legit with these fair gates do bow out, managers will not go into production. The risks are too high. You may be able to pull a good script out of your sleeves but you can't pull a theater out of them.

Showbiz Yuletide Loot Okay; Giving Plenty; Parties Absent

(Continued from page 3)
sonalized by engraved names. There were also glassware, fruit baskets, ties and handy gadgets for both home and office.

The Ridic

However, one flacker dropped from the sublime to the near-ridiculous with his gift of a small program flashlight and accompanying message: "May this light your way and open the doors to lots of clicks in '46." He signed it, too!

Parties were back in full swing this year in both nets and ad agencies, with these fests aimed this year more at individual groups within the organizations than over-all large shindigs. Indies, too, celebrated intramurally for staffs and friends.

Oh, How Wilson Collected!

Niteries, always lavish in their yuletide handouts, certainly didn't stint themselves this year in remembering the boys and gals who did 'em favors (or panned them flat) thruout the year. Again, liquor was the predominant gift, some of the plushier spots, such as the Versailles, giving a case that embraced all types and varieties of giggle water. Billy Rose's Diamond Horseshoe came thru as usual with its annual bird-and-bottle.

However, there seemed to be an effort this year to personalize bistro beneficence, with many press papas getting their divvy in gifts for their kids rather than for themselves; especially the newer paters, whose youngsters were deluged with wooley bears and cuddly toys.

Legit field was coy about telling its gift story this year, flackers trying to brush off the whole business as a lot of nonsense. But, for the most part, Main Stem pilots said their "thanks, pal" with liquor. One flask sent a key critic a case of alcohol for each of his shows—a different brand for each play.

Original touches were noted in the products of the Pemberton and Serlin offices; the former sending out a brace of bottles, one whisky, the other "Harvey" sherry. Serlin, after a vain try to be ultra-original by having glass ash trays with pictures of *Life With Father*, had to be content with six cake boxes of soap with the show title and pix on each cake. *Father* is a clean show.

Backstage Parties Nixed

There were fewer backstage get-togethers this year than in past along the Stem, foremost among such routs being that given by Paula Stone and Hunt Stromberg Jr. for *The Red Mill* cast Christmas Eve. This affair was modeled, as closely as possible, on a similar event for the original cast of the same show 39 years ago. Most of the current cast are Coast folk to whom a white Christmas is just a Berlin tune and Christmas Day just another day in which to get a good sun tan. Many of them, snowbound here, were homesick for California, and the party was thought up as a method of easing the nostalgia.

Life With Father, having had its an-

Christmas Humor

NEW YORK, Dec. 22.—One of the screwiest Christmas cards this season is the greeting sent out by Lew Parker, comic on the *Keep Ahead With Edelbrew* program over WOR, Fridays, at 8 p.m., titled *Forever Hambro*, and printed as a pamphlet, the production carries four blank pages under the heading, "What I Have Learned in 20 Years of Show Business."

Latest rating on Parker's radio show is indicated by an arrow heading downwards, with the note, "This report is being investigated by the FBI, as it is believed to be an underground movement." There's also a reprint of Parker's best notice on his performance in the legit show, *Are You With It?*—a scroll in Chinese reprinted with permission of the Shanghai Racing Form.

Topper: "All profits from this book are contributed to the Society for Aid to Indigent and Homeless Bookmakers."

nual drink fest in November, preferred to omit Yuletide hijinks as usual and concentrate on next year's birthday celebration.

Pubs Pass It Out

Music pubs, great December bestowers, came thru as usual with a flourish, as did the ork leaders and main agencies. Former two groups consistently spend dough for their buddies in the press, and peacetime saw them really loosening up those purse strings.

But, all in all, radio was the top largesse thrower this year and in the end the trade boys fared best of all, for hinterland indies and outlets went far afield to make Christmas 1945 memorable. For example, one indie in the Carolinas which had managed to keep many trade boys smoke happy during the wartime shortage era around Yuletide, this year turned up with an even rarer Dixie product for the holidays—nylons, from factories now converted to making gam covers. MBS also tried to corner the nylon market for gifts this year, and these almost priceless presents became so pop that one web v.-p. tried to muscle in on a couple of pairs.

"What sheet do you work for?" he was asked.

P.S.: He got no hose.

Vogue Disk Lab Burned; Output Is Not Held Up

DETROIT, Dec. 24.—Production of the new Vogue recordings with color will not be delayed by fire which hit the plant of Sav-Way Industries, parent organization, Sunday, according to a spokesman for the company.

Fire, which was attributed to a short circuit, virtually destroyed the record laboratory but loss was confined to technical equipment. Neither the pressing equipment, nor the recording studios, both of which are in separate buildings, were damaged.

The Vogue records, already in production, have progressed to the stage where the loss of the laboratory will not interfere with actual schedules. First disks are slated to reach the market January 1, with the scheduled capacity production of 100,000 records a day expected to be reached early in the year.

Camp Show Hospital Circ a Reality Now

NEW YORK, Dec. 24.—USO has finally decided to feed entertainment to veteran hospitals as predicted in the last week issue of *The Billboard*. Beginning March 1, all veteran hospitals desiring entertainment just have to ask for it from Camp Shows, Inc. Practical problems make it impossible to do the job before but all canceled dates by the army or navy on Victory circuit will be given to the veterans of World War I.

Under the new arrangement, CSI, in addition to shipping its 22 units on the Victory circuit, will add 10 more units for the 97 vet hospitals. Troupes will play on stage or in wards and be mainly concert and variety. Col. Francis R. Kerr, former Special Services exec, has been chosen by Gen. Omar N. Bradley to head Veterans' Administration's newly formed Special Services Division.

Entertainment will be paid for as usual by USO. Org's charter will be amended to include this peacetime service. CSI hopes that new set-up will set the pattern, procedure and method of furnishing amusement for such permanent org that may be created to carry on when CSI is dissolved. CSI is definitely expected to function thru 1946 and possibly 1947.

Radio Gets Civ. Def. Award

NEW YORK, Dec. 24.—Civilian Defense Volunteer Organization late this week, during a luncheon at the Lotus Club, will give a series of awards to radio in honor of the industry's contribution to the winning of the war.

Tele Review

Christmas With Music

Reviewed Sunday (23), 8:15-8:50 p.m. (EST). Style—Baljet and opera excerpts. Sustaining over WNBT (NBC), New York.

Once again it was amateur night at WNBT. There was perhaps more justification for its being amateur night than usual, since it was supposed to be a family at home, entertaining themselves with narration, record spinning and play acting. But here's the rub, it requires superb performances to create the illusion of amateur freshness. There no doubt are many families as stodgy as the one caught by NBC video, played by Joseph Clifford (dad), Fran Lee (mother), Richard Krauss (son) and Dorothea Georgas and Theresa Gulliano (sisters), but they shouldn't permit an ike to waste its time scanning them.

First dad started telling the story of Bethlehem. Rate this zero. Actually, the story of the Christ child can never be rated zero. No matter how it's told, it still brings some of that spinal thrill that's good theater. Then the family found some of their presents 'neath the tree, with the final gift being an album of *Peter and the Wolf*. . . so they played the album, and a group of dance students from the American Ballet School danced the story of *Peter and the Wolf*.

Bob Wade's sets at NBC are usually good. The one for the ballet smelled to high heaven, for Wade apparently forgot his grey scale and dancers faded right into backgrounds all too often. And the masks made for the dancers, instead of helping the idea of most of them representing animals, simply were static and without imagination. Since video must necessarily depend on movement, it's unwise to hide faces unless it's essential. It wasn't this time.

And while the cameras did a swell job of following the dancers, the choreography of Todd Bolender was without air-pic inspiration. A great deal of it was just ugly and what wasn't was simply wasted toeing. . . even the kids in the audience were bored. . . altho the four-to-eight-year-old section audience was held. Since no terp job was worthy of notice, we'll leave the "artists" without finger pointing.

Following the *Peter and the Wolf* album, the youngsters of the "family" entertained their parents with a scene from *Hansel and Gretel*. Bob Wade had a better idea of his grey scale in the sets and costumes for this, but the actors were scared to death, and NBC kindly cut the scanning short and, returning to dad and mother, faded out the live portion of the evening's entertainment.

Credit Warren Wade for a sincere try at doing something worth while with his cameras. . . "A" for effort, "Z" for entertainment is the score.

Judging from NBC's accomplishments to date, *Christmas* is not for television. Of course, this isn't true. It's just that the senior network hasn't thrown in its first team and maybe hasn't opened the money bags enough to give its televiewers "peace on earth to men (and women) of good will."

Christmas With Music was a washout (it actually did wash technically several times). The field is still wide open for bringing the spirit of the season—via video—into the home. Joe Koehler.

Schrafft's & Phone Co. Still Have 'Help Wanted' Segs Out

NEW YORK, Dec. 24.—Help wanted ads are still providing biz for local stations, despite the war's end and factory cutbacks. Typical of the search for specialized workers are the two segs sponsored by Schrafft's and the New York Telephone Company on WNEW's program sked.

Schrafft's has inked a pact for half-minute spot announcements, which started December 18. The New York Telephone Company sponsors a half-hour show, *The High School Hour*, aimed to interest high school kids in working for them after graduation. Short dramatizations emphasizing the glamour of a telephone operator's job have feature spot on show. Al Paul Letton handles Schrafft's account, and Batten, Barton, Durstine & Osborn is the agency on New York Telephone Company.

CBS Pitch for KQW Raises Issue of Web Ownership

(Continued from page 7)

each revenue dollar goes into cost, while 15 years ago the amount was 30 cents. He further asserted that if CBS sales volume dropped to 1941 levels, "We would operate at a substantial loss."

Commissioner Denny, whose vote may determine whether or not CBS gets KQW, was concerned over whether or not FCC has the responsibility to keep the networks on a near-competitive basis. He wondered if the commission would have to grant other networks as many as eight stations, and just where the line should be drawn between "too few and too many" network-owned stations. Denny later asserted that he would "suppose" that FCC might grant a network additional stations to pull it out of red operations.

Net Ownership Tendency Down

Kesten argued that network holdings should fluctuate with the size of the field, that CBS operations increase rather than reduce competition, and that the radio industry "needs the backlog of stability that station ownership provides." Denny, referring to the limitation of network ownership of six FM and 5 television stations, quoted from FCC's 1941 report on chain broadcasting that commission policy was slanted toward reducing the number of web-owned stations.

Arguing station-ownership as a revenue producer, Kesten asserted that the wartime peak of radio sales is past and that 1945 profits would show up less than 1944. Radio is going back to "normal" demand in program sales, which will be higher than pre-war. Television development over the next three to five years will produce annual losses up to \$5,000,000, he predicted, and CBS will want to sink "a couple million more."

300G on Programing

Should CBS get KQW, net would pay \$950,000 and wouldn't expect any profit for a year to 18 months. CBS is well heeled with the \$1,505,000 it got from the forced sale of WBT, Charlotte, N. C., and it plans to spend \$300,000 on KQW's programing, whereas the present owners spent \$150,000 to \$160,000 last year, showing profits of \$146,000 before taxes. Highlight in CBS's KQW program plans is a public service program mid-way on the premium 6 to 11 p.m. seg.

Denny, at the hearing, took opportunity for another blow at commercial excesses, calling it a "dirty trick on the listeners" for radio stations to sell a whole hour of radio time with advertising at the beginning and end and have someone "sneak in" with an extra plug during the 30 second station break. CBS men countered that with 25 to 30 seconds "dead air," listeners were always phoning to find out what had gone wrong.

Sked Radio Religious Meet

CHICAGO, Dec. 22.—A three-week workshop at the University of Chicago next summer, will be launched to examine radio as a vehicle for religious education. Director of the workshop will be the Rev. Everett C. Parker, director of the joint radio committee of the Congregational, Christian, Methodist and Presbyterian churches in America.

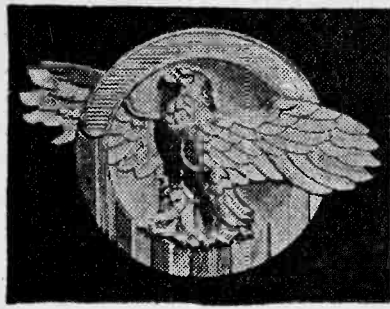
Other staff members include: Albert Crews, production director Central Division NBC; Elinor Inman, broadcast director of religious programs, CBS; Erik Barnouw, instructor in radio script writing at Columbia University, and Daniel Williams, associate professor of Christian theology at the University of Chicago. Main purpose of the workshop is to determine aims and purposes of religious broadcasting in America.

NO TAX EASING

(Continued from page 3)

Most Congressmen, however, feel that if taxes were reduced, the government would stand a better chance to collect more revenue. Over the long run, Congress is expected to lower taxes somewhat and lower the minimum income exemption. Congressional tax planners caution, however, that while taxes may be reduced, they will never go back to the pre-war level. Doughton, himself, stated that he would be surprised if government spending would be less than 25 billion to 30 billion annually, as expected by government fiscal planners. Federal budget of 12 billion in the pre-war years was looked upon as a whopper.

The Billboard's VETERANS' RE-EMPLOYMENT SERVICE



Each week The Billboard publishes this classified directory of honorably discharged veterans who have had experience in show business or its allied fields, or who have talents which may enable them to get into some phase of the amusement industry. There is no charge to anyone for this service. Prospective employers are urged to contact the servicemen whose advertisements appear here direct.

IF YOU ARE AN HONORABLY DISCHARGED VETERAN AND HAVE SHOW BUSINESS QUALIFICATIONS OR EXPERIENCE HERE'S HOW YOU MAY AVAIL YOURSELF OF THIS SERVICE.

Write The Billboard's Veterans' Re-Employment Service editor (1564 Broadway, N. Y. 19, N. Y.) a letter, carefully stating all the following information:

- (1) Full name, age, address and telephone number (if any).
- (2) Working experience (if any) before entering armed forces. (Do not list amateur show business experience.)
- (3) Names and addresses of employers for whom you worked before entering armed forces.
- (4) Branch of armed forces in which you served, and date of discharge.
- (5) Work done in the armed forces which may help qualify you for show business job you seek.
- (6) Education (state fully, by years in grade school, high school and college).
- (7) In which show business field would you most prefer to work?

- (8) What specific type of job would you prefer?
- (9) What salary would you require? (You need not state this, if you do not choose to.)

Mail the letter containing all the above information, together with a photostatic copy of your honorable discharge papers, to the editor at address stated above. If the copy of your papers is not included you will not be eligible for this service.

The information supplied in your letter will be rewritten into a classified advertisement and run in the first available issue in these columns. The Billboard would appreciate it if, after your advertisement appears, you would write the Veterans' Re-Employment Service editor, each week, stating whether you have secured a job, or whether you would like your advertisement continued. There is no charge or obligation of any kind entailed in this service.

ACTOR: Red Cross shows while in army. Limited pre-army exp. Seeks opportunity legit, radio, musicals. Alexander Tanous, Box 379, Elm St., Van Buren, Mo. 230/11/24

ACTOR: American Academy of Dramatic Arts. Provincetown Theater group; road tour, "Uncle Tom's Cabin." Actors' Equity Assn. Interested legit, \$75 starting salary. Arnold J. Mirante, 268 Watching Ave., North Plainfield, N. J. 238/12/1

ANNOUNCER, 31; managed Fifth Army AES, Italy. Pre-army chief announcer New York, Ohio stations. Scripter, gabber, jockey shows. Seeks job with goal of programming, management. Excellent references. West Coast, Middle West. Jack W. Ostrode, 2509 Lincoln Ave., Chicago, Ill. Bittersweet 2269. 259/12/13

ANNOUNCER, producer, writer; 38; 12 years' pre-army radio exp. Wrote, presented daily broadcast (WIKK) which included celebrity interviews, commercials, etc. Auditioning, production-children's programs. Set up, operated army radio station. Will travel. Ben Bliss, 1205 Ramona Ave., Lakewood 7, O. 269/12/22

ARRANGER, Sax Man; played and wrote arrangements for dance orks. Has own original compositions. Interested publishing house, dance band. G. M. Bechtel, 3 Superior Court, Lima, O. 241/12/1

ASTROLOGER: Mind Reader, Hypnotist. Prefers night clubs, theater work. References on request. Prof. Ozie Haralson, 350 Clinton St., Macon, Ga. 242/12/11

BAND VOCALIST, 26; pre-army McFarland Twins ork. Toured U. S. Interested radio, night clubs, legit. Starting salary \$75 week. Burt Ennis, 9309 205th St., Hollis, N. Y. Mis 7-2582. 264/12/15

BARITONE, 24; interested radio, legit, night club. With Russ Morgan's band (3 years). Carl Stole, 236 West 52d St., N. Y. C. COL 5-9464. 160/9/29

BARITONE, 29; pre-army with Earl Thompson, Harold Austin, other colored orks. Wants to join dance band. Will travel. Salary \$75 week. Eddie Wilson, 540 Manhattan Ave., N. Y. C. Apt. 3B. 162/9/29

BARITONE, 36; ballads, light classics; soloist and group singer. Detroit radio stations. Detroit Institute Musical Art (7 years). Interested radio; group singer, soloist. Eric Higgins, 5164 North Neenah Ave., care of Barnett, Chicago 31, Ill. Newcastle 7637. 180/10/20

BARITONE, 24; sang with army bands, but no previous exp. Seeks opportunity to prove talent. Interested legit, night club, dance ork. Curt Mohs, 285 Shore Drive, Lynn, Mass. Lynn 3-8200. 199/11/3

BARITONE, army entertainer, seeks opportunity to prove talent. Joe Parenti, 1056 W. First St., Brooklyn, N. Y. 243/12/1

BASS MAN (12 years), club, ballroom, large and small combos. Prefers location outskirts N. Y. C. R. Le Page, 304 W. 88th St., N. Y. C. 182/10/20

BASS VIOLINIST, 28; dance combo, cocktail lounge, radio, theater experience. Navy band. Salary \$100 week (location); \$125 week (travel). Lyle E. Manson, 571 8th Ave., Marion, Iowa. 212/11/10

BOOKING AGENT; bands, night club acts. James E. McClain, R.F.D. No. 1 Motina, Ill. 207/11/10

CHARACTER ACTOR, 25; legit—"Johnny 2x4." Stock—3 years army show narrator. Mutual Network outlet, Lincoln, Neb. Interested radio, legit. Elliot Landsman, 91-01 68th Ave., Forest Hills, N. Y. LA 4-1200. 229/11/24

COMEDIAN; weighs 350 lbs., pre-war exp.; novelty vocalist, band leader. Wants to join established vaude, night club act. All offers considered. Vic Stevenson, 4331 W. Adams, Chicago, Ill. Mansfield 4488. 130/9/1

COMEDY WRITER; situation or gag; fresh slant. Pre-army experience (5 years) radio, movie field preferred. Charles Lee, c/o Business Vocational, 152 W. 42d St., N. Y. C. PE 6-3548. 265/12/15

COMPOSER; musicals, radio shows, specialty numbers. Author-director army shows. Original numbers introduced by Meredith Wilson, Yvette. College, music major Lawrence Coleman, 215 W. 91st., N. Y. C. TR 7-1211. 214/11/10

COMPOSER; 20 years' pre-war exp. free-lance music. Interested writing music for lyric writers. Marion A. Smart, 824 W. Wisconsin Ave., Oak Park, Ill. Euclid 4034-M. 261/12/15

COMPOSER, words and music; college education. Interested musical comedies. Lewis L. Reynolds, 50 Riverside Drive, New York 24, N. Y. 268/12/23

DRUMMER-TENOR; played Hal Kemp's band. Ready and willing to work. Fine equipment. Photos, references on request. Walter H. Roesser, 190-08 80th Ave., Hollis, Long Island, N. Y. Hollis 5-9158. 215/9/29

DRUMMER, double vibraharp; army band (4 years); pre-army small combos, dance orks (10 years). Seeks large dance ork. Union scale salary. Louis Giordano, 1219 63d St., Brooklyn, N. Y. 183/10/20

DRUMMER; 337th AGF band; colored dance and concert ork experience. Seeks dance band. Robert Roberts, 1463 Pacific St., Brooklyn, N. Y. 206/11/10

DRUMMER; "Winged Victory"; air force band, 2 years. Pre-army dance bands. Will travel. Edward Benquiat, 2630 Ocean Ave., Brooklyn, N. Y. 221/11/17

DRUMMER, 38; hotel, ship, club exp. (10 years); Army Spec. Ser. bands; Local 802, AFM; will travel. Top equipment. Harry Green, 3033 Coney Island Ave., Brooklyn, N. Y. 197/11/3

DRUMMER, 28; AAF band (4 years). Pre-army dance orks, combos. Will travel. Starting salary \$65. Julius Fox, 608 Rogers Ave., Brooklyn, N. Y. IR 2-7470.

DRUMMER, 6 years' exp. large dance bands, pit orks. Read all music. Will travel. Roy Duke, Box 52, Middle Village, L. I., N. Y. Havemeyer 8-7305. 247/12/8

EMSEE, comic; 35. Army Special Service show, "The Outpost Parade" (2 years). Entertainment specialist. Interested club, theater work. Prefers Florida. A. D. Smith, Biltwell Hotel, Rm. 62, St. Petersburg, Fla. 234/11/24

EMSEE; interested legit, radio, night club work. Comedy, novelty acts. Pre-army club exp. Johnny Burns, 12 Marshall St., Poughkeepsie, N. Y. 250/12/8

EMSEE, trumpet man; 10 years' pre-army exp. Interested enusee job or joining small band. Sammy Lillibridge, 1602 Sixth Ave., Beaver Falls, Pa. Tel. 2815. 270/12/22

ENTERTAINMENT SPECIALIST, 40; tenor soloist, dramatic reader; broadcasting, WMCA, WNEW; sang with Deep-River Boyd, E. Bessinger's singing-dancing waiters (Hotel New Yorker). Seeks work radio, concert field. James Willis, 4209 West Evans Ave., St. Louis. Jefferson 3511. 201/11/3

GUITAR PLAYER; 5 years' experience bands, quartets. Army band. Seeks band vicinity N. Y. C. Junius C. Hates, 407 Brant St., Durham, N. C. 192/10/27

GUITAR SOLOIST, 31; club, radio experience (15 years). Interested radio, night club, vaude. Starting salary \$50 per week. John Jaume, 108 E. 121st St., N. Y. C. 262/12/15

GUITARIST; soloist dance orks. Interested radio, club, vaude work Metropolitan area. Ambrose Dato, 431 West 56th St., N. Y. C. 228/11/24

GUITARIST, Spanish electric; 20 years' exp.; colored combos and soloist. Army dance band. Juilliard School. Interested instrumental group; band around N. Y. C. Thomas Francis, 1351 Park Ave., Apt. 4, N. Y. C. LE 4-9254. 254/12/8

HARPIST; 18 years' experience dance bands; swings, semi-classics, solos. Seeks large or small combo. Will travel. Starting salary \$75 week. Lester Krumm, 245 W. 69th St., N. Y. C. END 2-3144. 236/12/1

LEAD TRUMPET; 2 years dance bands, combos; interested all fields. Roger Moizan, 531 West 179 St., N. Y. C. 194/11/3

LYRIC TENOR, 27; passed NBC "Welcome-Home Audition Test"; classics and popular; army entertainer, band and radio; pre-army; WELL, WNAB guest appearance; sang with Bridgeport Symphony. John Carstairs, Bldg. 7, Apt. 49-A, Success Park, Bridgeport 8, Conn. 172/8/11

LYRICIST; will collaborate with music writer on novelty and specialty numbers. Seeks permanent association. Arthur Pesant, 74 Post Ave., N. Y. C. 34 LOU 5835. 237/12/1

MAGICIAN; 4 years army entertainer. Interested carnivals, vaude, fairs, etc. Henry Rohlen, 52 S. Oxford St., Brooklyn, N. Y. ST 3-0881. 223/11/17

MAGICIAN, 28; pre-army club, theater, circus, carnival exp. (5 years). Army entertainment specialist; worked with Janet Blair, Jane Withers. Interested club, theater, USO unit. Willing to go overseas. Robert Jones, 176 Mt. Ave., Ashland, Ore. Tel. 3966. 248/12/8

MANAGER, orchestra, entertainers; name acts (15 years exp.); Local 802. Wrote columns for leading magazines. College ed. William B. Davis, 521 Eastern Pkwy., Brooklyn, N. Y. 267/10/20

MECHANIC; 6 years' experience servicing pin-ball electric-eye guns, arcade machines, all types. Ambitious. Prefers metropolitan area. Irving Barnovsky, 6919 178 St., Flushing, L. I. Republic 9-2799. 235/12/1

MECHANIC, 29; vending machine, phonograph mechanic, adjuster; 10 years experience. Will travel. David Orowitz, 8404 Bay Parkway, Brooklyn, N. Y. BE 2-0232. 257/12/15

MOTION PICTURE theater mgr.; legit background, U. S., abroad; actor, mgr., director exp. Bert Kaye, 174 West 81st St., N. Y. C. TR 4-7713. 200/9/20

NOVELTY MAGIC ACT; night club, theater exp. Interested club, vaude. Wm. Robert McGowen III, 1332 Granville Ave., Chicago 40, Ill. Sheldrake 3407. 272/12/22

ORGANIST; theater and club experience. Army entertainer. Conservatory of Music (3 years). Interested night club, lounge, radio, theater. Maurice J. Lee, 397 Beaver St., Connecticut. O. 240/12/1

ORGANIST, 39; theater, night club exp. Conservatory of Music (3 years). Army shows; interested radio, lounge, vaude. Maurice J. Lee, 397 Beaver St., Connecticut. O. 274/12/22

PIANIST, ARRANGER; complete music background. Army Special Service shows (3 years). Seeks steady employment—theater, radio. John Strauss, 457 W. 57th St., N. Y. C. CI 6-4917. 245/12/8

PIANO SOLOIST, 29; 8 years dance bands, hotel and club experience; classic and pop; can transpose. Interested hotels, clubs, winter season Florida. Robert Nerino, 329 E. 51st Street, New York City. PL 3-2137. 148/9/22

RADIO ANNOUNCER, 34; wrote, produced, directed, acted army overseas shows, E.T.O., AFN radio shows; 2 seasons Henry Bros. (pre-army). Seeks radio opportunity. Chicago vicinity. Jack E. Wolf, 4520 N. Clarendon, Chicago, Ill. Long Beach 8600. 134/9/22

RADIO ANNOUNCER; army Spec. Ser., announcing, acting, newscasting; 2 years pre-army exp. Ed Falcin, 2636 Hillcrest Drive, Los Angeles, Calif. PA 5556. 157/9/29

RADIO ANNOUNCER; 26; passed NBC "Welcome Home" audition; radio mechanic in army. Will travel. Prefer station around N. Y. C. Wm. Kreuzinger, 126 W. 4th St., Plainfield, N. J. P16d 6-10417. 191/10/27

RADIO ANNOUNCER, 37; legit actor (4 years) announcer Ford show World's Fair; WGH, ABC. Special events broadcasting in army. Seeks radio station N. Y. area. Robert O'Donovan, 917 Ogden Ave., N. Y. C. JER 8-1769. 198/11/3

RADIO ANNOUNCER, 27; 3 years' staff announcer; actor, narrator, special events broadcasts. Albert Guggenheim, 1004 W. Vine St., Champaign, Ill. Call collect 9-886. 246/12/8

RADIO ANNOUNCER, actor; writing ability. Seeks job with a future. Arthur Danziger, 20 W. 72d St., N. Y. C. TRA 7-3800. 249/12/8

RADIO ANNOUNCER; pre-army program director, WIBW. Director, producer, announcer army radio station. Wide exp. all phases of radio. Excellent references. Prefer New York area. Earl F. Feeley, Reid Hotel, Topeka, Kan. Tel 3-1515. 271/12/22

RADIO DIRECTOR; been thru mill as writer, actor, singer, prod. Director; 10 years' radio experience. Idea man, college graduate. Top-flight pop music, variety program. Lawrence Wynn, 64 W. 70th St., N. Y. C. SC 4-9319. 203/11/10

RADIO SCRIPT WRITER, 32; specializing in daytime series, half-hour plays. Ad agency copywriter, scriptwriter. Good idea man. Norman Modell, 150-39 Roosevelt Ave., Flushing, L. I., N. Y. Flushing 3-0636. 267/12/15

ROLLER RINK MGR.; managed, reconstructed, worked Chicago Roller Bowl rink, pre-army. John A. Scicchitano, 1516 West Arch, Shamokin, Pa. 165/10/6

ROPE-WHIP ACT; work single or double, prefer double. Rodeo, club, circus exp. Age 31. Fine references; good wardrobe. Jimmie Groves, Elsberry, Mo. 202/11/3

SAX MAN; Army Spec. Ser.; club dates, bands and combos (13 years' experience). Interested small combo. Michael J. Florio, 1005 E. 54th St., Brooklyn, N. Y. 205/11/10

SAX-CLARINET-VIOLIN MAN; AAF band (5 years), theater, concert, dance orks (18 years). Good sight reader. Charles Sherlock, 2225 Ditmas Ave., Brooklyn 26, N. Y. BU 4-9587. 159/9/8

SONGWRITER, 38; words and music. Two songs recorded since discharge, nine pending, six being arranged. D. W. Bush, Arden Lodge, Star Route, Box 24, Orange, Calif. Orange 8719-J-3. 225/11/24

SONG WRITER; wants to join movie staff, legit show; \$100 week starting salary. Lou Citro, 160 Hamilton St., Rochester, N. Y. 260/12/15

SPANISH ELECTRIC Guitar, 38; club and small combo exp. (10 years); \$75 week starting salary. Edward Parreiss, 4406 25th Ave., L. L. City, N. Y. 195/11/3

STAGE MANAGER, 37; pre-army Provincetown Players, Sam Harris, MGM, RKO. Actor, singer, director. Managed William Bradley Studios. Wide exp. All angles legit. Will accept other than stage mgr. to start. William Bradley, 932 1/2 Ogden Drive, Hollywood, HE 6003. 251/12/8

STRING BASS; army band; 10 years pre-army dance orks; small and large combos; \$100 a week starting salary. Domenico Pantalco, 341 W. 45th St., N. Y. C. CIR 6-0680. 224/11/17

TELEVISION DIRECTOR - Producer; stage, screen, radio, tele background. Public relations specialist. Seeks position with advertising agency, radio station. Giles O'Connor, 139 W. 53d St., N. Y. CO 5-8899. 216/11/17

TENOR SAX, clarinet man, 24; led own band, club dates, etc. Local 16, Newark. Glen Forest, 319 Hawthorne Ave., Newark, N. J. WAV 3-0836. 185/10/20

TENOR, 35; radio, club exp. B'way shows. Interested legit, radio, clubs. Edward Heiser, 1225 Eastern Parkway, Brooklyn, N. Y. PRES 4-0837. 106/11/3

TENOR, lyric, classics; lead in Bond Show, "Hi Yank," army band. Pre-army radio, night club, hotel experience. John P. Sprinz, 171 W. 88th St., N. Y. TR 4-9510. 218/11/17

TENOR, 38; colored quartets, 20 years. Will travel; \$50 a week starting salary. Joseph Northern, 303 W. 122 St., N.Y.C. 222/11/17

TENOR SAX, clarinet man; army band. Music student before entering army. Local 802, AFM. Sal Marokita, 310 E. 106th St., N. Y. C. Leghigh 4-1398. 252/12/8

TICKET SELLER, cashier, 34; amusement parks, carnival exp. (12 years). Prefers road show. Harry Koretsky, 294 Riverdale Ave., Brooklyn, N. Y. 187/10/20

TRUMPET MAN, 1st and 2d; double on accordion; pre-army club and theater dance band exp. Seeks connection with traveling ork; pref. West Coast. Conscientious, dependable. L. A. Local 47. Albert R. Stava, 1732 W. 48th St., Toledo, O. 179/10/20

VENTRILQUIST; harmonica, imitations. Maurice Evans Group in Pacific (2 years). Pre-army vaude, clubs (7 years). Starting salary \$150 week. Edward Shulman, 2939 Ocean Ave., Brooklyn, N. Y. 263/12/15

VOCALIST, 19; seeks radio job. Limited experience, fine potentialities. Harold W. Rode, 21 Harrison Ave., Rockville Center, N. Y. Phone 1747. 219/11/17

VOCALIST, seeks opportunity with small band or combo. Ralph Caccipuoti, 262 12th St., Brooklyn, N. Y. 220/11/17

VOCALIST, 24; baritone, morale shows while in USMC; personality, good appearance. Joseph Loschiaro, 240 Cedar Lane, Closter, N. J. Closter 1258. 120/9/8

VOCALIST; Army morale shows; night club experience. Seeks radio or dance band. Marvin George Kuhn, Box 314, Creston, O. Tel. 3292. 210/11/10

VOCALIST, 22; baritone. Pre-war Fred Waring's collegiate chorale. Jazz, pop, classics. Seeks band, radio, theater. Will travel. Photo on request. Herbert Warner, 3058 Brighton 14th St., Brooklyn, N. Y. 227/11/24

VOCALIST; Army Special Services entertainer, master of ceremonies, arranger. Prefers radio, motion pictures. Charles L. McAmish, care of General Delivery, Granite City, Ill. Tri-City 1368J. 231/11/24

VOCALIST, Impersonator, Actor; army morale shows. Pre-army club experience. Interested club, theater. Fred H. Keffler, Ferguson Road, Dunbar, Pa. 238/12/1

VOCALIST, 24; marine bands; Australian Broadcasting Co. Pre-marine night club, dance band exp. Seeks featured vocalist spot with band. Dick Saks, 14 Fourth St. S. E., Washington. Franklin 3225. 253/12/8

VOCALIST; theater, club, radio experience (10 years); trio, duet, solo work. Interested small combo, lounge work. Howie Mallen, 5726 S. Green St., Chicago, Ill. Wentworth 3684. 258/12/15

VOCALIST, novelty, ballad, 28; Army Special Services; pre-army night club experience; band vocalist (4 years). Will travel. Bob Marsh, 207 Van Sicken Ave., Brooklyn 7, N. Y. AP 6-9811. 266/12/15

THE FINAL CURTAIN

ASH—Theodore, former press agent in Philadelphia and Hollywood, in Philadelphia December 14 after a long illness. Services in Helwig's Funeral Home, Philadelphia, December 17. Surviving are two brothers and a sister.

BAKER—Arthur D., 76, father of Tom L. Baker, manager of Baker United Shows, at his home in Sheridan, Ind., December 10. In addition to his son, Tom, he is survived by his widow and six other children.

BRADY—A. W., 62, executive assistant of Woodside Park, Philadelphia, December 7 at his home in that city after a three-week illness. He was associated with Woodside for 20 years and at the time of his death was purchasing agent for all its merchandising booths and stands. Previously, he was employed at Fairmount Park, Philadelphia, for 30 years. He also took an active part in the National Association of Amusement Parks, Pools and Beaches. His widow, Stella I., a daughter, a brother and a grandson, survive. Services in Philadelphia December 11, with burial in Arlington Cemetery there.

In Loving Memory of My Dear
Husband and Father
GEORGE J. BAKER
Who Passed Away
December 26th, 1944
MRS. IDA P. BAKER AND CHILDREN

BREED—Mrs. Hazel, 49, who trouped with her late husband, Henry Breed, with the Reading and Page Bros.' shows and the Downie Bros.' Circus, of pneumonia in Davis County Hospital, Owensboro, Ky., December 12. Interment in Rose Hill Cemetery, Owensboro.

CARDONA—Rocco, flutist and clarinetist, in New Orleans. One of the organizers of the city's Musicians' Union local, he played in Loew's State ork and other theater bands and with symphony orks.

COHEN—Mrs. Anna, mother of Harry Meyer Cohen, Pittsburgh concessionaire, at her home in that city December 14 following a lengthy illness. Also survived by her sons, Louis, William and Samuel, and daughters, Mrs. Sarah Shenker, Mrs. Ben Browdie and eight grandchildren. Services at Blank Bros.' Funeral Home, Pittsburgh, December 16.

DEWEY—James, 50, general agent for Mills Bros.' Circus, December 17 in Winston-Salem, N. C., of pneumonia. Previous to joining Mills Bros. four years ago, Dewey was with Russell Bros., Lewis Bros. and 101 Ranch shows, and at one time was a boxing promoter in Milwaukee. He was a veteran of World War I and a member of the American Legion, Veterans of Foreign Wars, Disabled War Veterans and Showmen's League of America. Services December 20 in Waukegan, Ill., with burial in the North

E. F. Stevens Jr.

Edwin Felps Stevens Jr., 44, executive vice-president and general manager of Decca, died suddenly on December 20 at his home in Scarsdale, N. Y., after a heart attack. Stevens was one of the founders of Decca and had served as executive vice-president since its organization in 1933.

Born in New Orleans, Stevens entered the trade when he took a job in the phonograph and radio department of Brunswick-Balke-Collender Company. Successively he served in the St. Louis sales department, as manager of the branch, and as general sales manager in Chicago.

He next joined Columbia Phonograph Company as vice-president in charge of sales and general manager, from where he left to help found Decca. Stevens was not only a director of Decca, but also executive vice-president and director of the Decca Distributing Corporation, the Brunswick Radio Corporation, the Northern Music Company, the Sun Music Company and the Clarence Williams Music Company. He was also vice-chairman and director of the World Broadcasting System, Inc.

He is survived by his widow; a son, Edwin F. 3d; two daughters, Susan Mary and Sarah Jane, and three sisters, Mrs. F. S. Houwink, of Rockville Center, N. Y.; Mrs. W. J. Taylor and Mrs. R. W. Hoffman, of Kirkwood, Mo.

Shore Garden of Memories Cemetery there. His widow survives.

EINSTEIN—Abe L., 72, public relations representative for Philadelphia Warners, veteran theatrical publicity man, and organizer of the first Mummies' Parade and a prominent figure in Philadelphia politics for the last 50 years, at his home in Philadelphia December 14 after a three-week illness. In his earlier years, Einstein was a dancer and later became entertainment and theater editor of the old *The Philadelphia Item*. Between 1910 and 1929, he was publicity and advertising director of the old Stanley Company of America and First National Pictures. When the Stanley interests merged with Warner Bros. in 1929, he became public relations representative and held the post until his death. Services at Adath Jeshurun Cemetery, Philadelphia, December 16. Surviving are his widow, Mabel; a daughter, three grandchildren; a brother, Aaron, and a sister, Mrs. Leon Leopold, who is a sister-in-law of stage star, Ed Whynn.

EISENBERGER—Severin, Polish pianist, following a heart attack at his home in New York recently. He had appeared with symphonic and chamber music groups in this country and in Europe and had been a faculty member of the Cincinnati Conservatory of Music for 10 years prior to 1944. Survived by his widow, Edith. Interment in New York.

EMMERT—Merton, 32, farm editor and announcer of Station WOAI, San Antonio, of a self-inflicted bullet wound, in his room in that city December 13. He was formerly assistant farm director of WLW, Cincinnati. Survived by his widow and three children in San Marco, Tex. Interment in Manhattan, Kan.

ERDLITZ—Richard (Eck), 49, circus fan and member of the coaching staff at Northwestern University, Evanston, Ill., following a brief illness in Miami Hospital, Miami, December 12. Survived by his widow, Margaret; a daughter, Mrs. Mary Crowell, Miami; a son, Richard Jr., Philadelphia, and 10 brothers and sisters. His widow and daughter are former Ringling circus performers. Interment in Menominee, Mich.

FANN—Roy, for 16 years a member of the J. J. Page, C. D. Scott and Johnny J. Jones shows, December 22 in Johnson City, Tenn.

GERSON—Felix Napoleon, 83, critic of drama and music, at his home in Philadelphia December 13. Services December 16 at the Chelton Hills Crematory, Philadelphia. Surviving are his widow, Emma; two daughters and three sons.

GOLDEN—Lou, 45, manager of RKO-Orpheum Theater, St. Paul, for 11 years, December 4 in St. Joseph Hospital, St. Paul, following a three-year illness. Taking over the Orpheum, a consistent money-loser, in May, 1934, he initiated several policy changes, worked out an agreement with union musicians and put the house on paying basis. Survived by his mother, Minnie. Masonic rites December 6 in St. Paul, with burial in Acacia Memorial Park Cemetery there.

GUSSETT—Edgar A. (Eddie), 43, concessionaire, in Broadacres Sanitarium, Rome, N. Y., December 15. He had been with the Prell, World Fair and Endy Bros.' Combined, Harry Heller, Acme and other shows. Survived by his widow, Katherine. Interment in Forest Hill Cemetery, Utica, N. Y.

HALL—Mrs. Mary, 68, dresser at Keith's Theater for 40 years during the days of vaude, December 8 at Philadelphia General Hospital after a long illness. Services at Holy Cross Cemetery, Philadelphia, December 12. Surviving are two sisters and a brother.

HAVIER—Jose Alex, 36, film actor, a suicide December 18 in Hollywood. Survivors include his widow, Dorothy, and two children, Irene and Clayton.

HERBUVEAUX—Mrs. Jules, 73, mother of Jules, Jr., program director of WMAQ, Chi, in Chi, December 10. Husband, two sons, two daughters survive.

HILL—Leona McAuliffe, 31, singer and dancer and wife of George B. Hill, comedian, in Honolulu December 16 after a brief illness. She and her husband had been appearing in Hawaii with the E. K. Fernandez show. Services at Cathedral of Our Lady of Peace, Honolulu, December 18, with interment in Diamond Head Memorial Park. Surviving are her husband and two sisters, Mrs. Laverne Darrus and Lorraine McAuliffe, both of Chicago.

HYATT—Capt. Roy L., 67, owner and operator of the Water Queen Showboat

for 30 years on the Ohio and Mississippi rivers and their tributaries, in Veterans' Hospital, Oteen, N. C., December 9. It was on the Water Queen that Gloria Swanson, screen star, appeared before the cameras in a setting near New Martinsville, W. Va. He was a Spanish War Veteran, Modern Woodman of the World and a Mason. Survived by his widow, Josephine. Interment in Greenlawn Cemetery, Lowell, O., his home for the past 21 years.

INMAN—Belle, of Inman & Knox, vaude team, in Los Angeles, on December 9. On the boards for 25 years with her husband, Pete Knox; the last few years, the team did a radio show on WTAM, Cleveland. Husband survives.

JENNEY—Truman "Jack," 34, ex-batonwaver and trombonist, after long illness, in Hollywood, December 16. He played net shows after medical discharge. Widow survives.

JONES—Richard M., 53, veteran Negro composer and recording supervisor, in Chicago December 15. He was a member of ASCAP and had written numbers which became popular on race records. Burial in Donaldsville, Ky.

LEWIS—J. C., Sr., 86, former vaude vet and circus acro, in Hollywood, December 14. He did a rube act in vaudeville, billed as Si Plunket. Survived by widow, three daughters—one non-pro, Diana Lewis (Mrs. William Powell) and Maxine Lewis, Singer—and a son, John Jr., radio producer.

LOUBAT—Walter L., 60, prexy of New Orleans Opera House Association, in New Orleans, December 13. He served as prexy of the opera association from time it was formed, three years ago.

LUNN—Joseph, popcorn concessionaire, at his home in Jeannette, Pa., December 15. He had been with the Caravella Amusement Company and prior to that with Bantly's Shows. Interment at Jeannette.

MACKAY—Julia, 83, retired actress, in Philadelphia December 13 after a long illness. Miss Mackay resided at the Edwin Forrest Home since her retirement from the stage in 1929. Born in England, the daughter of actor David O. Stuart, Miss Mackay came to this country in 1879. She played on the American stage as an ingenue, in leading roles and in character parts with E. A. Sotherton, Dion Boucicault, Otis Skinner and Alfred Lunt. She was the first actress to play Isben's *The Doll's House* outside of New York. Services at St. Asaph Church, Philadelphia, December 15. Surviving is a niece, Mrs. Howard Bissell, Winthrop, Mass.

MARINE—Mrs. Sarah, 70, mother of Mrs. Leo Hamilton (Ethel D'Arcy, high act), in Edgewater, Colo., December 7. Also survived by Mrs. Bert Doss and Clarence and Charles Maris, all in show business.

MARINELLI—James, 56, in West Jersey Hospital, Hammonton, N. J., December 13, of a cerebral hemorrhage. Surviving are his parents, a son and two daughters.

MOSICANT—Morris, retired musician, in Graduate Hospital, Philadelphia, December 12, after a brief illness. Mosicant

conducted dance orchestras in Philadelphia for 40 years. Surviving are four sons, Max, a band leader; Benjamin, Robert and Lieut. Charles; three daughters, and four grandchildren.

MOULTON—Robert H., 65, former writer, in Wilmette, Ill., December 10. He began as a reporter on Hearst's *Chicago American* in 1908, switched to freelancing next year. Author of a book, *The Story of Wheat*, and librettos for two musical plays, *A Modern Miracle* and *The Girl of Tomorrow*. He founded Chicago Board of Trade's flack department in 1914. Widow, two sons and daughter survive.

NEFF—Walter J., 52, radio advertising agency exec and industry pioneer, at his estate, Neff Acres, East Otis, Mass., December 9. He entered radio in 1922 in Detroit, later joined WAHG (CBS station) in New York, went to WPCB, then to WOR as announcer. He switched to sales and in 1934 was made sales manager of WOR. In 1938, he opened Neff-Rogow agency, interest in which he sold out last month with intention to retire.

REDFIELD—Mrs. Elizabeth M., 66, concert soprano, in Philadelphia December 13 after a long illness. She was also known in musical circles in Atlantic City and Pittsburgh. Surviving are a brother and five children.

In Loving Remembrance of My Beloved
Husband, Pal and Partner
CHARLES ROONEY
(Riding Rooneys)
Who Departed Dec. 24th, 1936.
"Gone but not forgotten."
MINNIE H. ROONEY

ROCKAWAY—Jack, outdoor showman, at Georgia Baptist Hospital, Atlanta, December 17. He was a member of the Miami Showmen's Association.

SARCHET—James, 14, December 14 at his home in Detroit. He played piano and saxophone in the Sarchet Family Orchestra for several seasons before being stricken with paralysis a year ago. His father, Fred, and two sisters, Jean and Ila Mae, also in the orchestra, survive.

SCOTT—Alma Long, 47, mother of Hazel Scott, jazz pianist, in New York December 13. She was a music teacher and organized, managed and directed a girls' ork.

STANTON—William A., 52, general superintendent of the Kewaunee Manufacturing Company, Adrian, Mich., and former owner of the Stanton & Huntington Shows, recently in that city. His theatrical experience began at an early age when he made stage appearances in a theater owned by his father. At 15 he played stock in Toledo, later going to the Avenue Theater, Detroit, and still later to the Empire Theater, Pittsburgh, where he played juvenile leads with Frank McHugh and Guy Kibbee. Services December 12 in Adrian. Surviving are his widow; two sons, Richard, Kewaunee, Wis., and Frederick, Van Wert, O.; two brothers and two sisters. Burial in Oakwood Cemetery, Adrian.

TOWERS—Eva Mae, 63, vaude vet, in Hollywood, December 8. She had been active recently in USO hospital entertainment.

VIA—Eustace G., 66, owner-operator of Camden Park, Huntington, W. Va., following a hip fracture recently in that city. Survived by his widow, Marie Elizabeth Mills. Masonic services, with interment in Spring Hill Cemetery, Huntington.

WAITE—Luther, billposter, suddenly at Bay Meadows Race Track, San Francisco, recently. He was an old-time billposter and stagehand and a member of the IATSE local at Waco, Tex.

WIGGINS—Mary L., 35, screen stunt performer and headliner with fair thrill shows, a suicide in Hollywood December 20.

WOODWARD—Samuel, secretary and treasurer of the Presser Foundation, the Drama League and Plays and Players of Philadelphia, at his home in that city December 8 after a brief illness. Survived by his widow, Mary.

Births

A daughter to Mr. and Mrs. Paul Phillips in New York November 28. Father is program producer at WCAU, Philadelphia.

A son, Jeremiah, to Mr. and Mrs. Lee Morris in Mount Sinai Hospital, Philadelphia, November 23. Father is motion picture critic for *The Philadelphia Record*.

A son to Mr. and Mrs. Lou Martin in Philadelphia December 5. Parents are the dance team of Martin and Lee.

E. B. Marks

Edward B. Marks, 80, head of New York song pub house bearing his name, died on December 17 at the Nassau Hospital in Mineola, L. I. Marks was born in Troy, N. Y., and started out on the road, selling buttons and novelties.

In 1893 he turned out a song, *December and May*, which sold well, so he went into the pub biz the following year with a necktie salesman named Stern, forming Joseph W. Stern & Co. In 1920, the firm was reorganized as Edward B. Marks Music Corporation.

The company clicked from the start, with such tunes as *The Little Lost Child* and *My Mother Was a Lady*. In 1922, Marks bought *Paper Doll*, but had to wait 20 years before it became a terrific hit.

Marks wrote other songs, including *Teacher and Boy* and *Kadish of My Ancestry*; and two books, *They All Sang* and *They All Had Glamour*.

He is survived by his widow; a daughter, Mrs. Edgar K. Simon; two sons, Hebert E. and Edward B. Jr., and two brothers, Max B. and Mitchell B.

PCSA VICTORY BALL A WINNER

Flames Gut Strates Barn; Loss Heavy

Show Train Undamaged

MULLINS, S. C., Dec. 22.—Fire, believed to have been started by spontaneous combustion, early Friday morning destroyed the tobacco warehouse here in which all equipment of the James E. Strates Shows was stored. Dick O'Brien, assistant manager of the winter quarters, said that no definite estimate of damage could be made at this time, although he admitted the loss was heavy.

Show train, which was stored three blocks from the scene of the fire, escaped damage from the blaze, which spread so rapidly that the building was a mass of flames in 20 minutes.

Three house cars belonging to Smoky Joe DeCaplo, and those of Johnny Yotes and Walter Marks were parked outside the building and were also lost.

Upon receipt of the news at his home in Corning, N. Y., Owner James E. Strates sent word that he was flying here.

No lives were lost and none among nearly 50 employees was badly burned, though several suffered minor burns from fire and scalding.

At Corning, N. Y., where Strates had planned to spend the holidays with his wife and family before going to winter quarters, January 5, Keith Buckingham, member of the show staff for nine years, said the loss was partially covered by insurance.

The entire stock of Doc Hartwick's Wild Life Show was destroyed, according to O'Brien. Two carloads of new equipment had been unloaded and spotted in the winter quarters Friday (21), he said. Fortunately, three rides belonging to the org were shipped to Miami at the close of the season for operation with Endy Bros. Shows.

Macon Op Plans To Take Show on Road

MACON, Ga., Dec. 22.—W. E. (Bill) Franks, who for many years has operated Playland Park here, will return to the carnival fold again in 1946.

With the closing of Camp Wheeler and other war industries and installations here, Franks has decided to return to his former practice of playing Macon lots in the spring and summer, and fairs in the fall.

Frank headed the Franks Greater Shows for more than 10 years. Playland Park, acquired three years ago, has been converted into a large drive-in produce market, operated by commercial interests thru arrangements with Franks, who is wintering on his 1,000-acre farm in Wilcox County, about 100 miles south of Macon.

Franks plans a trip north soon to buy or lease seven rides.

Harry E. Wilson Signs As Majestic Press Agent

SULPHUR SPRINGS, Fla., Dec. 22.—Harry E. Wilson, formerly with the Marks shows, has signed as director of public relations with the Majestic Greater Shows. Show, which is only two years old, will open at Sanford, Fla., January 5 at the Elks-Legion Fair which runs seven days. Following the fair date, the show will have seven weeks in Florida and then head north.

Consisting of 7 rides, 6 shows, a free act, 35 concessions and 3 light towers, the Majestic org, owned by Sam Goldstein, already has seven fairs booked. In addition to Goldstein, staff includes Bob Hallock, general agent; Mrs. Goldstein, secretary, and Maxwell Kane, business manager.



WHEN JAMES A. FARLEY, a likely New York gubernatorial candidate, attended the National Showmen's Association banquet at New York's Hotel Commodore recently, he had a chance to cut up jackpots about his early days in show business. As former exalted ruler of the Haverstraw (N. Y.) Elks, Farley had charge of an annual carnival-circus held on the clubhouse grounds. Joe Rowan, special agent with the Endy Bros.' Shows, was secretary of the club, and Herb Knight usually provided attractions talent. Farley is shown above with Jack Wilson (right), of Cetlin & Wilson Shows, next president of the NSA.

NSA Showers Vets With Yule Gifts

NEW YORK, Dec. 22.—Veterans' Fund of the National Showmen's Association is distributing hundreds of Christmas gift packages to vets in the various hospitals in the New York area.

Under the personal direction of Jack Lichter and Sam Rothstein, a special effort is being made to reach all boys not receiving gifts from their families or friends.

NSA fund has received cash and merchandise gifts from many carnival operators, as well as a donation of 200 packages of candy from the Delight Sweets Company (Lester and Alice Landy) and a cash gift of \$50 from the Vernon Trading Company, thru Jerry Gottlieb.

Cash Millers Go With Endy Bros.

MIAMI, Dec. 22.—Mr. and Mrs. Cash Miller, who operate the Miami Rare Bird Farm at Kendall, Fla., announce that they have signed with Endy Bros. Shows for next season.

The Millers will join Endy's with a newly framed circus side show. Plans call for a modern streamlined 10-in-1 which will load on two wagons, a new type girl revue and a rare bird exhibit which will be framed in a 40 by 60-foot top. Show, it is said, will boast a new idea in fronts, which will be neither banners nor the usual panel.

The Millers, in operating their bird farm at Kendall, boast of more than 1,700 rare birds, many of which will be featured on Miller's show.

Youth Is Sentenced

POTTSVILLE, Pa., Dec. 22.—Peter Kurtz, 17, of near-by McAdoo, who claimed he spent his summers as a human projectile shot out of a cannon at carnivals, was sentenced to the Pennsylvania Industrial School at Camp Hill by Judge Vincent J. Dolton, in Schuylkill County Court. The youth confessed he was the hitch-hiking bandit who held up Charles Kleinsmith, of Hazleton, at gunpoint and robbed him of \$50 and his automobile.

Hennies Goes Out for 118G On 1946 Prep

HOT SPRINGS, Dec. 22.—When the band plays the season opening march next spring, Hennies Bros. Shows will pull out of winter quarters at Birmingham with as fine a trainload of shows and rides as \$118,000 can buy.

Those are the words and figures from Owner Harry W. Hennies here this week. Wintering at his home on Mooney Drive, Hennies recounted item after item in a list of equipment that will be added to the show for its 1946 tour.

Six new steel flats, ordered from the Haffner-Thrill Company of Chicago, are scheduled to be added to the Hennies train. Rides ordered by the show owner include 16-car Octopus and a super Roll-o-Plane from Eyerly Aircraft Corporation, a new Auto Scooter from Lusse Bros., a Flying Scooter from Bisch-Rocco Company; six new light towers from John Courtney & Company, Chicago; a new RD6 Caterpillar from John Fabric Company, St. Louis, and new canvas from the United States Tent & Awning Company, Chicago. Three new fronts and stages for as many shows, Minstrel, Girl Show and Midgets, are under construction, according to Hennies.

The 1946 fair circuit will be opened in July with the Anderson (Ind.) Free Fair, continue with a string of strong State fairs and district events and close at Dothan, Ala., November 3.

Carey Guilty in Lawrence Slaying

READING, Pa., Dec. 22.—Thomas W. Carey, concessionaire, was found guilty Wednesday (19) on a charge of voluntary manslaughter in connection with the death of Sam Lawrence (Samuel Cohen), 60, owner of the Greater Lawrence Shows. Sentence was postponed.

Lawrence was shot fatally when in his trailer-office August 18 at the Kutztown (Pa.) Fair. Carey testified that he shot Cohen in "self-defense" after Cohen had threatened to kill him. The commonwealth said Carey killed

Capacity for 24th Annual

Fete notable by absence of windy talkers — show-defenders exude optimism

By Pat Purcell

LOS ANGELES, Dec. 22.—With the Biltmore Hotel ballroom completely sold out (capacity over 400), the Pacific Coast Showmen's Association staged its 24th annual banquet and ball here Tuesday (18) with a representative gathering of carnival, circus, fair and park men and their ladies from San Diego, Calif., in the South to Portland, Ore., in the North in attendance.

It was truly a victory ball, as these Coast defenders have just completed four years of operation under duress much more trying than was experienced by Midwestern showmen, and they came thru with flying colors. With the black-out days behind them and unrestricted transportation and building activities ahead, they literally took their hair down and went to town.

The grand ballroom of the Biltmore was gaily decorated. Tables were laden with flowers and, as the society writers might put it, the ladies were decked out in their finest. The spirit of optimism prevailed, as pockets up and down the Coast are bulging with folding money and the tourist bureaus report an unprecedented influx of visitors. The future, these native sons and transplanted Easterners declare, is rosy, so the ball just naturally assumed a brighter than normal tinge.

Orating at a Minimum

As the folks obviously were assembled for a good time, Chairman Joe Glacy arranged a program that was marked by its absence of lengthy orations and was featured by a snappy show packed with plenty of talent, topped off by dancing until all and sundry were approximately exhausted.

J. Eddie Brown opened the formal portion of the program by introducing Eddie Bartell, master of ceremonies. Past President Ted LeFors was the first to bow. He introduced President Roy Ludington and presented him with a gold life membership card. Ludington responded with a brief message of thanks to the members and their friends for their co-operation and help, and the introductions were on.

At the speakers' table were Hunter Farmer; John T. Backman, treasurer; Ed Mann, secretary; Jack Hughes, treasurer; incoming officers, including President-Elect Mel Smith and Vice-Presidents Charles V. Walpert, Harry Suker and Bill Hobday. Representing other clubs were Irving J. Polack, Showmen's League of America, Chicago; Sammy Corenson, Showfolks of America, San Francisco; John R. Castle, Heart of America Showmen, Kansas City, Mo., and the writer, National Showmen's Association, New York.

Distinguished guests introduced were Dave Siegel, film producer; Sid Grauman, creator of the famed Grauman's Chinese Theater; Paul Huedepohl, Jantzen Beach, and Baron Long, owner of the Biltmore.

A wreath was placed in front of an empty chair at the speakers' table in memory of Anthony Chantos, PCSA member killed in action in Italy.

Bartell Tops Show

Bartell, a member of the Radio Rogues making his first public appearance since being discharged after a long stretch of military service, handled the program in a capable manner and wowed 'em with his imitations. Others on the sparkling bill were Don and Dolores, Fid (See Victory Ball a Wow on page 72)

Cohen in an argument over a small debt. Carey is liable to a sentence of from 6 to 12 years.

There's A Red One On The Way

Ops Dig Deep To Get Ready

Here's how midway owners size up 1946 outlook—optimism heralds new season

CHICAGO, Dec. 22.—Take it from the men who pay the freight, 1946 will be a red one for America's midways.

They're billing the new year with 24-sheet super forecasts. The bally is on, but good. From Coast-to-Coast, winter quarters ring out with rosy predictions. More to the point, carnival owners are pouring plenty of dough into preparations for the coming season.

Most of these shekels are rolling out of the industry's lush 1945 b. r. Tho loaded with labor, transportation and other painful headaches, past season grosses boomed so high that shows went to the barns with a hatful of moola after the nut—stiff tho it was—was off.

Sigh Relief

To a man, carnival ops breathe a collective sigh of relief as the outlook for manpower brightens. No longer, as one owner put it last season, does it seem likely that "the workmen will be running both the boss and show."

But the broad labor picture, discolored by strikes and potential strikes, still furnishes the single factor that tempers, even slightly, the bright 1946 outlook.

Yet there appears to be a general feeling, discounting wishful thinking, that the strife between labor and capital will ease before the wagons start rolling. (See *THERE'S A RED ONE* on page 72)

L. A. Has Miniature Magic Carpet On Which Sizable Touches Are Cut

LOS ANGELES, Dec. 22.—For the benefit of the brothers of the industry who may succumb to a desire to absorb a bit of California's sunshine, it must be recorded there is a magic carpet in this city which, tho much smaller, is comparable indeed to the famed original in the Sherman Hotel, Chicago.

The Los Angeles carpet is located in the lobby of the Bristol Hotel, where the troupers gather when night falls and it is just a bit too chilly for clattering up the sidewalk in front of the hostelry.

True, the smaller lobby could not accommodate the roaring crowds that gather for an IAFE convention, but the touches cut up are comparable per capita, and are divided with fully as much zest, zeal and eclat.

The wanderer far from home yearning for the lusty conversation of the midway can feel entirely at home in this Clark and Randolph of the Far West, and even once in a while a stray circus fellow wanders in despite the fact his brethren gather at the Hayward, and right now the latter is packed to the

guards with the sawdust trekers as Polack Bros.' unit is housed there for the two weeks' engagement at the Orpheum Theater here.

Ed Walsh, host at the Bristol and a past president of the Pacific Coast Showmen's Association, has the satisfaction of knowing that his miniature magic carpet will outlive the Chicago original, as the lads hit the street when the sun shines, and according to these native sons, it always shines—even when it rains.

Larsen, Trueblood Form Partnership

BATESVILLE, Ark., Dec. 22.—Carl Larsen and Don Trueblood, both of whom have had plenty of experience in the carnival business, announce the forming of a partnership and will hit the road next season under the title of Home State Shows.

"We are getting started on a small scale," Trueblood says. "With any luck we hope to be going for years. As a starter we will only have four rides. We expect to show in Arkansas, Missouri and Iowa. We already have a number of fairs contracted, but we do not, as yet, have any big fairs or celebrations booked," he said.

Larsen for many years was a concessionaire with Pan-American, West Bros., Byers Bros. and Greater Rainbow shows. Trueblood worked in the offices of Byers & Beach Shows and West Bros.' Shows. Prior to that time he was in the advertising business.

PCSA Memorial Impressive Affair

LOS ANGELES, Dec. 22.—More than 200 members of the Pacific Coast Showmen's Association participated in an impressive memorial service at Showmen's Rest, Evergreen Cemetery here, Sunday (16), a golden California sunshine furnishing a sparkling background.

The principal address was made by Navy Chaplain Earl C. Eppert, who also spoke the invocation. PCSA Chaplain Jack Hughes made the introductions, and Mother Minnie Fisher read the scriptures. Past President Ted LeFors placed the Gold Star and made an impressive talk.

President Roy Ludington and President Marie Tait placed the wreaths. Sea Scouts handled the flag-raising ceremony and taps, while a squad from the marine corps fired a salute over the graves.

Mamie Stark, accompanied by Barbara Taylor Kjerulf, harpist, sang *The Star-Spangled Banner*, *Sweet Mystery of Life*, *A Perfect Day* and *The Lord's Prayer*.

Jack Hughes was chairman in charge of arrangements, assisted by Ted LeFors.

Lankford Shows in Barn

MOULTRIE, Ga., Dec. 22.—Lankford's Overland Shows, which closed the season at Barney, Ga., Saturday (15), are in winter quarters here and work already has begun getting things in shape for the opening in February. All new canvas has been ordered.

HOME STATE SHOWS

Booking Shows, Rides and Concessions for 1946. Charley Carpenter, write.

CARL LARSEN or DON TRUEBLOOD
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A BRAND NEW 30-CAR SHOW FOR 1946

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SAN ANTONIO, TEXAS

"TRULY THE NATION'S LARGEST SPRING CELEBRATION"

OPENING APRIL 22 AND CLOSING APRIL 27

AND HELD ON THE MAIN STREETS AND PLAZAS OF THIS TEEMING, THRIVING CITY, WITH ITS 300,000 POPULATION AND HUGE ARMY BASE.

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MIKE KREKOS, LOUIS LEOS, HARRY MYERS



MR. AND MRS. JOE GLACY, MR. AND MRS. EARL O. DOUGLAS



CHARLES WALPERT, JOHN R. CASTLE

at the
P.C.S.A BALL
LOS ANGELES
Photos by SAM ABBOTT



BARRON LONG, SID GRAUMAN, JOHN MILLER



ED MANN, MR. AND MRS. WILLIAM SHERWIN



BOB STEVENS, ELLIS ZEMANSKY, PATRICK SHANLEY, HUNTER FARMER



MR. AND MRS. H. D. BECKER, MR. AND MRS. MILTON COHEN



PAUL HUEDEPHOHL, JOE KRUG



JACK HUGHES, BENNIE SAMUELS



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236 WEST FLAGLER ST., MIAMI, FLA.

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2 Semi-Steel Cars — \$2,250.00 for both.

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Montreal, Canada

CLUB ACTIVITIES

National Showmen's Association 1564 Broadway, New York

NEW YORK, Dec. 22.—Clubrooms are in gay holiday dress, decorated with tinsel, evergreens, Christmas balloons, miniature lights and a ceiling-high Christmas tree, the last named donated by Moe Elk.

Ladies' Auxillary on December 22 will give a Christmas party to a large group of worthy children, all of whom will receive a turkey dinner with all the fix-in's, candy, fruit, gifts and clothing. Ladies will hold an open-house party the same night.

Jack Lichter, chairman of the Veterans' Committee, and Eddie Kalin have been busy overseeing preparation of the hundreds of gift packages which will go to bedridden hospitalized veterans. Each package will contain no less than 11 useful articles.

Outdoor show people were ably represented at a meeting held in rooms of the American Standards Association in the Grand Central Hotel, New York, December 14. Meeting was to formulate and standardize rules and regulations to fit outdoor showbiz. Among others, Max Cohen, secretary of the American Carnivals Association, and Arthur Campfield and Clem Schmitz, the last two named members of the club's board of governors, attended.

New Year's Eve party promises to be a big affair. Sam Rothstein heads the committee.

At the annual meeting Wednesday, December 26, following the regular meeting, one vote will be cast for the entire 1946 regular ticket, headed by Jack Wilson for president. This follows the customary procedure when there is no opposition ticket. Fact that there was no opposition this year and last year speaks volumes for the harmony and satisfaction of the members.

Bucky Allen in from Boston in spite of the storm. Howard Y. Bary looked in and went right out again. Vince Anderson and lady in from Connecticut. Al Dorso dropped in and advised that

(See NSA on page 73)

Arizona Showmen's Association, Inc. Phoenix, Ariz.

PHOENIX, Ariz., Dec. 22.—Seventeen new members were welcomed into the fold, bringing total membership to 135. The space at 317 West Washington Street will be remodeled and clubrooms established at that address.

Nominating Committee suggested that the present officers be retained for 1946. Formal action will be taken at the first meeting in January. Officers are Hank Carlile, president; Hoko Siebrand, first vice-president; W. L. (Cannon Ball) Bell, second vice-president; Lee Trump, third vice-president; Jack B. Austin, secretary; Don Hanna, treasurer; Pete Siebrand, Dinty Moore and Newell Stewart, directors; Lou Block, chairman of the Cemetery Committee, and Herbert Benson, Francis Wilson, Fred Codd and Tony Springers, members of the Cemetery Committee.

W. L. Bell donated \$100 to the Cemetery Fund, and Harry L. Gordon donated \$21.

Visitor at the meeting was Lee Brandon, general agent of Crafts shows, who was en route to California. Letters were received from the National Showmen's Association, Show Folks of America and Michigan Showmen's Club.

Missouri Show Women's Club Maryland Hotel, St. Louis

ST. LOUIS, Dec. 22.—Twenty-seven members were present at the regular meeting presided over by Gertrude Lang. Past presidents attending, were Nell Allen, Ethel Hesse, Norma Lang and Jane Bunting. Alice Belmont acted as sergeant at arms in the absence of Dorothy Williams.

Elected to membership were Mrs. Grace Mehl, Margaret A. Graham, Virginia Asher, Viola Glisson, Mrs. Veta Moore, June Westlake, Mae Taylor, Blanche Scott, Carman Thomas, Ann S. Clark, Myrtle Hutt, Billie Wasserman, Mrs. Daisy Hennies, Mrs. J. Sciortino,

(See MSWC on page 73)

Heart of America Showmen's Club 931A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Dec. 22.—Despite cold weather, the regular meeting drew a large attendance. President C. F. (Doc) Zeiger presided, with Secretary G. C. McGinnis and Treasurer Harry Altshuler present.

Communications were read from Louis H. Eirlick, president of the local Red Cross chapter; Pete Callender and H. L. (Jimmy) Cady, Pacific Coast Showmen's Association, and Hank Carlile, president of the Arizona Showmen's Club. Past President L. C. (Curley) Reynolds was in the city but unable to attend the meeting due to the illness of his wife. He sent a \$100 check for the Cemetery Fund.

Sale of tickets for the Ladies' Auxillary tacky party met with a generous response. Sam Benjamin, co-chairman of the banquet and ball committee, submitted the menu for the banquet. Noble C. Fairly, who will emcee the event, stated that he had a varied program ready for the December 30 event in the Aladdin Hotel.

Ladies' Auxillary

Regular meeting drew attendance of 34 members. First Vice-President Jess Nathan presided. Secretary Loretta Ryan and Treasurer Hattie Houk were on the rostrum. President Peggy Reynolds was unable to attend because of illness, but she sent a check for \$100 which was applied to the Bazaar Fund. Mable Welchman also sent a check for the Bazaar Fund.

Elected to membership were Mrs. Charles Newman, Ruby Cohan, Viola Blake, Ann Catherwood and Gertrude B. Loer.

Club voted to appropriate funds for covering the dining room floor with tile linoleum and for Christmas decorations.

Pacific Coast

Showmen's Association

623½ S. Grand Ave., Los Angeles

LOS ANGELES, Dec. 22.—Marking the annual Past Presidents' Night, the club moved its building fund into the \$15,000 bracket with Mike Krekos, creator of the campaign, turning in \$703 for 38 bonds sold on Pacific Coast shows during the year. Attending members hopped on the bond wagon, purchasing 23 more bonds.

President Roy Ludington, back from a season with Crafts Shows and a visit to the Chicago convention, took over for the session, calling Past Presidents J. Ed Brown, S. L. Cronin, Harry Fink, Joe Glacy, Mike Krekos, Ed F. Walsh and Ted LeFors to the rostrum. Each took over a portion of the meeting, with William Sherwin, club attorney, emceeding. Also on the dias were Bill Hobday, vice-president; Joe Steinberg, acting for Ed Mann, secretary; Pat Purcell, outdoor editor of *The Billboard*, and Jack Hughes, chaplain, who delivered a prayer in tribute of the fine work done by the deceased executives.

Plans for the annual Christmas Day dinner were outlined briefly by Charles Farmer, of the House Committee. In view of the event, the regular Monday night meeting is being set back to December 27.

Joe Glacy gave some of the highlights of the annual banquet and ball held in the Gold Room of the Biltmore Hotel Tuesday night.

Krekos took the mike at the end of the meeting to tell of activity on the building fund. He said that over \$7,000 had been subscribed, with \$7,000 more being allocated from the general fund. He turned over a check for \$703 for bonds sold on his show, West Coast Victory Shows, the Crafts 20 Big Shows and Foley & Burk. Among those purchasing bonds during the summer drive were Mario De Silveira, H. G. Farmer, J. W. Scott, A. H. Rodin, Loren Kesterson, William Oberhansen, Louis Leos, Glean B. Rolfsen, Mike Krekos, Harry G. Seber, Dan Meggs, Lee Brandon, John (Spot) Ragland, John Levagle, Pat Monzo, Clyde

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The compound that won't wash out—fire, water, weather resisting. Now available without restrictions. Khaki, white, blue and olive green.

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HELP—Merry-Go-Round Foreman, Second Man for #5 Wheel, Second Man Smith & Smith Chair-o-Plane. CONCESSIONS—Fish Pond, Cigarette and Lead Gallery, Bingo. SHOWS—Snake, Five-in-One, Walk Through. Want to buy Kiddie Auto Ride, Merry-Go-Round Organ, two 25 K.W. Transformers. For Sale—65-Machine Penny Arcade. 1 Set 8 Diggers with money buckets, top frame complete. Want to hear from Roy Wilson, Dick Wilson.

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Wants all Concessions that work for stock, also book small Grind Shows, Concessions, \$10.00; Shows, 25 per cent. Edcouch, La Feria, San Benita, Elsa, Raymondville, all of Texas.

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NEW IMPROVED

SPITFIRE RIDES

Available for 1946 Season

FRANK HRUBETZ & CO.
 Front and Shipping Sts. Salem, Oregon

Michigan Showmen's Association
 156 Temple Ave., Detroit

DETROIT, Dec. 22.—Carpenters and painters took over the club and there was plenty of activity. Even the gin rummy players couldn't concentrate. Harry Stahl and his workers finally got the job finished and we now have a real club.

Ladies' auxiliary is being organized. Mrs. Al Wagner phoned that she will be here to help with the organization.

Visitors have included Joe Marks, from Toledo, and Sanford Baker, who flew in from Miami.

Monday's (17) meeting was presided over by President Jack Dickstein, assisted by Past President Harry Stahl, First Vice-President Ben Moss, treasurer Louis Rosenthal and Secretary Bernhard Robbins. Building trustees reported numerous donations to the building fund.

Red Cross notified the entertainment committee that it will bring 60 under-privileged kiddies to the Christmas party. Open house party will be held in connection with the Michigan fair secretaries' meeting.

Elected to membership were Dr. Louis H. Firestone, Henry N. Shelby, Charlie Shubb, J. P. Sullivan and James L. Guernsey.

Due to the holidays, the next regular meeting will be January 7. Election of officers will be held January 14.

International Showmen's Association
 Maryland Hotel, St. Louis

ST. LOUIS, Dec. 22.—Count at last meeting revealed 137 members in attendance, an all-time record for a single business session. Seated at the head table were President John K. Maher, First Vice-President Morris Lipsky, Secretary Euby L. Cobb and Treasurer Leo C. Lang.

Committee on the New Year's Eve banquet and ball reported that all was ready for this gala event and that advance reservations and ticket sales far exceeded those of previous years. Sick committee reported that Brother Joe Smith is ill in Barnes Hospital, while Vince Hubbard is recuperating from his major operation in Park Lane Hospital. Long-distance call to Mrs. George W. Davis revealed that Brother Davis was seriously ill in a hospital in Los Angeles, stricken with pneumonia.

Elected to membership at this meeting were Ralph D. Lewis, Joseph Harold Dunn, Buford Watson Hottle Jr., Lewis Stone, James T. Richards, Sam Anscher, O. J. (Whitey) Weiss, A. R. Whiteside, Pat McGee, Barney Allen, Maurice Ohren, Robert K. Parker, Fred H. Kressmann, Wolf W. Rosenstein, Joe C. Harris, Ray Oakes, Fitzie Brown, J. C. (Tommy) Thomas, Sam G. Catherwood, Gus Bethune, Gerald E. Snellens, Charles E. Sheesley, Barnet C. Hart, Ralph Decker, Edwin Wall, Sam Schoen, Carl J. Sedlmayr, L. B. (Barney) Lamb, Patrick H. Sullivan, Ross C. Mills, Robert Sorenson, C. V. Cox, John Fabick, Eddie Welions, George Epps and Harold (Buddy) Paddock.

Miami Showmen's Association
 236 W. Flagler St., Miami

MIAMI, Dec. 22.—President Dave Endy presided at Sunday's (16) meeting. Bob Parker, first vice-president; Bill Tucker, second vice-president; Joe Payne, third vice-president, and Milton S. Paer, secretary, were on the rostrum. Val Cleary, county commissioner; Sam Gordon, Snooky Lorow; Leonard Traube, of *The Billboard*, and Arthur Lovi were invited to the rostrum.

New members elected are Nathan Klein, William O. Perrot, R. F. Shepard, Frank Bresk, B. J. Haines, Woodrow Jones, Murray Brod, Earl L. Dixon, Anthony F. Anzalone, Herbert J. (Skinny) Missimer, George O. Vogstad, James Stover, Nathan Rubin, Thomas H. Williamson, Charles J. Miller, Sam Lieberwitz, Al Baysinger, W. A. Barkman, Frank H. Cavarella, Henry E. (Waggy) Prince, (See Miami Showmen's Assn. on page 72)

R ★ ★ ★ AND ★ ★ ★ S
AMUSEMENTS



JIMMY RAFTERY
WISHES EVERYBODY
Merry Christmas
and
Happy New Year

Now Booking for 1946 Season
 Legitimate Concession must be of the highest type. Penny Arcade, Penny Pitches, a few P.C. Concessions open.

FOURTH ANNUAL TOUR

Greatly enlarged this coming season—playing old established money spots in North Carolina and new territory in other States, including important fairs.

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WISHING A VERY MERRY CHRISTMAS AND A PROSPEROUS NEW YEAR TO ALL

NOW BOOKING FOR 1946 SEASON

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8 Rides, 6 Shows; everything brand new. Agents for 30 office-owned Concessions.

Want Manager for up-to-date Bingo, also Man to take charge of up-to-date Cook House. Toney Pelcher, get in touch with me, have extra good proposition for you. Want Man and Wife to take charge of Picture Gallery, also want two good Wheel Agents. Office attends to all. Must be capable, sober and reliable. Want Office Secretary that understands all government taxations. Want capable Lot Superintendent. Want Man to take charge of up-to-date Monkey Show. Will book Girl Show not less than four girls. Will book Posing Show not less than two girls. Also Side Show People, Man and Wife for Snake Show. Illusion Show People, get in touch with Cliff Patton. Ride Men for following Rides: Foreman and Second Men Merry-Go-Round, Tilt, Ferris Wheel, Chair-o-Plane, Loop-o-Plane, Big Apple. Man to take charge of two Kiddie Rides. Prefer those that can drive semis. Winter quarters are now open, Elba, Ala.

ELLMAN UNITED SHOWS

We Wish to Express Our Thanks for the Past Patronage of All Fair Committees and Our Friends

Wishing All a Very Merry Christmas and a Happy New Year

WATCH FOR OUR GREATER AND BETTER SHOW FOR 1946

Three New Major Rides, New Fronts and Light Towers have been added to our Midway.

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FOR SEASON 1946

Opening Miami, Fla., January 4th, and for the rest of the Season.

RIDES: Tilt-a-Whirl, Kiddie Auto Ride, Whip or any other Ride that will not conflict for the entire season. SHOWS: Have opening for all kinds of Shows with your own outfit. Let me know what you have. CONCESSIONS: Will book any legitimate Concessions; good opening for Ball Game, Scales. What have you? This show positively going north this season under the personal management of LEO M. BISTANY, playing the best spots in Virginia, Maryland and New Jersey. Want one or two high sensational Free Acts for entire season.

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 Fort Lauderdale, Fla.

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 Size 48x48", Price \$30.00,
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 30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price\$15.00

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 120 Pages, 2 Sets Numbers, Clearing and Policy.
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 Very Well Written, \$5.00 per 100; Sample, 10¢.
 Shipments Made to Your Customers Under Your
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 P.P. Many others. Best
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MIDWAY CONFAB

NEW YEAR BECKONS.

EDDIE GEYER, high pole act, recently discharged from the navy. . . . **FRANK SHORTRIDGE**, outdoor representative for the Central Show Printing Company, Des Moines, Ia., and his daughter, Florine, will attend the Heart of America Showmen's Club doings in Kansas City, Mo.

JIM MCGARRIGLE, of St. John, N. B., a midway veteran, was recently the subject of a piece in a Canadian publication dealing with his liking for a corn-cob pipe. . . . **JOHN (SHEIK) LEMPART**, still stalled at Brisbane, Australia, expected to be headed back for the States about December 10 at last notice.

MOST MIDWAY SHOWS are obsolete, and there's no relief in sight.

MR. AND MRS. FRANK W. PEPPERS, owners of Peppers All-States Shows, spent several days in St. Louis last week, purchasing equipment for 1946. Peppers, among other things, purchased four of the new light towers designed by Mel H. Vaught and being marketed thru the Downey Supply Company, St. Louis.

JUMBO FINN, located with his fat show in Waycross, Ga., reports that Fred Boswell and Jack Monroe, of A. M. P. Shows, have been recent visitors. . . . **PAUL REYNOLDS**, equipped with a new set of choppers, visited recently with his mother at Brunswick, Ga., and will leave soon for L. J. Heth Shows winter quarters at Birmingham.

A TALKER on the front of her dad's side show for the past 10 years, Edith Thompson began her career of spieling at the age of 14. Her father, James Thompson, had his show on the O. C. Buck Shows' midway last season.



NOW IS THE TIME for agents to practice staying off of thin ice.

MR. AND MRS. TOM MEHL, with the John R. Ward Shows the past season, will be with the J. A. Gentsch Shows in 1946, Tom as ride superintendent and superintendent of transportation, and his wife as concessionaire. On their way home to Middletown, O., Wednesday (19), they stopped off in Cincinnati and visited *The Billboard* offices.

EN ROUTE to New Orleans, Harry Fink, Roxana, Ted Comfort, Eddie Greeno, Linda Lopez and Jimmie Farmer were still talking about the farewell party recently tossed by the A. M. P. Shows management. . . . **ONE OF THE LARGEST** donors to a fund for a dozen sun porches at a new Halifax, N. S., hospital was W. P. Lynch, with a \$1,000 contribution.

THOSE who have nothing to gain or lose are those who worry the most over too many passes.

JACK BAILLIE, last season with the Cavalcade of Amusements, passed thru St. Louis recently en route from Des Moines and other points to New Orleans and Corpus Christi, Tex. . . . **MR. AND MRS. AUGUST (GUS) FORSTER**, who the past season had their concessions on the John R. Ward Shows, are spending the holidays in Renova, Pa., home of Forster's parents.

R. T. BULLOCK, who with his wife was seriously injured in a car accident in October, writes that he has been released from the hospital and now is in Oklahoma City. His wife is still a patient in the hospital there. Bullock hopes to open his Southern Empire Shows next season and will have a definite announcement regarding his plans right after the first of the year.

HOP-SCOTCHING TROUPER who spent his season going hell-bent from one show to another—is now just hell-bent.

HYMIE RUBACK, brother of Jack Ruback, owner of Alamo Exposition Shows, and Dave Stevens, have opened a new carnival supply house in San Antonio known as the Stevens Novelty

Company. Stevens, formerly of Kansas City, Mo., has been in the carnival business for almost 40 years, operating shows and concessions. The past several years he had a string of concessions on the Alamo Exposition Shows.

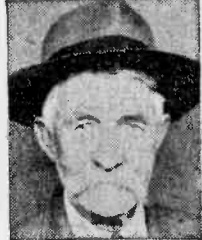
ROBERT R. KLINGE, general agent of the Cavalcade of Amusements, spent several days in St. Louis en route to his home in Florence, Ala., where he will spend the holidays. . . . **WILLIAM F. JOHNSTON**, who operated his frozen custard machine on the Great Sutton Shows all season and then hoppedcothed with some of the smaller shows in the South following the close of the Sutton season, arrived in St. Louis last week and will remain there for the winter. **MR. AND MRS. ADRON E. (ABE) BELL**, concessionaires, returned to their home in St. Louis last week, following a successful year. They will reside in the Mound City, as usual, during the winter.

GOOD OLD horse-and-buggy days were those when natives didn't have to listen to gal opry talkers say, "If you're living in the horse-and-buggy days, you won't like this show."

MR. AND MRS. FRANK WARD, co-owners of the Greater Rainbow Shows, are spending the holidays with their children in Mankato, Minn. . . . **MR. AND MRS. ROSS SINDERSON** plan to leave Des Moines January 1 for a 30-day vacation in California. En route they plan to attend the Heart of America Showmen's tacky party and ball in Kansas City, Mo. Sinderson is co-owner with Ward of the Greater Rainbow Shows.

MR. AND MRS. CLAY MAY, World of Pleasure Shows, were hosts at a housewarming in Gibsonton, Fla. Mrs. May was assisted with the dinner by her mother-in-law, Mrs. K. B. May. Guests included Sam Goldstein and Mr. and Mrs. Maxwell Kane, Majestic Shows; Mr. and Mrs. Bill Rice, World of Pleasure; J. S. May, brother of Clay; J. B. Hender-shot, Florida Amusement Company; Mr. and Mrs. Al Renton, Al Jr.; Fay, Anna and Robert Renton, and Harry Pierre, all of the Morris Hannum Shows; Whitey Slaten, Happyland, and Peggy and Harry Wilson.

MAD CODY FLEMING boasts that John (Dad) Davis, his 66-year-old Ferris Wheel foreman shown here, has a record that stacks up with any of the younger fry. Aside from a two-week spell of sickness, says Fleming, Dad has lost only four Mondays in the past three years. At present he's tinkering with the Merry-Go-Round at winter quarters in Hickox, Ga. The bossman himself is fishing down on the Little Manatee, near Ruskin, Fla.



REASON AN EMPLOYEE gave for no longer being with a show: Because its manager, while giving his help a pep talk, said, "Everyone is perfectly free to criticize"—and he did.

PFC. ANTHONY BARESS, former concessionaire with the Bantly All-American Shows, has been transferred from Pittsburg, Calif., to a unit in the South Pacific, according to his mother, Mrs. Monica Baress, who will continue a government job until his return. . . . **BACK IN CIRCULATION** after four years of army life, two of them with the Eighth Air Force, Paul Mueller (Sailor Mickey) is visiting friends at Parkston, S. D., but will return to Sioux Falls, S. D., soon. . . . **MRS. SAM BUNCH**, who underwent an operation at a Chicago hospital Monday (17), will convalesce at the home of Mrs. William Lambert, 1966 Ainslie, Chicago.

CHARLES S. REED, who is a patient in the Veterans' Hospital Wadsworth, Kan., is reported improving. . . . **FRED BELL** and **DEN-CIL ELLIOTT**, of Charleston, W. Va., and Ocala, Fla., have their mug joint working in Plymouth, N. C.

Strictly Pling

SHOWING a visitor thru his side show, wherein every actor pitched, a manager said: "I have a big feature act joining next week."

"What's it like?," asked the visitor.
 "He's a big-time act," answered the manager, an anatomical wonder named Jim Beggs.
 "Begs! Begs!," yelled back the visitor, "that won't be anything new. Every actor in here begs."

They are assisted by Bill S. (Heavy) Nurney, mailman and The Billboard representative on Jones Greater Shows, who is visiting his mother in Plymouth.

MR. AND MRS. SAM GOLDEN, show operators with the Majestic Greater Shows, were hosts to more than 25 show-folks Sunday (16) at a pre-Christmas party. Attending were George Walker, Mr. and Mrs. Leonard Goldstein, Kitty Kelley, Bob Hoffman, Margaret Herman, Mildred Wilkinson, Harold Aglee, Turkey Wingboy, Mr. and Mrs. Robert Huddleston, all of the Majestic shows; Bertha Curtis, Howard Quimby, Big Slim, Dodson shows; Shackles Horell and Baby Betty, Royal American Shows; Lee Erdman, Cetlin & Wilson; Stanley Barbay, Endy shows; Doral Deshon, Don Wilkson, J. J. Page Shows; Freddie Van, Paul LePage, Mark Williams, World of Pleasure Shows; Billie Dick, Cole Bros.' Circus; Johnny Wright, World of Mirth Shows, and Mr. and Mrs. Harry E. Wilson and Mr. and Mrs. Maxwell Kane, Majestic shows.

SEASON'S GREETINGS
 from the House of BIG ELI. After being out of manufacture of BIG ELI Products for three and one half years, 1946 will be a busy year for us. Customers who believe in BIG ELI equipment have supplied us with capacity business for months in the future. We appreciate your orders and confidence in us. Hoping 1946 will be a most profitable year for you and yours—



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 Builders of BIG ELI Products for 46 Years.
 800-820 Case Ave., Jacksonville, Illinois.

NO SHORTAGE
 On Our Easy Money-Making
BUDDHA PAPERS
 Blank sheets of paper magically turn into written Fortune Telling or Character Readings.
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 SEE US FOR ALL POPCORN SUPPLIES,
 MACHINES AND ALUMINUM KETTLES
ATLANTA POPCORN MACHINE & SUPPLY CO.
 145 Walton St., N. W., Atlanta 3, Ga.

W. G. WADE SHOWS
 NOW CONTRACTING FOR 1946
 Opening Early in May.
 19199 Woodingham Dr., Detroit 21, Mich.
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 Now Contracting for 1946
 Opening in April—Vicinity of Detroit.
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HARRY CRAIG SHOWS
 NOW CONTRACTING FOR SEASON 1946
 Address:
 H. W. CRAIG, Box 158, Brownwood, Tex.

GEM CITY SHOWS
 NOW CONTRACTING FOR
 1946 SEASON
 Address: Permanent Winterquarters, Quincy, Ill.

WHEELS
OF ALL KINDS
Tickets—Paddles—Laydowns
Complete KENO Outfits
CARNIVAL SUPPLIES AND EQUIPMENT
GAMES, ETC.

ALUMINUM MILK BOTTLES
Now Available . . . Write
Write for Catalog
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NOW BOOKING FOR 1946
Address: North Birmingham, Ala.

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Meetings 2nd and 4th Wednesday each month
Palace Theatre Building,
1564 Broadway,
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Mostly everyone of the Eastern amusement family is a member. Are you?
Write For Information.
Initiation \$10.00
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American Carnivals Association, Inc.
—By Max Cohen—

ROCHESTER, N. Y., Dec. 22.—In an all-day session before the American Standards Association, further progress was made in connection with the outdoor safety code. Aiding the hearing were Frank Kingman, of the IAFE; Herbert Duval, of Ringling-Barnum, and Arthur Campfield, Clemens Schmitz and Joseph Carlin.

Action is substantially final and the matter has been referred to the editorial committee for final consideration and drafting at a session tentatively scheduled for New York January 7.

We have received a copy of the revised underwriters' public liability insurance rate manual, effective as to all policies expiring on and after December 1, 1945, so as to eliminate admission taxes as gross income. This will have the effect of reducing the cost of public liability insurance to the industry by one-sixth or more.

We have been advised of the development of a new type of rust remover, effective on all types of iron and steel. There has also been developed a new type of locking arrangement for trailer-truck connections which eliminates the necessity of rubber cushions and springs. Any member interested should contact the association offices.

Word from Washington indicates OPA price control will probably lapse June 30. Members operating as corporations are advised that the excess profits tax ends December 31 and their corporate earnings tax next year will be considerably lower.

Full details of the 1945 revenue act, which becomes effective for the most part January 1, are on file and members having inquiries should communicate with us.

Field offices of the Civilian Production Administration will be closed by December 31, and thereafter applications for priorities will be handled thru the Washington office. We have a list of outstanding priority regulations still in effect. We also have a list of about 200 items recently exempted from price control by OPA.

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\$875
Per 100 lbs., F. O. B. Pt. of Shipment

This Offer Good Until **JAN. 31st**
Send Check With Order

VICTORY SUPPLY CO.

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OCTOPUS ROLLOPLANE FLY-O-PLANE
World's Most Popular Rides
EYERLY AIRCRAFT CO., Manufacturers, Salem, Oregon

LIGHT PLANTS
110 VOLT A.C. 60 CYCLE
ONE MATCHED PAIR 7.5 KVA
Hobart Plants, Continental Gas Engines, skid mounted with six 50-ft. #8 rubber-covered cables with triplex outlets (weatherproof) and six 15-ft. #14 cables and fittings. Late model plants in new condition. Complete for \$975.00. Also several 5 to 9.4 KVA Plants with air-cooled V-4 Wisconsin engines, skid or trailer mounted. Priced from \$345.00 to \$595.00. Six 500-Watt Floodlights on heavy duty stands, swing and height adjustments, \$27.50 each.
25% Cash, Balance C. O. D. F. O. B. Mobile.
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BRAND NEW FUN HOUSES NOW AVAILABLE
Dark Walk-Thru type Fun House built on 24 ft. semi-trailers. Beautiful 50 ft. panel front, Westinghouse Air Compressor, ticket booth, etc. Requires only one operator; goes up and down in an hour. A real money maker, priced right. Immediate delivery at this time. Write today for full information and photos.
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FOR SALE
MINIATURE STEAM ENGINE, \$1,500.00
F. O. B. TAMPA, FLA.
Includes Tender and About 500 Ft. Circular Railroad Track in 16 Ft. Sections. No Coaches. This Ride Formerly on Royal American Shows.
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FOR SALE—BEAUTIFUL CONCESSION TRAILER—FOR SALE
Trailer is 16 ft. long, all-covered stainless steel, equipped with truck tires. Also with Cretors Popcorn Machine with plenty capacity in a Stainless Steel Cabinet. Also a beautiful Hot Dog Steamer and Grill; Electric Drink Dispenser, equipped with Butane Gas and Fluorescent Lights.
IF YOU WANT THE BEST, THIS IS IT. PRICE QUICK SALE, \$3,650.00
Address: BOX 25, Eureka, Mo. Phone 2927.

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CARNIVAL AND PARK AMUSEMENT DEVICES NOW AVAILABLE

PLACE YOUR ORDER HERE FOR THE
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MOON ROCKET
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ALLAN HERSCHELL COMPANY, INC. WILL CONTINUE TO BUILD AND SERVICE ALL RIDES AND EQUIPMENT THAT HAVE BEEN MANUFACTURED BY BOTH ALLAN HERSCHELL COMPANY INC. AND SPILLMAN ENGINEERING CORPORATION.

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POPCORN

—One Bag or a Carload—
HYBRID S. A. YELLOW—Perfect Popping Condition
\$9.80 Per Cwt., F. O. B. Dallas
SPECIAL PRICES ON LARGE QUANTITIES
Complete Line of Bags, Boxes, Seasoning, Salt
—SEND FOR LIST—
CONSOLIDATED POPCORN CO.
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The **TWT-A-WHIRL** Ride
On Midways All Over America
Its Grosses Are Getting Better All the Time
—Manufactured by—
SELLNER MFG. CO. Faribault, Minnesota
Can take a few more orders for shipment in late summer, no earlier shipments now possible.

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LARGE SOUTH AMERICAN PERFECT POPPING CONDITION
\$11.00 TEN BAG LOTS **\$11.25** SINGLES
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CAN PLACE FOR WINTER QUARTERS — NOW OPEN
FAIRGROUND, CAMDEN, S. C.

Carpenters, Painters, Neon Man, useful Carnival Help. Foreman for Streamlined Mangels Whip, completely rebuilt as new. Mr. Courtney, Daley, Peete, Amy, Crocker and all that closed with us, please write. Rides open March 1st.

CAN PLACE Independent Shows that don't conflict. Attractive proposition for Motordrome, Unborn, Wild Life, Deep Sea, Mechanical City. Mr. Thomas, write; Frank Zorda, send address. Dick Taylor can place Talker for Glass House.

SID CRANE WANTS FOR EUROPEAN SIDE SHOW

Two more Freaks to feature. Grace McDaniels, write. Strong working Acts capable of entertaining and holding people. Tattoo Man, Glass Blowers, Musical Act, Man to lecture, Wife Blade Box. Half and Half Willy Wingert, Jackie Dale, Jimmie Travis, write. Punch and Judy Tex, Nail in Head, write. Long season, exceptional circuit outstanding fairs and celebrations, including GALAX, VA., July 4th, booked with Crescent Amusement Co. for season 1946. All those who worked for me last year, please write; tickets to some that I know. Address SID CRANE, 1400 W. 23d St., North Little Rock, Ark.

CAN PLACE few Concessions that don't conflict. Good proposition for modern up-to-date Penny Arcade, String Game, High Striker, Coke Bottles. CONCESSION AGENTS—Messrs. W. L. (Dick) Taylor and Syl Boswell have the finest Slum Concessions on any midway, all new canvas, plenty flash. Can place capable, reliable Agents that can stay sober. WANT CALLER for Streamlined BINGO that works jack pots and cash. Must know your business and be sober. Counter Men and General Bingo Help, write.

RIDES — Will book set modern Kiddie Rides that do not conflict. Also Roll-o-Plane or Double Loop-o-Plane. Buster Gordon, write Geo. L. Smith.

Address L. C. McHENRY, Mgr.

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Gastonia, N. C.

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USEFUL WINTER QUARTERS HELP

Can place Builder, Carpenters, Painters, Blacksmith, Mechanics, Ride Men and General Help in all departments. Good winter salaries and excellent accommodations.

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JOHNNY J. JONES EXPOSITION

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CHARLES GOLDING

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TO ALL MY FRIENDS

A pleasure for me to announce for 1946 season I will have all new 1946 equipment, consisting of four new Dodge trucks, stainless steel bodies, with colorful designs and new lighting effects. New Super-Easy Way Frozen Custard Machines. Positively the greatest flash on any Midway.

WANT TO BUY

Whip, Tilt-a-Whirl, No. 12 Eli, 32 Ft. Merry-Go-Round.
All Must Be OK. Pay All Cash.

Also Want Old-Style Loop the Loop Ride With Large Revolving Cages.
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FROM THE LOTS

Gordon's Greater

LOS ANGELES, Dec. 22.—Gordon's Greater Shows played Blythe, Calif., recently and had perfect weather and satisfactory business. Jump from Needles, Calif., was made in good time, despite blowouts. Blythe is still a splendid spot for smaller shows, getting co-operation from the press and citizens generally.

Billy Ray Gordon, a student in the Stockton schools, recently celebrated his seventh birthday. P. C. Reynolds closed with the show in Blythe and left for a month's visit with relatives in and near Aransas Pass, Tex. Mary L. C. Belant, of Los Banos, joined the show with candy apples. Dad Medlin has the hamburger stand. Andy Lahr joined in Needles.

Lee Fisher, who had planned to leave the show, has changed his mind. Mrs. Ray Gordon, who had been confined to her home by flu, has rejoined the show. Joe Graham and Scotty Clark getting back in the business after brief illnesses. H. Havens, John Hull and G. G. Stafford joined in the concessions department. Sport Mathews and wife top the free acts.

Visitors included Tom Hughes, Wesley Turner, J. A. Moss, Mrs. Ginger Abbott, Mrs. Grace Myers and F. R. Hilton. Mrs. Lou Johnson visited the show in Barstow. LOU JOHNSON.

Southern States

CLEWISTON, Fla., Dec. 22.—Show, owned and operated by John B. Davis, ended its 36-week season here. To mark the closing, a dinner was held at the Clewiston Inn. Special guest was Chief of Police Taylor. Mr. and Mrs. Davis were presented with gifts. Others attending were Mr. and Mrs. E. J. Gordon and daughter, Irene, and granddaughter, Darline; Mr. and Mrs. Constable and son, Claude; Mr. and Mrs. Jimmie Cox, Dad Romson, Mr. and Mrs. Archie Dill, Mr. and Mrs. Bill Bernauer and daughter and son-in-law; Mr. and Mrs. Claude C. Dixon and their son, Billy Joe; Johnny Smith, Buck Watson, Robert Leece, Dan Sprecher, Mr. and Mrs. J. E. Boley, Paul Dale, A. L. (Shorty) Putman, Otis Walker and Mr. and Mrs. R. S. Goschen.—BILL BERNAUER.

Victory Exposition

HARLINGEN, Tex., Dec. 22.—Victory Exposition Shows, operated by the Vandike Brothers, are in winter quarters at Harlingen, after closing a successful season in the Rio Grande Valley two weeks ago.

Show will open the 1946 season in Harlingen February 21, and expects to have a 41-week season. Staff of the show for the 1946 trek is as follows: Alvin Vandike, general manager; Lowell Vandike, business manager; Mrs. Velma Vandike, secretary; Jack Turner, general agent; Don M. Brashear, concession manager; Evelyn Turner, press and promotions; W. E. Randolph, concession secretary; Skitook Smith, chief electrician; Dean Locke, builder and stockman, and H. H. Brown, master of transportation.

FREAKS WORKING ACTS FREAKS LOROW BROTHERS WANT

Freaks and Working Acts for the Florida fairs and next summer on the Royal American Shows. Want Jugglers and Facial Impersonators or any good Entertaining Acts. Would like to hear from the following people: Frank Little, Joan Whiznant, Bill Baldwin, Billy Tirk, Bob Wallace, Anderson Sisters and any good act that can entertain the people. Kenny Revling, write at once. We open in Largo, Fla., Jan. 22nd. For a long season in the world's finest side show write to LOROW BROS., Post Office Box 11, North Miami, Fla., until Jan. 15th; then care Royal American Shows, Tampa, Florida.

FOR SALE

ONE IRON LUNG, brand new, reasonable price. Could be seen at Mullins, S. C., at James Strates Shows' winter quarters. Address your inquiries to

BILL LEON

491 Forrest Rd., N. E. ATLANTA, GA.

INTERNATIONAL SHOWS

NOW CONTRACTING FOR 1946 SEASON
SHOWS—RIDES—CONCESSIONS.
Address: BOX 64, PRYOR, OKLA.

Wallace Bros.

JACKSON, Miss., Dec. 22.—Under direction of James Reid, building superintendent, work in winter quarters here is progressing rapidly. Manager E. E. Farrow Jr., recently returned from a two-week booking trip.

All rides and trucks are being repainted. Manager Farrow has purchased a new miniature train ride and an Octopus to bring the show's total to 12 rides. All new canvas also has been purchased for next season.

FOR SALE

The following equipment in good condition

10-Car Allan Herschell Kiddie Auto Ride. One of last built during war time, newly painted, blue top, good side walls, excellent condition. Price with 12:75x2:50 tires, \$1600.00; with all new 10:00x2:00 tires and wheels, \$1750.00.

10-Car Allan Herschell Auto Ride, also in excellent condition, new top and all newly painted. As is, \$1400.00, or with new tires and wheels, \$1550.00.

Junior Rocket Ride with brand-new Strato-Rocket cars. These cars are the acme in streamlining and are constructed of 20 gauge steel and are without question the finest looking airplane swing cars, large or small, made. Have the complete ride with 20-ft. tower, or will sell cars to fit a Chair-o-Plane or Kiddie Airplane Tower. Nine-foot cars will hold four children and eleven-foot cars will accommodate five children. Complete ride, \$2000.00 with three cars. Individual cars, \$250.00 per car.

Kiddie Ferris Wheel. Safest wheel built. Ten feet over all height. Is now in department store for Christmas season. Newly painted, completely neoned. Children cannot climb or fall out of cars. Price \$1250.00.

Kiddie Octopus, constructed of channel steel, completely portable and has canvas figure of Octopus to delight the children. Very gentle motion. An ideal ride for department store, park or carnival. Price \$1400.00.

5 Cannonball Baker Gasoline Racers with Lauson motors, in good condition. Price \$1500.00.

6 Custer Cars with nine new 12-volt batteries. Ideal for kiddies to operate. Price \$1000.00. Have charger.

The above equipment is complete in all respects and is being sold at inventory prices. All rides may be inspected after December 26th in Grand Rapids.

E. L. BATES

Phone 88504

574 Madison Ave., S. E., Grand Rapids 3, Mich.

McGOWAN'S MIDWAY SHOWS

WANT TO BOOK

Two Side Shows, Fun House, Diggers, Bomber, Hoop-La, Penny Pitch or what have you, not conflicting. Opening early in May.

Write or Contact

E. J. McGOWAN

206 E. Jackson Windsor, Mo.

40 WEEKS 40 WEEKS

L. B. LAMB SHOWS

Now booking Shows, Rides and Concessions for 1946. NINE FAIRS booked, more pending. Open Feb. 22, close Thanksgiving week. Can use capable, sober Ride Men, salary or percentage. Write L. B. LAMB, Andalusia, Alabama. Winter quarters now open.

CONCESSIONS WANTED

Grab and Pop Corn, Ball Games, Grind Stores, Ealmistry, Photo. Want Merry-Go-Round Foreman. For Sale—Sure-Light Plant.

MIKE ZIEGLER

HOTEL MILNER PHILADELPHIA, PA.

FOR SALE

TRUCK MERRY-GO-ROUND. 24 LARGE HORSES. No top. No organ. No motor. New cable. Price, \$120,000. Herschell-Spillman 20th Century make. See it at 4115 Pomona Blvd., Walnut, California, Rt. 1, or write C. O. HALE.

FOR SALE

At only park in Miami. All winter's work here. Coke Joint, Fish Pond, String Game, all 10x10 white pine frames; Stock, etc. '42 De Luxe House Trailer. '34 Truck, '46 license, good rubber, numerous extras. SILVER RALEY, Princess Park, Box 1855, Riverside Station, Miami, Fla.

SPONSORED EVENTS

Veteran, Lodge and Other Organization Festivities

Communications to 155 No. Clark St., Chicago 1, Ill.

Salem Water Annual Will Resume in 1946

SALEM, Ore., Dec. 22.—Another wartime entertainment casualty, Astoria Regatta and Salmon Derby, will resume next summer on a larger scale than before. Last event was held in 1941.

At a meeting of the regatta commission here, Chairman Fred Ramson reported that the show has \$3,791.33 on

hand. This includes an \$837 balance from the 1941 event and \$3,600 proceeds from events put on by Polack Bros.' Circus and the Douglas Shows here during the war years under regatta sponsorship.

Decision was reached tentatively to concentrate on the salmon derby and to turn over the regatta events to the Columbia River Yachting Association.

Commission members urged employment of a manager for the derby who would begin work about July 1 handling all details and arrangements. Commissioner W. F. McGregor pointed out that management of the derby had outgrown the abilities of any volunteer manager.

Romeo Resumes Peach Fest

ROMEO, Mich., Dec. 22.—One of Michigan's best known pre-war annuals, Romeo Peach Festival, will be revived in 1946, August 31-September 2, civic leaders have decided. Peacetime festivals usually carried a budget for acts and attractions.

Lakewood Skeds Home Week

LAKEWOOD, N. Y., Dec. 22.—Old-Home Week on the banks of Chautauqua Lake here is taking shape with the backing of the six Lakewood fraternal, business and civic organizations. Event will be held in July or August, 1946.

WANT

On Percentage or Buy Merry-Go-Round, Miniature Train, assorted Kiddie Rides.

Playland Amusement Co.

276 Las Flores St. Bakersfield, Calif. Phone 9-9174

3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate cards. 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2700 cards \$5 per 100 for cards only—markers or tally omitted.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards—not up and down. Lightweight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

LIGHT WEIGHT BINGO CARDS
White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢. Large Numbers Board, 6 in. type, 4 ft. by 15 ft., in 3 collapsible sections, non-electrical. \$75.00

3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 1.25
M. W. Cards, 5x7; White, Green, Red, Yellow, per 100 2.00
3,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25. Size 4x5, per 1,000 1.25
3,000 Featherweight Bingo Sheets, 5 1/2 x 8, loose, per M 1.40
Round Gray Cardboard Markers, 1800 for Thin Plastic Markers, brown color, M. . . 2.00
All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

J. M. SIMMONS & CO.
19 W. JACKSON Blvd., Chicago 4, Illinois

MERRY XMAS ★ HAPPY NEW YEAR

To All My Friends Everywhere

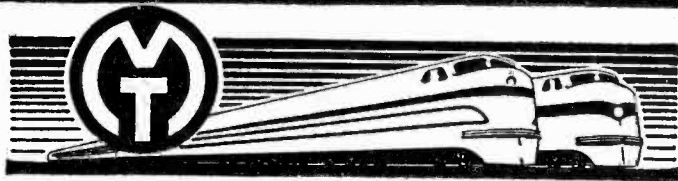
The Great WILNO

-HUMAN CANNON BALL-

1945 - 1946

The Outstanding Free Attraction on the Midway of the JAMES E. STRATES SHOWS

MERRY XMAS ★ HAPPY NEW YEAR



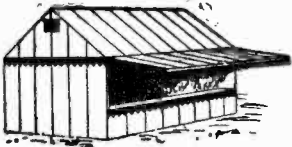
OPERATORS FROM COAST TO COAST REPORT THE M-T STREAMLINER TOP PROFIT KIDDIE RIDE!

Truly Streamlined! Many New Exclusive Mechanical Features! Factory Built! Write today for catalog and details!

MINIATURE TRAIN AND RAILROAD CO.

ADDISON, ILLINOIS—JUST 25 MILES WEST OF CHICAGO'S LOOP

"ANCHOR"



Carnival Tents are now available. Please order now because we can not guarantee delivery on orders placed after January, 1946.

We will furnish the same good, perfect fitting, full size "ANCHOR" tent to which you have been accustomed.

ANCHOR SUPPLY CO.

Evansville, Ind.

MAJESTIC GREATER SHOWS

CAN PLACE FOR ELKS' AND LEGION FAIR

7 DAYS
2 SATURDAYS

SANFORD, FLA.

STARTING
JANUARY 5th

and other outstanding dates in Florida. Legitimate Merchandise Concessions. Bally and Grind Shows with own equipment, Rolloplane, Spitfire, Flyoplane, Moon Rocket. Mr. McClanahan, Geo. Lucas, Fred Zehle, contact me at once. Need one more High Free Act. Address
SAM GOLDSTEIN BOX 8295, SULPHUR SPRINGS, FLORIDA



Wants For Season of 1946

CAN PLACE

—ALL CONCESSIONS OPEN—

Ride Help in all departments. Write us. Canvas Men, Ticket Sellers, etc., on all shows. Truck Mechanic, top salary to one who can handle fleet of Internationals. Scenic Artist, entire season's work. Billposter with or without truck. Drome Manager to take full charge. We furnish cycles and transportation.

WANT TO BUY FOR CASH—ROLLOPLANE AND TILT-A-WHIRL

FOR SALE—8-Car Spillman Speedway, Hi-De-Ho Fun House, 12-Car Ride-O. All in excellent condition. Cheap for quick sale. Wish to dispose of several Show Fronts, such as Girl, Jig and Athletic Show. Complete with top, ring, mats, etc. THIS SHOW IN PROCESS OF COMPLETE REORGANIZATION.

All Answers to General Manager

SAMUEL E. PRELL, 216 Custer Ave., Newark, N. J.

ROSS MANNING, Gen. Mgr.

A. W. (PAT) HANLON, Bus. Mgr. & Gen. Agent

ROSS MANNING SHOWS

"NEW ENGLAND'S FASTEST GROWING SHOW"

CAN PLACE FOR THE SEASON 1946

CONCESSIONS: Pitch Till You Win, Duck Pond, String Game, Swinger, Phenology, Cookhouse, Bingo, one Merchandise Wheel, Scales, Guess Your Age, Novelties, all Slum Stores. SHOWS: Girl Show (Annette, write), Monkey Show (Capt. McEwen, write), complete Athletic Show, Snake Show complete, Monkey Speedway complete (except Monkeys), Five-in-One Side Show. Have all new canvas for above Shows. Will book any worthwhile attraction with or without transportation. RIDES: Want Foreman for new 8-Car Whip, also for new Spitfire; Foreman for Chair Plane and Ferris Wheel, Second Man on Merry-Go-Round, good Man for two Kiddie Rides. Semi-Drivers preferred. Have for Sale: 11 months old 30 K.W. D.C. Generator, Chrysler Industrial Motor, Star Generator, \$850.00. Paid \$1400.00 in April, 1945. Want to Buy: 75 K.W. Transformer with or without transportation. Harrington, write. All address:

ROSS MANNING

RADIO CITY HOTEL, 109 W. 49 ST., NEW YORK CITY.

PHONE: CIRCLE 6-5880.

MERRY XMAS
1945

HELLER'S ACME SHOWS, INC.

HAPPY NEW YEAR
1946

OPEN EARLY IN APRIL, 12 MILES FROM NEW YORK CITY
Want Concessions of all kinds. Cook House, Tickets for Rent, Frozen Custard, Diggers, flat or P. C.; Candy Floss, Pop Corn, Candy Apples. Want Foreman and Help on 2 Ell No. 5 Wheels, 3 Abreast Allan-Herschell Merry-Go-Round, Smith & Smith Chalroplane, Mangels Whip, 8 Car Spitfire Ride, three Kiddie Rides and man to work Boat Swings on P. C. Ten Rides in all. Manager for Fun House. SHOWS WANTED—Will give reliable showman exclusive on shows. Want one hundred foot String Show, two Girl Shows, Geek Show, Wild Life or any worthwhile show, but you must furnish 250 foot frontage or more with complete outfits. I will furnish transportation, ticket takers, lights and space; 25% of gross. Long season, including 8 fairs; same P. C. for fairs, Frank Johnson, Thurman Marshall, Dink, Frankie, something important about your case; answer at once, Al Herzog, Ferenzie, others write. Real chance for good showman. All address:

HARRY HELLER, General Manager

9 Virginia Avenue

(Phone: Orange 4-5447)

West Orange, New Jersey

BEATTY-CONCELLO MERGER ON?

Newman Nabs Nod for L. A.

Buzz factory believes Clyde and Art will ride rails together—Arthur uncertain

LOS ANGELES, Dec. 22.—Trade winds, fanned by the buzz of an unusually large circus colony here, indicate that it will not be long before Clyde Beatty and Art Concello announce some type of deal for the coming season, in all probabilities a partnership.

Beatty traversed Eastern and Southern territory on trucks last season, while Concello, then a partner with Jack Tavelin, toured the Pacific Coast and Southwest on rails.

Beatty announced last summer that he would go on rails in 1946 if he could arrange for the equipment, and he has spent a good portion of his time the past seven weeks in conferences with Concello. He even made a trip from Houston, after closing with the Shrine Circus there, to El Paso to inspect the Russell Bros.' equipment in winter quarters. Friends of Beatty's announced that he had not closed with Concello at that time, but shortly after Concello told confidants at the Wichita Shrine Circus he had made a deal with the wild animal trainer.

Concello was in Los Angeles last week end for a conference with the McCarthy brothers, owners of the choice Washington and Hill location, and he intimated his spring tour would include this city. However, one of the McCarthys stated that the lot has not been leased to any circus and no lease will be executed until after further conferences with local softball promoters. Tuesday (18) the McCarthys submitted a lease to the softball promoters, but it was not signed, one of the brothers stating tersely: "These fellows are slow in doing business."

Newman Has Nod

The McCarthy contacted said that J. D. Newman, general agent of Cole Bros. Circus, had put in the first bid for the lot, and he will be given the privilege of saying "yes" or "no" before any other org will be considered. A recent report from Sarasota indicates that Ringling-Barnum will hit the Pacific Coast this season, and it is reasonable to believe that if this plan goes thru, Newman will steer Zack Terrell's opera in another direction as J. D. is definitely adverse to "getting in the way of Big Bertha."

Meanwhile *The Billboard* of December 22 hit the streets here with an advertisement offering a good share of the physical properties of the Clyde Beatty Circus for sale, including trucks and trailers. Louis Goebel, who has a lien on Arthur Bros.' train, now on the siding at Baldwin Park, reported that Beatty had turned down a chance to buy that (See *Beatty-Concello* on page 72)

Milwaukee Indoor Show Clicks to Big Crowds

MILWAUKEE, Dec. 22.—A circus produced by Hunter's Artist Bureau in the auditorium here has been packing 'em in all week. Show opened Sunday (16) and closes here Sunday (23). Show is a sell-out each night, being bought by different firms in the city.

Preceding the show is a 45-minute band concert and community sing. Come-in clowns work one hour ahead of the show. Come-in workers are Happy Kellems, Carl Marz and Little Frankie Little. All clown numbers are produced by Roy Barrett.

Program: Grand entrance of all clowns; Happy Harrison's Merry Makers, dogs; clowns; Paul and Petit; Spiller's Seals; Chick Yale, table rock; Kirk Family, bicycle act; Happy Harrison's bucking mule; Martells and Mignon; Gautier's Steeplechase and Cretonias, high-wire act. Santa Claus appears as the finale.

There's a Shortage of Cats In Europe, Urquhart Reports

CHICAGO, Dec. 22.—Chances are that Terrell Jacobs has more cats in his cages down at Peru, Ind., than you'd find among all the trainers of Europe put together.

Charles T. Urquhart, who trouped with Jacobs when he was with the World of Mirth Shows in 1943, ought to know. Since V-E Day he's been roaming the Continent with Uncle Sam's Armed Forces Radio Service.

Back from Camp Grant, Ill., where he shed his corporal chevrons in favor of civvies Tuesday (11), Urquhart, with a choice NBC assignment in New York, paused in Chicago to give out with European circus info.

Not Five Left

"Togare, the noted European trainer, told me he doubted there were five lions left in Germany," Urquhart related. "Many were destroyed when food became too scarce to feed them and a majority of the others were killed to prevent escape during bombings."

Togare, who is breaking in five female lions for what shapes up as the biggest of all overseas wild animal acts, recounted to Urquhart how a single lion, on the loose when allied bombs blasted

a Frankfurt zoo, was credited with killing eight Nazi officers in a single sortie.

So badly depleted is the European stock that a single, rheumatic 600-pound African lion stands out as the top performer caught by Urquhart in his travels. The act, presented by Capt. Jim Roos, is featured by the small French outfit, Cirque Internationale, as Le Bissier du Mort, meaning the Kiss of Death. Working in a box arena, the trainer builds up a "kiss" climax with the beast.

Urquhart relates that the trainer, a Frenchman, is not actually named Jim. "American names are popular, so he simply annexed it," he explains.

Two in Paris

In France, the two main circuses are located in Paris and are owned by an Italian named Bouglione, according to the ex-G.I. They are the Cirque Medrano and Cirque De L'Hiver. Both tour thru the summer, but return to permanent Paris locations for the winter. Smaller orgs, wagon shows, are Cirque de Paris, Cirque de Napoli and the Cirque Internationale.

Of the French shows, Urquhart spoke (See *SHORTAGE OF CATS* on page 72)

Wood Plans L. A. Opening Featuring Pokies and Thrills

LOS ANGELES, Dec. 22.—Jimmy Wood will take his show on the road under the recently acquired 101 Ranch Wild West and Circus title about March 10, opening in this vicinity. Wood plans to play two-day and week stands in towns with a show that, he said, gives him sufficient entertainment to play the big towns as well as the small ones.

Harvey Walters, who will be general agent, left here recently for Greenwood, Miss., to pick up a 146 by 226-foot top purchased from Ray Marsh Brydon. Wood intends to have an arena type show, using one ring and a large arena. After the first portion of the show, the ring

will be removed to make way for thrill and Wild West acts.

In addition to Wood, as owner-manager, and Walters, others on the staff include Bob Simon, contracting agent; Dan Dix, 24-hour man; Herb Wilson, brigade manager, with three trucks ahead; Bob Galbreith, master mechanic and in charge of transportation; Bill Dietrich, painter, who will also travel with the show; Dick Koehler, purchasing agent; Johnny Gutierrez, boss canvasser; LeRoy Conkey, bandmaster; Bob Thornton, horse trainer and equestrian director; Frank Chicarella, front door; Cliff Henry, boss electrician, and Mrs. Laura Anderson, privileges.

WON, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Paradox—The Show With a Leaf of Gold

By Starr De Belle

Barfly, Colo.
December 22, 1945.

Dear Pat:

While waiting in the fairgrounds at Colo-Tex, Tex., for our canvas to thaw out, the bosses decided to troupe indoors with *Ten Nights in a Barroom*. For a week our canvassmen, actors and musicians rehearsed the bill in our spacious, snow-covered and unheated barn. Everybody with this trick doubles in brass, props, concert and blue-shirt leads.

When the news arrived that snowplows had cleared the highways across Buffalo County, Oklahoma, into Colorado, orders were given for our overland wagon train (six wagons, two cross-cages and our elephant, Crumwell) to start its trek. Manager Upp prides himself in presenting the only *Ten Nights* show that carries a circus parade and menagerie. Because we haven't changed over from mud show to railroad show wagons, even though the Won, Horse & Upp Circus is a five-car circus, it was a simple matter to switch from rails to roads.

While crossing the Oklahoma-Colorado border line, a snowstorm blockaded the roads with five-foot high banks. It was then proven that a bull is essential to any kind of a show. Crumwell was soon pushing a snowplow, opening the roads for our wagon train.

On arrival here we welcomed the warmth of the Opera House, as did our

stock the hospitality of a livery stable. We soon had our beds made down in the dressing rooms, and a Mulligan stew was boiling on the theater's only pot-bellied stove. Our auspices, Teetotalers, Incorporated, had everything set for a Saturday night performance. Our five-piece concert band, with their horns in woolen socks and legs in long underwear, played a concert in front of the Opera House 15 minutes before show time. Even then the instruments froze solid from mouth moisture, causing many blue notes. Manager Upp, who made the announcement to no one but the band, noticed crowds hurrying by en route to a night club down the street.

Retiring to the warmth of the Opera House, we found only a few male blueses and sob sisters of our committee, who came in on passes, for an audience. They were waiting for us to start the four acts billed as "An Object Lesson to the Rising Generation." Because they represented no paid admissions, the boss decided to make a Carrie Nation stand at the night club down the street. With the aid of our elephant we gained entrance to the club without paying cover charges. By using the club's elaborate bar as a stage setting and 100 proof spirits as props; the show was on.

Our vaudeville specialty between the first and second acts, a parade of lions and leopards on lead chains; our bull,

Lewis Denies Sale Of Top to J. Wood

JACKSON, Mich., Dec. 22.—Paul M. Lewis today refuted an announcement from Los Angeles that Jimmy Wood, owner of the Yankee-Patterson Circus, has purchased the canopy top used on the Dan Rice Circus last season.

Lewis, owner of the Lewis Bros. Circus, said that the top has been at his winter quarters here the past two months and has not been offered for sale.

"Jimmy made the announcement in good faith," Lewis asserted, "but he was mistaken in thinking the canopy belonged to some one else and that it was at Greenwood, Miss."

The Dan Rice show folded at Greenwood in September.

Ft. Worth Shrine Circus Gets 84¢

FORT WORTH, Dec. 22.—Moslah Temple Shrine Circus at Will Rogers Memorial Coliseum here grossed \$84,690, a final tabulation shows. Of this amount, the Shrine netted \$18,200, most of which will go to the crippled children's fund.

Show, topped by Clyde Beatty's wild animal acts, was presented both matinee and night for nine days. Five nights were listed as sellouts, with prices ranging from \$2 and \$2.50 for boxes; \$1.50 for reserved seats, and \$1 for general admission. Children's ducats went at 50 cents.

J. M. (Star) Williams, of Moslah Temple, said the Shrine will make it an annual affair and will use top acts from various circuses.

For the first time in 20 years, a downtown circus parade was held.

Mills Animals Get in Two Dates at Ashtabula, O.

ASHLAND, O., Dec. 22.—Pre-Christmas work for Mills Bros. Circus animals took the show's ponies, dogs and monkeys to Ashtabula, O., Thursday (20) and the org's other animals to the same city for a performance at the Auditorium Friday (21).

First regular indoor date for show personnel is set for Cleveland, January 6-13, at the Arena.

Death of James Dewey, general agent, at Winston-Salem, N. C., came as a shock at winter quarters here.

Beatty Confers With Clawson at Quarters

MACON, Ga., Dec. 22.—Clyde Beatty spent several days at his winter quarters here last week, conferring with Ralph J. Clawson, general manager, and personally supervised winter quarters activities.

Elephants and camels have been taken to the Beatty Zoo, Fort Lauderdale, Fla., for a few weeks stay.

No comment here when queried as to reports of definite plans for a rail show in 1946.

Call Beatty Fences Unsafe

MIAMI, Dec. 22.—Authorities have declared unsafe the fences and cages used by Clyde Beatty at his zoo and wild animal exhibit at Fort Lauderdale.

Crumwell, tinted pink for the occasion, and 10 ballet gals carrying a 20-foot boa constrictor across the stage, threw our already well-imbibed audience into a panic. Seeing that the audience believing themselves suffering with delirium tremens, our good sisters of the committee took advantage of the situation by working the tip with pledges.

Seeing his future biz going on the rocks, the club's owner immediately bought the show for the night for more money than the Opera House's seating capacity could have given us. On the grounds that we were lousy actors on a lousy bill, we were closed before the second act went on. The line, "Frank Slade! You have killed your father," was out that night, but we killed another week of the winter. Who in the hell was it who said, "Don't send out your laundry until we see your act?"

Big One Looms For Big Tops

Biz Wins Space In Papers, Mags

CHICAGO, Dec. 22.—America's magazine and newspaper writers went to the circus for words and stories in 1945. They brought along their camera men for pictures. Result adds up to a record crop of publicity for a single year.

According to a tally made by Burtis L. Wilson, of Chicago, a total of 59 top-flight circus stories hit print in magazines, many of them with heavy national circulation. His bibliography for the year shows also that a host of leading metropolitan newspapers gave their readers plenty of circus treatment.

Among the top slick mags, *Saturday Evening Post*, *Colliers*, *Liberty*, *Time*, *Life*, *News-Week*, *Look* and *Coronet* used circus features at least once during the 12 months ending December 31.

Wilson's tab does not include publicity specifically planted by press agents to boost attendance for a particular date.

H-M Win Washington Spring Shrine Date

NEW YORK, Dec. 22.—Almas Temple circus committee awarded its contract for the production of the 1946 Shrine circus at Uline Stadium here to Hamid-Morton, following a committee session presided over by Howard P. Foley, chairman.

Dates for the show have been set for the week beginning April 8. Contract calls for performances by Loyal-Repensky Troupe, the Seven Brannocks, Canestrellis, LaTosca, Pallenberg Bears, the Benson wild animal act formerly handled by Alfred Court and other attractions.

Hamid-Morton winter and spring schedule will begin February 14 at Memphis, under Chymia Temple auspices, with other stands following at Milwaukee; Kansas City, Mo.; Wichita, Kan.; Buffalo and Montreal. Session will close late in May.

Five fall dates were played at Boston, Toronto, Philadelphia, Birmingham and Atlanta to record biz.

The Champion!

LOS ANGELES, Dec. 22.—Bouncing critical optics over the Arthur Bros.' Circus route for the past season, it was discovered that the organization established what veteran circus agents contend is a new world's record for long hauls.

When the show played Houma, La., on its trek west thru the Southland, the lot was just 19 miles from the runs.

Maybe some railroad show has made a longer haul, but the graybeards around here doubt it.

Words, Deeds Reveal Hopes

New orgs, projects of regulars disclose confidence in '46—1919 was winner

CHICAGO, Dec. 22.—So what's ahead for the Big Tops in 1946?

That's the big imponderable as the new year bounces in, but by their words, and particularly by their actions, the boss men of the circus industry reveal their optimism.

Down at Sarasota, the sailmakers are at work on a new Ringling-Barnum top that, stretching 60 feet longer than last season, will take shape as the biggest in circus history. R-B seating capacity is being upped to 12,000.

Down at Louisville, winter quarters for Cole Bros., Owner Zack T. Terrell goes back to a general trend to find the answer.

"Going by what happened after the last war," says Terrell, then with the old John Robinson Circus, "it ought to be a banner year. The season after World War I—1919—was the greatest year in circus annals."

And is Terrell expecting another year like that?

Getting Set

"We're getting ready for it. Things are humming here at quarters, painting, rebuilding all the flats and wagons from the wreck."

How many men at work? "Well, we're feeding 95—no, 96," he replies. "A new one just checked in."

Circus winter quarters workers are checking in, too, at Hartford, Ky.; at Springfield, Mo.; at Los Angeles, at Penn Yan, N. Y., from which points come factual accounts of new orgs taking form as the new season draws near.

Meanwhile, the air is clouded with (See **BIG ONE LOOMS** on page 72)

UNDER THE MARQUEE

AROUND THE CORNER—Kid '46.

BEN AUSTIN, former circus manager and owner, holds court for his numerous friends visiting and residing in Los Angeles at J. D. Newman's attractive home.

RAY CHOISSER, calliope player with various circuses during the past many years, is confined to Marshall-Browning Hospital, Du Quoin, Ill., recovering from a sick spell.

NEW GUSH of village planning has started in city halls, with higher reader rates taking the lead.

BETTY ACEVEDO returned to her home in Los Angeles recently after being out with the Arthur Bros.' Circus. "It's good to be home again," Miss Acevedo said. "The season was long and tough. The last few weeks were so cold that I couldn't even work." She lost 35 pounds but is gaining it back.

BOB STEVENS, owner of Bailey Bros., and Mr. and Mrs. Johnny Brassl were prominent among the circus folks at the Pacific Coast Showmen's Association and banquet and ball, while Mr. and Mrs. S. L. Cronin were at Baron Long's table for the 11th time in the past 12 years. Frank Ellis and George Coe help keep circus atmosphere around the PCSA clubrooms.

NEXT NEW CIRCUS discovery will be something for the boys in quarters to while away the evenings with.

MR. AND MRS. CHARLES JONES recently entertained Mr. and Mrs. Harry N. Brown, of the promotional staff of Frank Wirth's Indoor Circus, at a steak dinner. Charles Jones has been Orrin Davenport's boss property man for the last 15 years and previously was with several circuses, including Ringling-Barnum, Hagenbeck-Wallace, Sparks and others.

HARRY R. PATTERSON, formerly with Ringling-Barnum and Cole Bros., has received his discharge from the army after more than two years' service. He is at home, 709 North Alexander Street, New Orleans.

JUSTINO JULIO LOYAL, of the Loyal-Repensky of the Ringling-Barnum show, was the subject of a recent feature story in *The Ocala* (Fla.) *Star-Banner*. He was in Ocala with the Great Continental Circus.

OLD CIRCUS CUSTOM: When a brother worker is in bad with the boss—nobody wants to be seen talking to him.

JOE DAILY, of the Frank Wirth office, is reported doing well down Texas way with rodeos. . . . JIMMY O'DONNELL, after closing with Austin Bros.' Circus, is back home in Boston working night clubs and vaude. Jimmy and wife, Chickie, will open with Polack Bros.

Circus in Flint, Mich., in January. . . . H. A. (OLD-MAN KID) MORRISON is a patient in the Masonic Hospital, Elizabethtown, Pa.

HARDSHIPS the past three seasons made First of Mayers age into seasoned troupers in less than a week.

TOMMIE MADDEN, 82, was talking and singing clown with Ringling Bros. when there were 30 on the pay roll and the five brothers, he relates, made up the band, came in for a nice yarn in *The Buffalo News*, Thursday (13). Madden, retired for 22 years, is living in Buffalo. . . . DUKE DRUKENBROD, a hospital patient since his serious illness last September, expects to be home at Canton O., for the holidays.

MANY EMPLOYEES would have been a good deal happier on closing night if they had had guarantees that they were coming back.

JOHNNIE HERRIOTT, 14-year-old son of Milt Herriott, horse trainer with Cole Bros. last season, is recovering from an appendectomy at Community Hospital, St. Peter, Minn. Johnnie worked elephants and ponies and rode menage with the Kelly-Miller show in 1944. . . . WILLIAM DINAN, former biller with Sells-Floto, Hagenbeck-Wallace and others and recently a Denver theater biller, is confined at Fitzsimmons General Hospital, Denver, with a hip fracture.

SUGGESTION that food is essential to peace was probably made by somebody who never heard a workingman yell, "Belly robber," while trying to hey rube a cookhouse steward after having a big meal.

ERNIE WISWELL folded his Dizzle Lizzle for the season at Fort Sil, Okla., Sunday (2), with Benny Fox's show. . . . LINE-UP of Frank Wirth's indoor baseball sluggers for the season opener at Cleveland, December 17: Clyde Horn, pitcher; George Poli, catcher; Charley Jones, first base; Shirley Jones, second base; Johnny Burke, short center; Ernest Kestler, third base; Don Cook, left field; Dee Poli, center field; Dorothy Brown, right field; Al Sutphin and Andrew Vida, substitutes; Harry N. Brown, manager.

IN LOS ANGELES they have sort of a portable Atuell Luncheon Club. It roves between Philippe's, a grab joint that features a hefty covering of sawdust on the floor; the palatial dining room of the Los Angeles Athletic Club, and the Biltmore Hotel coffee shop, where an obliging hostess eases the circus lads past the standees. Making the rounds the past week were Paul Eagles, J. D. Newman, Harry Callan, George Kennedy, Red Wopenstein, Vern Williams, Larry Black, M. L. Stewart and Buster Cronin.

James Dewey, Mills Gen. Agt., Succumbs

WAUKEGAN, Ill., Dec. 22.—Funeral and burial services were held here, Thursday (20), for James Dewey, 50, general agent for Mills Bros.' Circus, who died of pneumonia Monday (17) in Winston-Salem, N. C. Burial was in the North Shore Garden of Memories Cemetery. He is survived by his widow.

Dewey was with Mills Bros. for four years. Previously he had been with Russell Bros., Lewis Bros. and the 101 Ranch shows. In early days he was a boxing promoter in Milwaukee.

A veteran of World War I, Dewey was a member of the American Legion, Veterans of Foreign Wars, Disabled War Veterans and Showmen's League of America.

Billy Lorette Gets Party

CHICAGO, Dec. 22.—An abundant measure of Christmas cheer was brought to Billy Lorette here Sunday (16) when members of Showfolks, Inc., staged a party for the veteran clown at the Oak Forest Infirmary, where he has been a patient for eight years. Old-time friends and performers unfolded a full program of acts and entertainment.

BOB FISHER

And His

FEARLESS FLYERS

THE WORLD'S FINEST FLYING ACT IN 1946

Check the personnel, then decide for yourself

BOB FISHER—With a World-Wide Reputation
 SELMA FISHER—Only Lady Catcher in a Flying Act
 PEGGY SHEPHERD—Sensational Lady Flyer
 OSCAR JORDAN—Principal Flyer With Ringling Show for Several Years
 EDDIE WARD—America's Ace Catcher

With this array of talent it's a natural to be the
WORLD'S FINEST FLYING ACT

SEASON'S GREETINGS TO ALL OUR FRIENDS

DAILEY BROS.' CIRCUS WANTS

Harnessmaker, Carpenter, Wagon Builder, Welder, Painter.
 If you are not capable do not answer.

DAILEY BROS.' CIRCUS

BOX 54 GONZALES, TEXAS

WANTED **WANTED**

MOOSE INDOOR CIRCUS

DURHAM, N. C., CITY ARMORY, FEBRUARY 13 TO 14
 Circus Acts of all kinds that can work in 30-foot ceiling except Animal. Two Clowns, one to work come-ins; Eight-Piece Band, Novelties and Popcorn open. All address:

H. E. WIGGINS
 MALBOURNE HOTEL, DURHAM, N. C.

CIRCUS CHRONOLOGY

Day by Day Under the Big Tops in 1945

JANUARY

GRAND AMERICAN CIRCUS a heavy draw at Mexico City, with Clyde and Harriet Beatty, the Fallenberges, Con Colleano, the Cristianis, Mark and Lucille, Pape and Conchita and Francisco headlined.

SELLO BROS. opens winter tour at Marshallville, Ga., January 15.

AL SUTPHIN UNFOLDS circus and vaude combo under Hamid-Morton banner at Cleveland's Arena, January 20.

HARRY HAMMILL and Ben Davenport announce Austin Bros.' Circus is being framed for 1945 tour.

POLACK'S WINNIPEG Shrine show nets 40G.

ORRIN DAVENPORT opens at Grand Rapids, Mich., to turnaway January 22.

BETTY ESCALANTE injured January 24.

WINNIE COLLEANO dislocates shoulder January 27.

CLYDE BROS. begin Texas tour at Gainesville to packed houses January 24.

WORCESTER GROTTO pulls record b. o. under J. C. Harlacker promotion January 22-27.

RUSSELL BROS. sign Cristiani Family for 1945.

FEBRUARY

GALVESTON RECEIPTS topped by Ray Bros. February 6-10.

75,000 ATTEND Polack Bros. Louisville Shrine date February 5-11.

CLEVELAND GROTTO, Orrin Davenport production, opens to capacity. Winnie Colleano again injured.

ACTS WANTED

FOR MY
CIRCUS AND FAIR DATES
FOR 1946

CAN ONLY USE FEATURE ACTS

ERNIE YOUNG

155 N. CLARK ST.
CHICAGO, ILL.

WANTED TO BUY

A good Six or Eight-Horse
Liberty Act

Four or Six-Pony Drill
Outstanding Dog Act

Send Description and Price

BOX 137

New Waterford, Ohio

LEWIS BROS.' CIRCUS

WANTS TO BUY

Small Saddle Horses for Liberty Act, pure black preferred. Small Ponies, or will buy Acts already broken. Want Trainers, people to present acts. Also want Trained Animal Acts of all description, Menage Horses, good working Dogs, Seal Act, Elephant, Jumping Horses.

Also want to buy three Kiddle Rides, one thousand feet of ten or twelve foot Side Wall, Chair Grand Stand.

Want capable people in all departments. Promotional fraternal circus, three days and week stands.

LEWIS BROS.' CIRCUS

Circus Road Jackson, Michigan

ROUTE CARD

and complete data for Arthur Bros.' Circus 1945 season. Six-page booklet, price 35¢ each, or three for \$1.00, postpaid.

MIL0 HARTMAN

Box 282, Venice, Calif.

ACTS WANTED

Seal, Bear, Chimp, Dog and Pony. Also Aerial and Ground. Give full description of act, literature and photos. Also lowest weekly salary. Cash bond guaranteed. Write

PUBLIC ENTERPRISE, Inc.
440 Rhodes Ave. Dept. B Columbus, Ohio

TELEPHONE SALESMEN

Starts January 3. Four Weeks' Solid
2 Police Deals to Follow.

"PAT"

Dixon Hotel, Kansas City, Mo.

ZACK TERRELL signs Con Colleano and the Orantos for Cole Bros.

FRANK WIRTH opens Jamaica, L. I., to heavy biz February 17.

RINGLING OFFICIALS SENTENCED: George W. Smith, general manager, and Leonard S. Aylesworth, boss canvasser, given two to five years; James A. Haley, one to five years; Edward R. Versteeg, chief electrician, and William Caley, seat man, one year; David W. Blanchfield sentenced to six months. Judge Shea grants stay until April 6.

ARTHUR BROS.' CIRCUS announces purchase of 10 railroad cars February 24.

INDOOR CIRCUS PROMOTERS, Irving J. Polack and Bob Morton, report record biz at Cincinnati and Memphis, latter gross hitting 76G.

MARCH

POLACK BROS.' CIRCUS springs March 1 for Medinah Shrine at Chicago. HAMID-MORTON Milwaukee date hits capacity.

VOICE OF BOB MORTON waxed by University of Wisconsin Speech Department March 4.

RINGLING BANNERS hit New York City March 5 for Madison Square Garden inaugural April 4. Booked for 47 days.

MINNEAPOLIS SHRINE date away to fast start for Noel Van Tilburg March 5. Gross beats 100G.

ST. PAUL SHRINE SHOW a click for Orrin Davenport.

SUNNY BERNET LEAVES Chicago for Los Angeles March 17 to handle mike for Cronin Bros. and manage White Horse Troupe.

VERN WILLIAMS NAMED general agent for Arthur Bros.' Circus.

HAMID-MORTON WIND UP Wichita date February 24 with \$6,000 net.

WILKES-BARRE, PA., is big for Frank Wirth.

BILLING WAR FLARES as three ready for So. California premiere.

CRONIN BROS.' CIRCUS opens March 24 on Washington and Hill lot, Los Angeles.

ARTHUR BROS.' CIRCUS opens March 26 at Oxnard, Calif.

RUSSELL BROS.' CIRCUS opens March 29 at Hollywood's Pan-Pacific Auditorium.

ANNA ANTALIK INJURED in fall at Dayton, O., March 30.

APRIL

RINGLING BROS. AND BARNUM & BAILEY bows in New York to terrific biz April 4.

JUDGE SHEA EASES SENTENCES of R-B officials April 7. Sentences of Smith, Aylesworth and Haley reduced to year and a day minimum. Blanchfield sentenced suspended. Aylesworth and Smith granted stays to July 7. John Ringling North testifies as State witness that defendants are not irreplaceable.

CLYDE BEATTY USHERS in 1945 tour at Rock Hill, S. C., April 7.

WIRTH'S WASHINGTON Shrine gross hits \$93,000 April 2-8.

BUD E. ANDERSON CIRCUS prelims at Emporia, Kan., April 12.

HAMID - MORTON BUFFALO biz slumps 10Gs under 1944, but beats \$100,000 gross April 2-7.

BARNES BROS.' CIRCUS holds sway at Chicago Stadium, opening April 13.

MONROE BROS. GETS AWAY at Moberly, Mo., April 14.

MILLS BROS.' SPRINGS indoors with six-day Youngstown (O.) stand April 16.

POLACK CLOSES 10-DAY Sacramento stand with \$40,000 gross April 16.

TOM GORMAN QUILTS Cronin staff April 16.

JAMES EDGAR NAMED R-B director at annual board meeting, New York, April 18.

COLE BROS. BREAKS ice at Louisville April 19.

JIMMY WOOD BUYS Sparton Bros.' property in California April 21.

R-B REPORTS BIGGEST day biz in history April 21.

BRADLEY & BENSON REPORT biz hot in Alabama.

MICKEY O'BRIEN REPLACES Milt Hinkle as manager of the Austin show.

FRANK WIRTH'S ST. LOUIS Police Show opens big, gate up 15 per cent, April 22.

CRONIN BROS. FOLDS at Long Beach, April 22, for "reorganization."

CHARLES T. HUNT PREEMS Hunt Bros.' Circus at Burlington, N. J., April 26, for 53d annual tour.

BOND BROS. PACK 'EM in at opener, April 28, at Kennett Square, Pa.

MACK E. KITCHEN, of Clyde Beatty

Circus, killed in highway accident near Ivor, Va.

AL G. KELLY-Miller Bros. open season at Hugo, Okla.

MAY

FRANKIE SALUTO VOTED most popular R-B clown in backstage election at N. Y. Garden May 1.

M. L. CLARK & SON GETS under way at Eaton, O., with Honest Bill Newton in charge May 5.

TOM GORMAN JOINS Banard Bros. at Etna, O., May 5.

AUSTIN BROS. GRABBING gelt in Oklahoma after leaving flood region.

PENNSYLVANIA GIVES Dickman Show good biz in early dates.

VICTORIA TORRENCE killed at Garden in fall during Ringling performance May 6.

BAILEY BROS.' SEATS collapse under heavy load at Indiana, Pa., May 7.

BELL BROS.' SHOW begins trek at Geneva, Neb., May 10.

105,000 ATTEND POLACK Circus at Oakland, Calif., May 11-20.

EDWARD SHIPP, equestrian director and partner in Shipp & Feltus Circus, dies at 80, May 13, Petersburg, Ill.

BEATTY SHOW TOP goes down under wind and rain at Greensburg, Pa., May 16.

ESCALANTE BROS.' CIRCO Mexico bows at Los Angeles May 25.

AL DEAN'S CIRCUS takes off at Lynwood, Calif., May 25.

MARY VALENTINE, of Romas Flying Act, misses net during performance of Barnes Bros.' Circus at Detroit May 22. Suffers severe injuries.

GAINESVILLE (TEX.) Famous Community Circus, suspended during the war gives its first show since 1941 May 26.

JUNE

JIMMY WOOD'S Yankee-Patterson Circus bows at North Long Beach, Calif., June 2.

RINGLING BROS. and BARNUM & BAILEY goes under canvas, with first performance at Washington June 5.

RINGLING-BARNUM officials leave show for Hartford, to commence sentences, June 7. George W. Smith and Leonard S. Aylesworth depart from Washington.

TOM KILLILEA, veteran circus press agent, rejoins R-B June 10, replacing Bill Fields, who retired because of sickness.

CRONIN BROS.' SHOW goes under hammer at Los Angeles; sold to V. G. Wilson, representing United Tent & Awning Company, for \$8,100 at tax sale June 22.

RINGLING-BARNUM CANCELS Chicago stand because of excessive pass and concession demands.

TOM PACK-ERNIE YOUNG combo pulls \$120,000 for Pittsburgh Police Pension Fund June 18-23.

THREE BEATTY aerialists injured in fall, Clifton, N. J., June 23. Injured were Gae Boeth, Pauline Penny and Jean Evans.

MARIE (DOLLY) JACOBS awarded divorce from Terrell Jacobs June 29.

JULY

RINGLING ROLLS in heavy dough thru New York; Cole Bros. bulges on Michigan earnings in early July dates.

TOM PACKS packs 'em in at St. Louis Stadium Show, four nights, ending July 4.

TOM PACKS delivers big one for Evansville (Ind.) Police July 6-8.

LEWIS BROS.' Circus opens under canvas at Buchanan, Mich., July 5-6.

TERRELL JACOBS joins Austin Bros. at Burlington, Ia., July 7.

AL DEAN CIRCUS goes to barn in Los Angeles.

POLACK BROS. end 10-day run with \$2,000,000 War Bond gross at Los Angeles July 14.

ARTHUR BROS.' elephant, Vera, dies at Devils Lake, N. D., July 11.

R-B PASSES up Detroit and Toledo.

C. R. MONTGOMERY Wild Animal Shows bows at Lebanon, Ore., July 28.

COLE BROS.' Circus train wrecks near Little Falls, Minn., July 27. Seven cars leave rails. Reuben Schalow and William Burns are injured.

101 RANCH sock production at Los Angeles, but blow 35G in two days, July 21-22.

BEN DAVENPORT buys Cronin Bros.' top for Dalley Bros.' Circus.

NASHVILLE goes over for Packs July 25-28 despite storms.

BIZ ROUGH for Ringling-Barnum at Cleveland and Pittsburgh.

ARTHUR TOP ripped and torn under heavy rain and wind at Waukesha, Wis., July 31.

THE BILLBOARD survey shows 29 circus orgs on tour during July.

AUGUST

FEDERAL JUDGE CAVANAH issues temporary injunction at Boise, Idaho, halting Russell Bros. from circulating printed matter derogatory to Arthur Bros.' Circus, August 1.

OHIO CONGESTED with shows: Beatty, Bailey, Austin and Sello orgs all in territory.

COLE BROS.' train repaired and rolling August 4, a week after Minnesota wreck.

CLYDE BEATTY gets 16 Kentucky winners.

YANKEE-PATTERSON truck and cars damaged at Susanville, Calif., August 9, in freak highway accident.

ARTHUR BROS. appeal for permanent injunction against Russell Bros. ruled out in Federal Court, Boise, Idaho, August 8.

J. TOM WATSON, Florida attorney general, requests parole hearing for three Ringling officials August 13.

ARTHUR M. WIRTZ and William H. Burke mull plans to travel Barnes Bros.' Circus. Purchase Terrell Jacobs's property at Peru, Ind.

BANDITS rob Beatty show of \$15,000 in holdup at Alton, Ill., August 18.

BIZ REPORTED big from many fronts: R-B jams 'em at Milwaukee, Minneapolis, Kansas City; Cole Bros. gets red ones at Rock Island, Ill., and Davenport, Ia.; Austin strikes it rich thru Georgia; Dalley booms in Ohio; Bailey gets straws in Tennessee.

WATSON'S PLEAS for special hearing ignored by Alcorn, state's attorney, in Hartford fire sentences.

COLE BROS. and Ringling trains arrive in Des Moines on same day, August 26.

SEPTEMBER

TWO RINGLING employees, Versteeg and Caley, freed from jail September 6.

DUKE DRUKENBROD seriously ill at St. Louis hospital.

BANARD BROS. end good year, closing Labor Day.

AUSTIN BROS.' horses killed by arsenic poisoning at Columbus, Ga., September 9.

FRED BRADNA and Ed Kelly, Ringling officials, injured when storm hits show at Dallas, September 12, breaking up matinee performance.

DAN RICE SHOW hits road under Ray Marsh Brydon, with season inaugural at Kankakee, Ill., September 11.

JAMES M. COLE, army dischargee, announces show for 1946.

COLE BROS. and Russell Bros., mixing in Missouri, battle for crowds at Joplin and Springfield. Cole hangs up city mark at Springfield, September 14.

CHARLES T. HUNT closes season at Elkton, Md., September 22, because of tired canvas, after 22 weeks of good biz.

COLE BROS., hitting on high thru Texas, gets season's biggest day at Lubbock, September 26.

BEATTY cleans up thru Mississippi.

OCTOBER

BUD E. ANDERSON sells show to devote time to ranch and training new stock. Lee Bible, L. D. (Doc) Hall and Bob Stevens buy animals.

MONROE BROS. finish tour at Downing, Mo., October 6.

RUSSELL BROS. drops the curtain at El Paso, Tex., October 10, quitting early because of canvas condition.

DAN RICE CIRCUS folds at Senatobia, Miss., after a one-month tour.

JIMMY WOOD claims 35G net from Yankee-Patterson tour, which ended October 21 at Los Angeles.

ST. LOUIS FIREMEN closes with bag of records October 21.

CLYDE BEATTY ends season at Dublin, Ga., October 25, and puts it in barn at Macon, Ga.

ALF LOYAL, famed dog trainer, dies at Fanwood, N. J., October 27.

CON COLLEANO signs for return to Ringling in 1946.

NOVEMBER

COLE BROS. winds up big year at Clarksdale, Miss., November 1.

CLYDE BROS. open indoor route at Okmulgee, Okla., November 7.

CONNECTICUT PARDONS Board nixes pleas of R-B officials November 5.

R-B ROLLS up season's biggest week in North Carolina spots.

HAMID-MORTON indoor biz rolls to terrific highs at Boston, Toronto, Philadelphia and Birmingham.

M. L. CLARK & SONS ends year in Louisiana.

HOUSTON SHRINE shows pulls capacity.

(See Circus Chronology on page 72)

OPS CAN'T HELP SINGING!

Bathhouses Top Rockaway Need In Years Ahead

ROCKAWAY BEACH, N. Y., Dec. 22.—Rockaway had what might well be considered the best period of prosperity in its history during the war years, and now, instead of just leaning back to enjoy the fruits of the occasion, this resort is priming itself for the post-war era.

Past three summers were socko seasons, so much so that real estate on the nine-mile Rockaway Peninsula has had valuations upped anywhere from 25 to 100 per cent. Realtors have been dicker-ing eagerly for what few empty lots there are in the beach-front zone, with an aim to do some construction work just as soon as the building materials situation eases itself enough to permit the flow of sufficient supplies to get the program under way.

Rentals Skyrocket

Past summer was easily the best of all, with amusement and other property ren- (See EATHOUSES TOP on page 62)

To Construct 4 New Race Tracks at Jantzen Beach

PORTLAND, Ore., Dec. 22.—Four new automobile race tracks, to be constructed inside one another providing a unique set-up, will be installed at Jantzen Beach for next season, Bobby Rowe, sports promoter, announces.

The speedway, scene of midget auto racing last summer, will get a big car track of one mile, a new speedway of one-fourth of a mile for the midgets and one-fifth of a mile for motorcycle events.

Vancouver Spot Gets Octopus

VANCOUVER, B. C., Dec. 22.—Giant octopus measuring 15 feet has been presented to the Stanley Park Aquarium, English Bay, after being captured in the net of a local fisherman.

New Year Brings Challenge

—By A. B. McSwigan, President NAAPPB—

In contrast with the start of 1945, with its gloom and bewildering war wor-ries, 1946 arrives in a radiance of ex-pectation and confidence. So, with the picture much in reverse, it is pleasant to look forward to the operating season of 1946.

The new year gives great promise, plus a challenge.

Now, after four interrupting years, we renew our determination to provide a greater service.

Men and women of this industry, you are to be congratulated. With patriot-ism and capability you carried on despite all that had to be surmounted in your resolution to afford a little sunshine in the darkness of war.

Your mettle has been tested. It was found strong.

Now in peace we look, with every as-surance, to you to raise still higher our standards of service and intensify the esteem of the countless millions of our patrons.

May 1946 hold for you the best of health, abundant happiness and pros-perity.



A. B. McSWIGAN

Set for Rich Season Ahead

The Billboard survey shows owners and managers ready to spend for improvements

CHICAGO, Dec. 22.—Unless all signs are wrong, not to mention the managers and owners, amusement parks and beaches throught the United States will enjoy one of the biggest, if not the big-gest, seasons in history in 1946.

And to meet this "stampede," park men are preparing now by spending large amounts of money for improve-ments and new devices.

That is what is gleaned from a tele-graphic survey conducted by *The Bill-board* this week. Contacting park owners and managers all over the United States by wire, the questionnaire asked for their predictions regarding business in 1946, what new buildings and rides they planned, and in general, a picture of what changes they planned in their parks for next season.

Response was gratifying and almost to (See PARK OPS OGLE on page 62)

Industry Quotations

Paint at Chicago

GEORGE A. SCHMIDT, Riverview Park, Chicago—"We are looking forward to a good park season in 1946 and are planning to spend a considerable amount on maintenance and repairs. We plan to paint the entire park and will install one or two new rides if they are avail-able."

Adds 10 Acres

THEO. M. TOLL, Waukesha Beach Park, Milwaukee—"If general strike con-ditions are abrogated, 1946 will be a peak year for amusements. Labor con-ditions may necessitate same operation as in 1945. All rides and buildings being repainted and we plan to add one new ride in 1946. Ten more acres have been added to our original 55 acres. We plan new interior decorations and more mas-sive flower gardens, plus new added at-tractions. Less petty politics in Wash-ington would speed up a maximum pros-perity for all business in 1946."

Six Rides Installed

J. L. Logan, P. B. A. Park, Miami—"Business very good as we go on eighth year of continuous operation. Six rides and a new \$15,000 miniature steam rail-road was installed recently. A large swim pool is contemplated in the im-mediate future. A small children's pool already is in operation. We plan ex-

tensive improvements for 1946 and new rides will be installed."

Answer Is Clear

EDWARD J. CARROLL, Riverside Park, Agawam, Mass.—"I am highly optimistic over 1946 possibilities and already have inaugurated a big expansion program.

"Factors now slowing down reconver-sion ought to ease up considerably after the first of the year. That means stepped-up employment and good work-ing conditions. Add to this the millions of new customers in the way of returned veterans who have had no park amuse-ments for the last few years, and widened markets due to the lifting of transportation restrictions, and the answer should be clear.

"It all adds up to a banner summer at Riverside Park, and I am preparing for this by a greatly accelerated im-provement program which is already under way. It will include several new (See Industry Quotations on page 62)

Seek To Make Mt. Hood Resort Year-Round Spot

PORTLAND, Ore., Dec. 22.— With George H. Buckler, president, presiding, the newly organized Oregon's Mount Hood, Inc., met here to discuss ways of making Mount Hood a year-round resort rather than merely stressing the winter sports appeal.

Necessary for this, it was said, would be additional housing facilities, improve-ment of transportation and the opening of more highways and provisions for more summer activities.

Renew Jersey Tot Parade

NEW YORK, Dec. 22.—Asbury Park, N. J., next year will revive its annual baby parade which went into the discard in 1932 as a result of the depression. Event drew close to 150,000 spectators annually to the resort's Boardwalk in former years. Parade is tentatively skedded for the last week of August.

Advertising in the Billboard Since 1905
ROLL OR FOLDED TICKETS DAY & NIGHT SERVICE
SPECIALLY PRINTED
CASH WITH ORDER PRICES ---10M, \$7.15--- ADDITIONAL 10M's AT SAME ORDER, \$1.65

Above prices for any wording desired. For each change of wording and color add \$3.00. For change of color only, add 50c. No order for less than 10,000 tickets of a kind or color.

STOCK ROLL TICKETS

1 ROLL.....	75c
5 ROLLS.....@.....	60c
10 ROLLS.....@.....	50c

WELDON, WILLIAMS & LICK
FORT SMITH, ARKANSAS
Tickets Subject to Fed. Tax Must Show Name of Place, Established price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number

Fits Through the Buttonhole It Then Is Locked Securely

Car not be passed to another without destroying it. Assorted Colors. Sample and prices on request. Order Today!
WESTERN BADGE & NOVELTY CO.
402 N. Exchange St., St. Paul 2, Minn.

WANTED RIDES
For Public Park, 1946.
Long Season.
Apply PARK COMMISSION,
Postoffice Box 13, Texarkana, Tex.

ROYAL RIVER PARK
In the Heart of Vacationland
GLOUCESTER, MAINE
Now Contracting Rides for 1946. A few choice spots left. Open May-October.
ATTRactions — Auto, Motorcycle, Horse Races, Sportsman Show, Water Sports, Outdoor Acts, Dancing Animals, etc. Write at once.
H. I. SMALL, Mgr., Wash. St., Bath, Me.

NEW FROZEN CUSTARD MACHINES
GOOD USED RIDES
Or Have You Any To Sell?
BERTHA GREENBURG
Hotel Kimberly, 74th St. & B'way, New York



BEN O. ROODHOUSE, of the Eli Bridge Company, Jacksonville, Ill., is the new president of the American Recreational Equipment Association, succeeding William Rabkin, of International Mutoscope Corporation.

PLAN NOW FOR THE GREAT POST-WAR ERA

- DESIGNS
- REPORTS
- PLANS
- ESTIMATES

COMPLETE PARKS, FAIRS, COASTERS, RINKS, POOLS
ACKLEY, BRADLEY & DAY
200 CHESTNUT ST., SEWICKLEY, PA. (PITTSBURGH, PA.)

FOX RIVER PICNIC GROVE
FOX RIVER GROVE, ILLINOIS
37 Miles Northwest of Chicago — 40 Acres of Beautiful Grounds — Season Begins Decoration Day and Closes Labor Day — Train and Bus Service.
DANCE HALL — TAPROOM — BEACH — COTTAGES
WANTED
For 1946 Season, SHOWS—RIDES—CIRCUS—CONCESSIONS—CARNIVAL
CROWD-ATTRACTING FEATURES
WRITE, WIRE OR PHONE
LOUIS CERNOCKY, Fox River Grove, Illinois
Telephone Cary 3621

'46 TO TOP OTHERS---FAIR MEN

More Fairs, More Sport on W. Coast

There will be more fairs in operation on the West Coast than for many years past. The agricultural and livestock people are fair-minded and are now selecting and preparing for next year's exhibition.

I predict next year to be the greatest year for livestock, agriculture, and 4-H exhibits in the history of the Pacific Coast fair associations.

Looking forward to an entire A Circuit of pari-mutuel racing, which has been a feature of most of the Western fairs, new tracks are being built and harness horse racing will be resumed. The entertainment features, which have been handicapped, will come in for their share. I am sure there is no section in the United States more fair-minded and enthusiastic than this Western country.—A. H. Lea, manager, Multnomah County Fair, Portland, Ore.

Kansas Annuals Exhibit-Swamped

Outlook for fairs in Kansas in 1946 is the most promising in history. Both the major fairs, Kansas State and the Kansas Free Fair, Topeka, continued their operations thruout the war years and are set to carry on. Several new county fairs were established this year, and practically all the regular fairs that were abandoned during the war will be in full operation.

All fairs will be literally swamped with farm, commercial and industrial exhibits of household appliances, which will rank high in numbers. Attendance should reach new peaks as people everywhere are interested in viewing new products of industry and in seeing the improvement since 1941 in the field of purebred livestock.—S. M. Mitchell, secretary, Kansas State Fair.

Cash-Holding Wis. Fairs Enthusiastic

In the hundred years of fairdom in Wisconsin, never have prospects for the year ahead been so favorable. Practically every fair has a bank roll. New buildings are contemplated and, with the war over, Wisconsin fairs in 1946 will offer to the public the best livestock shows and dairy exhibits in the United States.

Coupled with these and a splendid development in junior fair activities, the fairs promise the best entertainment ever shown to fair patrons. If Old Sol stays on the job during the fair season, new attendance records are anticipated all the way from Athens to Weyauwega.—Jim Malone, secretary, Wisconsin Association of Fairs.

Record Building Hinges On Materials, Kansan Says

Kansas Free Fair Association is preparing for the biggest year in its 67 years of operation. New concrete stage is being built opposite the grandstand. New industrial building is now under construction. All roads and grounds will be concrete. Cement sidewalks will connect all buildings. Two new paved entrances will be built on the west side of the grounds. New 4-H judging pavilion and new swine and sheep barns are under way.

Because industry and manufacturers have not been exhibiting during the war, I look for biggest and finest post-war exhibits this year. Farmers have money and should make improvements with new equipment and ideas. With more help on farms, more farmers will exhibit. If materials are available, I look for the biggest building program on fairgrounds in one year and the finest fairs in '46.—Maurice W. Jencks, Kansas Free Fair, Topeka.

All-Time High in Optimism Shown by Poll of Sections

Conditions never so favorable, survey reveals—many annuals have \$\$ banked, building program set, expect hike in exhibits—virtually all suspended fairs back

CHICAGO, Dec. 22.—It's going to be the biggest of all years for fairs. That opinion, held almost to a man, is the conclusion drawn by a telegraphed poll conducted this week by *The Billboard* of representative fair executives thruout the U. S. and Canada. Some of the fair men waxed lyrical in their wired replies. But the vast majority back up their forecasts with sound supporting statements and the secure knowledge that fairs of their sections were holding sizable bank rolls and could keep their promises of bigger and better things.

Back in Action

Practically all of the wartime suspended fairs will be back in action the poll showed. Lone exception is the Central Canadian area, where doubt exists that the Canadian government will be able to release exhibit buildings in time for outdoor Class A expos.

Fairs which operated in '45 are in the best financial shape of all time, the poll showed. Moreover, most of them plan to spend for improvements, repairs and new buildings—providing they can get the materials—and for increased premiums and higher attraction budgets.

Youth activities of the fairs is credited as a great help to fairs which operated during war years, and further development (See ALL-TIME HIGH on page 71)

25% More in Mich.; See Exhibit Raise

Michigan fairs are very optimistic for 1946. The outlook is excellent. I have been receiving numerous communications from associations that did not operate for the duration and from new ones, advising their dates are set and plans being made for next year. Ninety fairs and shows were held this year. Increase next year will be at least 20 per cent.

With the return of automobiles, farm machinery, home appliances, etc., on the market, commercial exhibits will exceed any displays we have ever had. With tourists at our beautiful lakes increased at least 100 per cent, along with our normal population, attendance should reach an all-time high.—H. B. Kelley, secretary-treasurer Michigan Association of Fairs.

Neb. State Spends 100G; General Outlook Is Bright

The Nebraska State Fair is spending \$100,000 on improvements before the 1946 fair. Nebraska State Fair expects to have one of the largest State fairs ever held in 1946, with increased premiums in nearly all departments. Nebraska as a whole has had some wonderful crops and we expect agriculture to be outstanding in every way.—E. J. Miille, secretary Nebraska State Fair.

N. Mexico State Builds, Co. Fairs Also Construct

New Mexico State Fair, held each year thruout the war, is now making many improvements for the greatest fair ever held in New Mexico. A \$120,000 addition to the grandstand is almost complete. It includes a new pari-mutuel plant, cafe bar, new rest rooms and new flood lighting system. Other improvements under way are the junior dormitory, dairy exhibition building, Red Cross hospital, additional horse barns, permanent lunch stands and an eight-foot wall around the grounds with new entrances already started. Most county fairs in New Mexico did not operate during the war, but are showing new life construction activities.—Leon H. Harms, secretary-manager of the New Mexico State Fair, Albuquerque.

Free Spenders in Fla. Give Rosy Hue

With conditions reminiscent of the boom-time spending splurge of 1925, Florida winter fairs, operating for the first time since the army took over the plants in 1942, are making ready for an all-time attendance record to match the unprecedented demand for exhibition space.

While there will be a half dozen or more strawberry festivals and smaller fairs during the winter, major string will open at Largo, with Pinellas County Fair running January 22-26, to be followed by Florida Orange Festival January 28-February 2 at Winter Haven, and then Florida State Fair at Tampa, running 11 days from February 5 thru 16. Opening one week later will be Central Florida Fair at Orlando February 25-March 2.

While government delay in making adjustment for damages held up reconversion, all fairs now report preparations in full swing, with prospects never brighter. An army material show will highlight the State Fair and will probably be scaled down for other exhibitions.—James L. Malone, publicity director Florida Fair and Gasparilla Association, Tampa.

Never Better Year Predicted for Pa.

The outlook for Pennsylvania agricultural fairs for 1946 is better, bigger and more largely attended than ever before. This confidence is derived from the increased interest in their attractions fair men are planning and in their plans for repairing and rebuilding.

An increase in premiums is expected. Large horse race purses will be offered. More money will be spent on attractions and a great many will hold automobile races, which had been banned during the war years.

The farm machinery exhibitors plan to get back in a big way. Larger exhibits of livestock and agricultural exhibitors, handicapped during the war by lack of help to handle exhibits, will be a feature. As whole, the exhibit field prospects look better and brighter than ever.—Harry B. Correll, president Pennsylvania Association of County Fairs.

Vt. Picture Good; Rutland Has 94G

Right now the outlook for fairs in Vermont in 1946 is most favorable. The Rutland Fair and the Champlain Valley Exposition at Essex Junction had the best year they ever had. The current cash assets of the Rutland Fair on December 1, 1945, were \$94,099 and no liabilities of any kind. We intend to make some very extensive improvements as soon as materials and labor are available. Economic conditions could change things, but we do not look for it here in Vermont.—Will L. Davis, president Rutland Fair.

La. Outlook Best in Years, Interest in Fairs Mounts

Outlook for 1946 Louisiana fairs is the best in many years. State meeting has been arranged for February 5 and indications point to 100 per cent showing, with greater enthusiasm than in many years. Enforced idleness during past four years has greatly increased, rather than decreased, interest.

All agricultural departments, both federal and State, are anxious for renewed effort on part of fairs to help return conditions to normal as rapidly as possible. Louisiana State Fair has had continuous operations during the war years, altho on curtailed basis.—W. R. Hirsch, secretary-manager Louisiana State Fair, Shreveport.

Ill. Outlook Rosy; Want Reduced Tax

Illinois fair officials, as a whole, are displaying more enthusiasm and optimism for a successful season in 1946 than any year in the past.

Illinois fairs had a great season in 1945, and most of them are planning many improvements on their grounds and buildings. A tremendous number of new fair fans have developed the past few years, and efforts should be made to retain their interest.

Illinois fairs would like to see a reduction in the federal amusement tax. The year 1946 should witness a large increase in the number of livestock and also in industrial exhibits. The return of the Illinois State Fair is causing quite an adjustment in dates among the county fairs.

The annual convention in Springfield, January 15-16, should have the largest attendance in history, due to the early enthusiasm of Illinois fair officials.—Clifford C. Hunter, Taylorsville, secretary of the Illinois Association of Agricultural Fairs.

Kan. Prosperous Fairs Plan To Better Profitable 1945

Kansas is prosperous. She has been raising good crops and selling them at war prices. Kansas fairs that showed in '45 made money. They expect to make more in '46. Indications are that all fairs will go in '46.

A record attendance is in prospect for the annual convention of the Kansas Fairs Associations, Hotel Jayhawk, Topeka, January 8-9. Advance dope is fair managers will spend more for attractions than in any previous year.—R. M. Sawhill, secretary Kansas Fairs Association.

Tex. State Banks on Banner Year, Spends 2½ Millions

Early interest in coming fairs bears out our idea that 1946 is going to be our banner year. We have a building program totaling more than \$2,500,000, including a 10,000-seat coliseum and large exhibit building, which will provide 100,000 square feet of floor space. We also plan for a greatly enlarged midway and will begin building and remodeling program the first of the year.—Roy Rupard, secretary State Fair of Texas, Dallas.

Iowa Fairs, in the Money, Look for Profitable Year

Iowa fairs face 1946 in excellent financial condition and with much optimism. Post-war improvements and building campaign are planned by a large number of the fairs.

Conditions indicate a profitable year, and premiums will be increased. Livestock and agricultural exhibits will show marked improvement.—E. W. Williams, secretary, Iowa Fair Managers' Association.

Gun For Commercial Exhibits

Florida Annuals Prep Grounds For Revivals

TAMPA, Dec. 22.—Mute evidence of the recent departure of the army remain at the Florida State Fairgrounds here and at the Orange Festival plant, Winter Haven, but rapid progress is being made to whip the grounds into shape for a revival of the two expositions halted in 1942.

Dozens of temporary buildings, used here by the army when the grounds were pressed into service as a relocation center, have been dismantled, and now permanent buildings and the grounds are being readied for the 1946 show, to be held over an 11-day period beginning February 5.

Revival will have a victory celebration theme. P. T. Strieder, veteran general manager, has announced. Heavy emphasis (See FLA. FAIRS PREP on page 60)

Interest-Packed Program Set For Wisconsin Fair Sessions

MILWAUKEE, Dec. 22.—Program notable for the variety of subjects to be treated will mark the annual convention of the Wisconsin Association of Fairs here, January 2-4, at the Hotel Schroeder. Subjects to be handled range from fair buildings and blueprints to what's new in thrill shows.

Convention will open Wednesday, January 2, at 10 a.m., with fair men interested in fair circuits invited to attend circuit meetings. First formal session will start at 2 p.m., with the roll call, followed by appointment of committees; a report by President W. H. Eldridge, of Plymouth; comments by A. W. Kalbus, of Madison; a talk by Pat Purcell, outdoor editor of *The Billboard*; a discussion of sit-down strikes at horse-pulling contests by Taylor G. Brown, of

Oshkosh, and W. R. Ingraham, of Oxford, and a report of committees on the election of directors.

Afternoon will be given over to a meeting of District No. 6, U. S. Trotting Association, at which Orlo Robertson, of Garden City, N. Y., will speak, and a meeting of the Wisconsin Top-Line Racing Circuit. Annual banquet of the Wisconsin Breeders' and Harness Horse Association will be held in the evening.

Thursday's sessions will open at 10 a.m., with a succession of talks, followed by the election of officers and a concessions clinic, with Howard L. Shepard, of Beaver Dam, as chairman of the last named, with the audience expected to participate.

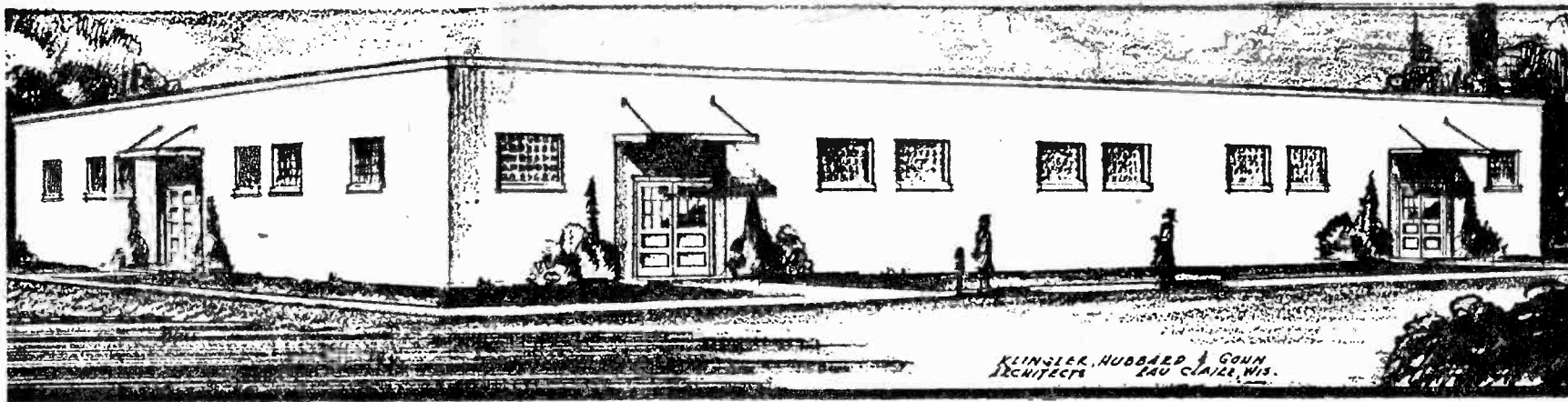
Topics to be treated and the speaker (See Wisconsin Schedules on page 71)

Wis. Annual Goes Hunting

Chippewa Falls loses no time—makes clear pitch in effective prospectus

CHICAGO, Dec. 22.—The long-expected pitch is on by the nation's fairs for more commercial exhibits in 1946 than ever before, with the intention to bring about post-war return to well-balanced expos, hiked incomes and financial reserves against "lean years, when, as and if they come."

Potent sign of the campaign for commercial exhibits is seen at Chippewa Falls, Wis., where the healthy Northern Wisconsin District Fair, rated one of the (See CHIPPEWA FALLS on page 60)



INDUSTRIAL EXHIBIT BUILDING

Northern Wisconsin District Fair
Chippewa Falls, Wisconsin
August 6-11, 1946

PLAT BOOTH SPACES

BOOTH EQUIPMENT:— Every booth is equipped with a back partition and side partition. All signs and other equipment is to be furnished by exhibitor.

ELECTRIC SERVICE:— Electric connections are provided in each booth — receptacles for plug in. The Fair Management will furnish electric energy not to exceed 1000 watts for each booth. Exhibitor will furnish all necessary booth wiring. Electric energy in excess of 1000 watts per booth will be paid for by the exhibitor at 80¢ per 100 watts.

SOUND AMPLIFICATION:— None permitted.

DEMONSTRATIONS:— Radios and other sound instruments can only be demonstrated in sound proof compartments. Other demonstrations will be conducted in accordance with regulations of the Fair Management.

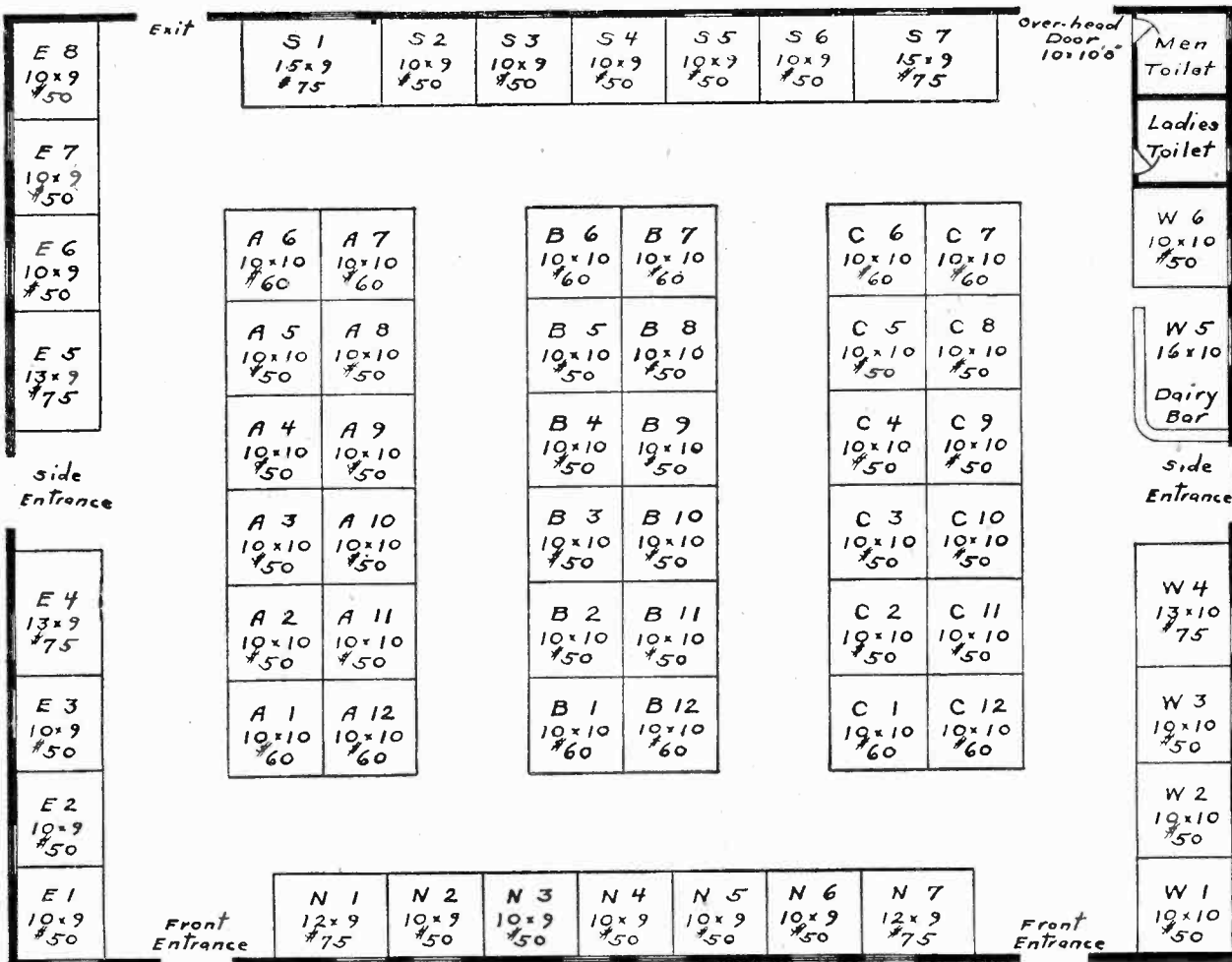
SHIPPING INSTRUCTIONS:— Exhibitors are required to bill all exhibit shipments to themselves, plainly marked: Care Industrial Building, Fair Grounds, Chippewa Falls, Wisconsin. Paying all shipping charges.

HOURS OF EXHIBIT:— The Industrial Building will be open at 9:00 A. M. to 11:00 P. M. daily throughout the period of the Fair. The exhibitor agrees not to dismantle his booth, deplete his exhibit in any way, or do any packing before 11:00 P. M. Sunday Night, August 11th.

ADMISSION TICKETS:— Each exhibitor may, without additional cost, secure one Season Exhibitors Ticket, good for every day of the Fair, for each \$13.00 paid for space.

BOOTH DIMENSIONS:— All booths are numbered and dimensions given on chart also price of each booth — first number of dimension is the frontage—second number is depth of booth. Please refer to booth space by numbers shown on diagram.

For further details or diagrams about available space Write, Wire or Telephone (1052) to A. L. PUTNAM, Sec'y.-Mgr. Fair Grounds — Chippewa Falls, Wis.



HERE'S CHIPPEWA FALL'S PITCH: The prospectus reproduced below of the Northern Wisconsin Fair, Chippewa Falls, Wis., shows how one of the outstanding medium-sized fairs is making its bid for commercial exhibitors. The prospectus is particularly noteworthy because, not only is it put out before the building is finished, but because it gives a clear picture to the exhibitor. Without a build-up of adjectives, it offers a concise picture to the potential exhibitor. It offers a clear plat which shows booth size and the exact cost of each booth; outlines simple rules and regulations governing exhibitors and projects an artist's conception of the new building as an effective clincher to its sales presentation.

Army Spars on Terms at D. M.

DES MOINES, Dec. 22.—"No-decision" draw is the result thus far between the Iowa State Fair Board and army officials on settlement terms for return of the State fairgrounds.

Several huddles between fair execs and army reps have been held. Both sides steer clear of publicity on negotiations. It is understood, however, that the fair wants \$750,000 and that the army, after upping several lower offers, countered with \$550,000.

John P. Mullen, president of the fair board, reported that the board had drawn a resolution which stated the terms it would accept in the controversy.

The fair, Mullen added, won't accept any of the buildings until after May 1. To do otherwise, Mullen indicated, might hamper the State's case in settlement negotiations.

New schedule of dates on which the army had agreed to vacate the buildings was announced by Mullen. It provides the release of the last building, the cattle barn, April 1.

He said he hopes that a settlement could be effected by May 1, as the remaining time before the fair's August 21-30 dates would be required to rehabilitate the grounds.

Mullen announced appointment of 16 department heads. They are: Horse, H. W. Maxwell, Winterset; cattle, H. L. Pike, Whiting; swine, E. T. Davis, Iowa City; sheep, C. S. Macy, Grundy Center; dairy, Harry Linn, Des Moines; agriculture and horticulture, Victor Felter, Indianola, and industry and machinery, F. E. Sheldon, Mount Ayr.

Concessions, W. J. Campbell, Jesup; public safety, P. P. Zerfass, Algona; admissions, Sam Carpenter, Centerville; ticket auditing, M. D. Thompson, Oakville; racing, John W. Cory Jr., Spencer; grounds, Henry Deets, Des Moines; livestock sanitation, Dr. C. C. Franks, Des Moines; publicity and advertising, L. R. Fairall, Des Moines, and 4-H cattle and pigs, C. S. Macy.



Meetings of Assns. of Fairs

Wisconsin Association of Fairs, January 2-4, Hotel Schroeder, Milwaukee. J. F. Malone, secretary, Beaver Dam.

Indiana Association of County and District Fairs, January 7-9, Lincoln Hotel, Indianapolis. William H. Clark, Franklin, secretary.

Kansas Fairs Association, January 8-9, Jayhawk Hotel, Topeka. R. M. Sawhill, secretary, Glasco.

Association of Tennessee Fairs, January 8-9, Noel Hotel, Nashville. Henry W. Beaudoin, Memphis, secretary.

Minnesota Federation of County Fairs, January 9-11, Hotel Saint Paul, St. Paul. Allen J. Doran, Grand Rapids, secretary.

Western Fairs' Association, January 10-12, Sacramento, Calif. Louis S. Merrill, Fresno, secretary.

Illinois Association of Agricultural Fairs, January 15-16, St. Nicholas Hotel, Springfield. C. C. Hunter, Taylorville, secretary.

Maine Association of Agricultural Fairs, January 15-16, Augusta House, Augusta. J. S. Butler, Lewiston, secretary.

South Carolina Association of Fairs, January 16, Hotel Wade Hampton, Columbia, S. C. J. A. Mitchell, Anderson, secretary.

Ohio Fair Managers' Association, January 16-17, Deshler-Wallick Hotel, Columbus. Mrs. Don A. Detrick, secretary, Bellefontaine.

Georgia Association of Agricultural Fairs, January 18, Piedmont Hotel, Atlanta. E. Ross Jordan, Macon, secretary.

Oregon Fairs Association, January 18-19, Imperial Hotel, Portland. Mabel H. Chadwick, secretary.

Michigan Association of Fairs, January 21-22, Fort Shelby Hotel, Detroit. H. B. Kelley, Hillsdale, secretary.

Western Canada Fairs Association, January 21-22, Royal Alexandra Hotel, Winnipeg. Keith Stewart, Portage La Prairie, Man., secretary.

Western Canada Association of Exhibitions, January 21-22, Royal Alexandra Hotel, Winnipeg. Mrs. Letta Walsh, Saskatoon, secretary.

Nebraska Association of Agricultural Fairs, January 22-23, Lincoln Hotel, Lincoln. Chet G. Marshall, secretary.

Massachusetts Agricultural Fairs, January 23-24, Parker House, Boston. A. W. Lombard, 21 Jason Street, Arlington, Mass., secretary.

North Dakota Association of Fairs, January 24-25, Hotel Powers, Fargo, N. D. E. W. Van-cura, Fessenden, secretary.

Rocky Mountain Association of Fairs, January 27-29, Northern Hotel, Billings, Mont. J. M. Suckstorff, Sidney, secretary.

Virginia Association of Fairs, January 28-29, John Marshall Hotel, Richmond. C. B. Ralston, Staunton, secretary.

Pennsylvania State Association of County Fairs, January 30-February 1, Abraham Lincoln Hotel, Reading. Charles W. Swoyer, secretary.

Western New York Fair Managers' Association, February 1, LaFayette Hotel, Buffalo. Glenn W. Grinnell, Batavia, secretary.

Texas Association of Fairs, February 1-2, Adolphus Hotel, Dallas. O. L. Fowler, Denton, secretary.

Idaho State Fair and Rodeo Association, February 1-2, Rogerson Hotel, Twin Falls, Idaho. G. W. Cleveland, Burley, secretary.

Virginia Association of Fairs, February 4-5; John Marshall Hotel, Richmond, Va.; C. B. Ralston, Staunton, secretary.

Louisiana Association of Fairs, February 5-6, Southwestern Louisiana Institute, Lafayette. P. O. Benjamin, Tallulah, secretary-treasurer.

Ontario Association of Agricultural Societies, February 6-8, King Edward Hotel, Toronto.

Chippewa Falls Sets Sights on Com'l Exhibs

(Continued from page 59)

best of the country's medium-sized annuals, has lost no time in peddling its possibilities to commercial exhibitors.

A new exhibit building, costing nearly \$25,000, is definite for the 1946 Wisconsin fair. So eager was the management to insure the new building, that concrete for the foundations was poured before the winter freeze set in, with actual construction contracted for early spring.

Just as eager to sell the space which will be made available by the new structure, the management immediately went to press with a prospectus for exhibitors, which is a model other expos are likely to follow.

Prospectus makes no attempt to give adjective-studded build-up of fair. Acting under the assumption that exhibitors know the fair but don't have the answers to various questions that pop up, the prospectus offers an artist's conception of the building, defines clearly the building's layout, gives booth sizes—what's more, specific prices for the space—and lists simply the controlling regulations.

Building is set to bring in more than \$3,500, with sale of exhibit space totaling \$3,445 to be supplemented by income from milk bar concession. Return of more than \$3,500 is regarded as sound return on exhibit building outlay.

A sellout for 1946 is regarded as a certainty. Before any efforts to sell the space had been made, one-sixth of the space had been spoken for.

P.-A. Is Barred

Noteworthy among the regulations governing exhibitors as set down in the prospectus is one which prohibits the use of p.-a. systems and another which requires exhibitors of radios or other sound instruments to provide their own soundproof rooms. Prospectus clearly points out the extent that the fair will provide electric current, price for additional current, and indicates, without the use of a sledge-hammer, that exhibitors can obtain additional week-and-day passes only by purchase of additional units of \$15 of space.

The new exhibit building itself is regarded as a model for other fairs. It is regarded as the last word in medium-sized exhibit buildings and, aside from its utility value, it will add plenty to the fairgrounds.

Simple in design but striking in appearance, the 130 by 100 structure will be constructed of daylight concrete, building tile and brick, and punctuated with glass brick windows, with an exterior of white stucco. The roof, made of new Celotex Cemento panels, will not only be effective as fireproofing but will provide strong insulation against the sun. Six doors and four roof ventilators will also add towards keeping the building comfortable during hot weather.

Six Entrances

The buildings will have two front entrances, two side entrances and two back entrances. One rear entrance will have an overhead door, 10 feet wide, 10 feet 8 inches high, which will permit heavy trucks, loaded with weighty exhibits, to be driven into the building.

Sixty-four booths, with an average size of 10 by 10 feet, will be provided. A few booths will be 9 by 12 feet; some 9 by 15 feet. Booth construction will permit speedy dismantling and storing of partitions, leaving the entire floor space available for other purposes.

The new construction, which will be supplemented by continuation of a landscaping program, Secretary Archie L. Putnam, points out, is part of a 10-year improvement plan at Chippewa Falls.

Sloan To Open '46 Auto

Racing Season at Tampa

CHICAGO, Dec. 22.—First automobile racing of 1946 will be staged under the banner of John Sloan, it was disclosed here with the announcement by him that he had closed a contract for three days of big-car racing at the Florida Fair and Gasparilla Association annual, Tampa. Dates set for the speed sessions are February 5, 9 and 16.

Sloan re-entered the auto racing promotion field after his discharge from the navy in October. He had been in the service since September, 1942.

Fla. Fairs Prep For '46 Revivals

(Continued from page 59)

sis will be given to commercial displays of post-war products, principally household appliances. Revival of the beef cattle show will be stressed.

U. S. Department of Agriculture has already indicated it will have 15 large displays which will portray modern trends of production.

Citrus fruit industry and all its branches will get heaviest emphasis at the resumption of the Orange Festival February 18-23, President John A. Snively Jr., has announced. Army recently moved German prisoners of war from the grounds, thus giving the fair management the green light to proceed with rehabilitating the grounds.

Heavy demand for midway concession space is reported by John H. Logan, county agent, for the first post-war Pinellas County Fair, Clearwater, which will be held in January. Veterans' organizations will be active participants, booth reservations already having been made by Old Fort Harrison Post, Veterans of Foreign Wars, and Clearwater Chapter, Disabled American Veterans. Both orgs will display war trophies.

Expo Booms

Orlando's blooming Florida Livestock Exposition continues to take sound, healthy shape. Construction is being pushed on the plant, and recently P. E. Williams, Davenport, Fla., now serving his fifth term as president of the Florida Cattlemen's Association, was named a director. Williams is credited with much success in cross-breeding Brahman cattle with Shorthorns and Herefords, and has produced many prize-winning animals at his ranch.

Campaign for funds for the exposition continues at a brisk rate and will be pushed until January 1. Quota of \$150,000, originally set for Orange County, site of the fair, appeared secure, and second quota of \$150,000 was planned. State has appropriated \$40,000 for construction of a central building.

Girl Stunt Ace a Suicide

HOLLYWOOD, Dec. 22.—Mary L. Wiggins, 35, screen stunt girl and star of B. Ward Beam's International Congress of Daredevils at fairs about 10 years ago, shot and killed herself here Thursday (20). Her father said she had been despondent over a financial transaction. While with Beam's thrill show, she did solo parachute jumps and automobile and motorcycle stunts.

PLYMOUTH, N. H. — All officers of Plymouth Fair were re-elected at a recent meeting here. Officers are Harry A. Merrill, president; Fred W. Sanborn, vice-president; Harold E. Haley, treasurer; W. J. Neal, secretary, and L. E. Mitchell, general superintendent. Plans were discussed for buying additional land to increase the size of the fairgrounds and to construct several new buildings before the 1946 fair, dates of which were set for September 10-13. Work has already begun on increasing parking space.

ACTS
WANTING ROUTES
FOR 1946 FAIRS

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WOOLFOLK
AGENCY

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WILLIAMS & LEE
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High-class ACTS for our 1946 Fairs. Thrill Acts, High Acts, Comedy Acts, Singles, Doubles, Troupes doing two or more first-class Acts. Long season to those that are priced right. Photos—terms. 464 Holly Ave., St. Paul 2, Minn.

IT AIN'T HAY!!!
HOOSIER HOT SHOTS
Crowds
ARE CONSISTENTLY RECORD BREAKERS
PROVEN BY THE LARGE NUMBER OF REPEAT ENGAGEMENTS

Now appearing Coast to Coast at Parks, Clubs, Theatres, etc. National Barn Dance—Saturday Nights Red Network.

MITCHELL HAMILBURG AGENCY Hollywood
HOWARD MAYER Tribune Tower, Chicago

ACTS WANTED

For my Circus and Fairs. Long season and short jumps. Send photos and state salary.

KLEIN'S ATTRACTIONS

New Waterford, Ohio

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And Its

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UNITED STATES FEDERATION
of
AMATEUR ROLLER SKATERS
and
SOCIETY OF ROLLER SKATING
TEACHERS OF AMERICA

THANK ALL

Operators and Skaters

For Their Sustained Interest in
in the Advancement of
Roller Skating



PLAN NOW TO ATTEND

1946 NATIONAL CHAMPIONSHIPS AND CONVENTION

AND ALSO THE
WORLD'S
CHAMPIONSHIP

Sponsored by U. S. F. A. R. S. at
Gay Blades and Madison Square
Garden, New York City, June,
1946.

Jeffries Lines Up Equipment in Chi

PORTLAND, Ore., Dec. 22.—Imperial Rink will install new equipment soon as a result of a Midwest visit by Chris Jeffries, owner-manager.

Jeffries returned to Portland last Saturday (15) by plane from Chicago, where he attended the session of the Board of Control of the RSROA and sought new ideas in management at big rinks there.

Meanwhile, Imperial's instructor, Art Russell, 1943 novice champion and 1944 senior champion, left Wednesday (19) on a Christmas holiday visit to Boston, where he also will look into new methods of class operation before he returns to Portland January 6.

Jeffries said Russell recently rejected an offer from a large New York rink, saying, "Art likes the Northwest." Earlier, Russell, whose home is at Oakland, Calif., turned down offers from Denver and Seattle, as well as one from a California operator.

Norwood Has Hesslers On Ballet; Show Set

CINCINNATI, Dec. 22.—Mr. and Mrs. Harry Hessler, members of the Dancing Masters of America, are in charge of the ballet classes held each Friday at the Norwood (O.) Rink. Norwood Rink was one of the first in the country to bring straight ballet into classes.

On New Year's Eve the Norwood Dance and Figure Club will sponsor a show. Special ballet numbers will be *The Blue Danube*, in which 50 students take part. Another number is *White Dawn*, in which the cast does typical ballet and toe routines, while the others do ballet and figures on skates. The skating is under the supervision of Mrs. Lil Erdman, pro.

BECAUSE of a shortage of good skates, start in construction of a new roller and hockey rink in Halifax, N. S., has been deferred.

GEORGE ZINDEL, Grand Rapids (Mich.) Coliseum operator member of the RSROA, celebrated his 25th anniversary of roller skating operation at that spot December 8. Zindel is confident that "roller skating is really here to stay." He believes that the efforts made to improve skating will bear fruit and keep the sport from hitting the periodical slumps which have prevailed in past years.

L. W. WHITE, Sedalia, Mo., has purchased a site in Rockford, Ill., and work will start on a large rink as soon as material is available.

LINDA HARRIS AND LLOYD PLEAS-AND have produced a novelty booklet, *Make a Date for Fun*, with comedy illustrations and verse about people at the Rollerdom, Portland, Ore.

DANCING has been eliminated at Pictou (N. S.) Community Center in favor of roller skating, now available there on Mondays, Wednesdays and Saturdays. Cafeteria has been established in connection with the center.

ROLLER hockey league composed of teams representing Halifax, Truro, Amherst, New Glasgow, Pictou and Kentville, N. S., has been proposed for next spring.

ROLLARENA, Gloucester City, N. J., puts on novel stunt each Christmas Eve when turkeys are given to the ones finding them. Catch is in the fact that large paper bags are put over heads of skaters and they have to go about the floor blindfoldedly. A bus now picks up skaters from Sunset Beach, Almonesson (N. J.) area and goes direct to the Rollarena.

JOSEPH L. MURPHY, RSROA professional, has been discharged by the army and expects to return soon to teaching.

J. W. PICKAVANT, operator of Strathcona Rollerdom, Toronto, has made application to the RSROA of Canada for membership, according to N. Sangster, Vancouver, B. C., secretary of the body. Strathcona was the scene of the recent Canadian amateur roller skating championships, and has fostered the trend in better skating for some six years.

FRITZ BULLMAN, owner of Diamond Rink, Oakland, Calif., recently donated the use of his spot to the Les International Dance and Figure Skating Club, which played host to all USARSA

Amateurs

By Keith Kahn, M.D.

Chairman of the Board of Governors,
USFARS (RSROA Affiliate)

The USFARS is controlled by a board of governors, all of whom stand high in their respective professions and have been active in various college sports since their university days. Some are influential in determining their "alma mater's" athletic policies and frequently present their views concerning athletic developments affecting college and university conferences. The organization is controlled entirely by the amateurs, consists solely of the amateurs, and exists wholly for the amateurs. There are 16,000 registered members and a drive to increase the membership to 50,000 is contemplated.

No Salary Jobs

Not any official or member of the USFARS (nor of the RSROA) receive one penny in salary. The USFARS, thru its officials, determines and puts into effect the policies governing 90 per cent of the registered amateur roller skaters in America. The USFARS does not recognize, nor does it pay tribute to help pay the salaries of so-called officials that know nothing and care less about roller skating and roller skaters. Roller skating is one of the gigantic sports of our time and is perfectly capable of taking care of itself. It is estimated that 10 per cent of the entire populace of the United States has skated on rollers (14,000,000).

The USFARS is affiliated with the RSROA and therefore has at its complete disposal the entire and unlimited facilities of 250 of America's finest roller skating rinks. These facilities (both recreational and athletic) exceed in scope and extent, similar facilities in all of the outstanding universities of the United States put together. Included in the facilities are the full-time teaching staffs which are at the disposal of the USFARS skaters at all hours during skating sessions.

1946 Paralysis Show

The 1946 Roller Skating Show, under the auspices of the RSROA for the benefit of the Infantile Paralysis Foundation as is the custom, will be held at Madison Square Garden and more than 900 USFARS skaters will participate in this colossal pageant. The RSROA of the Boston area will sponsor a charity roller skating show of similar design for some equally worthy cause at the Boston Gardens. Several hundred USFARS skaters will contribute their talents to the Boston benefit show. Last year the RSROA benefit at Madison Square Garden cleared for the Infantile Paralysis Fund more than \$10,000.

So it can be seen that the USFARS is interested not only in the competitive skater, but in all amateur skaters. And it is especially concerned with the normal and wholesome development into fine men and women of the 3,000,000 youngsters that enjoy the privileges of roller rinks all over the country.

Furthermore, the USFARS is encouraging other amateur sports to break away from unholy alliances and unsympathetic governing bodies. The governing body of the USFARS feels that not any sport can thrive upon competition alone, and that to justify its existence, (See AMATEURS on page 62)

clubs in California at a show staged to raise funds for the 1946 State championships. All URO operators in California will donate a night for the same fund.

MRS. HAZEL G. BARKER will observe her third year as owner of Skateland, Martinez, Calif., New Year's Eve. A show, *The Circus*, will be put on by Paul J. Gilbert, under USARSA sanction, by the Martinez Figure Skating Club.

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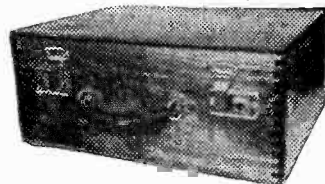


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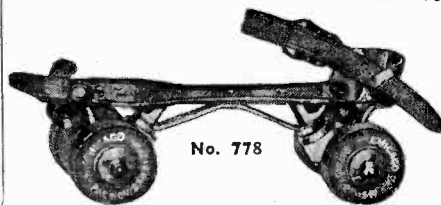
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REP RIPPLES

W N. NYON has a religious film show in the Pittston, Pa., area. . . . CAROLYN CHANEY has a puppet show playing schools around Texarkana, Tex. . . . GOFF PLAYERS are around Chattanooga, presenting short-cast bills with three people. . . . LA MARTIN FAMILY SHOW is booking auspice dates in New England. Trick plays under Franco-American societies. . . . ROY CHAMBERLAIN will have a short-cast flesh trick in the Ogdensburg, N. Y., sector after the first of the year, using four people. He has had religious films in Northern New York for several seasons. . . . VERDOR'S colored players are in the Decatur, Ala., territory. AUDREY BRADLEY advises that her dog, Trixie, which trouped eight years, died in Detroit December 13. Gene Bradley was recently released from the navy after serving two years and four months, being in charge of a 14-piece service dance band on the West Coast. Audrey did vocals with the band.

C HARLES HANSON has a religious film show in Hillsboro County, New Hampshire. OTTO MASON PLAYERS, three people, are around Elgin, Ill. . . . M. L. FRISBIE is again in quarters at Port Gibson, Miss. . . . EVERETT PLAYERS are laying off until after New Year's, when they will again play Eastern Massachusetts under auspices. . . . WILBUR TYLER will have a four-cast group in the Poughkeepsie (N. Y.) area after first of year. . . . TURGEON'S SHOW, vaude-pic, is in Park County, Colorado. . . . GRAHAM PLAYERS, four-people colored org, are in the New Orleans area. . . . VALLEY PLAYERS are around Rutland, Vt. . . . FOLLOWING PLACEMENTS have been made recently by Florence Benn Agency, Chicago: Jane Butler, Jerry Johnson and John Thomas, with Sauline Players; Ramon Rodriguez and Warren Kerr, Roberson-Gifford Players, Davenport, Ia.; Warren Saltzer, Evelyn Fargo, Tom Elrod, Jeanne Maskey, Jack Mathieson, Louise Salerno, Francine Simmons, Melford Miller, Ervil Hart, Jean Frazer, Audrie Sache, Michael Barr and Hildgard Saunders, Maid in the Ozark Company; Gloria Nelson and Jerry Ashe, Tilton Comedians, and Claire Powell, Two Mrs. Carrolls.

H AROLD LOVEJOY has a religious pic show in Hancock County, Maine, using 16mm. film and playing under auspices. . . . MARION PLAYERS are operating in the Salem, Ore., sector with three people. . . . LEON DERBY has a vaud-pic show in the Torrington, Conn., area, and move into Southern Vermont after New Year's. He has a tent stored at Brattleboro, Vt., and will operate under canvas, as usual, next season. . . . WILEY PLAYERS are in the Carbondale, Pa., area, using four-people flesh bills and playing auspice dates. . . . HERTER'S SHOW, two people, is in the Greenville, Tex., area. . . . BRIGHTWAY PLAYERS, colored, are playing around North Philadelphia. . . . WALTER GRIMES, old-time minstrel balladist, is promoting amateur shows around Herkimer, N. Y. . . . WALTER KIPP

has a one-man show in the Miller, S. D., sector. . . . WILBUR FULLER has a religious film show in Worcester County, Massachusetts. . . . BERKSHIRE PLAYERS, four people, will play around Pittsfield, Mass., after January 1. . . . DAVE COSTA is around London, Ont., with his vaude-film show. . . . GATES FAMILY SHOW, now in the Vicksburg, Miss., area will trek to Florida after the holidays. . . . FREMONT TURGIN is around Leadville, Colo., district with his vaude-picture show. . . . BROOKLINE PLAYERS have been showing in Southern New Hampshire. . . . N. E. HERAN is in Nevada with his two-people school show. . . . CARTWRIGHT PLAYERS are in Woodford County, Oregon. . . . HARRY K. MITCHELL is putting on shows in the Brockton, Mass., area. . . . SLIM VERMONT (E. V. Balger) is in Regular Hospital, Ward 60, Camp Shelby, Miss., suffering from a back ailment. He hopes to be up and around in a month or so.

Park Ops Ogle Rich Season Ahead

(Continued from page 57)

a man the picture was one of optimism. They can see business hitting a new high, for more reasons than one, and they believe that people, seeking entertainment, will demand the best. And park men, a progressive lot, are going to do everything in their power to give these entertainment seekers the best in the world.

There was one dissenter in this optimistic picture and he had an excellent reason for predicting a drop—repeat drop—in business. The dissenter was the manager of Capital Beach Park at Lincoln, Neb. In the last few years Lincoln has been the site of a huge army air base and it housed plenty of G.I.'s. Since the close of the war, however, the base has been closed and that will, without doubt, hit attendance at Capital Beach.

You may wonder, what with the shortage of materials, the labor situation and such things, how these men can be optimistic about business in 1946. What reasons have they for thinking lush times are in store again for 1946?

More than one park owner looks to the returning G.I. to swell business. One operator put it this way: "There will be millions of new customers in the way of returned veterans who have had no park amusements for the last few years." Another, predicting that "business next year would be about the same as in 1945, which was very good, said: "The return of millions of men from the services will pick up any other letdown we might face."

Of course, these men who have had years of experience in this business and who have come thru lean years in grand style, aren't looking at only the rosy hue and blinding themselves to the clouds. They know about the shortages of material and know that the new ride they ordered six months ago may not be ready until the middle of the summer, if then. They know, too, about the labor situation and that they may face serious problems along that line.

But that isn't stopping them from making preparations for a big 1946 season. If they can't get the new devices they want, people will understand. At least they are showing their good faith by having on order their wishes for the latest in rides, materials for improvements to buildings, etc.

H. S. Lewis, general superintendent of Fairgrounds Amusement Park, Memphis, says \$225,000 will be spent there in improvements and in enlarging the park. Much of the work won't be completed in 1946, but most of it will started. He adds that plans for a colored amusement park on the famous Beale Avenue are being considered.

Joe Weber, of Treasure Island Amusements, Phoenix, Ariz., says right now \$150,000 would be a conservative estimate for 1946 expenditures. He adds, "We hope to spend much more."

Other park men, while not giving exact amounts they plan to spend, intimate that their expenditures will run into much the same figures.

That ought to be proof that these men feel positive that 1946 will be a year long to be remembered in the park business. They are not standing idly by. They are going to be ready and those seeking entertainment in the various parks thruout the country will be greeted with the best entertainment and equipment that money can buy at the present time.

Bathhouses Top Rockaway Need

(Continued from page 57)

tals way up. OPA regulations don't apply to resort renting with same tightness they fit other types of housing. An illustration of what went on here last summer may be gleaned from the fact that a concession stand normally drawing a \$1,000 seasonal rental drew \$2,000. And at that they were at a premium. To attempt to get a cottage here, even three or four months before the start of the season, was "out of this world" stuff.

Some very auspicious plans are in the making for the post-war era, and just as soon as the green light on materials flashes the plans will be pushed.

City of New York, which operates considerable amount of beach-front property, plans to carry out improvements that war conditions prohibited. Biggest of projected schemes is planned to extend parkway section, now from 73d Street, Arverne, to Beach 108 Street, Seaside, from 73d Street section to Far Rockaway. Idea is in blueprint stage, and some time will probably be involved before projects begin.

Playland Plans

Most urgent need of this resort is more bathhouses. It doesn't take a mathematician to figure out why. Present bathhouses number only about 15,000, whereas some week ends bring out 2,000,000 people. Police and civic leaders have tried curbing practice of dressing in autos, with little or no effect, and situation won't be remedied until there is adequate number of bathhouses.

Playland Park, largest amusement enterprise on Long Island, has some ambitious plans of its own. Huge play spot enjoyed healthy wartime trade and looks for increase, if anything, in business.

AMATEURS

(Continued from page 61)

a sport must contribute to humanities' aims, joys and progress.

This is a panoramic view for the amateur skaters of the USFARS—past, present and future. The USFARS pledges itself to govern roller skating and roller skaters carefully and justly—and considers it its sacred duty to see that the amateur roller skaters of the United States are not kicked around and misled.

Aims and Program for 1946

The aims of the USFARS are to vigorously promote and publicize roller skating as an exercise, an art, a recreation and a social activity, and to justly and zealously guard the amateur roller skaters in their RSROA surroundings.

The program for achieving this end follows:

1. Migrant and occasional skaters must be encouraged to become more active in skating and skating circles. This may be accomplished by stressing the importance of dance, figure and speed classes and regularly scheduled proficiency tests.
2. The interest of regular skaters must be renewed and kept at fever pitch by giving them greater responsibility in amateur affairs—that is—creating more skating officials and employing their services more frequently in their official capacities.
3. Full co-operation with the RSROA in benefits and other worthy causes.
4. Clarification of present skating methods and the development of new ones.
5. Active interest in not only competitive skaters but in all amateur roller skaters—and special concern is reserved for the millions of youngsters whose normal development into healthy young men and women must be achieved to a great degree thru roller skating.
6. Greatest efforts will be put forth in promoting home rinks, for it is the opinion of the board of governors that the happiness and security for the amateur roller skaters can only be had in the midst of prosperous rink surroundings; or more bluntly put—material gain for the rink owner means better facilities for the skaters and faster progress for skating.

In conclusion, the USFARS, by deed and action, promises in the years to come to justify its sturdy RSROA ancestry, and by unswerving diligence and loyalty sincerely expects to play its part in bringing lasting prosperity and athletic happiness respectively to the RSROA-USFARS association.

Industry Quotations

(Continued from page 57)

buildings, new fronts, new modernistic midway lighting, new landscaping, new reception center and midway offices, general redecorating and new rides.

"We are going to try to hold our regular business and drive for new business. It is going to be there for us if we go after it."

\$225,000 Spending

H. S. LEWIS, Fairgrounds Amusement Park, Memphis—"Last year was our biggest year to date, and all indications point to a similar business next season. Plans are being prepared by Ackley, Bradley & Day and Everett Woods, Memphis, as associate architect, for a much larger park, with expenditures amounting to approximately \$225,000. Due to the late date, little of this work can be completed in time for the 1946 season, but work can go along with the present park in full operation. Some building, mostly concession and administrative, can be put into use as completed. Rides for next season probably will be the same as in 1945, with no definite information available at present on new rides.

"Preliminary work will start immediately, with bids to be opened January 3 on all sewerage and drainage work. Other work will follow as fast as plans are completed by the architects.

"Tentative plans are being made for a colored amusement park located on Beale Avenue. For next year, operations probably will be the same as the past season, with portable rides and concessions, with a permanent park being constructed as rapidly as possible."

Oklahoma Promising

ROY STATON, Springlake Amusement Park, Oklahoma City—"Oklahoma area very promising, and comments indicate general enlargements and improvements of outdoor amusements. Springlake Park is making many improvements and is installing a new Moon Rocket and Tilt. We also are planning on a Water Chute.

Top With Tots

FRED J. BARR JR., Romona Park, Grand Rapids, Mich.—"Romona looks for the biggest season in its history. We will feature America's finest Kiddieland. Plans call for new fronts and an enlarged midway. Romona Theater will start a new policy with vaudeville. Ez Keough, of Chicago, the new lessee, will remodel the theater. Romona Gardens will feature name bands and roller skating."

"If It's To Be Had"

GEORGE A. HAMID, Steel Pier, Atlantic City—"Contemplate biggest season in Pier's history. Conventions, outings and picnics that were discontinued for the duration are now swamping our office for reservations and arrangements. Steel Pier is making many improvements and installing new air conditioning equipment in all four theaters, plus general improvements thruout. Will open Easter Sunday for the 1946 prevue. Official opening will be May 30."

150G Conservative

JOE WEBER, Treasure Island, Phoenix, Ariz.—"For 1946 we contemplate five new major rides, a new business administration building and greatly enlarged picnic facilities. We expect an exceptionally good season, judging from the tourist influx. Right now \$150,000 would be a conservative estimate for 1946 improvement expenditures. We hope to spend much more."

Big in Capital

LEONARD B. SCHLOSS, Glen Echo Park, Washington.—"With favorable weather conditions, Washington's inflated population undoubtedly will produce the usual large business for Glen Echo next season. Because of the scarcity of materials, elaborate post-war improvements have been postponed until 1947. In 1946, we will install a Cuddle-Up ride now being built by the Philadelphia Toboggan Company. The same firm just finished redecorating the Merry-Go-Round. Maintenance work and general clean-up has been under way since October 1. Estimate on expenditures for improvements hits \$50,000.

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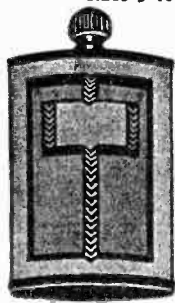
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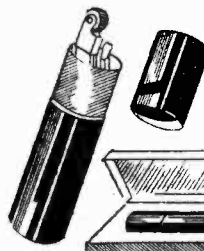
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SUREFIRE PROFIT MAKER - WRITE US TODAY for free information on what sells, who buys and how to reach them. Rennolet B, 1022 9th St., Rock Island, Ill. de29

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YOUR OWN BUSINESS SHOWING TALKIES theaterless communities. No investment. We rent Sound Equipments. Programs reasonable. Remarkable possibilities; earn \$50.00-\$200.00 weekly. 2200 RKO Bldg., Radio City, N. Y. ja12

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COIN-OPERATED MACHINES, SECOND-HAND

NOTICE - Only advertisements of used machines accepted for publication in this column.

A-1 CIGARETTE AND CANDY VENDING MACHINES. All makes, models, lowest prices. What have you to sell? Mack Postel, 6750 N. Asland, Chicago. fe23

AA BUYS! - BRAND NEW POSTAGE STAMP Machines, 1c Loboy and Ticket Weighing Scales, 5¢ Selective Candy Vendors. Free list. Adair Company, 6926 Roosevelt Rd., Oak Park, Ill. fe16

A.B.T. TARGETS - LATE MODELS. CLOSING out fifty machines, \$20.00 each. Want small spiral front Counter Machines. Also others. B. Marvin, 6812 N. Wayne, Chicago 26, Ill.

BALL GUM - HAVE LIMITED QUANTITY 5/8 Gum of good quality. Box C-34, Billboard, Cincinnati 1, O.

CLOSING ROUTE - TWO 500 VICTORY WURLITZERS, clean, A-1 condition, \$500.00 each. P. Klein, Route 1, Dodge City, Kan. ja5

FOR SALE - 50 PIN BALL GAMES, ALL IN first class condition. Write for details. Seaboard Products, 167 Lehigh Ave., Newark, N. J. ja12

FOR SALE - RECONDITIONED CONSOLES, storage two years; Paces Reels Sr., late model, \$100.00; Paces Saratoga without rails, \$65.00; Paces Reels Jr., \$75.00; Mills Jumbo Parade, late head, \$98.00; Mills Jumbo Parade, early head, \$89.00; Keeney's Track Time, 7 coin head, \$25.00; Mills 5¢ Q.T., \$62.50. A. E. Condon Sales Co., Lewiston, Idaho. ja5

FOR SALE - 10 LIKE NEW 1¢ A-B-T BIG Game Hunters @ \$37.50 each; 12 clean 1¢ A-B-T Target Skills @ \$22.50 each. King Pin Games Co., 826 Mills St., Kalamazoo, Mich.

FOR SALE - 42 PENNY ARCADE MACHINES. K. O. Fighter, Evans Tommy Gun, Hockey, Racket Ball; also 1931 Chevrolet Truck complete, \$800.00. C. A. Berg, Box 151, New Orleans, La.

FOR SALE - ONE MILLS EMPRESS - HONOGRAPH in A-1 shape, \$350.00. One-third deposit with order. Jim Hooker, 1220 E. 10th St., Sioux Falls, S. D.

HAVE 40 39's, \$10.00 PER MACHINE; 116 33's, \$8.75 per machine; Northwesterns, 39's and 33's are porcelain, 33's have cylinder locks; 11 Masters, \$8.00 per machine, \$2.50 per stand or all for \$1,450.00. Frank Ferrara, 3726 Tularosa, El Paso, Tex.

PENNY ARCADE - FINE GROUP OF REAL money makers. Must sell due to termination of lease. N. Lambert, Auditorium Hotel, Houston, Tex.

POSTAGE STAMP MACHINES WANTED BY private party. State make, price. Box C-5, Billboard, Cincinnati 1, O. de29

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THREE ROLL-A-BALL 7 1/2 FOOT MACHINES in excellent condition, price \$200.00 each. Evan's Coin Machine Exchange Co., 720 E. Brady St., Milwaukee, Wis. Phone Broadway 6980.

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WE WANT TO BUY ALL MAKES OF CIGARETTE VENDORS. Send us your list. Kehler Vendors, 4509 N. Clark St., Chicago 40, Ill.

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25,000 USED PHONOGRAPH RECORDS, JUST off routes, in lots of 1,000 or more 10¢ each. F. O. B. Atlanta. 1/3 cash, balance C. O. D. Write Milner Bros., 204 Griffin St., Atlanta, Ga. ja12

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SINCE 1869 - COSTUME BARGAINS. Chorus, dollar up; Principals, three up. No catalogue. State wants. Guttenberg, 9 W. 18th, New York 11. fe16

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ALL KINDS POPCORN MACHINES, CARAMEL-corn Equipment, Peanut Roasters, Doughnut Machines, Coleman Handy Gas Plans, Burners, Tanks Northside Sales Co., Indianapolis, Iowa. ja19

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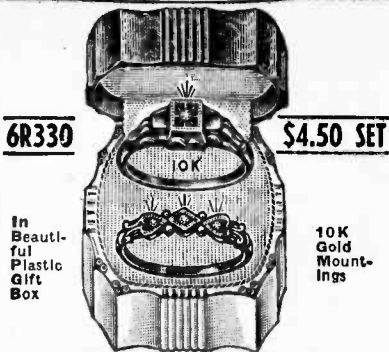
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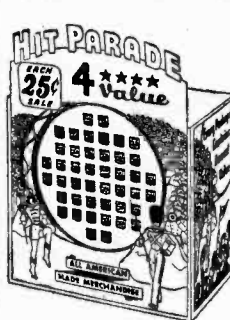
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Rich, creamy centers covered with Texas Pecans. 13 6-Oz. Pecan Logs, 11 9-Oz. Pecan Logs, 1 12-Oz. Pecan Log, 1000-hole specially printed 5¢ salesboard, takes in \$50.00. Each deal packed in individual shipping carton. Your cost per deal \$10.50. Send \$1.00 deposit with each deal ordered, balance C. O. D. F. O. B. this city.
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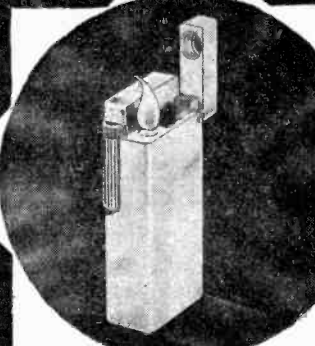
VIOLIN, TENOR SAXOPHONE, MALE, SEMI-name band. Give age, previous bands. Other reliable commercial musicians contact. Location work. Appearance, deportment, experience essential. Box C-17, Billboard, Cincinnati, O. ja5

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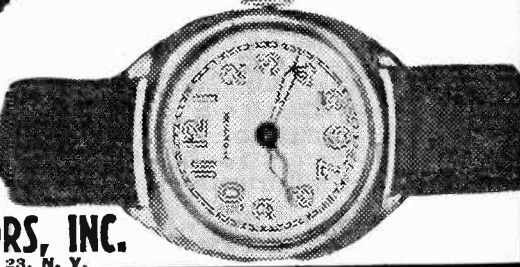


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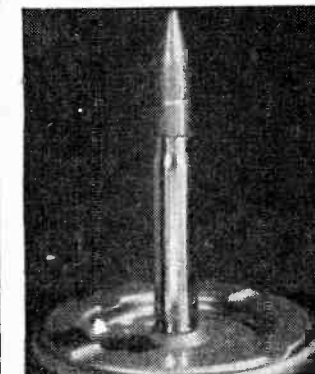
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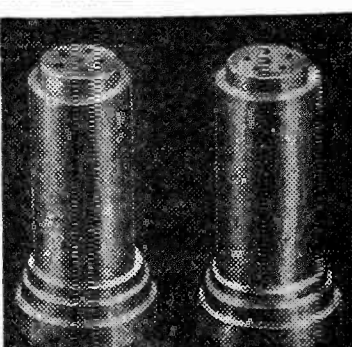
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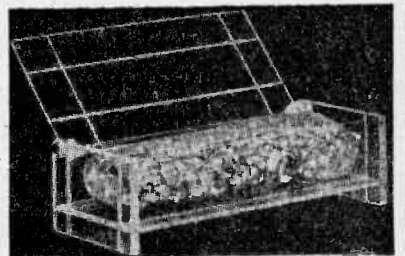
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Pipes For Pitchmen

By Bill Baker

Communications to 25 Opera Place, Cincinnati, 1

T. D. (SENATOR) ROCKWELL . . . is visible around Los Angeles just now.

PITCHFOLK are beginning to realize that clean and flashy layouts pay dividends.

BEN (HOBO) BENSON . . . reports a hectic trip from his home in New York to Los Angeles, where he is working profiles and pitching *Hobo News* to good takes. He says the boys and girls he met on the Coast are doing okay on lots. "There is plenty of money here, but I advise pitchmen to stay away, as living conditions are terrible and rooms are hard to get."

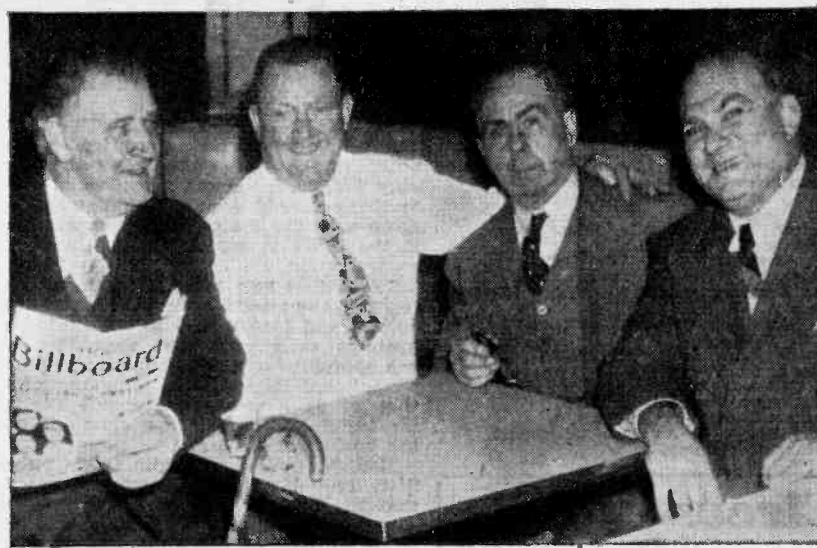
COMPETITION, fair and unfair, is found in every business.

MARY RAGAN . . . will ring out New Year's Eve in Ormand, Fla., where she is visiting Doc and Mrs. Harold Woods. She met Prairie Mae and Clarence Grande there.

JACK (BOTTLES) STOVER . . . and Pat Malone got their Christmas bank roll around Staunton, Va.

YOU DON'T have to tell everything you know in public. Big business execs never do.

MADALINE E. RAGAN . . . and husband, Ray C. Herbers, are back on their farm in Salem, Mo., where butchering has been completed and the hams and bacon are hanging in the smokehouse. Their trip to Sumpter and Camden, S. C. was okay, they report. Chief and Princess White Horse



HAPPY REUNION OF OLD FRIENDS was staged recently at the Shangri-La, Philadelphia night club operated by Dewey Yesner (right), pitchman for 30 years before he turned to the nitery field. Left to right: George Bender, old-time medicine man now operating a herb shop in Philadelphia; Marty Coan, former circus man now on the service staff at the Shangri-La; Doc (Mike) Sullivan, vet corn man, and Yesner.

worked with them. Thanksgiving at the Ragan ranch brought Myrtle Hutt and her husband for turkey and trimmings. They regretted not seeing Madam La Vore (Mrs. Harry Busch) when she was in Columbia, S. C. A recent visitor at the Ragan farm was Jack Beard, sheetie, who spent a week there and then headed for Mississippi and Louisiana. Madaline wants Tom Kennedy to shoot some more info about his friends, Count Seldom Scoff and Doc Lushwell. She would

like some pipes from Jack Lamell, Carl Marlow, Herman Keller, Billy Beam and Leo and Jess.

IT'S EASY to lose out if you continue to gripe about your fellow workers.

GEORGE EARL . . . is reported in County Hospital, Chicago, where he has been confined for three months. Frank Lager is also in a Chicago hospital.

DEWEY YESNER . . . who spent 30 years as a pitchman before becoming operator of the Shangri-La night club, Philadelphia, is never happier than when old friends from the circus, fair and carnival lots drop in on him. On December 14, when Dewey returned floorshows to his club after a three-month spell, his guests were two veteran pitchmen. There was 71-year-old Doc (George) Bender, old-time med man who came up from the South recently to set up an herb shop at Fairmount Avenue, Philadelphia, and 75-year-old Doc (Mike) Sullivan, vet corn man who until recently was a partner with Doc (Harold) L. Woods, now wintering in Miami. Making the reunion complete was Marty Coan, old-time circus man, now on the staff of Dewey's club. Altho the new show headlined Peg Leg Bates, the evening was spent reminiscing about old-time pitchmen and each of the boys recounting his experiences. Bender said that he started before 1900 in Philadelphia on Market Street, near Dewey's club.

Papermen

By E. F. Hannan

I'VE talked with two old-time papermen lately—old friends. One is working trade papers this winter and his calling hours are the same as a banker's schedule. Along with scripts he picks up some advertising and assumes a Chesterfield pose. That's some different than when he plugged a combo stock-farm-horse sheet and got 95 per cent. That was when he built up \$3,000 one summer for himself.

My second friend was a whiz at the newspaper contest biz. Once he built a country paper up so well that the owner, who had other business interests, offered him a half interest if he'd stay. But he was cursed with itchy feet, and so moved on. Sometime later the sheet was in the \$50,000 price class and later still was in the utility price class. My friend plugs along with farm sheets, hoping that times will right themselves and he will get into contests.

There is more or less showmen in the good paperman and both had it in their blood always, and while it works well for some things, it is an anchor around the neck when the job is in one place for life. The smell of ink starts a fever with many papermen.

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BIBLE COINS
Bible Souvenir Coins, silver dollar size. Lord's Prayer & John 3:16. 100, \$8; 1000, \$50; 15, \$1 postpaid. LeVite, Box 08, Billboard, 155 N. Clark, Chicago.

BIRDS
Whistling, ass't. colors, \$24 gr. Write for price list. Glassware, other items. Quick shipment. Snyder Sales, Box 03, Billboard, 155 N. Clark, Chicago.

BOARD DEAL
Flame Girl Lighter—Compact deal. Gross profit \$30.00. Write for confidential circular and net prices. John Baker Co., Box 09, Billboard, 155 N. Clark St., Chicago 1.

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On Plastic Wheels, 12"x9", with saddle and bridle, washable coated fabric, ass't. colors. \$24.00 doz. Dichter & Nathan, Box 016, Billboard, 155 N. Clark, Chicago 1.

JEWELRY
Cedarwood and Lucite Costume Jewelry. Buy from Mfr. 65-piece sample ass't., \$10. Free catalog. Allied Art Studios, Box 011, Billboard, 155 N. Clark, Chicago 1.

LIGHTERS
New windproof cigarette lighter in colors now available for immediate del. Sample postpaid \$1.00. Sylvan Co., Box 010, Billboard, 155 N. Clark, Chicago 1.

SISTER HOOKS
Pear shape, silver or gold plated, gr. \$5.50; 10 gr. or more, \$5.10; Sterling Silver, gr. \$12.00. Miller Creations, Box 04, Billboard, 155 N. Clark, Chicago 1.

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Van Ault, P.
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Van Hooser, Van
Vaday, John
Van Fred
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Vanzandy, Kenneth
Vanzulka, Frank F.
Vaught, Mel
Vealey, Percy Allen
Verron, C. C.
Vogstad, George
Voices, Harold
Wade, Douglas
Walker, Ella
Walker, Estell
Walker, James C.
Walsh, Mrs. A. E.
Walters, Kenneth
Walton, Lou
Walton, Raymond

Wells, Hezekiah
Wells, Van
Wenick, Morris
West, Guy
Westerman, George
Whalon, Alvera C.
White, Art, Expo.
White, Doc G. W. J.
White, Sgt. George
White, Thomas
Wilcox, Shan
Wilcoxon, Gene
Williams, Chas. E.
Williams, Huiet
Williams, Sparky
Williams, Tony
Williamson, Anno
Wills, Claude
Wilson, Dick
Wilson, Bert
Wilson, Lloyd
Wilson, Ted & Alice
Wingert, Billy
Wolfenbarger, Ike
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Woodward, G. L.
Woodward Ted
Wright, Chas.
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York, Claude
Young, Green
Young, John A.
Young, Max Byron
Zaino, Count
Zaino, Joseph
Schille, Fred
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Zerm, Charles
Zoluh, Harm
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Ducan, Woodrow A.
Duffy, Fern
Dyer, Sis
Eifort, Hal
Eikenhorst, Kenneth Barr
Elam, Ed
Eubanks, John
Fairly, Noble
Flanagan, Tom
Fulton, Gale
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Goss, Chas.
Graves, Floyd A.
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Henderson, Tommy

Hinkston, Charles
Holcomb, Roy
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Lee, Steve
Little, Carl
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Perry, Harry H.
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Pink, William
Reed, C. S.
Riley, Eddie D. Jr.
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Robison, Mrs. Gertrude
Robinson, Ralph
Rose, Louis
Rowe, Jack
Russell, Ralph
Scholibo, Joe
Small, Harry
Smith, H. Norman
Stark, Abe
Stone, John Mason
Stout, G. B.
Sullivan, J. S.
Taiclett, Lawrence
Taiclett, Ted
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Caswell, Nerida
Cavell, Rudy
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Conway, Rose
Cornell, Rita
Crawford, Jack
Crawford, Margie
DeKoe, Gabby
DeMonico, Thadd
Dennis, Margaret
DuFuy, Armand
Dyer, William
Eagle, Dan Red
Evens, Edward
Fay, John A.
Franks, Jessie
Fred, Joe
Gale, Jimmie
Gilbert, Sadie
Goodwalt, Sid
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Grimes, Frank
Harper, Helen
Hayward, Aurora

Head, Bernard
Howard, Eddie
Howard, Kenneth
Irving, Bob
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James, Margie
Jeffcott, Tom
Joseph, Sid
Jones, Jack
Kasson, Mack
Kinsey, Patricia
Kurtz, Wendell
Lea, Sherry
Lebowski, William L.
Lyons, Bayne
Malang, William
Mars, Jack
McGary, Kirby Call
McKay, Wm. A.
Miles, Frank
Morrissey, Helen
Neiderhouser, Wm.
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Peavey, Jack
Provencher, Lucien
Reese, Len
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Gastic, Bros.
Goldman, Allie
Gonzalis, Don
Goody, Ray
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Hall, Sonia
Harris, Whitey
Hawkins, Cy
Hock, Ed

Kipple, Jack
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Mackey, Roy
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Miller, Art
Morrison, Babe
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Novak, Florence
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Sexton, Tommy
Schneider, Doc
Sherman, Chester & Joe

Haley Draws Parole On RB Fire Sentence

NEW YORK, Dec. 24.—James A. Haley, vice-president of the Ringling circus, has been granted a parole and will be released from the Connecticut State Prison at Wethersfield, where he has been serving a term of a year and a day.

Haley, George W. Smith, general manager of the circus, and Leonard S. Aylesworth, boss canvasman, were sentenced on charges of criminal negligence in connection with the disastrous Hartford, Conn., circus fire of July 6, 1944, to prison terms of a year and a day to five years, April 7, but stays of execution until June 7 were granted Smith and Aylesworth. Good behavior reduced Haley's term, automatically, to 8 months and 17 days.

Plan Many Improvements For Pt. Pleasant, St. John

ST. JOHN, N. B., Dec. 22.—Many improvements are planned for Point Pleasant Park here before the 1946 season opens. Included are a new zoo, paving of roads thru the park, locker houses for swimmers, and improvements to buildings. Decision for the improvements was made at a joint session of the Halifax Parks Commission and Board of Works.

Buildings and barbed wire entanglements built by the army during its occupancy will be removed.

City council has upped its appropriation from \$7,000 to \$15,000 annually.

Geo. Davis III in Los Angeles

LOS ANGELES, Dec. 22.—George Davis, concessionaire with Polack Bros.' Circus the past four years, is confined in French Hospital here. It is reported that his wife, Mrs. Daisy Davis, is en route from St. Louis to be with him.

PCSA

(Continued from page 48)

Gooding, J. M. Morton, Norman Shue, Patrick Treanor, Charles J. Walpert, Edward Barnett, A. Sussman, J. H. Christensen, Mathew Herman, Thayer Turner, Harry Myers, Bill Stathos, J. W. Sheppard, Milt M. Williams, Joseph Alterman, Roy Ludington (2), Bill Safer, John Gilliland, W. I. Perry, Mr. and Mrs. R. G. Gonzales, Hollywood Towers, Charles Albright.

Bonds were sold on the floor to Clyde Gooding, John Lorman, Claude A. Parson, Ted Leavitt, Dave Cavagnaro, Candy Moore (2), Jack Guice, Charles Farmer, Dan Dix, Thomas McDow (4), Fred Weidman (for Showfolks of America), A. S. Hamilton, Dave Cohen, Milton Cohen (2), Walter D. Newcomb Jr. (2). Elmer Hanscom copped the drawing and turned it into a bond for the drive.

Pat Purcell, of *The Billboard*, made a brief talk, accepting the club courtesies extended him. He is a member of the club.

Members attending included Louis Leos, John Wilson, W. T. Jessup, R. L. Owens, Dwight Pepple, Roy Jones, Dave Cavagnaro, John R. Castle, Ed Helwig, Fred Weidmann, Earl O. Douglas, Bob Clifford, Lester Hart, Ed Barnett, Dan Gilbert, Al Hamilton, Norman Shue, Bill Murphy and R. L. Martin.

Ted LeFors, who acted as chairman of the Memorial Day exercises, was given plaquidts, along with the others of the committee by Chaplain Hughes.

Moe Levine was reported on the sick list.

Ladies' Auxiliary

The annual Christmas party was held Monday (17). In charge of decorations were President Marie Tait, Mabel Brown, Betty G. Coe and Gertrude DiSanti.

Marie Morris, Vivian Gorman, Mary Taylor and Nina Rodgers were reported on the sick list.

The bank award went to Ann Stewart. Fern Redmond was in from San Diego and was presented with her gold life membership card. Guests included Mrs. Weideman, San Francisco; Edith Wadell, who played several piano numbers; Irene Botler, Ruth Samuels, Mrs. A. S. Hamilton, Norma Herman, Dawn Prosser and Patti Cook. Kate Smith, a guest of Mary Tully, sang several Christmas numbers.

Estelle Henry Wampler furnished home-made candy. Among those present who had not attended a meeting for some time were Lillian Schue, Barbara Helwig, Morosa Herman, Marie Jessup, Linda Barnett, Dora Carlson, Helen

Carnival Routes

Send to 25 Opera Place, Cincinnati 1, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

American Eagle: Anguilla, Miss. Dixieland: Kentwood, La. Fay's Silver Derby: Valdosta, Ga. Gentsch, J. A.: Golden Meadow, La. Great Southern Expo.: Green Cove Springs, Fla. Lone Star: New Orleans, La. (Beinville, Jeff Davis Parkway). Magnolia Expo.: McKenzie, Ala. Playland: St. Petersburg, Fla. Port City Am. Co.: Edcouch, Tex. Shipley's Am. Co.: Lockport, La. Sunshine: Tampa, Fla., 24-Jan. 1. Victory Shows of America: Cottonport, La.; Breaux Bridge Jan. 1-15.

Circus Routes

Send to 25 Opera Place, Cincinnati 1, O.

Polack Bros.: (Orpheum Theater) Los Angeles, Calif., 24-31.

Misc. Routes

Send to 25 Opera Place, Cincinnati 1, O.

Animal Oddities: Miami, Fla., until Jan. 5. Barrett, Roy (Arena) Cleveland, O., 2-13. Campbell, Loring: Minneapolis, Minn., 22-Jan. 12. Faysoux: Navy Yard, Charleston, S. C., 24-29; Jamesville, N. C., Jan. 2; Plymouth 3; Edenton 4. Harvey's Musical Instruments (Fire House) Flourtown, Pa., 27. Long, Leon (Royal Theater) Panama City, Fla., 22-Jan. 2. McClung's, C. C., Pythons (Princess Park) Miami, Fla., 24-Jan. 1.

VINE GARDENS, CHICAGO

(Continued from page 35)

here, have added several new satiric numbers which click in a big way from the table sitters. Most of their routine is done to records. Gal is really eye-filling as well as genuinely funny. Their mimic act, in which both move lips to words of the music machine, wows the customers.

Boone, the Georgia boy, can hoof, sing and crack jokes with equal versatility. Crowd likes his rendition of *Chloe* and *Is It True What They Say About Dixie?*

Myra, contortionist, has such a neat face and figure that she is taken for a stripper at first, which is a gimmick she uses to go into her twister act. She is one of the cleverest contorts because she manages her show without offending good taste, yet proves just what a body can do. Her tap routine while standing on her hands is one that knocks 'em out.

Herb Bailey.

KITTY DAVIS, MIAMI

(Continued from page 35)

American girl wows 'em. Becoming serious, Emil does the well-known *Last Time I Saw Paris*, and his own *March of the Wooden Soldiers*. On 25 minutes and working almost to exhaustion, he also has to beg off in a neat talk.

Calypso Joe and Coco-Te offer a whirlwind native dance number that is beyond description. Sensational, Coco-Te does a muscle dance which keeps the guests breathless until its conclusion. Joe feeds her nicely and his comic and grotesque antics bring down the house. This fem is a star couch artist who outshines Gilda Gray in her prime. In a later appearance, the pair lead the chorus in a terp number, applause continuing until the band drowns it out.

Harry (Woo Woo) Stevens, emcee, has a tough spot following the dancers, but gets by nicely. Harry sings *Somebody Stole My Gal*, *Let Me Call You Sweetheart*, *Show Me the Way To Go Home* and other oldsters with audience participation, and earns a good mitt. His banjo strumming is also liked.

A lanky native, Duke of Iron, sings Calypso songs in English in which the folks join and get a big kick. Fifth Avenue models go native as Calypso queens and their numbers add much to a great show. Johnny Silvers' ork continues with nary a slip during the entire show.

Larry Berltner.

O'Brien, Edna Gonzales, Jolly Josephine, Martha Kendall, Dell Martin, Mora Bagby, Dot Cronin, Estelle Hanscom and Peggy Blondin.

The annual memorial service was held Sunday (16) at Evergreen Cemetery.

Jersey Resorts Rap Adv. Budget

ATLANTIC CITY, Dec. 22.—The New Jersey Resort Association, aroused by the action of the State Council in providing only \$25,000 for resort promotional advertising in 1946, decided to have a showdown with the State group to determine if the State is working with them or against them.

The action was taken after members reported the resorts bring between \$400,000,000 and \$450,000,000 to the State in business each year, and that Florida has appropriated \$600,000 for a two-year recreational advertising program, and that of 41 States that provide funds for travel promotion, New Jersey is at the bottom of the list.

Mall W. Dodson, Atlantic City's publicity and advertising director, charged that the State Council is "loaded" with men who have axes to grind, such as representatives of fish and game groups, agricultural elements and others. Dodson, newly elected president of the association, designated the so-called erosion bill now pending as the No. 1 project for the coming year.

The bill, designated officially as HR-2033, would require the federal government to pay one-third of the cost of maintaining beaches in the country. Frank D. Holmes, director of the State Board of Commerce and Navigation, estimated that it would cost approximately \$1,000,000 to build up and maintain one mile of beach. New Jersey has 126 miles of improved public beaches.

Dodson pointed out that 17 States, including New Jersey, have a vital interest in the bill, and they have 110 votes in Congress. He expressed the belief that a "little pressure" and horse trading would gather the additional votes needed to pass the measure. Dodson succeeded A. Paul King, director of the Ocean County Board of Freeholders, as head of the Resort Association.

Elected vice-presidents were George M. Zuckerman, publicity director of Asbury Park; Mayor Clyde Struble, Ocean City; R. D. Ayers, Newtown, a member of Sussex County's Board of Freeholders, and Mayor Howard E. Shifler of Long Beach Township. Jack Lamping, Ocean County's publicity director, was re-elected secretary-treasurer.

Lamping reported that 60 of New Jersey's 100 resorts are now members of the association, which also has 72 associate members.

The association also discussed Congressman James C. Auchincloss's suggestion that the sands blown off of offshore ridges be dredged from the Continental land ledge and used to remake starved beaches in the seashore area.

DAYTONA BEACH, Fla., Dec. 22.—City solons here have okayed plans for a new recreation center, to be equipped with tennis courts and other outdoor game facilities.



WALTER D. NEWCOMB JR., owner-operator of the Santa Monica Pier Company, Santa Monica, Calif., who recently purchased the Anheuser-Busch Company's Sunset Inn property on the Pacific. Deal calls for 200 feet facing the ocean. Lot is 150 feet deep. Newcomb predicts great things for the Santa Monica area.

While Strolling Thru the Park

S/SGT. JACK J. WIZIARDE, youngest son of Mr. and Mrs. Jack O. Wiziarde, located at Capitol Beach Park, Lincoln, Neb., the past three seasons, boasted a chest load of fighting medals and ribbons when he received his army discharge recently.



Among other honors he wears the Purple Heart for wounds received on Biak Island in the East Indies.

MR. AND MRS. R. M. SPANGLER, of Rolling Green Park, Sunbury, Pa., who attended the annual convention in Chicago in December, made quite a few stops en route home. They visited several manufacturing concerns and made stops in Columbus and Zanesville, O., to visit friends and relatives. Spangler recently purchased two new rides and a shooting gallery for his park.

FRED WORLEIN, Rideo foreman at Fair Park, Little Rock, Ark., has been honorably discharged after three years in the army air force and is now back working at the park for Tom Fuzzell. Another of Fuzzell's right-hand men is marking his 38th year in show business. He is Speck Williams, who is the master mechanic at Fair Park.

SGT. JEROME SCHIMMEL, Eastwood Park, Detroit, has received his discharge and attended his first meeting as a member of the Michigan Showmen's Association which he joined during his service. His father, Charles Schimmel, is an Eastwood concessionaire.

HARRY BROWN, superintendent of Edgewater Park, Detroit, reports extensive work under way for remodeling of park attractions, including many new front designs and innovations in lighting.

A.R.E.A. News

By R. S. Uzzell

There is a coaster now under construction in Pennsylvania, it is said, that will cost close to \$80,000. It could have been built in dull '30s for \$35,000. This is a good example of rising costs of building amusement devices. The compensating advantage now is the increased earnings in prospect for the next few seasons, which will liquidate these high costs.

Henry Guenther has obtained 35 cases of shells for his shooting gallery and has the definite promise of 50 more, which will take him thru to July, when the cartridge supply and demand should be equalized.

A. W. Ketchum is building a new gallery at Forest Park Highlands, St. Louis, and is getting Mangels at Coney Island, New York, to build the targets. Front will be streamlined to compare with the decorative scheme at Forest Park. Mangels is happy that his son has returned from the wars after three years of service. William Jr., has gone to work in the Mangels factory.

Eyerly Aircraft factory will hum again on amusement devices after a relaxation for a part of the war period. This year it was represented at the Chicago huddle by Virginia Kline.

Alvin Bisch says they have all they can do in turning out Flying Scooters to fill sales orders now on hand.

Sellner Manufacturing Company makes the Tilt, while Ell Bridge Company sells it. This arrangement enables the Sellner org to devote all of its time to factory work. None in the field handle sales to traveling organizations as the Ferris Wheel concern does. It has one man who spends most of his time on the road during the operating season. One year he hit 43 States.

Down in Florida Norman Bartlett's bill for heating his shop will be practically nil in winter, while in summer, they tell us, it is not as hot for factory work as most people imagine. There are enough park and concessionaires sojourning in Florida for the winter that you could almost hold a convention in Bartlett's place.

All-Time High in Optimism Shown by Poll of Fair Men

(Continued from page 58)
 ment is seen generally as a firm foundation for all fairs.

Exhibits To Jump

Huge increase in the number of exhibitors is expected in agricultural and livestock departments. Demand for huge production of food and meat in wartime is ascribed as a spur to mounting interest in agricultural and livestock possibilities.

Fair men generally look to a heavy sale of commercial exhibit space, especially for farm machinery and household appliances. Only deterrent factors in this respect, as cited by one fair executive, is that continued strikes in manufacturing plants may curb output of new gadgets, farm machinery, etc.

Availability of labor, particularly on farms, is given as the reason why livestock exhibits will mount. Labor shortage during war years has prevented many exhibitors from showing. Return of the labor supply also will permit commercial companies to return to the exhibit field. Desire of manufacturers to get products before the public "where they can see them best" is expected to spur added companies to buy space.

Trend to Circuits

Trend toward establishing fair circuits is evident, particularly west of the Mississippi. This movement is credited with the desire to obtain better harness horse racing and other attractions.

Return of automobile racing and thrill shows is hailed in the poll by several fair men, particularly in the East. Thrill days and auto races are expected to further hike attendance.

Areas laid fallow by army usage or suspension during the war years will return to the fair picture with greater interest, born of long-time absence and return of popular features and fair competition.

Big Building Looms

Construction programs are on drawing boards for many fairs. Some annuals have already begun rebuilding and improvement jobs. Others will follow in the spring. Contingent factor is the availability of materials.

Major expos are destined for huge expansion programs, and smaller annuals

Quebec Future Bright As Annuals Resume

Outlook of fairs in Quebec is bright. Besides the hopes that federal government grant will be resumed to help carry on junior activities and foster breeding and agricultural competition, several fairs which did not operate during the war will resume their work next year and are planning extension to grounds and additions to buildings.

Large number of agricultural and livestock exhibits are expected, farmers having more help at their disposal and more fairs on the circuit. Industrial exhibits will be plentiful and requests for space are pouring in.

Quebec Provinciale has already lined up a big program for 1946 in all departments. Plans also are being made for new buildings and improvements to old ones and for the opening of an amusement park in 1947.—Emery Boucher, secretary-manager, Exposition Provinciale, Quebec City.

Class A's Look Up; Question Mark in Canada

For Class A exhibition and winter livestock fairs in Central Canada, outlook is not very encouraging. Canadian Department of National Defense is still using the exhibition buildings at Ottawa, Toronto and London as billets for soldiers. While the department has intimated that it may vacate these buildings in the early part of the summer of 1946, there is no definite assurance that the intimation will be acted upon. Even if the buildings are vacated by about May or June, it will then be too late for the summer fairs. It may, however, be possible to resume the winter livestock fairs.

Class B and county fairs in Ontario are expected to have an exceptionally good season, as they will all be operating on a bigger and better scale.—H. H. McElroy, manager Central Canadian Exhibition, Ottawa.

are headed for healthy growth, the survey indicates.

Economic conditions thruout the country are promising, practically all fair men who touched this subject reported, and little belief is reflected that business conditions will cease to continue favorable for fairs.

Ore. Fairs Deep in Black, Set Plant Improvements

All Oregon fairs, including the State fair, are making plans for the greatest activity in years. The outlook is promising. Fairs are receiving hearty return welcome. Cancellation of many during the war has served to make greater the realization of the value to all participants and as a very important asset to the betterment of our agriculture.

Oregon fairs are in the best financial condition in their history. They need repairs, improvements and expansion of their physical plants, and these will be made as soon as possible. Activities of 4-H clubs and Future Farmers of America will be featured prominently, with increased facilities for these groups to be provided.

More attractive entertainment and more racing programs will be the order. Fair managements are going all-out to give people the best in balanced fairs in '46. Theme of Oregon Fairs' Association convention, January 18-19, Imperial Hotel, Portland, will be "Full Speed Ahead."—H. H. Chindgren, president Oregon Fairs' Association.

Va. Optimism Runs High; '46 State Fair in Staunton?

A survey of Virginia fairs, conducted in the past two months, on their future operations, especially next year, revealed more real enthusiasm by fair officials than was manifested at any time since the early '30s.

Practically every fair in the State is making preparations to outdo their previous fairs. In fact, it seems the whole State has become suddenly fair-conscious.

The evolution was brought about because of the discontinuance of almost two thirds of the fairs of our State principally on account of the war.

The Atlantic Rural Exposition, under the direction of Paul Swaffer, will be one of our large new fairs. Progress being made toward a real exposition to be held in Richmond next year will be a revelation in our State. Virginia State Fair, formerly held in Richmond, will, in all probability, be operated in Staunton. A definite decision will be made at the annual congress of the Virginia Association of Fairs, February 4-5, at the John Marshall Hotel, Richmond.—C. B. Ralston, secretary Virginia Association of Fairs.

Okla. State Confident, Plans Higher Premiums

Oklahoma State Fair and Exposition goes into the new year with renewed confidence that the 1946 fair will be of greater service to all the people of Oklahoma, with expanded 4-H Club and Future Farmers of America activities. Larger premiums for all agricultural and livestock divisions and the highest type entertainment program.

This attitude is justified by increased interest on the part of manufacturers for space to show their products, the public's greater attendance and by the rural people's mounting desire to enter their products in the keen competition for blue ribbons.—Ralph Hemphill, Oklahoma State Fair, Oklahoma City.

Calif. Exec Predicts New Era, Says Prospects Are Bright

I firmly believe we are entering upon a new era in the 1946 fair world. I predict bigger, better and more largely attended fairs in the post-war era. From all angles it appears that prospects for '46 are very bright, indeed.—E. G. Vollmann, secretary-manager, San Joaquin County Fair, Stockton, Calif.

Ga. Big Ones Map Plans For Expansion Programs

Many Georgia fairs weathered the wartime handicaps and are planning greater things for 1946. A number of other fairs will come back into operation. Greater interest is to be taken in community and county development thru the medium of the county fairs, with particular attention being given to livestock, farm crops and the work of the 4-H clubs and the Future Farmers groups.

The larger fairs in the State have expansion programs under way. Atlanta, Macon, Columbus and Augusta will get back into full stride, and with increased premium offerings and educational exhibits.

The State fair at Macon will make improvements to grounds and entrances. Thru the co-operation of the Roosevelt Racing Association of New York, a new half-mile race track is now being constructed, and the old mile race track is to be put back into condition. This activity assures the return of harness racing as an added attraction for the 1946 Georgia fairs.—E. Ross Jordan, secretary, Georgia Association of Agricultural Fairs.

Western Canada Optimistic As Labor Shortage Abates

Fairs in Western Canada look to 1946 for a banner year, altho operating on a reduced scale for most of the war years, they have carried on. Labor shortages reduced livestock and agricultural exhibits but this has now been taken care of and fairs should have larger entries than prior to hostilities.

Amusement attractions and midways will be big features and will be back on pre-war basis. Most fairs provided buildings and quarters for armed forces but these are now returned and will be in operation housing exhibits and other attractions.

Tourist parties will play a big part in providing additional patrons and will tax accommodations to the limit to house and feed them. Generally speaking, all fair managers are looking forward to have to provide larger and more attractive features in all departments and those with the foresight to do so will reap the rich harvest of greater attendance.—J. Charles Yule, general manager, Calgary Exhibition and Stampede.

Four N. J. Annuals Back, Eye Excellent Prospects

Six fairs contemplate operating in New Jersey in 1946 as compared with only two operating during the war. Prospects for local fairs are excellent. The Grangers of New Jersey had their annual meeting December 6 and unanimously approved an extensive post-war plan for elaborate exhibits at the '46 New Jersey State Fair, Trenton. State fair is planning improvements and State institutions are also planning considerable expenditure for State exhibits.—George A. Hamid, president, the New Jersey State Fair, Trenton.

Western N. Y. Welcomes Auto Racing, Thrill Shows

With restrictions off, auto racing will come back in a big way, and they always were a big draw. Thrill shows will also be able to put on better programs and will probably be better than in pre-war years. Carnivals will blossom out in new paint and new attractions. New farm machinery, household appliances and new materials of all kinds will be on the market and will be shown at the fairs, the best place to bring things before the public. So the fairs, with much to offer, should have a record year in 1946.—G. W. Grinnell, secretary Western New York Fair Managers' Association.

Big Year Looms in Mont.; Strikes Curbing Exhibits

Most Montana fairgrounds will be vacated by the army and war plants in sufficient time to enable officials to rehabilitate grounds and operate all departments. Livestock and agricultural exhibits may be somewhat limited on account of the lack of transportation facilities but quality will be equal if not better than in former years.

Strikes in manufacturing plants will have a tendency to limit exhibits in the

Wisconsin Schedules Interesting Sessions

(Continued from page 59)
 ers during the morning session are: Making Dairy Display Effective, Harvey Weavers, Madison; A Home Away From Home, J. F. Wilkinson; Fair Building Plans and Blueprints, Max J. Larock, Madison, and After One Hundred Years, with Dr. Ora Rice, of Delevan; Ralph Ammon, of Milwaukee, and Howard L. Shepard participating in the discussion of the last-named subject.

Clinic on Building

Post-war buildings clinic will be another high spot of the morning session. A. L. Putnam, of Chippewa Falls; Harry Kiefer, of Wausau; Charles A. Jahr, of Elkhorn, and William L. McPetridge, of Medford, will head the clinic.

Annual dinner-dance at 7 p.m. will be featured by debates between representatives of Minnesota, Michigan and Wisconsin fairs as to which are most outstanding. Talk of Harry J. Frost, assistant secretary, Minnesota State Fair, St. Paul, is titled, Minnesota Fairs Are Good. Clarence H. Harnden, of Saginaw, Mich., president of the International Association of Fairs and Expositions, will speak on Michigan Fairs Are Better, with Milton H. Lutton, Wisconsin commissioner of agriculture, concluding with a talk titled Wisconsin Fairs Are Best. Ben F. Rusy, of Madison, will be toastmaster. Feature of the dinner-dance will be the appearance of "the old sawer," Russell Frost, of Madison.

Friday morning's session, starting at 10 a.m., will feature several talks. Speakers and their subjects will be Our All Campaign, Gordon Grump, publicity director, Wisconsin State Fair; Post-War Machinery Shows, Charles B. Drewry, Marinette, and What's New in Thrill Shows, Frank Winkley, of Winkley's All-American Thrill Shows. Secretary's annual report will be given by Jim Malone, of Beaver Dam, and committees will report. At 1 p.m., the directors' annual meeting, closing the convention program, will be held.

Lumar Thriller for '46

NEW YORK, Dec. 22.—Off the road since 1941, Buddy Lumar, owner of the All-American Death Dodgers, announces that he plans to have his show back in action next year. Most of his employees have been discharged from servicemen and he expects most of them to be back with him, including Cal Lane, Bobby Walker, Jack Renfro and Mel Miller. Announcer Jimmy Stone is still with the navy.

machinery, mercantile and automobile departments and thereby reduce space revenue. The general public is showing a keen interest by demanding the best in horse racing, rodeo and entertainment features. Therefore, it may be concluded that the present outlook for attendance at '46 fairs was never better and our Montana fairmen are predicting a banner year.—Harry L. Fitton, secretary-manager, Midland Empire Fair, Billings, Mont.

Foresee More Miss. Events, Swing to District Annuals

It is rather early to forecast on the Mississippi fairs for 1946, but it is my opinion that there will be an increased number of fairs and livestock shows in Mississippi in 1946 over any war year since 1940.

The 1945 fairs came back in a big way in the short time after the surrender. I do not predict an increase in county fairs due to improved highways, which shorten distances. The tendency will be more district fairs and district livestock shows with quality exhibits. The county and community fairs, held in connection with agricultural schools, will be of short duration and precede the larger fairs and serve as a grading and assembling place for educational exhibits.—J. M. Dean, secretary Mississippi Association of Fairs.

Ohio Faces Exceptional Year, Needed Improvements

Present outlook for 1946 Ohio fairs indicate exceptionally good year. Plans for much-needed improvements are being made. Indications are that more money will be given for premiums and entertainment.—Mrs. Don A. Detrick, secretary Ohio Fairs' Managers' Association.

There's a Red One on the Way; Ops Dig Deep To Get Ready

(Continued from page 46)

"If it can be straightened out before spring," declares Carl J. Sedlmayr, "I think that we can look forward to a big season in outdoor amusements. Personally, I feel confident." His confidence is supported by the fact that his Royal American Shows winter quarters, Tampa, are humming with building activity.

Still Have Worries

Big and small alike, shows in all parts of the country are getting similar treatment. There's difficulty, of course, in securing materials and supplies, and plenty of trouble in getting delivery on ride devices, train equipment and other items that are sorely needed after four years of war shortages.

But with the ingenuity that enabled them to carry on when the going was roughest, most owners are making out better than might be expected. Take, for example, Al Wagner's conclusion.

"The some materials are hard to find," he relates, "we find that dealers and manufacturers are more co-operative than you'd think."

Wagner, owner of the Cavalcade of Amusements, is up to his neck in a post-war program that affects his show from end to end. Org will go out next spring, headed for the revived Memphis Cotton Carnival and other dates, with a longer train loaded with many new features, including a Scooter, Fly-o-Plane and additional light towers and new light plants, all purchased since the 1945 curtain dropped.

On other big shows, too, the coffers are being thrown open. From Hot Springs Harry W. Hennies, owner of Hennies Bros.' Shows, lists a heavy line-up of new equipment and recites expenditures totaling 100G or more. That same total is given by E. Lawrence Phillips for the Johnny J. Jones Exposition Shows. At Mullins, S. C., the James E. Strates Shows are being readied to go out in '46 on five more steel flats than last year. Two new orgs, set for initial tours on rail, are the John R. Ward and Cetlin & Wilson shows, both priming heavily.

It's the same pitch with truck shows. Billy Collins, who treks his William T. Collins Shows thru the Northern corn-belt States, putting it up and tearing it down twice a week for the fairs, is plunging to the tune of \$40,000, he says, on new equipment.

Jimmy Raftery, who kept his R & S Amusements outfit strictly within North Carolina last year, will bust out of that State's boundaries next spring, now that the task of moving 30 motorized units is easier.

"I am investing \$50,000 to prove my predictions that 1946 will be a big season," asserts Raftery. He will open March 30.

What makes everybody think they're on a winner?

Well, here are a few explanations: "With relatives returning from the war fronts, the public will be in a better mood for carnival fun and all should contribute to a good season."—John R. Ward, manager, John R. Ward's World's Fair Shows.

"Business aspect for coming year is very bright. Coming year will, in my opinion, be one of the greatest in carnival history provided we carnival managers look up and keep up with modern trend."—E. Lawrence Phillips, general manager, Johnny J. Jones Exposition, Inc.

Joyful Gatherings

"There will be many victory celebrations where amusements will be in demand and better and more employees will be available. It will be a year of joyful gatherings."—F. E. Gooding, general manager, F. E. Gooding Amusement Company.

"The West Coast has restrained its victory exuberance and next season's fairs and celebrations will provide a gigantic outlet."—Harry (Polish) Fisher, general manager, Golden West Shows.

All agree that the millions of returning G.I.'s will play a vital part in making 1946 a carnival winner. But here's a note of warning from Tom L. Baker, whose shows are wintering at Indianapolis:

"I believe the public, particularly veterans and their families, will demand value received and respond only in proportion to our improvements and our

efforts to give them clean, modern entertainment. It is time for new canvas with something under it. We will need something besides a change of aprons to get by from now on."

Baker's sober advice follows an undertone that crops up frequently as carnival owners discuss the post-war years. It is evident that operators themselves appreciate the desirability of lifting their standards.

Fisher, for example, thinks that discriminating Pacific Coast customers will be responsible for a trend toward "Showman-like expositions with ultra-modern midways and beautiful and futuristic fronts."

Competition Keen

"Midways will resemble fun zones at the World's Fairs, replacing the old-fashioned catch-as-catch-can gillie outfits," says Fisher. "On this Coast competition will be keen as to attractions, but this competition will provide the surge upward to make carnival synonymous with beauty, glamour and excitement."

From Ohio, Gooding forecasts many new developments in the industry.

"The variety of entertainment to be offered," he thinks, "will include many new features and a great improvement in quality."

As for new features, J. W. Siebrand, general manager of Siebrand Bros.' Shows, widely known Western org, thinks they'll be plentiful on his outfit by the end of the coming season.

"My opinion," he explains, "is that the business outlook for 1946 in agricultural communities will compare favorably with last year, but somewhat less in industrial cities."

John R. Ward injected an ancient theme in his remarks.

"I feel," he said, "that for the good of the industry, we ourselves, should discontinue the cutthroat bookings, outbidding one another on both still and fair dates and also cutting up fair circuits."

SHORTAGE OF CATS

(Continued from page 54)

highly of the horse acts he saw and of the thrills unloosed by sensational high acts.

"They work strictly without nets, and perform acts which, in my opinion, would be considered too dangerous in this country," he affirmed.

He spoke particularly of two acts, Redys and Clarence, which feature sheer straight-down plunges from high trapeze rigging to fancy hand, knee and elbow catches by a second performer in mid-air.

All three German circuses in operation since the war are subsidized by the United States Army, which provides transportation and other facilities with the objective of lifting the morale of overseas G.I.'s.

The owner of one of the trio, Circus Busch, has been jailed as a Nazi collaborator, according to Urquhart. He is a German named Wagner. The other two shows are the Williams Circus, owned by Billy Williams, a Britisher who came to the Continent in peacetime and remained, and the Holzmueller Circus, a combination of Holzmueller and Ortman stock and equipment.

Russian circuses, said Urquhart, can all be labeled propaganda organizations, subsidized by the Soviet government.

BEATTY-CONCELLO?

(Continued from page 54)

train, and as Concello has the only other train available, it is logical to assume these fellows will get together on something. As one wag put it: "Clyde can't carry those lions and tigers around under his arms."

Another Huddle

A report from Beatty's attorney at Macon, Ga., indicates that Beatty and Concello are in another huddle at Clyde's zoo in Fort Lauderdale, Fla.

Martin E. Arthur is undecided about his plans for the future. He still owns five riding devices and may return to the road next year as a carnival operator, but this is strictly a supposition as he hasn't made up his mind what his next step will be.

S. L. (Buster) Cronin is much in evidence here, but if he has made any plans for another whirl at circus business he is keeping them to himself.

DISCHARGEES' DIARY

(Continued from page 3)

order Hungarian goulash, better stay home.

Saturday, the 15th.—Long round of Lincoln Road shops, where the eyes of you and your retinue pop like Eddie Cantor's. Out to the golden beach home of Gilbert Noon, of World's Fair note, but Gib out of town. So his wife and sister say "hello," and we're off to Hollywood, snarled by traffic from the Gulfstream horse park. Feedbag at Chinatown Charlie's, where it gets real congested after the niteries shutter.

Sunday, the 16th.—Our membership forgotten, we're gusted at meeting of Miami showmen and make worst speech of this or any other year. In two years (Endy administration) this org has made tremendous strides, maintains corking rooms for the male and fem, not to mention the delightful eatery. Catch up with B. Weiss, also Louis Rice, and off to the Endy menage for two fast drinks, then to the fabulous castle of the Lewises—Art, Charlie and Benny—where the bar is doing a rushing biz and the "Atomic" sign is well placed. Evening party of 24 at Lou Walters' Terrace to look-see for second annual spree of Miami showmen New Year's week. Impresario Lou Walters breezes by for handshake. The Cliff Wilsons, the Max Kimerers, the Endys, Louie the Rice, Al Rossman, the Weisses, Bob Parker, et al., tearing into steaks and stuff whilst examining the Terrace's torsos.

Monday, the 17th.—Chat with Ben Braunstein and Doc Stahler. Belle Baker, sharing top billing with Jackie Miles at opening of Schuyler's Beachcomber on the 20th, checks in at Arlington and sockos the lobby loungers.

Tuesday, the 18th.—A cabana visit with Bob (Hamid-Morton) at his Morton Hotel. Tex Sherman over for long-time-no-see huddle.

Wednesday, the 19th.—Ned Schuyler sez come over to beachcomber teeoff. We sez try and keep us out. *Miami Beach Sun and Tropics*, daily gazette, asks, how about picture and story on youse this afternoon? We answers, if youse have holders and type to waste, we have nothing but time. And that's it up to this moment.

CIRCUS CHRONOLOGY

(Continued from page 56)

STEVENS BARNS Bailey Bros. at Newberry, S. C., after top year.

FLOYD KING and Harold J. Rumbaugh buy Bud Anderson property; will tour as King Bros. in 1946. Establish winter quarters at Hartford, Ky.

AUSTIN BROS. closes tour at Franklin, La., November 9.

R-B BIZ SOCKO in Atlanta, Florida dates.

BOB COURTNEY dies at Memphis November 11.

JACK BEACH dies of injuries in automobile accident at Los Angeles November 13.

STEVENS BROS. wraps it up November 18; back to barn at Hugo, Okla.

RINGLING-BARNUM concludes 1945 trek at Tampa, November 21, with season yielding 150G more than record-making 1942 tour.

DAILEY BROS.' finale at Dothan, Ala., November 24.

MACON, GA., SHRINE show goes over top.

MABEL STARK set to return to circus with Polack at Los Angeles December 18.

BUCK OWENS and Si Reubens begin framing show for 1946 in winter quarters at Springfield, Mo.

R. M. HARVEY announces that Dailey will go out on 20 cars in 1946, probably with 15 elephants.

R-B SENDS check for 200G to apply on Hartford fire claims, representing earnings from '45 season.

BUDDY NORTH said to be planning circus comeback next year.

DAVENPORT'S Wichita Shrine ends a winner.

VICTORY BALL A WOW

(Continued from page 45)

Gorman and Company, Serge Flash, Larry and Dorothy Hughes and a line of 12 Douglas Rankin Grls. Monroe Jockers's band played the show and dancing, while the Four Tyroleans strolled during the dinner.

San Francisco and San Diego vied for honors with the largest groups of visitors, and it was reported that every traveling organization on the Pacific Coast was represented.

Assisting Glacy with the arrangements were J. Eddie Brown, Ted LeFors, Everett (George) Coe, Bill Hobday, Clyde Gooding, Ed Kennedy, I. B. McCoy, Earl O. Douglas and John T. Backman.

MIAMI SHOWMEN'S ASSN.

(Continued from page 49)

Francis E. Meyer, Johnny J. Kline, Edward Crane, Sidney Rifkin, Jack Longo, S. B. Morgan, Paul D. Sprague, W. H. (Splinter) Royal, Ralph J. Piercey, John T. Smart, Edmund Kornrumpf, Louis Leonard, R. L. (Bob) Lohmar, Ralph G. Lockett, Nat D. Rogers, Fred H. Kressmann, J. D. Newman, Frank D. (Doc) Shean, Albert C. Grand, Carl John Sedlmayr Jr., Charles W. Lane, Harry V. Arnold, Pat Purcell, Ned C. Torti and Euby Lee Cobb.

Frenchy Shwacha received a vote of thanks for his work around the rooms. He will arrange the Christmas decorations. Sam Gould, of West Palm Beach, visited. Squire Riley arrived in Miami after an absence of over a year. Art Lovi, who wears the Bronze Star and saw service in Saipan and Tokyo, has been discharged. Jake Croft visited and is out of show business. Tommy Carson arrived in Miami, as did Al C. Beck, and visits the clubrooms nightly. Maxie Miller and Clarence (Hunky) Gutman, circus folks, are here for a visit. Davey Fineman left for Valdosta, Ga.

Eddie Hackett reported for the membership committee and stated that the club had over 1,500 members. Al Palitz is on the sick list. Saul Salsberg, who had been on the sick list, is back around the clubrooms. Restaurant is being revamped. Too much business and not enough room.

Donations were received from Cetlin & Wilson, Gerard Greater, W. C. Kaus, J. J. Kirkwood, Dodson, Endy Bros., Prell's Broadway and the Conklin shows. Election will be held January 6. Second banquet and ball will be held in the Terrace Gardens, Miami Beach, January 8.

BIG ONE LOOMS

(Continued from page 55)

rumors that even more new shows will be in action ere the wagons roll.

What prompts all this? Barring the current labor unrest, which most biz analysts agree will be eased by spring, the economic outlook for 1946 is bright. Economists are talking of prosperity for several years to come.

Showmen Encouraged

Yet, it's probably not altogether the statistical facts and figures of the business experts that encourage such showmen as Floyd King, James M. Cole, Jimmy Woods, Si Reubens and Buck Owens to make their circus pitches in 1946.

The *Billboard's* directory of circus winter quarters shows 34 different outfits more or less safely in the barn at the close of the 1945 tours. For several it was a rough cruise but, on the whole, the returns were good enough to warrant other showmen making a try in the coming season.

As for the bigger ones, Ringling Bros. and Barnum & Bailey, even with its two, three and four-day stands in most cities, chalked up a terrific net last season, with a reported gross running up to \$150,000 greater than the previous high year of 1942.

Cole Bros. biz was slightly under 1944, but the org's trek was upset by a disastrous train wreck in mid-season which cost an entire week of dates and, later, in Mississippi, a slow cotton crop cut receipts badly.

After four years of travel with few replacements, most show property is getting plenty of treatment and repairs at winter quarters.

THIS IS IT!
STAINLESS STEEL EXPANSION WATCH BRACELET FOR MEN
Due to better production facilities we are now able to offer our Stainless Steel, Non-Corrosive, Adjustable, Expansion Watch Bracelet at the new low price of:
\$20.00 per doz. **\$25.20 per doz.** Gold-Plated
Write for Gross Lot Price Quotations. Send \$2.00 for Sample Stainless Steel Band. This is a special offer to *Billboard* readers.
LOUIS LeVITE 21 E. VAN BUREN, CHICAGO, ILL.

WANTED VOICE RECORDING
On Percentage or Will Buy Outright
Playland Amusements
Charles Rubenstein
238 W. 125th St. New York, N. Y.
Monument 2-7755

Lorman Is Out On Santa Monica Park Promotion

LOS ANGELES, Dec. 22.—Protests by film notables and other property owners against the proposal to develop an amusement park on Santa Monica Beach, a choice location, caused John Lorman and his associate, John R. Castle, to toss in the sponge and the promoters are now considering another site.

Lorman had an option (without upping a dime) on 1,200 feet of beach front property at the foot of Wilshire Boulevard, which is almost on top of swank Malibu Beach. When the film stars heard of the project they yelped and the cry was taken up by William Randolph Hearst's two papers here. The heat was on then. A hearing was staged before the Santa Monica Zoning Board Friday (21) and Lorman voluntarily called off the deal.

Lorman explained to the commission and some 200 property owners and their representatives that he had noted during the summer that there were days when the beach would be crowded with thousands and that there were no sanitary facilities, not even a place to get a glass of water, and said he thought a high-class amusement center would be an asset to the community. He explained that without the wholehearted co-operation of the community he was not interested in going ahead with his plans, and gracefully bowed out.

Lorman superintended the building of a quarter of a million dollar amusement center in San Diego, Calif., for Harry Gordon and the latter is said to have paid off on his investment in the first 90 days of operation. Lorman said Gordon then started to give him the brush-off and he lugged Gordon into court for a settlement on his services. The judge nodded in favor of Lorman and a hefty settlement ended that episode.

"There isn't a modern amusement park in this section of California, and I intend to build one," Lorman said today. "We have several other excellent locations in mind, and should be in action shortly."

Castle nodded his assent to Lorman's statement.

MSWC

(Continued from page 48)

Jeanette Hart, Florence F. Lang, Winnie Woodward, Louise F. Peppers, Mrs. Mildred Shubert, Fern Groseclose, Mabel Josephine Meyer, Babe Miller, Marie Broughton, Louise Rollo, Mrs. Ralph Glick, Frieda Keenney, Claire Sopenar, Pearl McGlynn, Edna A. Burrows, Mrs. George Harr and Gladys Hagan.

Out-of-town members on hand were Peggy Reynolds, Nell Allen, Jane Bunting and Gladys Hagan. Also present were Irsi Kamen, Florence Parker and Irene Burke.

Florence Parker donated an alarm clock for the raffle and it was won by Lotis Frances. Letters were read from the Ladies' Auxiliary of the Showmen's League of America, Irene Purcell, Dorothy Williams, Madaline E. Ragan, Trixie Clark, Mary Forster and Caravans, Inc.

It was announced that 1947 dues will be \$3. Ida McCoy reported that Daisy Davis and Lorraine Belmont are on the sick list. War Bond books should be mailed to Ada Miller, Maryland Hotel, before January 19.

NSA

(Continued from page 48)

he and Bill Cowan will be with Cetlin & Wilson next year. Dada King and Ike Weinberg were back from the Tom Cary trial in Reading, Pa. Morris Batalsky and party in from Connecticut. Mickey Goldberg in from New Orleans. Tommy Carson may take a financial interest in



Coming Events

These dates are for a five-week period.

California

Los Angeles—California Gift & Art Show. Jan. 20-26. Mary Braun, Chamber of Commerce.
Pasadena—Tournament of Roses. Jan. 1. Wm. Dunkerley, 65 N. Los Robles Ave.

Colorado

Denver—National Western Stock Show. Jan. 11-19. A. Reinhardt, Stockyards Sta.

Florida

Jacksonville—Dog Show. Jan. 26-27. Mrs. H. E. Elphick, Box 1232.

Georgia

Atlanta—Southeastern Homewares & Gift Show. Jan. 7-10. Foster B. Steward, 508 Haas-Howell Bldg.

Massachusetts

Boston—Boston Poultry Show. Jan. 16-20. F. Ives, 39 Church St., New Haven, Conn.
Boston—New Products Show. Boston Garden. Jan. 12-19. A. C. Rau, 925 Park Sq. Bldg.
Worcester—Grotto Charity Circus. Jan. 21-26. Emile Rousseau, 1 Waycross St.

Michigan

Bay City—Poultry Show. Jan. 3-6. Harold C. Bellows, Box 241.
Grand Rapids—Shrine Circus. Week of Jan. 28. C. H. Hoffman, 248 Houseman Bldg.

Missouri

Kansas City—Gift Show. Jan. 13-18. Fred Sands, 1610 Dierks Bldg.

New Jersey

Trenton—New Jersey Farmers' Week. Jan. 21-24. Willard H. Allen, 1 W. State St.

New York

New York—Dog Show. Jan. 5-6. Foley, 2009 Ranstead St., Philadelphia.
New York—Lamp Show. Week Jan. 28. G. F. Little, 200 Fifth Ave.

Pennsylvania

Harrisburg—Pa. Farm Products Show. Jan. 22-24. W. A. Hagar, 218 South Office Bldg.
Philadelphia—Mummers Parade. Jan. 1. Gustave Isman, 492 City Hall.

South Carolina

Watertown—Northeast S. D. Grain Show. Jan. 20-26. John Noonan.

Texas

Fort Worth—National Pigeon Show. Jan. 10-15. B. Day, Chamber of Commerce.



Winter Fair Dates

Florida

Bowling Green—Hardee Co. Strawberry Festival. Jan. 22-27. J. A. Albritton Sr.
Largo—Pinellas Co. Fair. Jan. 22-26. J. H. Logan.
Orlando—Central Florida Expo. Feb. 25-March 2. C. T. Bickford.
Sarasota—Sarasota Co. Fair. Feb. 18-23. Robert Walters.
Tampa—Florida State Fair. Feb. 5-16. P. T. Strieder.
Winter Haven—Florida Orange Festival. Jan. 28-Feb. 2. George Burr.

the Joseph J. Kirkwood Shows.

Dave Solomon is back from the West Coast. Frank Miller and Sid Goodwalt off for Miami. Lon Ramsdell, manager of Blackstone the Magician, is spending time at the club during the holiday lay-off period. Ward Graves, of the same company, is a daily visitor. Jack Kochman and Joe Hughes, of the Hamid office, paid a visit.

Ladies' Auxiliary

Auxiliary put on another one of its big Christmas parties for underprivileged kiddies Saturday afternoon (22) in the club's assembly room. Committee, headed by Ruth K. Gottlieb, not only supplied the 75 guests with refreshments of all sorts, but sent them on their way loaded with toys and gifts. Sam Rothstein played Santa Claus and Jerry Gottlieb, in a chef's outfit, acted as emcee. Kiddies provided their own entertainment, giving out with songs and recitations. Clubrooms were gayly decorated with a huge Christmas tree as the piece de resistance.

As usual, ladies of the auxiliary followed up their kiddie party by holding "open house" for members of the NSA on Saturday (22) night. Committee, headed by Magnolia Hamid, garnered a tidy sum for the Bess Hamid Sunshine Fund thru a lucky night sweepstake raffle. Ladies served a generous buffet supper and refreshments were on tap thruout the evening.

Showmen's League of America

Sherman Hotel, Chicago

Ladies' Auxiliary

Mmes. Marie Brown and Delgarian Hoffman were hostesses at the social Thursday (13).

All who have not paid 1946 dues are requested to send them in to Secretary Elsie Miller, 4215 West Fifth Avenue, Chicago 24.

Mrs. L. M. Brumleve, chairman of the Victory Bond books campaign, received a vote of thanks for her splendid work. Bond winners were Mrs. Louis Logan, Jane and Janola Eickmann; Edith Bullock, past president of the ladies' auxiliary of the PCSA, Los Angeles; Mrs. Don Foltz, L. Spunt, Mrs. J. W. Russell, Harold Brandenburg; Rose Page, manager of Showfolks, Inc., Chicago; Virginia Kline and Bill Miller.

Past President Nan Rankine is ill with a cold. Mattie Crosby and Edna Burrows are reported recuperating following their illnesses.

Mrs. Al Wagner visiting Detroit, and then plans to go to Miami. Peggy Reynolds, president of the Ladies' Auxiliary, Heart of America Showmen's Club, and First Vice-President Viola Fairly are in Kansas City, Mo.

Elected members were Louise Peppers,

Charlotte Warren, Harriet F. Maher, Ilo F. Lang and Mabelle Crafts, the last named a past president of the Ladies' Auxiliary, Pacific Coast Showmen's Association.

Members are urged to send in their new addresses to the secretary.

WANT CIRCUS ACTS

For Clearwater, Fla.
Open January 8th.
St. Pete, January 11th, Three Days. Danny McNeese, Wire
MRS. GERTRUDE PUTMAN
Clearwater, Fla.

AT LIBERTY FOR 1946

General Agent, Local Contractor, Traffic Manager. Railroad or motorized. Sobriety, experience and one of the closest contractors in the business. State your salary.

J. S. RAMSEY

Address this week:
507 East 139 St., Bronx, New York City 54.
After that: Fairmont, North Carolina.

WORLD OF PLEASURE SHOWS

12 RIDES — 8 SHOWS — 50 CONCESSIONS

Opening in April—Vicinity of Detroit

SHOWS—Want Monkey Circus, Snake, Unborn, Fun House, Wild Life, Animal, Glass House, Wild West, Mechanical City, Fat Show and other worth-while Attractions, especially want large Side Show or will finance capable Operator that can frame same.

CONCESSIONS—Can place Merchandise Concessions that work for 10c. Good territory for well-framed Penny Arcade.

RIDE HELP—Foremen, Second Men and Helpers for Merry-Go-Round, Twin Wheels, Tilt, Rolloplane, Octopus, Spitfire, Flying Scooter, new Caterpillar and Kiddie Rides. Top wages and bonuses to sober, reliable men. Want A-1 Ride Superintendent that can handle help, Union Billposter that can drive (must be good Lithographer).

We will play our usual route of industrial cities in Michigan, including Pontiac, Muskegon, Lansing, Battle Creek, Jackson, Kalamazoo and Monroe. Our 4th of July date is Sault Ste. Marie, Mich. First carnival here in five years. All address

JOHN QUINN, Owner-Manager, 100 Davenport St., Detroit 1, Mich.

MERRY CHRISTMAS AND A HAPPY NEW YEAR

To All My Friends, Agents and Business Associates

Agents wishing to work for me the season of '46, write me in
Care of The Billboard, Cincinnati, Ohio.

HERMAN S. LIST

WONDER CITY SHOWS WANT

A-1 Mechanic for fleet of 10 trucks, Semis and five Ride Motors. Must be sober and reliable. Geo. Donnelly, answer. Can place legitimate Concessions, winter rates. Have 22 office-owned Concessions. Want Agents, Concession Help. Shows with or without equipment; have complete outfits for Girl and Animal Shows except Animals. Address:

JOE KARR, De Kalb, Miss., Dec. 24-29; Carthage, Miss., Dec. 31-Jan. 5.
P.S.: This Show out all winter.

WANT FOR FLORIDA DATES

Rides, Shows and Concessions. Opening date, Jan. 7th, Zephyr Hills, Florida. All persons that wrote Stanley Roberts, contact us, as this will be first showing. This is a large canning town, also largest trailer camp in the world. Write, wire

BARNEY TASSELL UNIT SHOW
115 N. E. 71ST, MIAMI, FLA.

Wanted--Notice--Wanted

JOHNNIE J. BEJANO

with

WORLD OF TODAY SHOWS

Could use a few more Freaks and Pit Attraction. Address

J. J. BEJANO

Box 782, Muskogee, Okla.

MEXICAN OPS SET FOR BOOM

Travel Upturn Slated in 1946

Imports of coin machines from U. S. continue at top level as routes bolstered

MEXICO CITY, Dec. 22.—With post-war tourist trade promising to bring new prosperity to Mexico that will eclipse even its bustling wartime boom, Mexican coinmen are hurrying to get their routes in shape to take full advantage of the expected flow of cash.

Operators here in the Federal District and elsewhere over the Republic spent a total of \$173,488 in the United States during the first eight months of this year for coin machines. That is roughly 45 per cent U. S. coin machines sold abroad. They imported a total of 932 American devices, including 681 automatic phonographs valued at \$157,813. Next to juke boxes, the biggest item on Mexican coinmen's buying list was 230 amusement games valued at \$12,985, and third was 21 vending machines priced at \$2,690.

In August, latest month reported, Mexican imports of coin machines amounted to \$16,857. This sum was paid for 98 machines, including 49 juke boxes, 44 amusement games and 5 venders. August spendings were a considerable drop from the peak last March when Mexican coinmen paid \$43,249 for 246 machines, including 200 juke boxes, but it still represents considerable "good neighbor" business.

Buying Behind '44

In dollar value, however, Mexican coin machine buying in the U. S. is running considerably behind last year's all-time peak of \$392,408 paid for 2,000 machines. Operators here in 1944 bought 1,921 American juke boxes for \$385,233 in addition to 20 venders for \$1,521 and 59 amusement games for \$5,654.

These purchases averaged \$32,700 a month for the year, compared with an average of \$21,680 for the first eight months of this year and an average of \$24,000 a month spent for U. S. coin machines in 1940.

Next to Canada, Mexico was the best foreign customer for American machines before the war. In 1940, for instance, Mexican operators paid \$288,166 for a total of 2,932 machines of all types. These included 1,676 juke boxes, 563 venders and 693 amusement games. And as buyers of coin phonographs, Mexico has consistently led the world, except the U. S., by a wide margin.

Top Platter Buyers

Mexico also was the largest foreign buyers of U. S. phonograph records in the first half of 1945. Its purchases in that period totalled \$157,223 worth of platters, and a good part of these naturally went to Mexican coin phonograph operators. This country's record buying in the U. S. reached a peak last April when it spent \$38,260 for American disks. In August it dipped to \$13,501.

It is thought, however, that Mexican imports of coin machines have picked up considerably since September 1, although no official figures are yet available. Operators are working steadily to build up their routes in anticipation of the business upsurge that is expected next year when, according to estimates of the tourist department of the Mexican government, 250,000 foreign visitors will come to Mexico. And in 1947 the department is counting on 300,000 tourists.

Even during the war years, 200,000 foreign tourists came here annually. About 35,000 of these were Central and South Americans; the rest were North Americans and Canadians. These tourists spent more than \$56,000,000 while in Mexico, the government estimated.

Tourist Trade Booms

This winter already has seen a tremendous increase of U. S. travelers into Mexico, immigration officials reported. In the four months ended November 1, (See MEXICAN OPS on page 32)

Editorial

Passing Year

By Walter W. Hurd

IN MANY respects, the world would like to forget 1945 as it passes into history with its memories of the destruction of war. Most people would like to forget all this and turn to the future, opening up with promise of decades of progress in all nations at peace.

During 1945 the coin machine industry found itself to be merely a small part of national and world movements that decided the fortunes of each member of the trade. Established operators fared well all thru the duress of war, and even in the year of transition, just passing, most territories continued to be favorable for the operating business.

But operators had deeper interests than mere problems of everyday business. They were interested in helping win the war and helping to promote the peace. So when the enemy was finally beaten, operators were thinking just as seriously of the future as were leaders of business and government.

End of the war brought problems of transition and reconstruction which many say are even bigger than the winning of the war. The coin machine manufacturing industry could quickly have moved from the making of war goods to the making of new coin machines, if conditions in general had suddenly shifted to normal as soon as the war ended. But it soon became apparent that national conditions, and even world conditions, engulfed even a small trade like the coin machine industry. So the rank and file of the industry has had to wait for a slow process of getting the whole country back into peacetime channels so all can go ahead together.

In such a year, the industry was helping to win the war during the first half and then marking time during the second half while the manufacturing plants converted to civilian production. For many years I have followed a custom of reviewing the chief trends in the

coin machine trade at the end of each closing year, and also estimating some of the trends the trade might expect to unfold during the incoming year.

But 1945 is one of those years hard to analyze by a student of trade progress. War is simply too big a thing and produces too many changes to permit the usual outlining of what has happened to the industry.

Chiefly, the manufacturing industry made an excellent record in war production during the long period of the war. This record surely lays a good foundation for expecting better machines than ever from our factories during the years to come. The juke box, as one special type of machine, certainly gained world-wide popularity during the war. As a medium for rendering popular music, this machine made its way into all parts of the world, was mentioned everywhere with much credit to its name.

In this country the trend to self-service in providing convenience for the consumer has laid such broad foundations for vending machines that the merchandise branch of the industry can plan for a new era of expansion. Amusement machines have become so much an accepted part of the small establishment that a very stable business may come in the near future.

The latter half of 1945 brought much time for planning, and the fact that manufacturers could not rush into turning out new machines may prove in the long run to have been a real advantage. With many months during which to think and to plan, the industry should be well prepared for progress later.

While we all enjoy the holiday season we can forget the burdens of war and get ready for 1946, which promises to be the most engrossing year ever in the history of the coin machine industry.

News Digest

MAIL—Dispatching the extra heavy rush of holiday mail this year were coin-operated letter senders which saved the post offices time and expense. Machines took parcels and letters with postage ranging from 1 to 33 cents. In Chicago, machines were located in the post office downtown.

COLOR—In the trade news again this week was a new color gimmick which may eventually find a place in juke boxes or as an amusement machine in its own right. Juke manufacturers continue to study increasing use of harmonized and moving color for new models.

EXPORT—Mexican coin machine operators are building up their routes in anticipation of a record tourist business during the coming year. They purchased a large number of coin machines during the first eight months of 1945. Now that wartime shipping restrictions are off, exports to Mexico should boom.

PATENTS—Radio Corporation of America followed the lead of International Harvester and placed some 5,000 patents on the list of patents available for licensing. Included in list are patents on record changers and other elec-

tronic devices. Full details are contained in a story in this section.

SLUMP—Operators everywhere are tightening up and bracing their routes for a slump which many feel will follow the record-smashing business of the holiday season. The slump may not be too severe. New machines due in 1946 will tend to brace play.

TOURISTS—Rush of tourists into the Southern play areas has already begun. Resorts and hotels thru the South and Southwest are already overcrowded and, for once, proprietors are begging the would-be tourist to stay at home until travel conditions clear up.

INVENTIONS—Scheduled for April in the Chicago area is what its promoters call the "World's Invention Exposition." No definite announcement has yet been made as to the kind, extent or type of inventions to be exhibited. Dr. Lee DeForest is honorary vice-chairman.

BUSSES—Music in busses is being considered in Detroit, according to reports from that city. Bus company is installing an amplifier system in the transit conveyors. Next step, trade hopes, may be playing of tunes thru the speaker system.

CHANGERS—Getting a full share of attention from operators these days are the promised coin changers. Operators see the changers as a hypo for play. Manufacturers, however, who are readying the changers, have not yet an-

Asks Cities Get Free Rein Fixing All Tax Levies

CHICAGO, Dec. 22.—Director of the Municipal Finance Officers Association, Carl Chatters, this week recommended that cities request legislators to give them authority to raise money thru any tax method the cities may choose.

Chatters made his suggestion before a seminar at the Public Administration Clearing House. Subject of the seminar was government and reconversion.

After Chatters had made his proposal, Herbert Emmerich, director of the clearing house, asked, "Would not the thing you propose confuse the tax situation by more duplication?"

Chatters replied, "I don't care if it does confuse it. The cities will need the money critically."

This opinion was contrary to one arrived at by the annual meeting of the tax commissioners in Florida earlier this month. There, the commissioners—men who administer State taxes—heard the opinion expressed that taxes should be made more uniform to achieve greatest efficiency.

During his address, Chatters listed some of the ways in which cities are raising tax money. Among those he stressed was Philadelphia's amusement tax, cigarette taxes, licenses of businesses, liquor licenses and in a few instances city sales taxes.

Emmerich again rose to question the value of city sales taxes, saying that they "interfere with purchasing power." At that, Prof. Simeon E. Leland, chairman of economics department at the University of Chicago, replied, "In a time of boom or inflationary tendencies that would be a good thing."

Leland, in response to another question, ventured the opinion that sales taxes will remain as a revenue measure. Said he in response to a question about abolishing sales taxes when times change: "You have yet to demonstrate that."

Sacramento Ops Report Devices On City Spots

SACRAMENTO, Calif., Dec. 22.—Coin machine operators in Sacramento had approximately 2,065 devices of all types on locations within the city limits this year, annual report of J. B. James, city license supervisor, indicated.

Largest number of machines under license was juke boxes, which, according to tax receipts, numbered about 575. Next was amusement games including skee-ball, pinballs, ray guns, claws and cranes, which totaled all together 535.

Automatic merchandising machines of all types—both service and vending—numbered approximately 995, according to license fee receipts. This included 330 cigarette machines, 250 penny and 5-cent venders of nuts, candy, gum and foods, and 375 miscellaneous machines such as parcel lockers and pay-toilet locks.

announced the date for full-scale production.

PINBALLS—An opinion from the Louisiana attorney general's office says that pin games in the State need not exhibit signs saying "For Amusement Only."

CANDY—As the old year bows out and 1946 looms on the horizon, candy bar manufacturers see only gloom ahead. Prospects for getting increased allotments of sugar are so slim as to be negligible. Best guess is that a small increase in sugar quotas will be made sometime during the second quarter of 1946. Bottlers, affected by the sugar shortage, expect to have no relief before that time, either.

Coin Devices Speed Holiday Mail

Stamp Vender Trade Up 50%

Mailing machines draw big play as shoppers seek to dodge post-office queues

CHICAGO, Dec. 22.—Stamp venders and coin-operated mailing machines have played a major part in speeding the heaviest holiday trade in the nation's history.

As Christmas buying of all types of merchandise from greeting cards to diamond brooches and mink coats hit new peaks, these coin machines have shortened many a waiting line in post offices, drugstores, railway terminals, currency exchanges and hotels.

Marvin R. Burnaugh, treasurer of the U. S. Postage Service Association of Chicago, reported that business of association members' stamp venders "is up 50 per cent above normal" during Christmas rush. Where operators have added folders of 1½-cent stamps for the greeting card trade, the venders are clicking out 75 per cent more stamps than usual, he estimated.

The coin-operated automatic mailing machines of Pitney-Bowes, Inc., Stamford, Conn., also are playing a large part in cutting down queues at post-office windows. The machines, known as Mallomats, give patrons rapid-fire pre-canceled mailing of letters up to 22 at a single setting of the dial.

In Post-Offices

One of the machines is located in each of Chicago's main downtown post offices, and both are drawing steady play, especially from the senders of Christmas and New Year's cards. Another is situated in the Union Station.

In advertising cards available at each machine, the company describes the device as "a self-service post office that mails your letters without need of adhesive stamps."

Here is how its operation is described: "To mail a letter you (1) drop money in coin slot, (2) dial correct postage denomination, (3) insert letter in letter slot. The machine does the rest; automatically takes your letter, prints postage and postmark on it and holds it for collection . . . provides postage from 1 to 33 cents, including air mail and special delivery."

The firm says that metered mail needs less handling by postal clerks, thus saving both senders and the post-office department time. Each letter or card put into the machine is canceled and timed, just as it is in office model mailing machines. When taken from the collection box in the bottom of the machine it can go directly to the sorting and dispatching department of the post office.

C. S. Berger, Chicago district manager for the company, said distribution of the machines is being handled in the company's main office at Stamford, Conn., and it probably will continue to be handled there until production of them is resumed some time next year.

Pre-War Invention

Machine is a pre-war invention, and the company has worked closely with the Post Office Department in its development, Berger said. Those operated in post offices are owned by the government, but the firm retains title to the one in Chicago's Union Station. Post Office Department also keeps the keys to all change boxes of machines.

Company looks upon department stores, theater lobbies, railway stations, small post offices and drugstores as prime possible locations. It still is an open question whether the devices will be sold to location owners or to operators, or perhaps even operated by Pitney-Bowes.

Unlike commercial stamp venders, Mallomats now in operation charge no mark-up on government postage rates for the service. Machines, however, might be easily adjusted to allow a service charge sufficient to give operators a reasonable profit on mailings. Difficulty, tho, would be fixing suitable charges on a single mailing of a 1½, 2 or 3-cent piece.

The manufacturers' slant on profits for operators seems to be turned toward the advertising value of the printed stamp. This gimmick already has been exploited widely by the firm in its office mailing machines. Officials expressed the opinion that big department stores, hotels and drugstores would be glad to pay for the appearance of their names on each item mailed from their premises.

In such a set-up each cancellation might bear the legend: "Mailed at Jones's Store." Other advertising also might be inserted, as has been done on office mailers, even to the extent of pushing individual items. Possible current example that would land any store a deluge of feminine orders might be simply: "Nylons now at Jones's."

Operators of regular adhesive stamp venders have been working on this same deal for the folders in which their stamps are dispensed. One aim of the Chicago Association of Venders is to sign some major national advertiser to such a campaign.

Long Value

Folders are about one by one and three-quarters inches with two sides available for advertising messages. This would be about two-thirds the size of an ordinary paper match book. Great argument for folder advertising, as with match books, is that ordinarily customers buy more stamps from the machines than they need at the moment, thus they carry it around for several days and give it more than just a passing glance.

According to Burnaugh, stamp vending machine operators have found drugstores and transient hotels the top locations. Recently many machines have been put into check cashing exchanges in the Chicago area. These would appear to be high up on the location list since most of them also sell money orders which usually go out in the mails.

Most machines now in operation are two-column type which hold about 175 sales in each column, but the new ones, slated for production next year in quantity, have three columns of the same capacity. Two firms also are making the roll-type vender which was most common before the war. These simply measure off the stamps from a roll mechanism with turn of the handle.

Stamp venders, like those for candy, cigarettes and other articles, usually are placed on space rented for a certain percentage of net earnings.

COINMEN YOU KNOW

Chicago:

WILLIAM F. STRUBY, president of the Packard Manufacturing Company, spent several days in Chicago recently on business and pleasure and while here confabbed with many of the trade top distributing men. . . . FRED N. PIERSON, vice-president; W. E. BRUST, Midwest regional manager, and STEVE MUDGE, New York sales representative, all of the Vendo Company, Kansas City vending machine manufacturers spent a busy week during the recent Bottlers' convention showing company wares in their suite at the Morrison. They were especially proud of their two newest venders, which have copped the eye of all bottlers seeing them. Details on their latest machine which is reported to decap the bottle, pour the contents into a paper cup and then retain the bottle in the machine, all of which can be seen by the customer thru two windows in the machine, will be published in an early issue of *The Billboard*.

DAVE GOTTLEB's eyes are gleaming this Kringle time as ALVIN GOTTLEB, the apple of his eye, is in for the holidays. Young Gottlieb trained in from Bainbridge, Maryland, where he is cracking the books for his possible entrance to Annapolis. Alvin a big fellow for his 18 years, is an alternate from Illinois and should the regular appointee miss out he'll have his chance at the appointment. All coinmen wish him the best.

DE WITT (DOC) EATON, popular sales manager of AMI, has a hobby which would certainly not be the envy of most visiting firemen of the coin machine trade who might imbibe just a wee bit too much during the holidays. Doc has one of the finest collections of (brrrr) SNAKE rings in existence. Most of the rings are a combination of solid gold and solid platinum. His collection numbering about 300 were accumulated in seven trips around the world and some were picked up by Doc in Honolulu, Hong-kong, Canton, Cairo, Celen and Calcutta. . . . Just imagine, every time you'd pick up a drink you'd see snakes (brrrr).

Out-of-town coinmen traffic thru the Chicago hotels this past week was down to the slowest pace in years, as many stayed home to prepare for Christmas.

RALPH HOAGLAND, former district manager for the Peerless Weighing and Vending Machine Company at St. Louis, Mo., is expected to be discharged from the Army Air Forces in February. He is slated to return to the company's Chicago office for a brief refresher before taking up a new assignment. L. Little, formerly with Peerless at New Orleans, has reported back for duty after discharge from the army. He now is district manager at Atlanta, Ga.

Detroit:

JOSEPH BRILLIANT, of the Brilliant Music Company, is making a big specialty item of two Ben Yost Singers numbers—on Sonora—for juke box play

around New Year's—*Sweet Adeline* and *Hail, Hail, the Gang's All Here* . . . R. L. KIEFER, of the University Supply Company, reports business very good in the Skee Ball field, and is adding machines to his route. . . . MARTIN BALEN-SIEFER, head of Martin Distributing Company, reports the entire staff working super-hard writing up orders.

GEORGE PARKS, of the Parks Distributing Company, Bay City, was in town lining up his business plans for 1946. . . . MERELE W. BROWN, of Marlette, Mich., has taken over an extensive music route in the famous "thumb" of Michigan from the Martin Distributing Company, and is operating as the Thumb Music Company.

CHARLES BERNSTEIN, who was a pre-war operator on a big scale, is disposing of his game machines and concentrating upon a vending machine route at present.

SAMUEL WEISBERG, who works for the Joy Novelty Company, was on his honeymoon this week, being married Sunday. . . . HAROLD KLEINMAN has been named district manager of the new Allied Music and Sales office just opened at 740 Superior Street, Northwest, Cleveland. . . . LOU SALESMAN, sales manager of Allied, was on the sick list with a severe cold.

Indianapolis:

LOUIS GRAY, just discharged from the armed forces, has been appointed manager of Banister & Banister, pinball machine distributors. . . . Firm formerly was Banister Enterprises, 444 Massachusetts Avenue. . . . BOB SHAEFER, representing Bell Products Company, of Chicago, was here for a visit with several local coinmen.

TEX HOLLY, who heads the Coin Machine Exchange, made a flying trip to Cincinnati Monday. . . . The Mecker Music Company held its Christmas party at the Indianapolis Athletic Club with 35 members of its staff as guests. . . . Banister & Banister lost two pinball machines this week when the Uptown Recreation Center, Inc., was partially destroyed by fire.

GOV. RALPH F. GATES was presented a new 1946 radio-phonograph by H. A. HOLLIBAUGH, general manager of Philco's Radio Equipment Company, and THOMAS CAREY, Philco district manager.

Vancouver:

JOE MEYERS, operator of the Automatic Music Company, has sold the juke box end of his business and locations to S. P. PULIS and N. MICHAEL, who will do business under the name Roxy Automatic Music Company at 1256 Granville. E. LEWIS has joined the mechanical staff of Roxy.

At the moment there are eight firms with juke boxes on locations in Vancouver and, (See COINMEN YOU KNOW on page 82)

are YOU this MAN?

We need a man to direct sales on a national basis for a new, exclusive, revolutionary idea in Red, White and Blue Jar Tickets, Spindle Deals and Tip Books. This is a big job with a real future—we want only "top drawer" applicants. Our man must know the trade, be alert, energetic and able to handle salesmen. Give full experience, age, income required, references and other pertinent details in application—enclose snapshot. We are a young, aggressive company, well financed and ably directed. Inquiries will be kept confidential.

BOX D-93

Care The Billboard, Cincinnati 1, O.

Look To The GENERAL For LEADERSHIP

THE approach of Christmas this year finds Americans more determined than ever that the true spirit of Freedom—tolerance and respect for the rights of others—"shall not perish from the earth."

As we send out the Season's Greetings we voice the hope of all humanity that lasting peace in the world will be built on mutual understanding and universal co-operation.

Established 1925

Growing Steadily Ever Since!



The GENERAL Vending Service Co.
306 N. GAY ST. ★ BALTIMORE, 2, MD.

One of the most interesting and perhaps most unusual court test cases in juke box history was what is generally known as the Canadian copyright case which finally reached the London Privy Council in December, 1944.

The case attracted attention not only because of the principles involved but because newspaper publicity of the hearing and decision in London attracted attention overseas as well as in Canada and the United States. It seems the august judges of the London high court had never heard the name juke box before, and when this name was introduced in the hearing they were somewhat amused. They had been used to the name gramophone or phonograph in England.

The court test case involved the attention of the Canadian Performing Rights Society that the Society should be paid an annual fee of \$10 per year on each juke box that used copyright music in the records placed in the machines. The contention in Canada is similar to the fight that has been waged for many years in the U. S. by the American Society of Composers, Authors and Publishers or familiarly known as ASCAP.

Trade Scores Victory

The Supreme Court of Canada decided in favor of the Society. Then a juke box operator appealed to the London high court. The decision of the London court was favorable to the operator and hence the victory becomes important to the juke box trade in Canada and in the U. S. as well.

The decision handed down by the London Council is likely to be a document of great importance in the history of the juke box trade, and for that reason it is reprinted in full as follows:

London Privy Council Decision

This appeal, by special leave, from the Supreme Court of Canada, raises a difficult question under the Canadian copyright legislation. The Supreme Court affirmed a decision in favor of the present respondent which had been pronounced by the Exchequer Court, altho as will hereafter appear the reasons for such affirmation were not unanimous.

The present respondent (hereinafter referred to as the Society) is a company incorporated under the laws of the Dominion. It carries on in Canada the

Council Order on Canadian Juke Box Royalty Lawsuit Released

business of acquiring copyrights in dramatico-musical and musical works or performing rights therein and deals with or in the issue or grant of licenses for the performance in Canada of such works. It owns the copyright in a musical composition called *Stardust*.

On the 19th June, 1941, the Society commenced an action in the Exchequer Court against the present appellants alleging that they had (in the circumstances hereinafter mentioned) infringed the Society's copyright in *Stardust*, and claiming an injunction restraining the defendants and each of them from publicly performing or authorizing the public performance of *Stardust* and from installing or permitting the installation in any place of a device adapted publicly to perform *Stardust*.

Coin Gramophones

The circumstances in which the public performance took place, which constituted the alleged infringement of copyright, need to be explained. The defendants to the action (the appellants before the board) were (1) the members of a partnership firm called Vigneux Bros. (hereinafter referred to as Vigneux) and (2) Rae Restaurants, Ltd. (hereinafter referred to as Raes). The business of Vigneux consists in installing and providing service for electrically operated gramophones, which on the insertion of a coin perform musical selections from one or other of the records placed therein. Raes are the owners of a restaurant on the Lake Shore Boulevard near the city of Toronto.

Raes had one these gramophones in their restaurant, which they hired from Vigneux for a payment of \$10 a week. Two representatives of Vigneux attended at the end of each week to receive the \$10 and to change the records as required. Any surplus takings beyond \$10 were retained by Raes, who would, however, be liable to make up the \$10 in the unlikely event of a deficiency. The gramophone might be operated by anyone, and as might be expected, was

mainly operated by patrons of the restaurant by inserting a 5, 10 or 25-cent coin therein, according to the number of tunes desired.

On the 21st May, 1941, a customer in the restaurant inserted a 5-cent coin with the result that *Stardust* was performed on the gramophone. Among the listeners was a representative of the Society, with the result that this litigation was commenced.

These being the circumstances in which the performance (the publicity of which is not in dispute) of *Stardust* took place, their Lordships now proceed to consider the relevant legislation for the purpose of considering whether Vigneux and Raes or either of them have infringed the Society's copyright.

Copyright Question

The rights of an owner of a copyright in Canada are purely statutory and are governed by the Copyright Act as amended from time to time. The original act was enacted in the year 1921. It came into force in the year 1924 and was very similar in its provisions to the Copyright Act of this country. Its 44th section enacted that no person should be entitled to copyright or any similar right in any literary dramatic musical or artistic works otherwise than in accordance with the provisions of that Act, or of any other statutory enactment for the time being in force. After sundry amendments (irrelevant to this case) it appeared as chapter 32 of the Revised Statutes of Canada 1927. Down to that time no provisions existed therein in regard to those associations (such as the Society) which may be conveniently termed Performing Rights Societies. But in the year 1931 the Canadian Legislature apparently deemed it necessary to introduce legislation dealing with the powers which Performing Rights Societies possessed of controlling public performances of musical and dramatico-musical works. Such legislation was first introduced in 1931 and was amended in the years 1935, 1936 and 1938. It is upon a provision which was introduced in 1938 that this appeal turns, but references must be made to the earlier legislation.

By the Act of 1931 (section 10) a Performing Rights Society had to file with the Minister (a) lists of all dramatico-musical and musical works in respect of which it claimed authority to grant licenses or collect fees, charges or royalties for the performance thereof in Canada, and (b) statements of all fees, charges or royalties which the Society proposed to collect in compensation for the grant of licenses for the performance of such works in Canada. If (after an investigation and report by a Commissioner) the Minister was of opinion that a Performing Rights Society unduly withheld the grant of licenses or proposed to collect excessive fees, charges or royalties, "or otherwise conducts its operations in Canada in a manner which is deemed detrimental to the interests of the public," then the Governor in Council on the recommendation of the Minister might, from time to time, revise or otherwise prescribe the fees, charges or royalties which any such society might lawfully sue for or collect. No such society might sue for or collect any fees, charges or royalties (1) for licences for the performance of any works not specified in the filed lists or (2) in excess of those specified in the filed statements nor of those revised or otherwise prescribed by order of the Governor in Council. By the Act of 1935, two subsections were added to the above mentioned section 10. It is unnecessary to refer to them because by the Act of 1936 the said section 10 as amended by the Act of 1935 was repealed and four sections were substituted therefore, viz. 10, 10A, 10B and 10C. The last mentioned section was a provision of a temporary nature, but sections 10, 10A and 10B (so far as relevant) are in the following terms:

Must File Statement

"10. (1) Each society, association or company which carries on in Canada the business of acquiring copyrights of dramatico-musical or musical works or performing rights therein and which deals with or in the issue or grant of licenses for the performance in Canada of dramatico-musical or musical works in which copyright subsists shall, from

time to time, file with the Minister at the Copyright Office lists of all dramatico-musical and musical works in current use in respect of which such society, association or company has authority to issue or grant performing licenses or to collect fees, charges or royalties for or in respect to the performance of its works in Canada.

"(2) Each such society, association or company shall, on or before the first day of November, 1936, and thereafter, on or before the first day of November in each and every year, file with the Minister at the Copyright Office statements of all fees, charges or royalties which such society, association or company proposes during the next ensuing calendar year to collect in compensation for the issue or grant of licenses for or in respect of the performance of its works in Canada.

"(3) If any such society, association or company shall refuse or neglect to file with the Minister at the Copyright Office the statement or statements prescribed by the last preceding subsection hereof, no action or other proceeding to enforce any civil or summary remedy for infringement of the performing right in any dramatico-musical or musical work claimed by any such association, society or company shall be commenced or continued, unless the consent of the Minister is given in writing.

Appeal Board

"10A. (1) As soon as practicable after the receipt of the statements prescribed by subsection two of the last preceding section the Minister shall publish them in the *Canada Gazette* and shall notify that any person having any objection to the proposals contained in the statements must lodge particulars in writing of his objection with the Minister at the Copyright Office on or before a day to be fixed in the notice, not being earlier than 21 days after the date of publication in the *Canada Gazette* of such notice.

"(2) As soon as practicable after the date fixed in said notice as aforesaid the Minister shall refer the statements and any objection received in response to the notice to a board to be known as the Copyright Appeal Board.

"10B. (1) The Copyright Appeal Board shall consist of three members who shall be appointed by the Governor in Council.

"(6) As soon as practicable after the Minister shall have referred to the Copyright Appeal Board the statements of proposed fees, charges or royalties as herein provided and the objections, if any, received in respect thereto, the board shall proceed to consider the statements and the objections, if any, and may itself, notwithstanding that no objection has been lodged, take notice of any matter which in its opinion is one for objection. The board shall, in respect of every objection, advise the society, association or company concerned of the nature of the objection and shall afford it an opportunity of replying thereto.

"(7) Upon the conclusion of its consideration, the Copyright Appeal Board shall make alterations in the statements as it may think fit and shall transmit the statements thus altered and revised or unchanged to the Minister certified as the approved statements. The Minister shall thereupon as soon as practicable after the receipt of such statements so certified publish them in the *Canada Gazette* and furnish the society, association or company concerned with a copy of them.

Royalty Charges

"(8) The statements of fees, charges or royalties so certified as approved by the Copyright Appeal Board shall be the fees, charges or royalties which the society, association or company concerned may respectively lawfully sue for or collect in respect of the issue or grant by it of licenses for the performance of all or any of its works in Canada during the ensuing calendar year in respect of which the statements were filed as aforesaid.

"(9) No such society, association or company shall have any right of action or any right to enforce any civil or summary remedy for infringement of the performing right in any dramatico-musical or musical work claimed by any such association, society or company shall be commenced or continued, unless the consent of the Minister is given in writing.

Trade Data

Before the war, Mexican coin operators were buying nearly 700 amusement games a year in the United States, but 1944 their purchases had fallen to 59. Now in the first eight months of this year, they are back in the market with purchase of 230 machines valued at \$12,985.

ANNOUNCING!

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 NEW
 Immediate Delivery
\$74.50

MILLS NEW BLACK CHERRY BELLS
 You may be disappointed on delivery unless you write NOW!

DUO BELL, \$650.00
 World's Best Multiple
 5c & 25c—FREE PLAY—5c & 5c
 NOW DELIVERING THE LATEST REVAMPS FROM GENCO GAMES: Production, Shangri-La, Bombardier, Eagle Squadron, Torpedo Patrol, Paratroop.

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Music Men Hurdle Problems Of 1945 With Flying Colors

CHICAGO, Dec. 22.—The story of juke boxes for the year 1945 must of necessity be written around the wartime problems of manufacturers, distributors and operators.

In 1941, the date of the last industry census, 400,000 juke boxes were tabbed as being on location in the United States. It is assumed that almost 300,000 were still on location during this past year. Ingenuity of operators and distributors was taxed to the limit thruout the year, especially in 1945, as the trade was confronted with manpower shortages and lack of parts for machines.

Despite these problems juke continued to play an important war role in the lives of soldiering Americans thruout the United States and the world as well, many juke appearing on battleships and in front-line posts in the Pacific and thruout Europe. The juke became a synonym for "home" and was accepted as such along with the hot dog, ice cream and Bob Hope.

WPB Ban Lifted

Manufacturers' problems actually did not begin officially until the War Production Board released the ban on juke production to permit the making of experimental models just after the Japs were whipped. Thru the duration manufacturers went into the manufacture of war materials and did a job unequalled by many other firms previously engaged in such production.

As soon as manufacturers commenced making plans for production of juke as they reconverted, a realization that the same problems of material lack and manpower shortages came about. Thus predictions for quantity output of juke for January or February were disputed.

Since the end of the war numerous manufacturing firms have entered the juke field and distributors will be buying juke for operators from as many as 10 different firms.

Operators during the war, and especially during the past year, had extreme difficulty in keeping juke in repair and on location. Many operators bought obsolete juke, salvaged parts, repaired juke on hand and thus kept them in playing condition.

Revamped Old Jukes

Music distributors, having no new machines, did a turnabout and conditioned and revamped old juke to sell to needy operators. New locations for phonographs sprung up in the thousands of war plants in the country. Juke were found helpful in soothing war nerves of bank employees, war workers, servicemen and women, and even John Q. Public sought relief from the stress of war thru the playing of juke whenever he had the chance.

Thru juke box music war workers were kept on the job, their efficiency was raised during the long shifts on assembly lines and in offices, and the monotony of their extended hours broken by juke renditions. Without its services schedules would have fallen behind and more workers would have been guilty of the stigma of "absenteeism" and the cost of production would have been raised.

Stopped Delinquency

Juvenile delinquency, which threatened to run rampant during the early days of the war, was arrested promptly in 1945 as teen-age clubs and centers appeared thruout the country. Social workers and civic-minded persons in small towns and large metropolitan cities saw in the teen-age center the salvation of their youth.

Indirectly the establishment of teen-age centers brought about the sale of soft drinks, food and other items and products necessary for the formation and success of a teen-age club. Most of these clubs were built around a juke box and a soft drink bar. Over 85 per cent of the clubs formed had juke box music as the principal attraction and entertainment.

Nehi Corporation, maker of Royal Crown Cola, acknowledged the worth of teen-age club by attributing a large part of their all-time sales record of \$60,000,000 for 1944-'45 to it. These natural markets for soft drinks were built around the juke box, in which Nehi sold its

beverage to the tune of 1,200,000,000 bottles in setting its record.

Best Salesman

Juke were used for merchandising in other instances, too. Some of the largest and most progressive department stores in the country utilized the juke to sell merchandise to the teen-ager. From use of the juke boxes in some of these stores has come the widespread use of what is known in the trade as telephone music. Merchants found in 1945 that music was one of the very best sales talks.

Enterprising juke operators who couldn't get enough juke to satisfy demand also set up juke-telephone music systems whereby they were able to supply juke music to multiple locations.

The record situation was extremely acute thruout the early part of the year but was relieved considerably after the end of the war when pressing equipment became available and skilled manpower was released from the armed forces. During the past few weeks all major dinking companies and most of the independents have sped their plant's production along to the point where juke operators could expect as much as a 10 per cent to 25 per cent increase in records available.

Look for New Jukes

Operators are looking forward to new machines to be put out by manufacturers, and already manufacturers have lined up distributors in all parts of the country for rapid distribution as soon as machines come off the line. Estimates for the delivery of new machines range from January to June.

Prior to the war there was much talk about the juke locations reaching a saturation point when the total hit 400,000 on location. But since then many other potential locations have presented themselves, such as airports, gas stations, restaurants and varied other retail establishments. It is now predicted by trade authorities that there will be a need for as many as 800,000 juke in the United States alone, in addition to whatever amount will be in demand by importers in foreign countries. The latter demand was given considerable impetus by the introduction of the juke all over the world by American soldiers who had juke sent them or who improvised their own.

During the war the widespread use of the wire recorder brought about the belief that juke would also use them in new machines to be built, but the juke depending for revenue on the range of selectivity will not be readily adaptable to the wire recorders, according to experienced designers and manufacturers. It is felt that home juke will use the wire recorder in accumulating a library of tunes and the retail location juke will continue to use records for some time to come. It is predicted that after not too long a time juke will be the principal users of records and will take the bulk of production.

Juke for Selling

The potentialities for the use of juke in merchandising is unlimited, according to trade authorities and merchandising experts thruout the country. The juke will continue to be used for the sale of food, drinks, clothes, records, musical instruments and sheer entertainment during the coming years more than ever before.

Manufacturers, distributors and operators who did a great job before the war in making musical enjoyment for the public have pledged themselves to do even a greater job, and music which was used to ease the strain of war will do much toward a rapid return to peace.

JUKE BOX ROYALTY

(Continued from opposite page) many remedy for infringement of the performing right in any dramatico-musical or musical work claimed by any such society, association or company against any person who has tendered or paid to such society, association or company the fees, charges or royalties which have been approved as aforesaid.

It will be noticed that the obligation to file lists of works and statements of proposed charges remains, but (a new provision) if a performing rights society refuses or neglects to file the prescribed statements it can only enforce any remedy for infringement if the consent

Trade Data

Mexican coin machine operators, always America's best foreign customers for juke boxes, bought 681 coin phonographs during the first eight months of 1945. For these, they paid \$157,817. In pre-war years, Mexican operators bought more than 1,600 juke a year, and in 1944, they boosted their purchases to 1,921, paying \$385,233 for them.

First Rubber Cargo Since 1942 Arrives at New York

NEW YORK, Dec. 22.—The first cargo of natural crude rubber to arrive in the United States since February 25, 1942, is now aboard the Canton Victory tied to the Staten Island pier, according to the U. S. Steel Corporation. The 8,000-ton shipment is from the Straits Settlements.

of the Minister is given in writing. A new body, the Copyright Appeal Board, is constituted with power to revise and alter the proposed statements, and certify the statements in their ultimate form as approved statements. The charges so certified are the charges which the society may lawfully sue for or collect and no society has any right of action or any right to enforce any remedy for infringement of a performing right in any dramatico-musical or musical work against any person who has tendered or paid to that society the approved charges.

(The remainder of the London Privy Council decision will be published in these columns next week. The editors suggest that the trade clip and file these two articles for permanent reference.)

Calif. Claims Largest Influx

CHICAGO, Dec. 22.—The greatest tourist influx in the history of the State of California is now under way, according to California border inspectors.

Over 70,000 persons have crossed the State line in 27,369 automobiles during the past month at the Blythe (Calif.) station alone. There are stations on every major highway that lead into the State. Railroads, busses and planes will add to these automobile figures.

The migrants included 31,457 former war workers and others returning to California after vacations in the East, as well as 36,156 out-of-staters who streamed into the State in November looking for sunshine or jobs. Most of the latter were middle-class residents of Illinois, Michigan, Kansas or Ohio, inspectors said.

Huge New Business Gain Seen in Ohio

CLEVELAND, Dec. 22.—More than 100 per cent increase in the number of new businesses and firms in the State is pointed out by the secretary of State survey as a "sure sign of post-war prosperity in Ohio."

Assistant Secretary Leland S. Dougan states that the 100 per cent gain can be attributed to the lifting of priorities, stabilization of the federal tax structure and the steady flow of returning servicemen to the State that want to strike out for themselves.

Many machine-minded veterans are establishing machine shops, he pointed out, as the reason a majority of the new incorporations are small machine firms.

Look to GLOBE for the '46 PROFIT-BOARDS!



NEW Money-Makers from GLOBE

PEEP-SHOW

1016 Holes—Average Payout. TRIPLE JACKPOT
Takes in \$50.80
Pays out 24.01
PROFIT (Average) . . . \$26.79

This board "has everything" for fast action—fast profits! Disrobing "girly" picture under a novel, transparent, curtained window which moves up and down! ALL PUNCHES IN 1ST J.P. won by players!

GLOBE PRINTING COMPANY

1023-25-27 RACE ST., PHILA. 7, PA.

May the coming year be a Happy and Prosperous Year to our many friends in the coin machine industry

American Amusement Co.
4047 W. FULLERTON AVE., CHICAGO 39, ILL. • CAPITAL 5300
"IF YOU MISS US - YOU MISS MAKING MONEY"

GET YOURS NOW!!!

HAND PAINTED CONVERSIONS

For Seeburg Guns that CAN BE WASHED! A picture that will attract attention—comes in BEAR or OWL ready to install. 1 sample \$16.00—3 or more, \$14.00 each.

MACOMB MUSIC SERVICE 16700 NINE MILE ROAD EAST DETROIT, MICH.

Musicolor: New Coin Machine?

Chi Radioman Builds Model

Device viewed by trade as possible amusement game or color synchronizer in juke

CHICAGO, Dec. 22.—With new model coin machines again on the production lines, juke box manufacturers and makers of amusement devices are again reported interested in the possibilities for using moving color as an attention-getting feature for their machines.

Early last summer, the leading cities got a look at English inventor Cecil Stokes' music in color process, called Auratone. Stokes' process—a motion picture sound film, which uses indefinite color schemes that fade in and out—was widely used by the armed forces as a therapeutic aid to relax wounded vets.

At the time Stokes' music in color was demonstrated to civilian audiences, juke box makers were studying the gadget in the hope that the color process might be combined with juke platters to produce a novel and pleasing effect. Members of the trade who viewed the screenings, however, reported that the haziness of the color pattern—or lack of pattern—made the process unsuitable for adaptation to jukes.

Music With Color

Juke box trade had hopes of finding some way to make the color synchronize with the music, so that the colors themselves would change and blend in an attempt to interpret the music being played. The speed, or motion of the color patterns, to correspond with the beat of the music was another idea juke men hoped to work out.

Latest to come up with a gimmick which has both juke and amusement devices possibilities is Maurie Wetzel, production manager for the central division of American Broadcasting Company in Chicago. Wetzel, who since 1922 has experimented with the idea of combining color with music for television, has invented and patented a device which has great entertainment value, called "Amusicolor."

While full details of the machine are not available, the device consists of color and reflector wheels which spin clockwise or counter-clockwise to give a variety of colors in a variety of shapes. By controlling the speed and direction of the wheels, Wetzel can produce different color combinations. Thru the same control, the machine will move the colors along a screen in fast or slow motion.

Coin-Operated Model

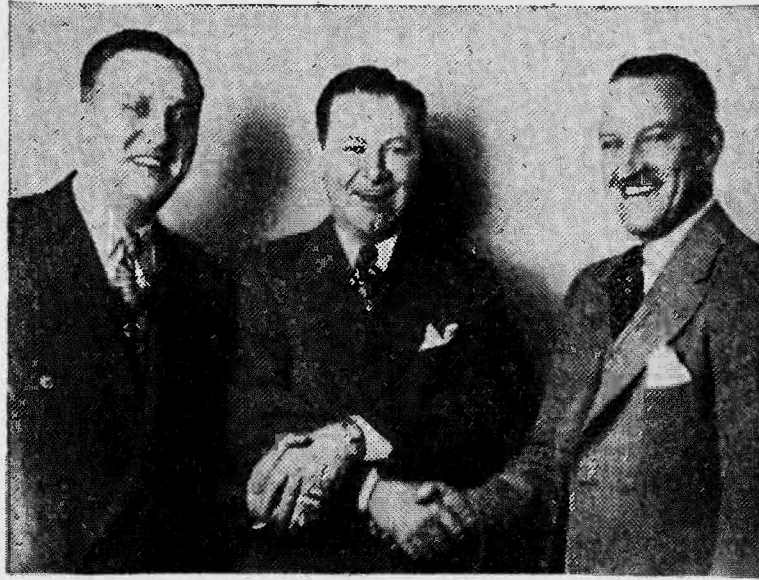
Wetzel has built several experimental models, one of them mounted in the cabinet of a soft-drink vending machine. He cut away the mirrored front of the vender, and installed a screen on which the lights play. Push-button controls regulate the amount of color, the color combination and speed with which the color objects move along the screen. One working model, assembled in the cabinet of what was once a vending machine, has a baton which protrudes below the plastic screen. By waving the baton, similar results to the push-button controls are obtained.

The working model, which Wetzel has exhibited to acquaintances and to some interested members of the trade, is coin-operated. A nickel in the slot lights the machine's screen and gives so much playing time.

While this machine does not have a built-in record changer or turntable, there is ample room left for such installation. Coin machine men have viewed the apparatus with an eye toward its installation in juke boxes, where the control of the color patterns would be entirely automatic. They have also studied it as a possible newcomer to amusement machine ranks—with baton or push-button controls for the players.

Bandmen Eye Gadget

Immediate interest in Wetzel's ma-



CANADIAN DISTRIBUTORS Al Siegel (left) and Hugh Smith (right) greet Dave Lee, export manager for Wurlitzer. Occasion is the announcement of the two distributors' peace year expansion.

Predict Future Dollar Record

Robert Scherman says buck race disk has long run still —materials short

LOS ANGELES, Dec. 22.—The day of the \$1 race record still has a long time to run but materials must be better, Robert Scherman, of Atlas Records, said upon his return here from a three-week trip thru the Middle West and South, during which time he contacted more than 100 different juke box operators and retail stores. The buck price for records other than race may soon run out, he said. Scherman waxes hillbilly and pops in addition to race records.

Scherman, who got his start by writing *All for You* which was recorded by the King Cole Trio long before they hit the high marks, inquired into the future of independent records as an "outsider." He did not identify himself as being in the record business.

"Retail record stores are in accord with handling independent companies' records," the manufacturer said, "but they must be musically what the public wants." Scherman said that it would not necessarily take "names" to put over a record but the disks must have showmanship. He added that the juke box operators as well as the retail stores are primarily interested in the way a tune is waxed.

Scherman is now distributing his own records. He recently appointed individual distributors in a number of States and allotted franchises to dealers.

The trip during which the personal survey was made included stops at Cleveland, Chicago, Detroit, Minneapolis, Madison, Wis., Dallas, Louisville, Memphis, Salt Lake City and Albuquerque, N. M.

chine has been shown by a number of band leaders who think the gadget might make an interesting stage display, or furnish a novel backdrop for the show.

The machine, according to its inventor, will project a color pattern to conform with music, on a small space of but a few inches just as it will project the colors on the walls of a room. Light patterns move up and down, from right to left, and back and forward in a kind of third dimensional effect. Movement and speed of the lights is governed entirely by the baton or the push-buttons, tho it can also be controlled automatically.

Locations Warned To "Be on Guard" Against Hijackers

CHICAGO, Dec. 22.—Juke operators thruout the country are once again notifying locations to be on the lookout for hijackers and "unauthorized" collectors, practices which plagued the ranks of the phonograph branch of the industry prior to the war.

With new jukes expected to appear on location in increasing quantity after the first of the year, operators are on their guard against racketeers who use the old "repair scheme" to take jukes off location under the guise that the machines need extensive repair and must be taken into the shop for service.

It was the practice to walk into a location, tell the location proprietor that the men were there to take the "old" machine out and a truck following them up would be there in about an hour to deliver a new machine. Operators would get a call from the location the next day telling them that the repairman had been there to take the machine out and they were still waiting for the new machine. Of course, it was only a ruse and the new juke never showed up.

Some of the Chicago operators, more apprehensive of the situation since local rumors tell of such "unauthorized" collectors practicing here have already instructed their locations to call the main office if they have any doubts as to the authenticity of the collector or serviceman.

One large operating company, with approximately 1,000 phonographs on location, is supplying located machines with printed stickers which are sent to the location owner who puts them on the back of the juke. They are also given a card with a printed "warning" cautioning them to call the office every time a new serviceman or collector calls, and to call upon "every occasion" when the repairman makes a demand or a request to take the machine into the shop for repairs.

Sterilizes Juke Booths

CINCINNATI, Dec. 22.—Louis Foltzer, owner of Electric City, downtown store here and member of the Cincinnati Automatic Phonograph Operators' Association, is using plenty of newspaper space to advertise his sterilized sound booths, with custom-built record players. It is said to be the first time public booths have been automatically sterilized. He carries *The Billboard* Honor Roll of Hits prominently displayed in his show windows. Frances Hanford, in charge of records, makes a daily selection for the ads—just like the geegee handicappers.

New 5-Year Contract for C. Robinson

L. A. Ops Study Games

LOS ANGELES, Dec. 22.—The Associated Operators of Los Angeles County at a recent meeting agreed to leave approval of new games for this area in the hands of the board of directors, voted a new five-year contract for "Curly" Robinson as managing director and tendered all past and present members of the board parchment "scrolls of appreciation."

The membership, 95 per cent attending, authorized the board to evolve a procedure for trade-ins and allowances on old games. Action on this is expected within the next 60 days.

Bornstein Assistant

New licenses were discussed and Dave Bornstein elected to serve as assistant managing director.

Directors tendered scrolls were Sol Gottlieb, Vern O. Briggs, Abe Chapman, Eli Glassman, Tom Catana, Fred Reilly, Vern Moore and Sam Oser.

Robinson stressed again the importance of "not entering into politics as representing the Associated Operators of Los Angeles County, Inc., since the group is not politically minded."

Letters of appreciation for the loan of equipment from the St. Alphonsus Church, Los Angeles Council Pioneer Women's Club, B'nai Yehuda Sisterhood and the Velada Club of Hollywood, Inc., were read at the meeting.

I. Green Announces Record Firm Leases Vitagraph Building

CHICAGO, Dec. 22.—Near completion of facilities here for the disking of Mercury Records came about this week when Irving Green, prexy of the firm, announced the leasing of the old Vitagraph Building, 839 S. Wabash Avenue.

These additional quarters for Mercury business activities will be devoted principally to distribution of records and audition and rehearsal halls. Tiny Hill, recently inked by the firm to contact juke operators thruout the country and query them on the type records they prefer will have a suite in the new building and will confab with operators there when in town.

At the present, Mercury has its Chicago plant at 215 S. Peoria, and company execs will retain offices there to oversee disk production. Disk cutting is done in the Civic Opera Building in the Loop.

Canadian Concerns Set Plans To Widen Phonograph Jobbing

QUEBEC, Dec. 22.—Two Canadian distributing firms—the Siegel Distributing Company and the Smith Distributing Company—have announced their plans for expansion for the peace years.

Both Siegel and Smith will handle Wurlitzer juke boxes. Siegel, headed by Al Siegel, will distribute the juke boxes in Central and Eastern Ontario, the Province of Quebec and the Maritimes.

Smith Distributing Company, headed by Hugh Smith, will serve Central and Western Canada, including the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba and the Lakeland district of Ontario.

Both Smith and Siegel are already working out their plans for these two large areas, strengthening their personnel and making ready to serve the Canadian operators with new model machines.



ROCK-OLA MANUFACTURING CORPORATION
800 NORTH KEDZIE AVENUE * CHICAGO 51, ILLINOIS

4000 PLAYS

★ Cushioned Shaft
★ Balanced Tone-Beauty
★ Full Record Protection
★ Smooth Playing

PRICE 1-49 44c ea.
50-100 42c ea.

Special Prices on Larger Lots

Hermitage Music Co.
423 Broad Street Nashville 3, Tenn.

Private Juke Show Made for Distributors; National Show in '46

KANSAS CITY, Mo., Dec. 22.—Prior to the nationwide distributor showings to be held thruout the country after the first of the year, the radio and phonograph division of Alrean Manufacturing Corporation here is playing host to several new distributors.

The private showings for distributors' organizations will be continued until the national showings can be held.

Those present this week at the Kansas City plant included C. V. Hitchcock and E. H. Cashion, of Hermitage Music Company, Nashville, and J. L. Brown, of the C. E. Howard Company, Birmingham, Ala., a Hermitage branch. Representing the Branson Distributing Company, Louisville, were H. M. Branson and Gil Brawer.

The distributors were shown the firm's new juke boxes and remote-control equipment. R. R. (Rudy) Greenbaum, vice-president of the corporation, acted as host for the firm.

Home Juke Boxes

The following list of home juke boxes, with record changers, represent new models currently being advertised to be added to list published recently:

AUTOMATIC made by Automatic Radio Co., Inc., 122 Brookline Avenue, Boston. One model.

AVALON made by Hoffman Radio Corporation, Los Angeles, Calif. One model.
AVIOLA made by Aviola Radio Corporation, 703 Ivy Street, Glendale, Calif. Three models.

GILFILLAN made by Gilfillan Bros., Inc., Los Angeles. On model.

OLYMPIC made by Olympic Division of Hamilton Radio Corporation, 510 Avenue of the Americas, New York 11, N. Y. One model.

RCA-VICTOR made by RCA-Victor Division, RCA, Camden, N. J. Two models.

ZENITH made by Zenith Radio Corporation, Chicago, Ill. Three models.

Cincinnati Phono Ops Make Merry At Yule Banquet

CINCINNATI, Dec. 22.—Famous Rookwood Room of the Hotel Sinton here, was transformed into a gala holiday setting for the combined Victory and Christmas party staged Monday night (17), by the Automatic Phonograph Owners' Association of Cincinnati. A giant decorated tree that was later given to the Children's Home here, formed the main decorative motif on the dias, while each table had appropriate decors of miniature trees and candles as well as flowers. A juke (pardon, automatic phonograph) provided music for the dancing while a floorshow of juveniles followed the turkey dinner. Each of the feminine guests received a silver compact. Phil Ostand, K. & O. Music Company and former professional entertainer, emceed the proceedings in good style.

Charles J. Kanter, secretary-treasurer of the organization, presented Sam E. Chester, president, with a mahogany gavel with silver plate, for use in presiding at the monthly meetings in the headquarters in the Traction Building here. Earl Butler, special good will representative, assisted at the mike and with the arrangements for the combined party. Others on the committee were Nate Bartfield and Al Lieberman, B. & W. Novelty Company who provided the music; Milton Cohen, Ohio Specialty Company; Ray Bigner, Wesco Novelty Company and others.

Members and Guests

Among those present were Robert R. Dunn, Joe Bott, John B. Leverone, George E. Kleeman, Tri-State Distributors; Doroles and Stella Ganzmiller, Lincoln Amusements; Mr. and Mrs. Nat Bartfield, Mr. and Mrs. Al Lieberman and Mrs. I Wiener, B. & W. Novelty Company; Morris Kleinman, H. & H. Music Company; Morry Goret, The Young Distributing Company; W. W. Warthaler, Gertrude Sentel and Mike Kurlan, Decca Records; Sam Gerros, Arcadia Sales Company; Abe Villensky, A. & B. Music Service; Raul Goldstein, T. & C. Music; Wilfred Todd, Ohio Appliances; Mr. and Mrs. Louis Foltzer, Mr. and Mrs. Melvin Carter, Foltzer Electric City.

Mr. and Mrs. Charles J. Kanter, Ace Sales Company; Mr. and Mrs. Morris Berman, McCoy Gold Company; Mr. and Mrs. Harry Bartel, Atlas Music; Mr. and Mrs. Gettes, Answering Service; Alex Chasson, Victory Amusements; Mr. and Mrs. John A. Nicholas, Nicholas Music; Mr. and Mrs. Phil Ostand, K. & O. Music Company; Mr. and Mrs. Frank Schroth, Electrical Maintenance; M. R. Stiebel, Southern Automatic Company; Bert Rotzinger, Coinway; Mr. and Mrs. Harry Hester, B. & H. Vending Company; Mr. and Mrs. Phil Bussard, Mr. and Mrs. Bob Baldwin, Mr. and Mrs. William Harris and Mr. and Mrs. Charles Mckenney, Ohio Specialty Company; Mr. and Mrs.

Music in Busses Considered for Detroit Riders

DETROIT, Dec. 22.—Possibilities that busses and streetcars here might have music for passengers at some time in the future came closer to reality this week when the city installed two amplifying systems as a trial in Jefferson Avenue streetcars.

City authorities just recently voted down a proposition to provide music in some form for bus riders. At that time it was pointed out that any addition of music in busses would tend to impair the safety of passengers and would interfere with the main objective of getting passengers to their destination in the shortest possible time.

Amplifiers Installed

The public-address amplifiers in the streetcars are to aid the operator of the car in calling streets and stops. Heretofore, the calling was done without the aid of mechanical means and this is the first step toward gaining public good will.

The decision on whether the amplifying system will be installed in other cars depends on the success of these two trial installations. It was the opinion of advocates of the music for riders plan that success of the amplifying system might gain support for the music system plan.

At present the local transit system is operating at a deficit and it is predicted that a measure for 10-cent fares might be presented soon.

Home Jukes Flown To Dealers in Chi

CHICAGO, Dec. 22.—Several hundred Philco home juke boxes and radios were received last Sunday at the Chicago airport by E. A. Orth, Chicago manager for Philco distributors, as part of a national plan to get these samples on dealers' floors before Christmas. Flown by Duke Hegman, one of the original Flying Tigers, the plane was one of a number chartered from National Skyways for the attempt to place the merchandise on the market simultaneously thruout the nation.

Philco has just received price approval on four of their new models from OPA and plan on selling Christmas gift certificates for future delivery on these models.

Bernie Simms and Mr. and Mrs. Elmer Pierce, Buckeye Retail Liquor Dealers' Association; Sam Chester, Diamond Vending Machine Company; Eleanor Batte, secretary of the office of the association; Mr. and Mrs. William A. Fitzpatrick, Fitzpatrick Music; Mr. and Mrs. Jerry Levy; Mr. and Mrs. Joe Fries, Southern Automatic Music Company; Earl Butler; Mr. and Mrs. Phil Kennedy and Alvin R. Plough, *The Billboard*.

Urge Milwaukee Teen Canteen To Stem Rise of Delinquents

MILWAUKEE, Dec. 22.—Milwaukee's Chief of Police John C. Polcyn has urged establishment of a central youth center in the city as a means of stemming the rise of juvenile delinquency.

"Milwaukee needs a central recreation center for teen-agers," Chief Polcyn declared. "I am decidedly in favor of a place where they 'can meet the crowd' and have good, clean floorshows and other entertainment of their own devising with co-operation of an adult committee."

"We feel the social centers are doing fine work to care for neighborhood problems, yet many of the young people want to come downtown where there are bright lights."

Thirteen Milwaukee high-school youngsters representing six of the city's schools met recently with the chief to discuss means of establishing such a center. Byron Heinemann, one of the adult organizers of the Junior Club, Inc., is pushing the same program.

Soft-Drink Bars

Chief Polcyn suggested that any cen-

ter should include sale of soft drinks and sandwiches. Most teen-age clubs, of course, center around juke boxes since music is the principal magnet attracting the youths.

Explaining his proposal, the police official said that many youths taken into custody said they got into mischief because they had no place to go. At the same time Polcyn informed the police and fire commission of his plan to establish a crime prevention bureau January 1 in the department to reduce juvenile delinquency.

Heinemann said the purpose of his Junior Club group is to obtain financial support for the center. He said several prominent Milwaukee citizens already have agreed to serve on the club's advisory board.

He also suggested that a good part of the club's expenses could be met thru charge of a low membership fee. Many other clubs have been able to pay their rent and other expenses thru sale of candy, nuts, gum and soft drinks thru vending machines and from nickels dropped in the juke box by youngsters.

Let's Look Forward To ROCK-OLA

There are estimates as to when phonographs will be available. Very few of us are qualified to predict, so why not send the coupon in with your idea as to how many you will require. It will be filed in order and insure your receiving the best service.

These being the facts, we have tried to find a way to better serve you as a Rock-Ola customer. As soon as we are permitted we will be happy to set aside for you the Rock-Olas needed to fill your requirements.

WARREN C. DEATON ASSOCIATES, Galion, Ohio
WINDSOR DIST. CO., 1648 St. Clair, Cleveland, Ohio
DRESSSEL DIST. CO., 2005 Maryland Ave., Columbus, Ohio
ARGO DIST. CO., 7 S. Perry St., Dayton, Ohio

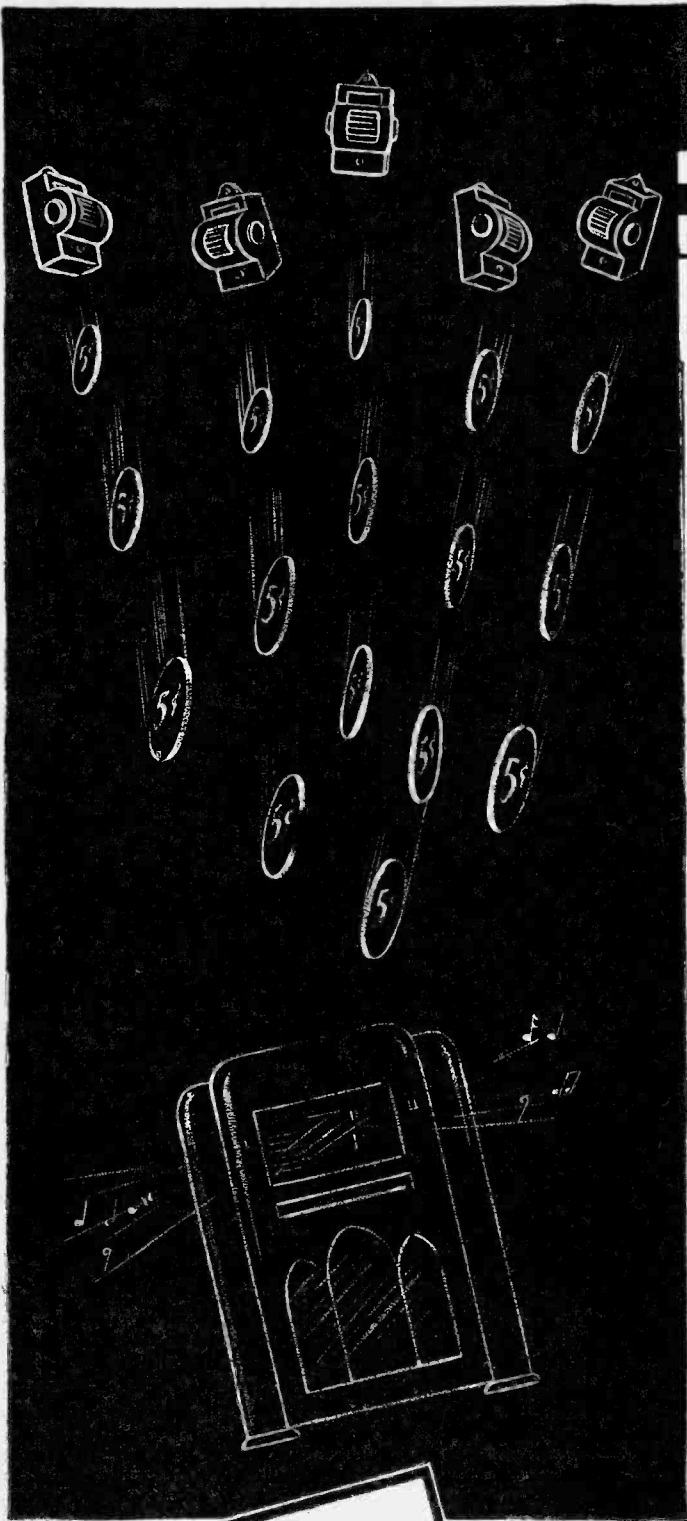
Please understand, we are not asking for your order. We will notify you of their availability at an early date. Please fill in your name and address and mail this coupon to

WARREN C. DEATON ASSOCIATES
PHONE 116 GALION, OHIO

Please reserve Rock-Ola Phonographs for me. Notify me when they will be available, so I can arrange location changes now, to best meet competition with new Rock-Ola Phonographs.

NAME
FIRM
STREET
CITY AND ZONE

THIS IS A RESERVATION, NOT AN ORDER, AND DOES NOT OBLIGATE ME IN ANY WAY



IT'S THAT OLD "Come Hither"

"Come Hither" is just a quick way of saying "exciting, attractive — appealing" — and that's the Packard Pla-Mor Selective Remote Control Wall Box all over.

- And that old "Come Hither" is freely translated into more coins coming in—more records playing—for more hours—to make more profits for you.
- These gay little hostesses are everywhere at once—always at attention—always suggesting another tune—and making phonographs take in three and four times as much as they do without them.
- Pla-Mor Selective Remote Control Wall Boxes are easy to install—with the proper adaptors for use with your present phonographs. They pay for themselves and keep raking in the nickels for profit. Ask any operator. See your distributor or write us direct. Pla-Mor Wall Boxes and beautiful, rich tone auxiliary speakers are rolling off the production line.

PACKARD MANUFACTURING CORPORATION, INDIANAPOLIS, INDIANA

- PLA-MOR Selective Remote Control Wall Boxes
- PLA-MOR Auxiliary Speakers
- PLA-MOR 30-Wire Cable

AND BESIDES: Different — and Better — Five Sensational, Revolutionary Features

THE PACKARD PLA-MOR AUTOMATIC PHONOGRAPH



PACKARD
PLA-MOR
MUSIC SYSTEM

PACKARD MANUFACTURING CORP.

Ralph T. Brengle Named Sales Head Of Needle Concern

CHICAGO, Dec. 22.—Comdr. Ralph T. Brengle has been named district sales manager of Indiana, Illinois and Wisconsin for the Aero Needle Company. Announcement was made by Burton Browne, president of the firm.

Commander Brengle, recently released by the navy, was electronics officer with the United States 8th Fleet. Upon returning to civilian life, he resumed active operation of the R. T. Brengle Sales Company, Chicago, of which he is president.

During his three and one-half years of service, Brengle spent 18 months with the electronics division and received a citation from Admiral Hewitt after the invasion of Southern France.

New Firm Incorporated To Handle Electronic Devices

CHICAGO, Dec. 22.—Electronic Equipment Company, Inc., has just been announced as a new firm to deal principally in radio, wireless and telegraph. They will make assorted electronic equipment.

RECORDS

- OPERATORS, ATTENTION!
WE HANDLE ONLY HITS**
- Huba Huba—Perry Como 53¢
 - It Might as Well Be Spring—Sammy Kaye 53¢
 - Chickory Chick—Sammy Kaye 53¢
 - Sugar Blues—Clyde McCoy 37¢
 - Aren't You Glad You're You—Bing Crosby 53¢
 - Beulah's Boogie—Lionel Hampton 53¢
 - I Can't Begin To Tell You—Bing Crosby 79¢
 - Beer Barrel Polka—Glaire Musette 79¢
 - Roll Dem Bones—Big Bill 53¢
 - Don't Live a Lie—Gene Autry 53¢
 - Send This Purple Heart to My Sweetheart—Denver Darling 37¢
 - Honey Dripper—Jimmy Lunceford 79¢
 - You Two-Timed Me One Time Too Often—Tex Ritter 53¢
 - Too Little, Too Late—Wesley Tuttle 53¢
 - Waiting for the Trains to Come In—Peggy Lee 53¢
 - Doctor, Lawyer, Indian Chief—Betty Hutton 53¢
 - You Will Have to Pay—Tex Ritter 53¢
 - Boogie Woogie—Tommy Dorsey 53¢
 - South—Benny Moten 53¢
 - A Kiss Goodnight—Ella Fitzgerald 53¢
 - Holiday for Strings—Spike Jones 53¢
 - Time's A-Wasting—Duke Ellington 53¢
 - What a Deal—Martha Tilton 53¢
 - Tampico—Stan Kenton 53¢
 - Atchison, Topeka and Santa Fe—Johnny Mercer 53¢
 - No, Baby, Nobody But You—Erskine Hawkins 53¢
 - Camptown Races—Johnny Mercer 53¢
 - Sugar Babe Blues—Roosevelt Sykes 37¢
 - That Drummer's Band—Gene Krupa 53¢
- RELIABLE MUSIC CO.**
5961 ERA AVE. ST. LOUIS, MO.

Record Reviews

(Continued from page 29)

BUD FREEMAN (Majestic)

New Variations on I've Got Rhythm—FT. *Where Have You Been?*—FT.

Bud Freeman, rounding out a small jam band, with drummer man Ray McKinley setting the beats, displays his tenor sax capabilities to good effect, with this platter carrying the spinning alone and at a fast clip. Rides out handsomely with his improvisation labeled as *New Variations on I've Got Rhythm* for Cole Porter's *Where Have You Been?* Spinning on a moderately paced tempo, Freeman shares the jam juice with the exciting trombone slides of Lou McGarity, Yank Lausen's growl trumpeting, and a side disk of Edmond Hall's clarinet. While the backgrounds have been all designed on the sheet music, there is plenty of expanse for free improvisations.

Sides are solely for the hot jazz fans.

ERSKINE HAWKINS (Victor)

Let's Have Fun Tonight—FT; VC. *Good Dip*—FT.

In spite of the fact that he is burdened down with innocuous music, Erskine Hawkins makes it spin bright and on the solid side. Cliff Friend's *Let's Have Fun Tonight* is given better treatment than it deserved, being a trite and repetitious ditty with no measure of originality, and even dated lyrics for Ace Harris to sing. The Hawkins horn soars high and hot as the band beats it solidly for *Good Dip*, an instrumental that holds little interest beyond that which Hawkins gives it. Credit the maestro at least with a strong selling spin.

Nothing that makes for real phono excitement in these sides, altho "Good Dip" might fill the gap until the real Hawkins thing comes along.

Trade Data

Best foreign customer for phonograph records, as well as juke, was Mexico. In the first eight months, Mexican disk buyers, including coin machine operators, bought \$157,223 worth of American records.

ADVANCE RECORD RELEASES

(Continued from page 28)

- SPOTS Don Byas All Stars Hub 3002
- SUNNY SIDE OF THE STREET Tab Smith Hub 3000
- TANGO DE LAS ROSAS Juan Vicari Ork Harmonia H-3003
- TELEPHONE POLKA Brunon Kryger Ork Harmonia H-1102
- THE BELLS OF ST. MARY'S Charlie Spivak (Jimmy Saunders) Victor 20-1791
- THE DONKEY SERENADE Felix Knight-Russ Morgan Decca 23476
- THE RED MILL ALBUM Decca A-411
- Because You're You Eileen Farrell-Felix Knight (Jay Blackton Ork) Decca 23479
- Every Day Is Ladies' Day With Me Wilbur Evans-Male Chorus (Jay Blackton Ork) Decca 23478
- In the Isle of Our Dreams Eileen Farrell-Felix Knight (Jay Blackton Ork) Decca 23479
- Moonbeams Eileen Farrell (Jay Blackton Ork) Decca 23477
- The Streets of New York Wilbur Evans (Jay Blackton Ork) Decca 23478
- When You're Pretty and the World Is Fair Decca Chorus and Jay Blackton Ork Decca 23477
- THE SHEIK OF ARABY DeParis Brothers' Ork Commodore 567
- TIME ON MY HANDS Georgie Auld Ork (Lynne Stevens) Musicraft 15046
- WAITIN' FOR THE TRAIN TO COME IN Celestine Stewart and the Charmers Hub 3006
- WALTER WINCHELL RHUMBA Xavier Cugat Columbia 36902
- WAY DOWN Pvt. Cecil Gant Gilt-Edge 513
- WE'RE TOGETHER AGAIN Rabon Tarrant (Jack McVea and His All Stars) Apollo 366
- WHAT'S ON YOUR WORRIED MIND? Pvt. Cecil Gant Gilt-Edge 514
- WHISKY HEAD BUDDIES BLUES Jazz Gillum Bluebird 34-0741
- WHO PUT THE BENZEDRINE IN MRS. MURPHY'S OVALTINE? Harry Gibson Musicraft 346
- WHY DID YOU DO THAT TO ME? Don Byas All Stars (Little Sam) Hub 3003
- WON'T YOU BE MY SWEETHEART? Tom Linsom Ork Englewood 1005
- YOU CAN CRY ON SOMEBODY ELSE'S SHOULDER Charlie Spivak (Jimmy Saunders) Victor 20-1791
- YOU CAN'T BREAK MY HEART (IT'S BEEN BROKEN BEFORE) Roy Rogers (Perry Botkin Ork) Victor 20-1782
- YOU SHOULD KNOW Roy Rogers (Perry Botkin Ork) Victor 20-1782
- YOU TELL ME YOUR DREAM (AND I'LL TELL YOU MINE) Dick Kuhn Ork Top 1148
- YOU'VE BEEN A GOOD OLD WAGON "Pigmeat" Alamo Markham (Oliver "Rev" Mesheux's Blue Six) Blue Note 509

BEST-SELLING POPULAR RETAIL RECORDS

(Continued from page 26)

Weeks to date	POSITION		
	Last Week	This Week	
1	—	9	IT MIGHT AS WELL BE SPRING (F) Sammy Kaye Victor 20-1738
3	8	10	DOCTOR, LAWYER, INDIAN CHIEF Betty Hutton Capitol 226
3	9	10	WHITE CHRISTMAS (F) Bing Crosby Decca 18429

Give Me the Simple Life
I'm Just a Square in a Social Circle
Let's Start the New Year Right

Mag Features Juke With Commercials

CHICAGO, Dec. 22.—A juke box playing a commercial is featured in the December 22 issue of *Freling Foster's* column in *Collier's* magazine.

Giving the item top billing, together with a drawing on the subject by Tobey, Foster states: "A new device for juke boxes automatically plays 'commercials' at certain intervals." Expressions on face of onlookers in the drawing show disapproval of the gadget.

MEXICAN OPS

(Continued from page 74)

the number of tourists crossing the Mexico-U. S. border increased 400 per cent with 6,380 cars entering from the U. S. and bringing 20,000 travelers.

At the moment there is a shortage of tourist accommodations in the Federal District, but when hotel and apartment houses now under construction are finished, 6,000 rooms will be available for tourists.

Good news for coinmen getting ready for this influx of visitors came this week from the Bank of Mexico, government-controlled central bank. It announced that the government mint is working at capacity to turn out copper coins of 20 centavos (equivalent to four cents). It is hoped that circulation of these new coins will ease the small change shortage caused by the government's recall of silver pieces.

Meters for Taxis

Other recent developments calculated to get Mexico into top shape for visitors included:

President Avila Camacho has recommended that congress revise the federal alcohol tax law to place a high tax on alcohol made from raw sugar. The revision was suggested to relieve a serious shortage of sugar for civilian consump-

tion, which is said to be caused partly by use of sugar to manufacture alcohol for beverages.

Javier Rojo Gomez, governor of the Federal District, said taximeters would be placed in Mexico City taxis. Formerly taxis here worked on a free bargaining system on the basis of a tariff, which was rarely observed. Gomez told taximen that the government would send a mission to the United States to study the meter system there. Taxi owners, who recently staged a strike and traffic holdup to protest against the meters, have now agreed to the governor's proposal with some modifications.

President Camacho also is studying a proposal to expropriate all lands on which poppies, marijuana or other materials for narcotics are grown.

COINMEN YOU KNOW

(Continued from page 75)

after New Year's, two more firms are expected to enter the trade. Then the scramble for the few remaining locations will be on. Two of the eight present firms, however, offer telephone music and their expansion is being hampered by shortage of phone equipment.

R. W. MURRAY, who sold a portion of his phonograph chain some time back, expects to open new territory in the interior of the province—British Columbia—early next year.

Philadelphia:

JACK BERESIN executive member of the Berlo Vending Company, was elected national canvasser of the Variety Club, Tent 13, Philadelphia, for the 1946 season. Beresin is one of the most active members of the organization and was chosen unanimously for the post by his fellow club members.



INCREASE YOUR "TAKE"

Soundies programs have proven "play" appeal, which means more profits for you. The best in Big Name Stars . . . Top-Notch Singers, Dancers, Comedians and Orchestras in professionally made, highly entertaining 16mm. films.

There are over 1,400 profit producing featurettes in our vast library, offering you the most complete selection in the country.

All films approved by City and State Censors

SOUNDIES DISTRIBUTING CORP. OF AMERICA

209 W. JACKSON BLVD. • CHICAGO 6, ILLINOIS

PHONO OPERATORS . . . HERE IS

THE PERFECT SERVICE

STAR READY PRINTED TITLE STRIPS

FOR FULL DETAILS SEE YOUR BILLBOARD COIN MACHINE DIGEST . . . OR WRITE

STAR TITLE STRIP COMPANY, 708 ARCH STREET, PITTSBURGH 12, PENNA.

AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

All Communications to 155 N. Clark St., Chicago 1, Ill.

AMERICAN FOLK TUNES

New Unit

THE SUNSET YODLERS, a new hillbilly unit, has been organized under the direction of JACK ZEHLER, veteran Philadelphia music chief and hillbilly songwriter. Unit will work out of Philadelphia and an initial tour is set for the surrounding hinterlands.

Group's first stop is Reading, Pa., where a newspaper strike has tied up the town's two daily newspapers for the last 12 weeks. Handbills, posters, radio advertising and trolley and bus cards are being used to plug the appearance of the Sunset Yodlers. Hillbilly entertainment has a big following in the area.

FRANK CAPANO, Philadelphia music publisher, has taken two songs by Sally Martin, fem yodler, and will publish them for 1946 consumption. Songs are "The Trail Leads Home" and "A Cowboy's Arms." SALLY MARTIN introduced them on the air and will record them for CAPANO'S new Hillbilly Record Company.

The firm has also accepted songs by Frankie Adams, an ex-pug turned songwriter, and MICKEY FARRELL. Adam's songs are *Find Me a Prairie and Valley Home*. FARRELL penned *Cowgirl Boogie*.

CAPANO and ADAMS are collaborating on an all-hillbilly musical comedy for consumption in the hinterlands. Show will tour the entire Eastern Seaboard next summer and talent is being lined up for a permanent personnel. If it's possible, DICK THOMAS, Philly's gift to cowboy singing, will be asked to take the lead. Fem star will be an unknown, who will be "discovered" in a big promotion stunt. Only amateurs will be allowed to compete for the role.

Winner will receive many prizes in addition to the starring part. A tie-up is being sought with one of the Western film companies to give the girl a screen test. Other awards will include two complete wardrobes—one strictly fem stuff and the other a cowgirl outfit. Winner will also be wined and dine at Philadelphia and New York night clubs and guest on big air shows.

Promotion for the contest gets under way after the first of the year. Contest will last a month and rehearsals for the show begin some time in March. Promoters of the show are nameless, but the announcement of their identity is expected to come when the contest opens.

Together Again

BILLY WILSON and GINNY LOU, hillbilly and cowboy entertainers, were to-

gether again on the American Network Barn Dance Jamboree from Town Hall, Philadelphia, recently. Billy is still in the navy and did the show on a week-end liberty from his base at the U. S. Naval Hospital, Sampson, N. Y. Rumor has it that this popular cowboy and his clever partner had split, but their friends will see them back together when Uncle Sam gets thru with Billy's services.

KENNY ROBERTS, popular yodeling star of the Downhomers, has received his discharge from the U. S. Navy and has rejoined the act at WOWO, Fort Wayne, Ind. The Downhomers have their own daily program on WOWO. They also appear on the Hoosier Hop which is heard on WOWO each Saturday night from 9:30 to 10:30 CST and on the Coast-to-Coast ABC Network each Monday night at 9 CST.

"SIOUX CITY SUE," the new Western novelty song hit, written by DICK THOMAS and MAX C. FREEDMAN (whose pen name is RAY FREEDMAN), and recorded by Dick on National Records, has been turned over to EDWIN H. MORRIS & CO. (publishers of "Pistol Packin' Mama") by National Music Pubs.

Not only has Dick Thomas's record been one of the "Most Played Juke Box Folk Records" for the past 11 weeks, but Sue has been recorded by three other top folk artists, JIMMY WALKER, on Coast Records, TINY HILL on Mercury Records and the ever-popular HOOSIER HOT SHOTS on Decca.

This stroke of good luck was not only a very pleasant "coming-home gift" for DICK THOMAS (recently honorably discharged from the army), but it has made Dick one of the "top" folk artists in the United States.

This new hit songwriting team of Max C. Freedman and Dick Thomas have some tunes coming out in the near future that they feel will prove that they are not a "one-hit-tune" team. In conjunction with his full schedule of recording, songwriting, television and transcriptions, Dick Thomas has been guesting on the ABC Network show *Hayloft Hoedown* Saturday nights.

Publishing News

JIMMIE COOPER, for many years a featured end man with the late AL G. FIELD Minstrels, is now located in old New Orleans and has released the following songs: *The Law's Got Ma and Pa*, *A Folk Song of the Old Bayou*, *The Craw Fish Crawl* and *Jungle Sam*, the *Haba, Haba, Haba Man*.

Being heard on the hillbilly radio programs these days are BILL NETTLES'S "Do Mind If I Think of You?" and "Days Will Be Blue Without You," released by La Casa Del Rio Publishing Company. Bill and group are to record them on Bluebird.

KITTY O'BRIEN and bashful BARNEY BARNARD are broadcasting over Station WHAT, Philadelphia, and putting on personal appearances with their unit, the Melody Rustlers.

RUPERT McCLENDON has just had two songs published by Peer International. They are *Heart Aches and Tears* and *I Pass Unseen*.

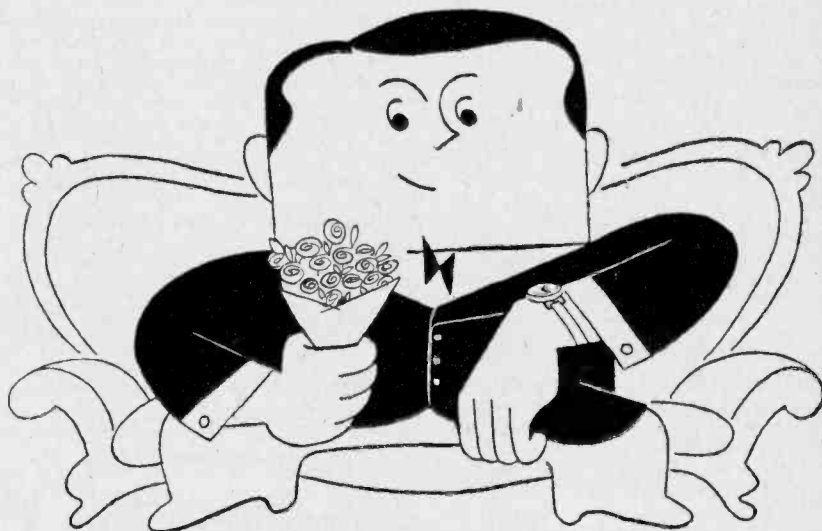
Chart Music has just published two songs, "Give Me a Saddle and Pony," with music by CLIFF MORGAN and words by LANNY GONDRINGER, and "I'm Going to Give My Valentine to Mother," with words and music by MARVIN MONTGOMERY.

A song by JUNIOR DAGGER, Muskogee, Okla., has been published by the Hollywood Harmony House. *Ain't It a Shame* is Junior's first song.

JACK KENNY, one of the top Western and folk songwriters in the country, has been assigned to record exclusively for Spotlight Records. Jack is to record his own originals with his Lone Star Playboys. These are *Calgary Blues*, *Texas Gal*, *I Can't Believe, There's a Tear Behind Every Smile*.

BEASLY SMITH, OWEN BRADLY and V. J. McALPINE, of Station WSM, are putting the finishing touches on eight new tunes which are practically complete by now and should be ringers. The boys are writers of the ROY ACUFF hit, *Night Train to Memphis*.

Arcadia Valley Music has taken over Frank Rudolph's *I Can't Go on Without You*. Song is featured by BABE GRUBBS.



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BDA SEES VENDING FUTURE

Claims Large Scale Gains

Anthony Manzari predicts future expansion of soft drink industry in venders

CHICAGO, Dec. 22.—Great future expansion of the soft-drink industry lies in sale of beverages by coin-operated vending machines.

That is the prediction of Anthony Manzari, president of the Beverage Distributors of America, and it was heartily seconded by several other members of BDA at the organization's recent meeting here.

"We distributors are convinced that the great future expansion of the soft-drink business lies in vending machines," Manzari said. "There is no use kidding ourselves, some of our men did get burned on venders, but when we get a trouble-free machine the great expansion will come. And trouble-free machines are on the way. One very near that is here right now."

Manzari spoke from personal experience. He operated the Beverage Vending Company of Chicago before its name was changed to Oriole Beverages with expansion of his distribution activities. He said he still operates a good-sized string of bottle venders in Chicago and Milwaukee.

Major Sales Outlet

He and his associates of BDA expressed the belief that the pressure of competition would virtually force beverage distributors to adopt venders as a major sales outlet.

BDA, which was established a year ago, has a membership of approximately 700 beverage distributors, according to Arthur E. Dennis, Philadelphia, who is one of the association's general counsels. Organization at present is a federation of local distributors' groups in New York, Philadelphia, Chicago and Milwaukee, he explained.

It now is seeking to extend its membership thruout the nation, and Dennis said that applications have been received from distributors' organizations in Newark, N. J.; Boston and San Francisco. These probably will be acted upon at the next meeting scheduled tentatively for mid-February in New York. Dennis esti-

Coin Changers For Vend. Mch. Now in Making

CHICAGO, Dec. 22.—A new-type coin changer that becomes a part of a vending machine, accepting nickels, dimes and quarters, was offered to manufacturers at the ABCB convention last week by Johnson Ferre Box Company, Chicago. The machine will vend the product and give the proper change, say officials.

Called the Harris Coin Changer, the machine is sold direct to manufacturers in order that the machine can become a part of the soft-drink vending machines. Change is given in the form of nickels to encourage further insertions of 5-cent pieces during the day.

matd that 3,000 distributors of carbonated beverages thru the country are eligible for membership in affiliated organizations. It is open only to jobbers of carbonated beverages.

Purpose, Manzari explained, is to "form a combined force in dealing with manufacturers and bottlers." One aim is to set up a standard national contract between jobbers and bottlers fixing a minimum percentage of mark-up for jobbers.

List Officers

Other officers of the organization are Manuel Frankel, of M. & M. Beverage Company, Philadelphia, vice-president; Moe Goldstein, New York, secretary; Samuel Singer, Milwaukee, treasurer, and Hyman Schwartz, New York, co-general counsel with Dennis. Directors, by cities which they represent on the board, are: New York, Goldstein, Ray Varley and Jack Zaref; Philadelphia, Frankel, Harry Yaffe and Joseph Farone; Chicago, Frank Heatly, Peter Georgacopoulos and Fred De Vries; Milwaukee, Singer.

Member organizations in New York, Philadelphia and Chicago have been organized about six years, according to Dennis, while that in Milwaukee has just been set up.

Meeting in Chicago last week was held concurrently with the annual convention of the American Bottlers of Carbonated Beverages in the Morrison Hotel. Five-day session wound up with a brief business meeting Saturday (15) and a dance at the Stevens Hotel Friday night.

Manzari described the meeting as the organization's "semi-annual gathering" preparatory for its full-dress convention in New York early in 1946.

Chattanooga Firm Plans Entry in Vending Field

CHICAGO, Dec. 22.—"One of the first new concerns to announce a swing to the soft and frozen food vending field is the Chattanooga Welding & Machine Company, Chattanooga," according to M. L. Holt, president of the firm. Holt has been working on new bottle vending machine designs for the past three years.

Displaying two finished samples at the Stevens Hotel during the ABCB convention, Holt declared that these were the first models and that production would not be in full swing before the middle of 1946. Built around the gravity method of vending, the machine will hold 24 bottles to a column—as many columns as desired can be installed in a cabinet, depending on the size. The same principle will be used to vend frozen foods, but late 1946 is given as the earliest date of production.

Built with little rubber hoses between each bottle, air can circulate completely around each unit with no danger of rubbing bottles, breakage or scratching of the bottles, according to Holt. Made without any springs—the complete vending unit one piece welded together—there is little need for repairman calls as the only thing that can break down, according to officials, is the motor—and that is a standard type that is used in most home refrigerators. It was further pointed out that the location owner could do the filling of the box without danger of breakage.

The weight of the unit is now cut to 50 pounds and installed in the box, the complete weight is 500 pounds for the model. When production is in full swing

the 500 figure is expected to be cut to 480.

Bottlers' Funds

Interesting to note, Holt pointed out, is that most, if not all, bottlers seem to have funds set up for vending machine equipment. Interest further seems to center around machines that are simple in nature—but will treat bottles like tennis balls—bouncing them down the filling column, according to officials of the Chattanooga firm.

An ex-Georgia Tech football star, Holt has been in the vending machine business since 1938 when he had an idea for a bottle vending machine that he sold to another company. The present vending machine field is still young compared with the new types that will hit the market in 1946-'47. He said, "My firm will apply the principle behind these new soft-drink vending machines to frozen foods. Production is also planned for cigar, cigarette and snuff machines, but these last are still in the design stages."

It is pointed out that one or more columns can be devoted to a soft drink, and as many drinks as desired can be handled by the machine. To save costs and materials, the coin return slot is missing—when empty the coins will be returned in the same slot as the bottle normally comes.

One manufacturer of ladies' silk stepins, after viewing the machines, declared that he would purchase some to vend his products. He would have three columns—for small, medium and large sizes—with the stepins wrapped in cellophane. This manufacturer further claimed that hose would be vended in the near future.

Peerless Scale Co. Buys New Building For Chicago Office

CHICAGO, Dec. 22.—Peerless Weighing & Vending Company has purchased a two-story brick building at 33 North Western Avenue, Chicago, for its district office and reconditioning shop, according to John Pepple, district manager. Price was reported at \$50,000.

Firm will move into its new quarters January 1 occupying half the structure's 20,000 square feet of floor space for the time being. Pepple said the move was made necessary by sale of the building which the company now occupies at 216 Clinton Avenue. The newly purchased building formerly was used as a storage garage by an undertaking firm and some remodeling will be necessary. Top floor will be leased out.

Company, which has headquarters at Long Island City, New York, operates penny scales and gum machines in chain stores thruout the nation. It has district offices at Atlanta, Kansas City, Detroit, Los Angeles and New Orleans in addition to Chicago.

Pepple said the company is planning considerable expansion as soon as new scales and gum become available. Three employees recently were added in the Chicago office and 10 veterans have returned to their jobs here, he said.

Automat Firm Pays Bigger Dividend in Last Quarter

NEW YORK, Dec. 22.—Horn & Hardart Company, operator of New York's Automat restaurants, declared a quarterly dividend of \$1.75 per share of common stock. This compared with dividends of \$1.50 per share in previous recent quarters.

Cigarette Revenue Reveals Brisk Business in Arkansas

LITTLE ROCK, Dec. 22.—November Arkansas cigarette tax collections totaled \$329,580.52 as compared with \$215,827.80 for the same month in 1944, according to figures just released by Assistant State Revenue Commissioner Walter E. Lackey.

BALL GUM

is still scarce and will be for the coming year; better order Marbles now, the best substitute!

CAN STILL SUPPLY

Glass, Agate, Assorted Color Marbles.
Barrel of 50,000 \$54.50
Keg of 21,000 23.80

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100 Pound Carton, White \$65.00
100 Pound Carton, Red 72.00

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Fine Selection, 15 Gr. \$13.25
Penny or Nickel Counter, 1c or 5c. Ea. 1.25
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Model V capacity: 5 to 8 lbs. of bulk merchandise or 1,000 to 1,200 balls of gum. Vends 1/2", 5/8" and 3/4" ball-gum.

Model V Standard Finish, \$10.50 Ea.
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Combination 1c and 5c Coin Counter, Plus Postage, \$1.25 Ea.

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Reconditioned Toppers, Ball Gum or Mide., \$6.95 Each.
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Vend. Trade Blossoms Out as Multi-Million-Dollar Industry; Novel Machine Ideas Flourish

Cigarettes, Candy, Soft Drinks Still Mainstay of Biz

CHICAGO, Dec. 22.—Vending trade in 1945 leafed out as a full-grown industry, known politely as automatic merchandising, its sales measured in millions of dollars, and blooming with promises of even greater things to come. Trunk of the coin vending tree still was soft drink, candy and cigarette machines, but budding on it were coin-operated laundries, frozen food stores, groceries, clothes pressing units, typewriters, telegraph machines, venders of newspapers, magazines, hot dog, hamburger and cheese sandwiches, complete hot meals, coffee, postage stamps, orange juice and ice cream. Many of these were in profitable operation, others were just emerging from blueprints at year's end.

Postage stamp venders, spurred by the tremendous flood of civilian-soldier correspondence in the war years, appeared to have established themselves as a thriving branch of the industry. Coin-controlled ice cream dispensers emerged as an equally profitable segment of the trade.

Papers by Vender

In Atlanta, daily newspapers were being sold by coin machine, and on the West Coast, two manufacturing companies were placing their venders on the market to handle either regular newspapers or magazines. In New York, a Fifth Avenue milliner with a penchant for industrial design, had worked out a machine with a 200-paper capacity.

Philadelphia was one of the major idea centers of the vending trade. Announcements came from there of plans to supply hot meals to factory workers thru vending machines, to establish coin-operated clothes-pressing devices, and coin-controlled typewriters appeared in hotels there and a coin frozen food store was opened in an exclusive Main Line suburb.

Coffee venders, long-time vision of the trade, appeared to be approaching reality with reports that two companies had working models perking. Actual public display of the machines, however, was held off into 1946 when makers expect to have all bugs out of them.

Ice Cream, Too

Ice cream cup venders also made coin machine headlines in the year as operators reported that some had worked successfully in trials stretching over several years. Reports also circulated that ice cream bar venders are being revived with improved vending and refrigeration mechanisms, but no one in authority came up with any kind of statement on them.

Such old standbys as beverage and

cigarette venders also came into the news. Bottle machines were a center of attention at the first peacetime convention of American Bottlers of Carbonated Beverages. Importance of the vender in the future of the soft drink industry was underscored by announcement of several major U. S. industrial firms that they had taken contracts to manufacture venders.

Cup machines also came in for their share of notice too as manufacturers disclosed plans for bigger and better machines. One Eastern concern even promised a machine of 40,000-drink capacity, but most others were considerably more conservative, measuring output of their machines in 100's of cups.

Venders of all types of food products and refreshments, of course, felt the effects of reconversion as peace broke out again. In the war years, industrial locations had become the backbone of the trade, and operators were watching the situation closely as plants shifted from the products of war to those of peace.

Vender Established

Most operators were convinced that the vending machine had won a thoroly established place in the factories of America, and just before year's end, their opinion was further bolstered by a survey showing great increases in worker efficiency from between-times snacks.

Return of cigarettes brought many cig venders out of storage. But it also brought back the headaches of price wars when manufacturers turned cigarettes loose in a flood. Makers of cigarette machines, like manufacturers of other venders, were quick to start making the conversion from war production to peacetime output. An electric cigarette vender also appeared on the market just at the end of the year.

Entire automatic merchandising industry drew the attention of several national publications such as the *Wall Street Journal* and *Business Week* and the coin-operated storage locker business rated a full-dress article in *The Saturday Evening Post*.

National Automatic Merchandising Association, keenly aware of the ever-widening public interest in the industry, came forward with a nine-point code of ethics for coin merchandisers. Among the points was a vow to see that machines "are always clean, attractive and in good working order," and to see that they are "serviced by competent personnel as frequently as the type of merchandise or service may require." Operators also pledged themselves to use "only those merchandising or service machines that clearly show when they are empty or those that will provide for the return of the patron's money if no merchandise is delivered or service rendered."

Branches of Trade

Attempting to describe the various major branches of the industry, NAMA divided the trade in merchandising and service. In the merchandising division, it included venders of soft drinks, milk and other drinks in bottles or cups, bar and bulk candies, cigarettes, stick and ball gums, nuts in packages or bulk. Services venders include dispensers of drinking cups, sanitary napkins, soap and towels, stamps and parcel checking lockers, personal weighing scales and pay-toilet locks.

New field that also promised great things for the future was the coin-operated laundry. Two apparently well-financed concerns announced plans for nationwide chains of coin laundries as soon as automatic washers were available.

With experience gained from operating coin-controlled washing machines in apartments for several years, operators should have acquired the know-how to handle these locations easily. First such self-service laundries have already been set up in New York; Mansfield, O., and South Bend, Ind.

Parts Shortage Hits Beverage Vender Output

CHICAGO, Dec. 22.—Shortage of parts has upset production schedules for the new two-flavor cup vender reportedly to be made by United Beverage Company of Chicago, but Max Rosenbaum, president, said his firm hopes to have the machine in production by February.

The machine, which has been on location try-out at a South Side theater for two months, has a capacity of 800 drinks and it will dispense two flavors at a time, Rosenbaum explained. He said the theater trial has been successful. Device has an all-steel cabinet 76 inches high and 36 inches wide. Features include a sterilizing lamp playing at all times on the sirup and the cups, carbonation mechanism and filters.

Like other makers of refrigerating devices, United has run into the difficulty of obtaining compressor units. Rosenbaum said his order for 1,000 on December delivery has been whittled down to a promise of 100 possibly for January delivery.

Parts manufacturers also have been reluctant to fix prices on units until after the first of the year when they expect to be more certain about such cost factors as labor and parts for their units. This in turn has made it impossible even to fix a tentative price on the vender, he said.

Strike Cuts Soft Drink Production

Philly Ops May Suffer

PHILADELPHIA, Dec. 22.—Machine operators in this area were faced with a possible scarcity of soft drinks as the result of a strike of 3,000 beverage truck drivers and helpers, which has closed down most of the city's bottling plants.

Arthur E. Dennis, counsel for the Beverage Distributors' Association of Philadelphia, reported that as long as firms involved in the strike remained closed the distributors would be unable to deliver beverage products to soda vending machine operators and other outlets for the products.

The strike, which has tied up most of the 60-odd bottling plants in the city, started December 5 when drivers and their helpers walked off their jobs. The men are members of Local 187, International Teamsters' Union (AFL).

According to Morris Levin, executive secretary of the Philadelphia Bottlers' Association, the strikers are seeking higher wages and are prepared to spend the winter fighting for increased pay.

Supply Limited

According to one of the machine operators, most coinmen have large soda stocks on hand but the supply is not unlimited, and the effect of the strike will be felt if it continues for even a four-week period. An attempt is being made to pool the stocks of operators and then distribute the supply according to a plan of rationing. Soda machine men are expected to meet some time this week to decide on the suggestion of combining their separate supplies of beverages and also to decide if some means of transporting bottled soda from near-by locales can be made.

"Fortunately," one operator said, "it's winter and we can manage to eke out (See STRIKES CUT PROD. on page 87)

HOT SPRINGS HOTELS

HOT SPRINGS, Ark., Dec. 22.—Four of this resort's largest hotels have been released by the army, which has been using them for the past 15 months for combat veterans, and will be open this season, according to Chamber of Commerce officials. Included are the Arlington Hotel and baths, to open today; the Majestic Hotel and baths, opened December 15, and the Park, opens January 1. No opening date has been set for the DeSoto.



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MODEL 33



Peanut Vender. Capacity 8 Lbs.

\$9.60 in lots of 100 or more
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COLUMBUS MODEL 'M'

100 Model "M"
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All Porcelain Pea-
nut Machines,
practically new.



\$9.00 EACH

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Advance Model D Ball Gum, Sample	9.50
10 or More	8.00
Hot Peanut Machines, Chrome	
Finish, 5¢ Slot	25.00
Master Peanut Machines, 1¢	8.00
Columbus Tri-Mor	27.50
Columbus Bi-Mor, Floor Model	25.00

CIGARETTE MACHINES

National 9 Column, 15¢ or 20¢ Slot	\$65.00
Stewart-McGuire, 9 Column, 15¢ or 20¢ Slot, Model W	69.50

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BEST SELLERS
WRITE FOR LIST**

5 BALL F. P.—NEW IN ORIGINAL CARTONS

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Laura	249.50
Oklahoma	249.50
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CLEAN AND READY FOR LOCATION

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ABC Bowler	57.50	Dude Ranch	40.00
Ten Spot	49.50	Air Circus	120.00
Spot-a-Card	74.50	Air Force	70.00
Play Ball	44.50	Towers	40.00
Clove	69.50	Majorette	59.50
Star Attraction	59.50	Invasion	39.50
Knock-Out	105.00	Hit the Japs	45.00
Japs	105.00	Winkler	39.50
Marvel Base-ball	99.50	Big Time	40.00
		Dixie	40.00
		Target Skill	40.00

SLOTS

25¢ Gold Chrome	\$350.00
10¢ Gold Chrome	300.00
5¢ Gold Chrome	275.00
10¢ Blue Front	199.50
5¢ Blue Front	189.50
5¢ Giltner Gold	100.00
10¢ Comet, D.P.	79.50
5¢ Comet, D.P.	75.00
1¢ Jack Pot	45.00
5¢ Silver Chief	149.50
5¢ Chief	125.00

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7 Mills Thrones, crated, in good working order, excellent appearance... \$299.50

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IMPS
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609 SPRING GARDEN STREET
PHILADELPHIA 23, PA.

New York Firm Entering Field

Capacity of 320 packs any
size—price range from 10
to 40 cents per article

NEW YORK, Dec. 22.—Due on the market in January, according to the Eastern Electric Vending Machine Corporation of New York, is one of the first all-electric cigarette vending machines. Company, announcing the model and the firm's entrance into the peacetime cigarette vending field, said the new machine features improved design and ample capacity.

The Eastern Electric Vending Machine Corporation is located in the General Motors Building at 1775 Broadway, New York. Firm is headed by Joseph P. Marcelle, president; Mario Caruso, secretary-treasurer, and Hal R. Meeks, sales manager.

Announcement from the firm says that the cigarette vending machine is being made by the C-Eight Laboratories in Newark, N. J.

Holds 320 Packs

Officials said that the new Eastern Electric will hold 320 packages of cigarettes, 40 packs in each of eight columns. Columns are designed so that they will accommodate either standard or king-size without any adjusting or mechanical change, according to the firm.

Steel construction makes the vender practically damage proof, according to the firm's spokesmen. They likewise point out that the machine has speedy delivery, exactly one and three-quarter seconds. There is a dial selector to change price, a mechanical feed, a price range from 10 to 40 cents, each of the eight columns in the vender handles a pre-selected price range which is independent of all other columns. Machine operates on either AC or DC current.

Counter Height

The cabinet—which is approximately counter height—is 44 inches high, 12 inches deep and 24 inches wide. Fingertip button releases are on the top panel of the machine. Customers look down at the machine as they would look into a counter, and the vender's show window is easily seen. Machine will take any combination of coins in 5 and 10-cent denominations.

Eastern Electric Vending Machine Corporation announces that it will be the only national sales distributor of the new machine. The vender is being manufactured under the supervision of Mario Caruso, veteran electrical equipment expert who was an executive with the Lionel Company for 40 years.

Distributor Group Re-Elects Collins

CLEVELAND, Dec. 22.—John T. Collins, president of the New York Automatic Canteen Corporation, was re-elected president of the Canteen Distributors, Inc., at the second annual meeting of the CDI, held at the Statler Hotel recently. W. J. Betz, Indianapolis, was elected vice-president of the organization.

Thirty-seven cities were represented at the gathering by organization members. J. C. Lavefer, Cleveland, former secretary of the CDI, was named to fill the treasury post. Thomas E. England, Newark, O., was elected to succeed Lavefer as secretary.

Others elected to the board of directors, besides the officers named, are: Joseph M. Johoda, Kankakee, Ill.; Leon C. Decroes, Kokomo, Ind.; W. H. Stover, Johnstown, Pa.; W. S. Satterfield, Tulsa, Okla.; M. Flaherty, Peoria, Ill., and Martin Rheder, New Orleans; Lawrence C. Wise, Los Angeles, and Gordon Keath, Cuyahoga Falls, O., were named directors-at-large, along with Betz and Lavefer.

L. Goldmeier Displays New Popcorn Mch.

PHILADELPHIA, Dec. 22.—Larry Goldmeier, sales manager of the Poppers Supply Company, announced this week that the long awaited and much delayed Viking popcorn machine is now on display in the showrooms of his company.

A special demonstration of the machine is planned within the next few weeks, but theater men have been invited to private showings in the meantime. The machine is the latest 1946 model with all modern improvements, perfected since the war, and it is one of the most attractive displays yet to be produced in the field. Free popcorn is distributed to all comers at the Film Classics Exchange where the Poppers Supply Company makes its headquarters. Jack Engel is the head of the firm and also one of the executives of Film Classics, and the tie-in between the two companies is a profitable move.

Whenever operators and managers visit the Film Classics exchange, they can't miss the Viking popcorn machine, since the display arouses natural curiosity which leaves the viewer wide open for a sales talk.

Orders Taken

Several orders have already been reported by the firm, from independent operators. The company will cultivate the local market and also push out to outlying districts, which are also virgin territory for popcorn machines. The firm will concentrate on theaters for the time being but is expected to branch out still further within a year.

The city's other popcorn supply company, the Popcorn Sales Company, is also active in the theater field. Jack Harris, sales and promotion manager for the firm, has announced that two popcorn machines have been installed in out-of-town theaters for testing purposes.

When the experiment is completed, results will be made available to the theater and coin machine trade. The company plans to get all mechanical or other defects ironed out before presenting its complete line-up to theater men. The firm has exclusive rights to Star Manufacturing Company Popcorn Equipment, which boasts 20 years' experiences.

Change Opinion

Altho they've been cold to popcorn in any form for many years, local theater operators have apparently changed their opinion of the product. Alec Stiefel, manager of the Carmen, is now in the South studying the manner of popcorn distribution in that area. It is reported that he is making the survey for a group of independent operators who are interested in installing one of the two popcorn machines now available for their houses.

Both Harris and Goldmeier are well known in the motion picture industry here and their present rivalry is expected to result in some interesting promotion campaigns, since both are strong exploiters. Full campaigns, however, are not expected to get under way until sometime in 1946 when complete lines of equipment are available for distribution.

Circus Nut Concern Organized by Group Of San Franciscans

SAN FRANCISCO, Dec. 22.—E. H. Jenanyan has announced the formation of Circus Nut Food Corporation here to process and market all kinds of nuts. Jenanyan formerly headed the Planter's factory here.

Associated with him are W. H. Hazzard, Edward P. Ames and William J. Mahoney, also of San Francisco. Capitalization of the firm was listed at \$250,000.

Representatives of the company announced by Jenanyan were Ralph Koerner, Salt Lake City; Lionel Brown, Portland, Ore.; George Boschetto, Oakland, Calif.; Ranny Moser and James Sheridan,

Mack Postel Warns Of Cutthroat Fight For Cig Locations

CHICAGO, Dec. 22.—Mack H. Postel, well known in the vending machine trade, is warning fellow cigarette operators to be on guard about cut-throat competition in the future. Postel is a distributor of cigarette venders. According to Postel, the cigarette operator will face a battle for his life in the near future.

Postel bases his warning on the fact that many new manufacturers will rush into the field, many of them just to



MACK POSTEL

clean up as much profits as they can and then get out of the business. He warns that more new manufacturers of cigarette machines will be in the field soon than ever existed in the business before, and that since production will run high, the trade could not possibly absorb the machines. He says these conditions will come about because hundreds of new factories sprang up during the war and that the operators of these plants will be looking for new products to make. Because of reports that big money can be made in cigarette machines, they will take a try at this.

Postel warns that the real danger of overcrowded conditions in the manufacture of cigarette machines will be in bringing new operators into the field who are not acquainted with the conditions under which machines must be operated.

According to Postel, there are two general steps that must be taken by every cigarette operator now in order to maintain their future business. He says first of all that established operators must be in close contact with all their locations; that they must begin now to warn these locations of what may come in the future. He urges that every operator increase his services to locations and also his personal contacts. As soon as new machines are on the market, established operators should take advantage of giving locations best machine that the business entitles them to.

Also, Postel urges operators to hold regular meetings with their service and route men. He says it is very important that operators have good service and route men because these fellows are the ones who really speak for the business and for the operator.

MORTON B. MEDVENE, Philadelphia amusement machine operator, is the newest member of the industry to join the ranks of the Golden Slipper Square Club, one of the outstanding fraternal and charity organizations in the country. The club, which includes many amusement machine and vending men, presented the Golden Slipper Unity Award to Frank Sinatra on December 10 at the Broadwood Hotel.

Los Angeles; Ken Wilson, Seattle; Gene Crouch, Denver; Richard Smith, Sacramento, Calif.; Natalina Unini, Lee Aris, Clio Curry and Joseph Addleman, all in San Francisco.

Used Machines Prove Lifesaver

Report 1945 'Outstanding'

Shortages hurt production of new amuse. machines during last part of year

CHICAGO, Dec. 22.—Used and reconditioned machines proved a lifesaver to the trade during the past year. With the greatest hurdles to jump during 1945, manufacturers, distributors and operators nevertheless report it as "the best of the war years."

1945 IN REVIEW

In spite of limitations and restrictions necessary to secure amusement machines during the year, arcade owners report that business, on the whole, was "outstanding." Revamping machines was one solution that the industry offered to help the operator attract players.

One of the dark spots on the year's calendar was the "brown-out" in the Midwest regions and the "blackouts" on the West coastal towns. Business was hit during the early stages of the blackouts, but the brown-outs, brought about by the coal shortage, did little, if any, harm to business. Only spots that suffered during the light restrictions were out-of-the-way locations which depended on lights to draw players off the main streets to their locations.

Increased Buying

In spite of the brown-outs, however, distributors reported increased buying of used and reconditioned machines of all types. With only a trickle of new machines—and these offered at the tail end of the year—hitting the market, operators found that they would have to revamp, recondition and "polish up" the machines or junk them. New arcades found things tough during the year, as the older ones were having "serious" trouble obtaining machines that would operate.

Before 1941 it was not unusual for an operator to rush to a distributor, demand "immediate delivery" and place a machine on location all because another operator had been sporting new equipment in town and the owner of his best location had told him to get new machines "or else."

In 1945, while machines became harder and harder to get in any condition, the pre-war rush was in sight because some operator had some new "revamps" to offer one of the locations that another operator had been fighting to keep satisfied. The same cycle was taking place during the year as before the war, only

Philadelphia Operators Display Coins at City's Money Exhibit

PHILADELPHIA, Dec. 22.—Coinmen are interested in a vast exhibit on the history of money, now open at the University of Pennsylvania Museum here. Many operators have co-operated in making the exhibit possible. Among them was Sam Lerner, who turned his entire collection of priceless coins over

to the officials of the museum for the exhibit.

The history of money from the shell currency of primitive people to invasion dollars now being spent by servicemen thruout the world is being shown. Primitive people conducted their business using bones, shells and teeth as a medium of exchange, and most operators agree coin machines would have been odd looking receptacles if they were in use during the primitive civilization. Shell was more widely used than any other material, particularly in Europe, Asia, Africa and the islands of the Pacific. American Indians of the Eastern United States areas used wampum beads, while early West Coast dwellers used teeth.

Salt, tobacco, feathers and cloths have also served as currency, as have the metals, iron, bronze, silver and gold. Coinage began in the Mediterranean region about the fifth century B. C., and these early coins show the artistry and workmanship characteristic of the classical Greek civilization. The ancient Romans made the first attempt to establish a standard value for metals by stamping pieces with their weight and value.

Pilfer Proof

Experience with wear and tear and with pilfering of precious metals by "shaving" money taught the ancient money-makers that coins were most satisfactory and that those with milled edges were practically tamper-proof.

The exhibit shows cloth, shells, beads and tea money from Africa; stone money from the Caroline Islands, feather currency from the New Hebrides, hair money from New Guinea and the first paper money printed by the Chinese in 960 A. D. and described with wonder by Marco Polo in his *Travels*.

Woodpecker scalps, cocoa beans, beaver skins and copper shields are all part of the collection devoted to the money made of unusual materials. Many rare metal coins are included in the exhibit, among them such items as the triple thaler of John George I of Saxony, dated 1626; Venetian coins of the 13th to 15th centuries, silver coins of Syracuse of the third century B. C., the Biblical Widow's Mite and the beautifully designed rose nobles of the English Plantagenet kings.

Examples of U. S. money are also in the display, including the pine tree shilling of Massachusetts, fugio money designed by Benjamin Franklin, a hard times token of 1837 and present-day invasion money. Rare coins of France, Spain and other countries are also included.

Lerner's private collection of coins is one of the most valuable in the country and includes many of the aforementioned items included in the museum exhibit. He began collecting coins 25 years ago when he entered the amusement machine industry and is now one of the nation's foremost authorities on the subject. Many of his findings will be revealed in a book, which he is now writing, which will trace the history of money from the first exchange known to man, to the amusement machine and its place in present life. With the help of a long summer vacation, Lerner expects the book to be finished for consumption in the fall of 1946.

STRIKE CUTS PROD.

(Continued from page 85)

our present supply if we distribute it with care. However, if the temperature rises vending machines will go dry in no time and we'll have to sit out the strike without soda unless we can make some arrangements to bring the products in from other towns and cities. Every effort is being made to get this plan going, and it looks as if we'll be successful. However, we are interested in seeing the Philadelphia strike settled in order to resume normal operation."

this time new machines were not the factors involved.

Reconversion Still Dream

On the manufacturers side of the situation machines were still in the "dream stage" during the first part of the year as most large firms were busy on war contracts. Reconversion was still just a topic to dream about—and do nothing about—because of pressure by the government to "win the war—then talk about reconversion." Many "top secret" radar and countless other types of equipment were made by leaders in the amusement game machine field. With the approach of V-E Day a few—a very few—manufacturers were allowed to swing a small part of their staff to designs for new machines. Models of the new games were not, however, on the bill of fare.

When in August V-J Day finally came, manufacturers found that they had contracts that would take a few months to wind-up. They were caught with their pants down, however, in regard to new amusement machine models to offer the trade. Designs for new machines were tested and tried by some manufacturers—others started production, with minor changes, on pre-war machines. Only a very few of these machines reached the market before January 1, 1946. "Full-scale production is not expected to be reached before the middle of 1946," according to sources close to the trade.

Hitting the manufacturer, also during the tail end of the year, was the plate-glass, lumber, gray iron and steel shortages. Many had expected the plate-glass shortage and built up huge reserve stocks, but the industry suffered and production was delayed because of the shortages.

Lumber Outlook

Lumber market conditions were not bright towards the end of the year. Green, unseasoned lumber was about the only type of lumber on the market in any kind of quantity. Better grades of lumber were so scarce that, according to one manufacturer, "production of new machines is almost at a standstill."

Bell machines were about the hardest hit during the gray iron shortage. Other metals were substituted where it was at all possible, but there are some parts that, leaders declare, "can only be made out of gray iron." Most manufacturers tried to use other metals on these parts but without success. Gray iron also caused pinball and other amusement machine makers headaches.

With about 81,000 electric coin-operated target guns made by the industry during the period 1935-'41, there were plenty of this type of equipment on the market during the year in revamp form. Many had used the Japs or Nazis as targets and these, of course, had to be changed if continued business was expected. In this field manufacturers claim that there will be many new types on the market during 1946 that will help build up this business—especially in areas where pinballs are not considered legal.

Arcade Equipment

In the way of new arcade equipment to hit the market during 1945, the trainer type planes, made by two manufacturers, seemed to be making headway. Coin-operated, the machines are an adaptation of the link trainers used by the army and navy during the war to train pilots. Adding to the headaches in the building field, rifle range owners started a minor building boom of their own thruout the nation during the last part of this year when the government lifted re- (See USED COIN MACHINES on page 88)

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NATD Skeds 4 Meetings During 1946

Replaces Convention

CHICAGO, Dec. 22.—Four conventions will be held during the early part of 1946 by the National Association of Tobacco Distributors, according to officials of the organization.

Deviation from the usual procedure of holding one convention, as before the war, or the two sectional meetings, as held during the war, is thought to be the answer to the current limited travel conditions thruout the United States.

The first in the series will be held at the Palmer House January 14-17, and will be called the Midwest Convention. The first two days will be regular business sessions. The Sales Managers Seminar January 16 will include discussions on the NATD Sales Restraining Program. The last day of the gathering will be conducted by the association's new management division.

Other Meets

The other conventions, conducted on the same pattern, are: Southern Convention, February 14 and 15 at the St. Charles Hotel, New Orleans, La.; Eastern Convention, March 18-20, at the Pennsylvania Hotel, New York, and the Western gathering at the St. Francis Hotel, San Francisco, April 18 and 19. Large attendance is expected at all the meetings because of increased interest and limited travel necessary.

J. J. Harris, chairman of the board of the Chicago Tobacco Table, announces that the CTT will hold a luncheon January 15 at the College Inn in the Sherman Hotel. Coming while the NATD convention is in session, it is reported that a large gathering of tobacco men will attend.

Atlas Music Begins Expansion Program

CINCINNATI, Dec. 22.—Coin machine activity here this week included the sale of the B & K Novelty Company's entire equipment of 40 pin games and 11 phonographs to the Atlas Music Company, 220 W. 12th Street.

Store Claims First in Baltimore With Lockers

BALTIMORE, Dec. 22.—A "first-in-Baltimore" is claimed by Hecht Bros. store here in announcing that they now are stocking four sizes of frigid-freeze food lockers. Officials claim delivery within two to four weeks.

RECORD DISCS

For 61, 71 and all other Wurlitzer Counter Models, reconditioned. I will make your old discs the same dimensions as when new and guarantee them to give satisfaction. Price \$7.50 for set of 12, or \$6.00 a set in lots of 5.

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Trade Data

Mexico was just becoming a major foreign buyer of U. S. vending machines when war broke out. In 1940, coin machine operators "south of the border" bought 563 venders, paying \$10,116, but in 1944 they bought only 20 for \$1,521. In the first eight months of 1945 their purchases had perked up again to 21 valued at \$2,690.

Used Coin Machines Prove a Lifesaver

(Continued from page 87)

strictions from ammunition and stopped the "control." Arcades that in the past had rifle range installations and other locations that never had one, began building ranges for G.I.'s and ex-servicemen and women to "try their eye." With the wartime strength of the armed forces set at 12,200,000, arcade owners are expecting 1946 to bring them record crowds in their target ranges.

Other establishments that changed over to air guns during the war are split upon returning to ammo guns. One official of Riverview Park, world's largest amusement park located in Chicago, declared "that unless the public demanded it we don't plan any change back to regular type guns." Several South State Street, Chicago, arcades express their views on the subject as "the serviceman will want live ammo used and so we plan to change back."

Coin Changers

Newest addition to arcades in 1945, but far from widely installed, is the coin changer. Vendo in Kansas City, Mo., has announced that they will have a changer that will accept dimes, quarters and half dollars—giving change in nickels. These machines are not expected on location before March, 1946. In Chicago Atlantic Machine Company has already installed some of their machines on location near amusement machines and in arcades. The Plankinton Arcade, Milwaukee, Wis., reports that the public has been accepting Atlantic's machine, "with added play being recorded on game machines." These machines are installed like "twins"—a dime and a quarter machine that both give only nickles in change.

With the increase in roadside stands, restaurants and taverns, as reported in *The Billboard* during the year, new locations for amusement machines are on the increase. These additional locations will allow operators to expand their routes and let new blood into the field. Veterans have already showed their interest in the distributor and operator end of the industry.

Since the outbreak of the war *The Billboard's* coin machine department has been receiving letters—and calls—from men in the armed forces, as well as the discharged veterans. Interest has risen to such heights that several veteran-planning "small business" magazines and booklets have been including coin machines as a form of business for men to enter without too much capital.

Forecast Future

One thing can be certain about 1946 after weighing 1945: There will be better business, more interesting machines, more locations, more men employed by the coin machine industry. With many new manufacturers entering the field there will be hundreds of new ideas in machines—old manufacturers in the field will not be caught with their pants down and will offer improvements of pre-war designs and really new machines.

Game machines will use lights, mirrors, extra colored glass extensions, neon tube trimmings and a hundred other ways to show the machines off as spots of beauty in locations, besides adding to the play of the machines. Bell machines will remain about the same as they have during the 40 years they have been on the market. New, modern fronts and a little more "polish" seems to be about the only things new on the bell machines.

Ray and electric guns seem to have a lot of new ideas up their sleeves, but they as yet haven't announced what they consist of—either by way of new models or equipment. Digger and claw machine manufacturers announce that they will have more lights, modern designs and more "general dressing," but they will operate about the same with the excep-

Coin Emporium Bows In as Major Innovation of Year

significant developments of 1945, from the trade's point of view, was the rise of a new type of location which coinmen have since dubbed "coin machine emporium."

1945 IN REVIEW

The coin machine emporium is not an arcade, nor is it a standard location. It is a collection of various types of coin machines gathered on one location to make the most of the business which one coin-operated unit pulls. A simpler way to explain this new-type location is by example.

Coin-operated laundries seem likely to be among the leading newcomers to the trade during 1946. The laundries will consist of coin-operated washing and drying machines. But enterprising directors of the laundry systems have plans for the installation of vending machines for soft drinks, candy and cigarettes. Juke boxes and perhaps amusement machines will also be added for the entertainment of the laundry patrons. This

tion that a few more wheels or buttons may be added to make it more interesting for the public.

Claim New Ideas

Arcade equipment manufacturers claim "many, many new ideas" to offer the trade. New ideas in the way of gag penny peep shows, penny return machines and countless others will be in the offering. Already making a hit with arcades are the trainer type airplane rides that were introduced during 1945 to the trade. Increased production on other large-type equipment will no doubt also be started now that the public has shown a liking for these machines.

Many firms are using gun type ideas in the way of penny arcade machines, claiming that the trend will be for "war items" for some years. Others claim that the ex-serviceman will want to forget the war and are cutting these items down to a medium.

All in all, however, it can be said that new manufacturers and the old ones, along with the distributors and operators agree that the "1946-'47 period will be bumper amusement machine years." With new blood, new machines, new ideas, new investors and more locations, the coin machine industry couldn't help but have banner years ahead.

Soft Drink Bottling Resumed at St. Paul

MINNEAPOLIS, Dec. 22.—Resumption of a daily production of 175,000 bottles of soft drinks was begun by four St. Paul bottling plants following settlement of a four-week-old strike with United Brewery & Soft Drink Workers' union.

Settlement came after an all-day session between representatives of both groups with Governor Ed Thye at the State Capitol and a night session with Leonard W. Johnson, acting State labor conciliator.

Affected were 60 inside employees and 40 drivers. The drivers, a number of them ex-servicemen, had appealed to the governor to intervene because, altho they had no dispute with the company they were unable to work.

Companies involved were Coca-Cola, Pepsi Cola, St. Paul Seven-Up and Drewry & Son. New contract signed runs until May, 1947.

type location has, within a short space of time, come to be known as a coin machine emporium.

Coin machine emporiums, as the trade sees them now, are exclusively service units. That is, the emporiums provide the consuming public with a service such as laundry facilities. Another commercial venture, getting trade attention now, is the prospect for establishing clean, sanitary rest-room facilities for larger cities.

Food Store Center

Frozen food stores, which will gain in importance as that industry is developed, also bid to develop into another type of coin machine emporium. To date only one company has announced its plans for entering the frozen food market with coin-operated equipment. Selling food thru coin machines is, however, occupying a prominent place in coin machine planning.

The trend toward self-service—most pronounced during the war—gives great impetus to coin-operated food stores. Coinmen are pointing out that such emporiums could perform a service which would not in any way conflict with the business of regular over-the-counter retail establishments.

Situation of the location will keep the coin-operated frozen food stores from taking business away from regular retail stores, coin machine men point out. Locations they are planning for include small neighborhood and out-of-the-way locations, as well as small stores in the lobbies of the larger apartment houses.

Vertical housing—as city planners call it—has given rise to the coin-operated service unit. By vertical housing is meant the common metropolitan situation where many families make their homes in large apartment buildings. This, of course, causes a large portion of population to reside within a very limited area.

Laundries Also Site

Coin-operated laundries—first tried in New York and in Philadelphia—proved a boon to those families residing in vertical housing. The housewives did not have far to go to the self-service laundry, since each laundry location was placed to accommodate the residents of only three or four blocks.

Each coin machine emporium or service unit will be designed to perform a needed service for a definite part of the city's population. To be successful the coin machine emporium must be so located that it will draw on a definite area of a city's population or else be in a location where it can catch the passing pedestrian. Both types of location seem likely to prove successful.

Commuter stations, with vending machines and all types of amusement devices, are bidding for popularity and should begin to gain public acceptance. One of the big items in the commuter emporiums is likely to be the newspaper vending machine, which is now being readied for production by at least two manufacturers.

While the original idea of the coin machine service unit is to provide a public service, operators are quickly developing additional entertainment facilities to work in conjunction with the service units. The laundry operators have already announced plans for establishing recreation rooms in connection with their coin-operated laundries. This will provide facilities for relaxation, where the housewife can get a bite to eat, have a soft drink, listen to the juke box or perhaps amuse herself with other coin-operated amusement machines.

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- 1 5¢ Pace Club Bell, 3-5 P.O. . . . 95.00
- 4 5¢ Callie Club Bell, 3-5 P.O. . . . 75.00
- 3 10¢ Callie Club Bell, 3-5 P.O. . . . 85.00
- 2 25¢ Callie Club Bell, 3-5 P.O. . . . 100.00
- 45 5¢ Callie Commander, 3-5 P.O. . . . 50.00
- 14 10¢ Callie Commander, 3-5 P.O. . . . 60.00
- 2 25¢ Callie Commander, 3-5 P.O. . . . 75.00
- 6 5¢ Pace Deluxe or Rocket 95.00
- 4 10¢ Pace Deluxe or Rocket 110.00
- 3 25¢ Pace Deluxe or Rocket 140.00
- 1 5¢ Jennings Chief, 3-5 P.O. . . . 110.00
- 1 1¢ Mills Q.T. with Stand 37.50
- 12 1¢ Imps or Cubs (Like New) 4.95
- 7 1¢ or 5¢ Am. Eagle, Cig. Reels . . . 12.50
- 3 1¢ Jennings Rockaway, 5 Jacks . . 17.50
- 4 Mills Q.T. Stands with Keys 8.50
- 2 Mills 4 Bells, 4/5, Orig. Head 250.00
- 2 5¢ Pace Saratoga, Cash P.O. . . . 75.00
- 2 5¢ Bally High Hands (Like New) . . 169.50
- 4 5¢ Mills Rios (Like New) 25.00

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**RCA Lists 5,000 Patents
Available for Licensing
By Interested Companies**

Decision Follows Lead of International Harvester

WASHINGTON, Dec. 22.—Approximately 5,000 patents, owned by the Radio Corporation of America, have been made available for licensing and for listing in the Register of Patents available for Licensing.

RCA, adding its many patents, follows the lead taken by International Harvester. Harvester was the first large corporation to make its patents available for licensing on the list set up June 1, 1945, by order of Secretary of Commerce Wallace. Other large companies are likewise expected to offer their patent holdings for license.

The Department of Commerce, in making the announcement of RCA's move, said that RCA will grant licenses under that corporation's standard license agreements. Inquiries concerning these patents should be directed to the corporation's general offices at 30 Rockefeller Plaza, New York 20.

Include Others

RCA agreements, the Department of Commerce reveals, include rights under patents owned by General Electric Company, Westinghouse Electric Corporation, American Telephone & Telegraph Company and others. The Department of Commerce further explained that these rights cover only to the extent to which RCA has rights to grant licenses.

Patents listed by RCA cover radio broadcasting and receiving sets, including television, electrical phonographs, transmitting and receiving apparatus for commercial use, tubes and sound motion picture devices.

The list of patents registered as available for licensing, which now includes some 9,000 patents, was set up by Wallace to help manufacturers find new products for reconversion and for expanded production in the years to come. Wallace said that he expects the registry will bring about the use of many patents which may otherwise never have been developed.

Call for Reform

At the same time the department made known that RCA had listed its patents, Casper W. Ooms, United States Commissioner of Patents, called for a revision of the present patent structure. Ooms spoke in Chicago before the American Chemical Society, urging the creation of special patent courts and reforms in administrative procedures which would eliminate patent abuses.

"As long as these abuses exist," said Ooms, they will create a loud protest that exaggerates the extent of the abuse. Remedies must be devised to permit the patent owner the fullest exploitation of his invention and still protect the public against devices that interfere with the freest possible enterprise.

Speaking at the same meeting, Robert Gottschalk, patent counsel for Corn Products Refining Company, suggested that a single court of appeal should be set up, and an attempt should be made to legislate against "some of the wild theories on which the courts have in recent cases sometimes invalidated or refused patents."

Gottschalk asserted that American business wants careful study of all pat-

ent applications, and publication prior to granting the patents. He also said that industry in general favors a plan for limiting the life of a patent to 20 years instead of the current 27 years.

Then Gottschalk challenged the idea of compulsory government licensing of patents. Under the plan for compulsory licensing, which Secretary Wallace has been reported as recommending, all patents would by law be offered to the public for licensing by any interested parties. Gottschalk said that compulsory licensing would deprive small business of one of its most effective weapons in competitive markets.

Committee Study

The coin machine trade, like every other industry, has been vitally interested in all of the many proposed patent "reforms."

At the present time, several congressional committees are studying various phases of the patent system in an attempt to recommend revision where there seems to be cause for complaint. One committee, appointed by the late President Roosevelt, resigned recently and was replaced with a new committee formed by Secretary Wallace. While this committee has been in constant session for months, no information concerning its recommendations has been released to the public.

Straws in the wind, however, indicate that the committee will advocate a simplification of the existing patent structure in an attempt to aid the inventor. Whether or not the committee intends to recommend compulsory licensing—the one point to which most outspoken criticism has been directed—is debatable.

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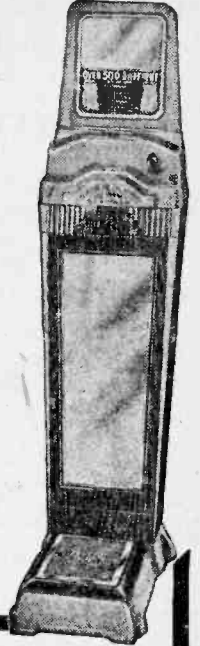
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Jenn. 4-Star Chief, 25¢	140.00	'41 Derby, F.P.	325.00
Mills V.P., Blue & Gold	49.50	Cigarolla, Late, Exo. Cond.	95.00
Mills Blue Front, 5¢	125.00	Sport Special, F.P.	155.00
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Official Says Oregon on Road To Prohibition

PORTLAND, Ore., Dec. 22.—Members of the Oregon Beverage Dispensers' Association—virtually all of whom find revenue from operation of coin machines on their premises—were shocked last week upon hearing a high official of the State Liquor Control Commission declare that Oregon was on the verge of prohibition.

The dolorous words came from Oren F. Campbell, license supervisor for the commission, who addressed the Dispensers' annual convention at Eugene. Sunday beer sales—a practice barred in neighboring Washington—was portrayed as the sore spot with the dregs, and Campbell urged that the dealers voluntarily cut it out. He told the group that the commission is receiving more and more complaints from all localities on the matter of Sunday drinking.

40 Per Cent Dry

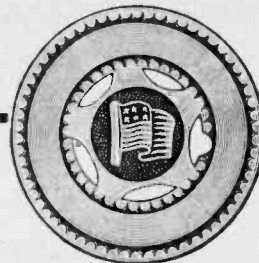
"This State is 40 per cent dry and 40 per cent wet, with the remaining 20 per cent liable to swing either way in case of a vote on prohibition," Campbell warned.

"I don't think prohibition would work and that is why I am interested in seeing that regulation does work."

He predicted that continued complaints over Sunday beer sales would definitely swing the on-the-fencers to prohibition.

Other factors tending to push the State toward prohibition were presented as being sale to minors who misrepresent their age and inadvertent serving of intoxicated persons. Campbell explained that the commission could be of no assistance as it has no control over persons who drink outside of licensed establishments.

To members' charges that commission inspectors are snoops, Campbell replied that the commission's policy is for inspectors to "go in and get acquainted" rather than attempting to gather evidence of violations thru undercover tactics.



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- Liberator (Floor Sample) 189.50
- Air Raider 169.50
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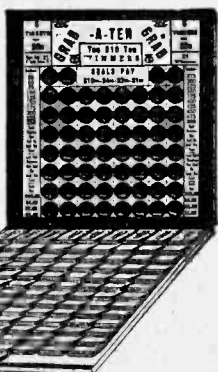
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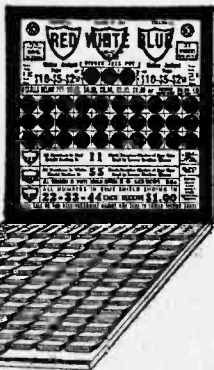
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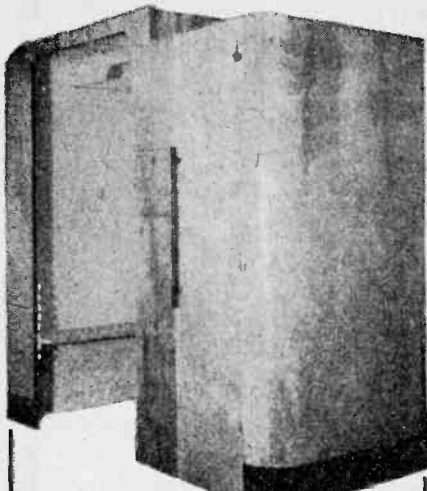
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1877	5¢ Dollar Book Spcl.		Avg. 38.85	3.93
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900	25¢ Quater		Avg. 50.50	2.54
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1000	25¢ Jack Pot Charley		Avg. 53.25	1.21
1250	5¢ Liberty Smokes			3.08
1000	25¢ Lotta Charley's		Avg. 53.25	1.59
1600	5¢ Nice Form			3.08
1200	5¢ On Defense		Avg. 35.02	2.70
840	5¢ On Guard		Avg. 23.91	2.85
1800	5¢ Our Defense			3.11
1380	5¢ or 10¢ Red-White-Blue Candy Boxes (Def. 5¢, \$18.00), (Def. 10¢, \$45.50)			1.70
1080	5¢ Rough Riders		Avg. 28.02	2.77
1800	5¢ Speedway			3.75
2160	5¢ Speedway Special			3.95
1800	5¢ Star Bell		Avg. 37.60	3.18
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EAU CLAIRE, WISC.

Coinmen Reap Harvest of Record - Smashing Crowds At Winter Touring Spots

Foreign-Bound Travelers May Swell Export Demand

CHICAGO, Dec. 22.—Scarce hotel accommodations and continuing transportation bottlenecks are headaches in store at overflowing tourist resorts throughout the nation this month and next. Bright spots are few in number in the clouding traveler's situation, according to reports from travel-weary persons.

With returning servicemen to tax the railroads and hotels, besides the fact that this is the first war-free winter vacation season in five years, reports report that it has been necessary to turn good customers away. Coinmen are reaping the benefits of a bumper season, however, according to sources close to the trade.

Families with automobiles, still capable of taking to the open road, will have a definite advantage during the next two months. Roadside stands, operating juke boxes, vending and amusement machines, already note the heavy traffic on the roads. One roadside inn, located in Wisconsin, reports that "snows and bad weather don't seem to stop winter sport parties and play on coin machines has reached new highs for winter months."

Florida Influx

Florida, the mecca for winter fun lovers, has already reported "the largest tourist influx since 1936—and it may be even higher than that." With the release of some more hotels by the army and navy, the situation has improved during the past two weeks—but it is far from good yet. Higher price hotels still report that they can accept "a few" bookings, but the medium class centers are booked "to the limit."

California has given up in the tourist booking situation—thousands are living in trailers and tents on the beaches. Better class hotels report "little, if any" space left for booking. Private families, with extra rooms, report a bumper season and even they find that there are 10 people for every room to be offered.

Bright spot in the situation, according to Chamber of Commerce officials in most resort cities, is the army and navy plan to continue to release hotels and

apartments to private management during the winter months. Smaller seaside resorts and dude ranches still report that they have limited space for tourists—however, it takes a "persistent shopper" to locate these spots.

Steamer Service

Additional steamer service is now available to Bermuda with the S. S. George Washington, of Alco Steamship Company, joining the run with Furness-Bermuda, which has two vessels on the run. Other steamship lines have announced plans for additional passenger ships for the cruise trade, but these cannot be looked for before the end of 1946.

Foreign travel tourists are reported headed to Mexico, Canada, Central America and South America, with the first two named getting most of the business. Cuba also is reported to be getting her share of the current tourist crop. European travel, because of travel restrictions and housing conditions is, of course, banned for this year and no early lift in conditions is foreseen.

Air lines report that families that before the war would never have considered travel by airplanes are now begging for tickets. Even with increased airports, planes and general airplane equipment everyone that wants to travel by air cannot be given reservations at present, according to one air line official. No early relief is forecast for this situation, it was pointed out.

With the increased travel this year, a shortage of coin-operated machines has been already noted. Amusement machines, regardless of age, seem to get good play and interest, according to coin machine operators. With more locations, interest and arcades, the current lack of machines is the only setback, coinmen claim.

Automatic Canteen Registers 129,966 Shares on Exchange

CHICAGO, Dec. 22.—Automatic Canteen Company of America has registered 129,966 shares of \$5 par value common stock with the Securities and Exchange Commission.

Of the total, 21,192 shares are being sold by the company and 108,054 shares are being offered by certain stockholders. Hornblower & Weeks and Central Republic Company, Inc., both Chicago brokerage firms, head the firms underwriting sale of the securities to the public.

Central Republic is one of the selling stockholders, offering 14,121 shares. William E. Clegg, company director and a partner in Hurd, Clegg & Company, another of the underwriters, is offering 1,500 shares.

Proceeds from the company's offering will be added to its general fund for purchase of vending machines and for other corporate activities in connection with the automatic merchandising of food products.

Stock is being quoted by Hornblower & Weeks at \$25 to \$26 per share in over-the-counter sales.

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FREE PLAY OR STRAIGHT

THE MOST TERRIFIC MONEY-MAKER EVER MADE!

SEE YOUR LOCAL JOBBER OR WRITE TO . . .

SCOTT-CROSSE COMPANY

Excl. Dist. in Pa., So. N. J., Dela., Md.; Wash. D. C.
1423 Spring Garden St., Phila. 30, Pa.



1 BALL FREE PLAYS



One-Two-Three, 1940 \$ 90.00
Gold Cup with Base 50.00

CONSOLES—CASH PAYOUT

Baker's Pacers, D.D., 25¢ \$375.00
Track Time, 1938 125.00
Liberty Bell (Slant Top) 55.00
Liberty Bell (Flat Top) 40.00
Vest Pocket Bell, Bl. and Gold J.P. 55.00
Slot Machines Write

MISCELLANEOUS

Play Pool \$150.00
Keeney Submarine Gun 150.00
O. D. Jennings Scales 25.00
Seeburg Jap Gun 92.50

WE WANT TO BUY 5-BALL FREE PLAY PIN GAMES. SEND US YOUR LIST.

1/3 Deposit, Balance C. O. D.

OLIVE NOVELTY CO.

2626 LUCAS AVE. ST. LOUIS 8, MO.
(Phone: Franklin 3620)

WANTED TO BUY BASEBALL MACHINES

Western Major League, 1939 or 1940 Models only; good working condition.

Write or Wire

CAPITOL AMUSEMENT CO.

182 Ashburton Ave., Yonkers, N. Y.

SALESMEN

America's foremost house for merchandise salesboard deals has several territories open. Excellent opportunity for established P. B. men who wish good sidelines. BOX No. 722
Care The Billboard,
1564 Broadway,
New York 19, N. Y.

FOR SALE

BATTER UP

Complete. Used only three months. Like new. Cost \$2,500.00 originally. Quick sale, \$1,000 cash. F. O. B. Los Angeles.

REDONDO PLAYLAND
Redondo Beach, California

"JACKPOT BELL"
\$49.50
Brand New
TAKES NICKELS—PAYS QUARTERS!!!

A fast little honey of a money maker! Soon pays for itself! Unconditionally guaranteed. Three fruit reels. Costs player 5¢ per play. Pays off one quarter automatically on two cherries, etc. (Retains 60% for house; 40% winnings for player.) Also can be operated to pay off tokens, 25¢ size, bearing odds from 3 to 1 up to 100 to 1. Complete with 121 metal tokens. (Jackpot is 100 to 1 token, which player redeems for \$5.00.) Size 10x10x10 in. All-metal pre-war construction. Wt. 16 lbs. Send \$10.00 deposit, balance C. O. D., F. O. B. Chicago. Immediate delivery. Each \$49.50.

Webb DISTRIBUTING CO.
612 NORTH MICHIGAN AVENUE CHICAGO 11, ILLINOIS

WANTED

Three capable and experienced Servicemen to work on Wurlitzer Phonographs and Remote Control Equipment only. Work out of distributors' offices located in either Texas, Arizona or Utah. Good salary and hour setup. Write to
WOLF SALES COMPANY
1932 Broadway Denver, Colorado

Season's Greetings!
START THE NEW YEAR RIGHT BY ORDERING "BIG TOP" MOST SENSATIONAL FIVE BALL FREE PLAY PIN GAME
Write—Phone—Wire
LEON TAKSEN COMPANY
2035 Germantown Ave., Phila. 22, Pa.
Phone: Poplar 3638

MILLS ORIGINAL SLOTS RECONDITIONED—Guaranteed

By Our 48 Years of Experience WRITE FOR PRICES

- 5c, 10c, 25c GOLD CHROMES
5c, 10c, 25c BROWN FRONTS
5c, 10c, 25c BLUE FRONTS

All above Machines have Knee Action, Club Handles and Drill Proof.

- 5c Q. T.'s. Original Blue Made Glitter Gold... \$ 89.50
10c Q. T.'s, Same as Above... 99.50
25c Q. T.'s, Same as Above But With SPECIAL 3/5 PAYOUT 129.50
VEST POCKETS, Blue and Gold. 59.50

Write for Complete Price List of SLOT Parts... WE HAVE THEM ALL

1/3 Deposit, Balance C. O. D.

SICKING, INC.

1401 Central Parkway, Cincinnati 14, O.

Ben Smith to Partnership In Ad Agency

Effective in January

NEW YORK, Dec. 22.—Ben Smith will join De Perri advertising agency here after the first of the year. Smith, long associated with The Billboard and recently Eastern coin machine advertising manager, will become an equal partner with Perry Wachtel who founded the agency in 1936.



BEN SMITH

Smith has been associated with Eastern coinmen for more than 15 years, and Wachtel has been associated with coinmen since he started De Perri advertising, and by means of the new partnership intends to expand the advertising services of the agency in the coin machine field as well as other lines.

La. Pin Games Need No Signs On Skill Only

BATON ROUGE, La., Dec. 22.—Owners of establishments in which pinball machines are located need not post a "No Payoff" or "For Amusement Only" sign on such machines, says an opinion written from the attorney general's office.

The opinion was delivered in a letter responding to a sheriff in one of Louisiana's parishes (a parish corresponds to a county). The sheriff wrote the attorney general's office for an opinion when, he said, some citizens of his area had been "disappointed to discover that they are not payoff machines."

M. E. Culligan, special assistant attorney general, in his answer declared: "It is common knowledge that notice of this type on no payoff gambling devices is usually a promotional activity and used as a subterfuge in an endeavor to avoid prosecution of the owner of the machine for violating article 90 of the Louisiana criminal code under which article, proof of a payoff by the proprietor is necessary for successful prosecution.

"Conversely, where the player's intention to gamble exists only in his own mind, we know of no statutory law which required an owner of such a machine to warn such a player that he is not about to woo "Lady Luck" but will obtain for his coin only some exercise and innocent amusement, but without the hope that for his having accomplished the possible—but almost improbable—result of winning that he will obtain a pecuniary reward."

SEASON'S GREETINGS TO ALL!

Table with 2 columns: Model Name and Price. Includes Phonographs like Wurlitzer 950, Seeburg 15 Record, etc.

Table with 2 columns: Model Name and Price. Includes Wall Boxes like Packard Boxes, Liko Now, Seeburg Wireless Bar-o-Matics, etc.

Table with 2 columns: Model Name and Price. Includes Accessories like Seeburg Colonel Amplifier, #GSR1 Selection Receivers, etc.

WE HAVE ALL TYPE RESISTORS. KEYS FOR ANY MACHINE. WE HAVE RESISTORS, CONDENSERS AND TRANSFORMERS. We have parts for all Phonographs—Write your needs!

WEST SIDE DISTRIBUTING CO. 612 10th Ave., N.Y. 18, N.Y. Phone: Circle 6-7533

FOR SALE

- PHONOGRAPHS AND WALL BOXES
1 Seeburg Model 8800... \$575.00
5 Seeburg Wall-o-Matic Wall Boxes, Ea. 6.50
3 Seeburg Select-o-Matic Wall Boxes, Ea. 7.50
12 Wurlitzer Model 120 Wall Boxes, Ea. 16.50

- FIVE BALL F.P. TABLES
5 Williams Flat Tops, Ea. \$219.50
2 Gottlieb Libertys, Ea. 119.50
1 Gottlieb Keep 'Em Flying 109.50
1 Gottlieb Border Town 24.50
1 Genco Victory, Ea. 64.50
1 Genco Hi Hat 59.50
1 Baker Big Time 24.50
1 Chic. Coin Sport Parade 32.50
1 Mills One-Two-Three without Mec. for Back, but with Back and Back Glass. 29.50

- GUNS
5 Bally Sky Battles, Ea. \$128.50
2 Bally Rapid Fires, Ea. 99.50
1 Keeney Submarine Gun 49.50
2 Gottlieb 1c One-Way Grips, Ea. 10.00
3 Gottlieb 1c Three-Way Grips, Ea. 12.50

- CONSOLES
1 Bally Big Top, P.O. \$ 89.50
1 Pace Reels, P.O. with Rails 99.50
1 1938 Galloping Domino, 5c 99.50
1 1940 Galloping Domino, 5c 189.50

- SLOTS
5 5c Mills Vest Pocket, Bl. & Gold, Ea. \$ 49.50
2 Mills 25c Copper Chrome, One Cherry Pay (New), Ea. 249.50
2 Mills 5c Gold Chromes, Ea. 239.50
2 Mills 10c Brown Fronts, Ea. 239.50
5 Pace 5c All Star Comets, Ea. 72.50
2 Pace 10c All Delux Comets, Ea. 109.50
1 Pace 10c All Star Comets 89.50
1 Callie 5c (Yellow) 49.50
1 Callie 25c (No Lemons) 112.50
2 Groetchen Bells, Double C.P., 1c, 5c, 10c, 25c Play, Ea. 69.50

State Distributing Co. 1701 Guadalupe St. AUSTIN, TEXAS P. O. Box 546

WILL SELL...

- 6 616 Wurlitzer Lite-Up PERFECT CONDITION
4 616 Wurlitzer Plain PERFECT CONDITION \$225.00 EACH
3 Rock-Ola Standards PERFECT CONDITION \$365.00 EACH

Will Deliver Any of Above Within 100 Mile Radius.

WE PAY TOP PRICES FOR YOUR PINS-PHONOGRAPHS USED RECORDS

Send Us Your List Today NATHAN MUCHNICK 1251 NORTH 52ND STREET PHILADELPHIA 31, PA.

FOR SALE

- 2 Tracktime, \$85.00 each; 1 Keeney Pasttime (glass slightly cracked), \$125.00; 1 Galloping Domino (1940), \$150.00; 1 Mills Panoram, latest model (viewing machine), \$350.00; 1 Liberator, like new, \$125.00; 1 Mills Owl, never on location, \$75.00; 1 Mills 1-2-3, \$75.00; 1 Bally Ranger Target Gun (5c slot), \$45.00. 5-Ball Pin Games: 1 Keep 'Em Flying, \$100.00; 1 Victory, \$75.00; Gun Club, \$50.00; Captain Kidd, \$69.00; Ten Spot, \$50.00; Champ, \$40.00. MUSIC—Make Offer—3 616 Lightup Top and Bottom, 1 24, 1 600-R.

HARVEY'S NOVELTY SALES CO. 5425 Georgia Ave., N. W., Washington 11, D. C.

UNITED is delivering new machines of the leading manufacturers—Get on our mailing list and receive the latest information

NEW UNDERSEA RAIDER... \$399.50

Immediate Delivery

SLOTS—ALL 3/5 PAYOUTS—ORIGINALS—FIVE BALLS

Table with 3 columns: Model Name, Price, and Description. Includes Blue Front, Brown Front, Cherry Bell, etc.

ONE BALLS

Table with 2 columns: Model Name and Price. Includes Skylark, Santa Anita, Jockey Club, etc.

SPECIALS

Table with 2 columns: Model Name and Price. Includes Zingo, Caphart 20 Selector, Rapid Fire, etc.

SPECIALS

Table with 2 columns: Model Name and Price. Includes Wur. T-12 Units, Rock-Ola Basement, etc.

ALL MACHINES GUARANTEED—READY FOR LOCATION

1/3 Certified Deposit, Balance C. O. D.

WANT!! PHONOS — Five Balls — Slots — One Balls—All Models. Send List Now.

WISCONSIN'S LEADING DISTRIBUTORS

UNITED COIN MACHINE COMPANY

6304 W. GREENFIELD AVE. (Phone: GR-6772) MILWAUKEE 14, WISCONSIN

MARCUS FOR PARTS While Marking Time For New Equipment!

Keep Your Amusement Games, Phonographs, Venders and Other Coin Operated Equipment in GOOD REPAIR With Parts From a Concern of GOOD REPUTE!

"Parts and Supplies for Coin Machine Service"

HARRY MARCUS COMPANY

816 WEST ERIE STREET CHICAGO 22, ILL.

Season's Greetings

FROM

GAY COIN DISTRIBUTORS

Exclusive Michigan Distributors for Bally Products

4866 WOODWARD AVE., DETROIT 1, MICH.

DAY BY DAY

IN EVERY WAY
WE ARE GETTING

BIGGER AND BETTER

ANOTHER GREAT ACHIEVEMENT

BY

TRIANGLE MFG. CO.

10 of the newest, most perfect banding machines are now producing.

LA-TA-DO TICKETS

To supply the demand of our old and new customers.

RED, WHITE AND BLUE COMBINATIONS NUMERALS

in **JAR DEALS NOVELTY DEALS and PAD DEALS**

Triangle Mfg. Co. are the only ticket manufacturers in the world who manufacture four different styles of tickets:

**SINGLE BANDED—SINGLE SEWED
5-FOLD BANDED—TAB STYLE**

Write today for our latest price list

TRIANGLE MFG. CO.
609 SO. 10th ST.
MINNEAPOLIS 4, MINN.

CARTRIDGE TRIPPE Price Plus Guaranteed Satisfaction

FIVE BALL FREE PLAY—NEW REBUILTS

Big Three (Mills '39 1-2-3)	\$175.00	Laura	\$249.50
Bombardier (Follies)	129.50	Liberty (Bally)	119.50
Eagle Squadron (Big Town)	139.50	Marvels Baseball (Dixie)	169.50
Flat Top (Attention, Mascot)	250.00	Oklahoma (Leader)	235.00
Flying Tiger (Play Ball)	175.00	South Seas	259.50
Foreign Colors (Owl)	189.50	Sky Rider (Pan-American)	159.50
Hollywood (Sport Parade)	189.50	Streamliner (Stars)	235.00
Strip Tease (Stratoliner)	119.50		

USED FIVE BALL FREE PLAY		— ALL A-1 RECONDITIONED	
Belle Hop	\$ 69.50	Lone Star	\$ 25.00
Big Chief	37.50	Majors, 1941	42.50
Big Three (Used)	89.50	Merry-Go-Round	39.50
Big Time	30.00	Mills 1-2-3, 1939 F.P.	35.00
Bolaway	69.50	Mills 1-2-3, 1940 F.P.	69.50
Commander (Fleet)	69.50	Moniker	69.50
Dive Bomber	39.50	Paratrooper (Powerhouse)	87.50
Entry	109.50	Pin-Up Girl (Silver Skates)	129.50
Five-Ten-Twenty	39.50	Pylon	25.00
Fleet	139.50	Repeater	25.00
Flying Tigers	89.50	Sea Hawk	39.50
Foreign Colors (Used)	89.50	Short Stop	29.50
Four Roses	59.50	Spot Pool	69.50
Fox Hunt	42.50	Silver Spray	35.00
Gun Club	69.50	Sky Chief	169.50
Hlt the Jap (Gold Star)	39.50	Slap the Jap	49.50
Horoscope	69.50	Smack the Jap	49.50
Invasion (Used)	139.50	Spot Pool	69.50
Keep 'Em Flying	125.00	Strip Tease (Used)	89.50
League Leader	32.50	Target Skill	35.00
Legionnaire	59.50	Ten Spot	42.50

NEW WINNERS
CHICAGO COIN GOALEE \$525.00
UNDER SEA RAIDER 399.50

TERMS: One-Third Deposit, Balance O. O. D.

IDEAL NOVELTY CO. Phone: Franklin 5544
2823 Locust St
St. Louis 3 Mo

ROLL-A-BALL

THE NEWEST, FASTEST MONEY MAKING LEGAL GAME SINCE 1841.

PRICE \$349.50

F. O. B. Poughkeepsie, N. Y.



We have a distributor deal if your record and experience warrants consideration.

Phone, Wire, Write TODAY!

A Five Ball Alley with a Revolving Barrel, adding a thrill skill shot to an already proven money-making game.
● Manufactured and Location Tested by Coin Machine Men who know how.
● Absolutely fool proof.
● 9 1/2 ft. long—easily handled.
● Solidly constructed.
● Flashy Colored Backboard Lite-Up.
● Giant Cash Box.
● Legal everywhere—wonderful money maker for closed territory.
● Guaranteed workmanship.

JOHN A. FITZGIBBONS JAFCO, INC.

776 Tenth Ave. NEW YORK 19, N. Y.
(Phone: COLUMBUS 5-7996)
Perfect Operation for Parks, Piers, Beaches, Arcades and Concessionaires. Set Up a Complete Battery!

KISMET

★ ★ ★

LATEST

P & S

CONVERSION

Send In Your PUNCH OR TOPS

8 DIFFERENT FREE PLAY GAMES

SEE YOUR DISTRIBUTOR OR WRITE DIRECT TO

P&S MACHINE CO.

3017-19 N. SHEFFIELD AVENUE
CHICAGO 14, ILLINOIS

MAKE '46 YOUR BIG YEAR!

Get in on this NEW DEAL that saves you \$\$\$\$\$\$

Write at once! Full information! Be among the first to know about new equipment! Get on our list!

IMMEDIATE DELIVERY

★ CHICAGO COIN'S GOALEE
★ GENCO'S TOTAL ROLL

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AUTOMATIC SALES CO.

DISTRIBUTORS FOR LEADING MANUFACTURERS 119 3D AVE., N.

NASHVILLE 3, TENN.

QUALITY ALUMINUM DISCS



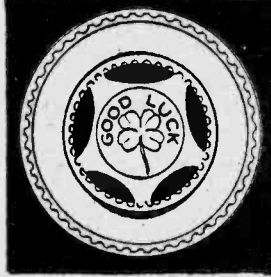
MADE RIGHT

With the Original Groetchen Dies

TO WORK RIGHT

In All Groetchen Metal Typewriter Machines

Write for Quantity Prices



FOR SATISFACTORY PERFORMANCE, IT PAYS TO BUY THE BEST
BEWARE OF INFERIOR QUALITY DISCS
WRITE FOR OUR SAMPLES AND PRICES

First-Class Repair Service on Groetchen Metal Typers

STANDARD SCALE CO. 715 N. KINGSHIGHWAY ST. LOUIS 8, MO.

A. B. T. RIFLE RANGE FOR SALE

4-Gun Range. Guns brand new, never used; Counter just repainted, Target just recovered. Complete with Compressor and all set to go.

\$800.00

1/2 Certified Deposit.

PLAYLAND AMUSEMENT CO.

616 ADAMS STREET

TOLEDO, OHIO

VICTORY

Conversion

VALUES

ARTISTS AND MODELS

for Star Attraction

GIRLS AHOY

for Sea Hawk

FOLLIES OF '45

for Hi-Hat

BASEBALL

for Seven-Up

\$9.50 Each F. O. B. Chicago.

Convert your old Pins now into a FLASHY—NEW—1945 MODEL. No mechanical changes necessary.

We send you a NEW FLASHY SCORE GLASS, NEW LARGE SIZE BUMPER CAPS, NEW SCORE CARDS, ETC.

RUSH YOUR ORDER TODAY or write for complete list

VICTORY GAMES

2140 Southport Ave. Chicago 14, Ill.

"America's Pin Game Conversion Headquarters"

SEASON'S GREETINGS

TO ALL



EXCLUSIVE Seeburg DISTRIBUTORS

FOR MARYLAND, WASHINGTON, D. C., VIRGINIA

140 WEST MT. ROYAL AVENUE
BALTIMORE 1, MARYLAND

SPECIAL CLOSEOUT

60 PONSER POKER TABLES

Used Very Little.

Highest Offer Takes All or Part.

PALISADE SPECIALTIES COMPANY

498 Anderson Avenue, Cliffside Park, N. J.

Cliffside 6-2892

D. P. PHOTOGRAPHERS

Eastman D.P. Paper. 250 foot rolls. 1 1/2" \$5.56; 2 1/4" \$8.89; 3" \$10.70; 3 1/2" \$11.31; plus tax. Also D.P. Cameras, Enlargers, Lenses, Chemicals, Backgrounds, Frames, Mounts, etc. Prompt shipments anywhere. Send for new catalog.

Memphis Photo Supply Co.

P. O. Box 1850, Memphis 1, Tenn.

TAKES NICKELS—PAYS QUARTERS

LIBERTY BELL FRUIT REELS



Takes nickels — pays quarters and free play tokens. \$34.50 EA. \$32.00 EA. In Lots of 3.

SPARKS CHAMPION FRUIT REELS

Special award token Jackpot. Takes nickels—pays quarters. \$42.50 ea. \$40.00 ea. In Lots of 3. Write for quantity price.

AMERICAN EAGLE FRUIT REELS



Takes nickels, pays quarters. \$23.50 ea. \$21.00 ea. In Lots of 3.

CIGARETTE REELS, 1c AND 5c PLAYS \$19.00 ea. \$18.00 ea. in lots of 3

MARVEL FRUIT REELS

\$23.50 Ea. \$21.00 Ea. in Lots of 3

MARVEL CIGARETTE REELS

\$19.50 Ea. \$18.00 Ea. in Lots of 3.

COLUMBIA—5c, 10c or 25c Play Cash payout. Special token award. Fruit or Cigarette Reels. \$75.00 Ea. \$69.00 Ea. in Lots of 3.

DOUBLE JACKPOT PAYOUT

\$95.00 Ea. \$90.00 Ea. in Lots of 3.

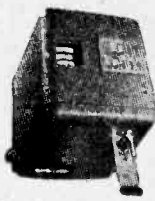


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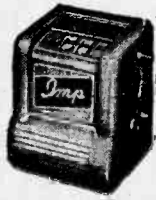
5c, 10c or 25c Play \$95.00 ea. \$90.00 ea. In Lots of 3

MILLS VEST POCKET BLUE AND GOLD

\$59.50 Ea. \$56.00 Ea. in Lots of 3. CHROME \$69.50 Ea. \$65.0 Ea. in Lots of 3. Pays out 2-20 nickels according to combination.



SPECIAL BARGAIN



Penny Packs, Aces, Imps, Zips and Cubs. Sample \$11.00. 10 assorted for \$85.00. All machines are unconditionally guaranteed.

Many other makes of Counter Machines. Tell us your needs.

ABCO NOVELTY CO.

Headquarters for Counter Games. We Repair All Makes. 809 W. Madison St. CHICAGO 7, ILL.

FREE PLAY CONSOLES

- 4 Bally Sun Rays.....\$155.00
1 Jumbo Parade 85.00
1 Jungle Camp 85.00
2 Big Tops 85.00
1 Watling Big Game..... 85.00
1 Super Bell 325.00
One-Third Deposit, Balance C. O. D.

Write for circular on our sensational BLACK FRONT SPECIAL.

AUTOMATIC COIN MACHINE CORP.

338 Chestnut Street Springfield, Mass.

WE NEED THE ROOM, YOU GET THE BUYS!

AT MILWAUKEE COIN'S GREAT REMODELING SALE!

SLOTS

Table listing slot machines such as Mills Brown Fronts, Jann. Master Silver Chief, etc. with prices.

CONSOLES

Table listing console machines such as Mills Club Consoles, Bally Skill Field, etc. with prices.

LEGAL EQUIPMENT

Table listing legal equipment like Shoot Your Way to Tokyo, Rapid Fire.

PIN TABLES

Table listing pin tables like Playmate, Line Up, Zig Zag, Cadillac.

MISCELLANEOUS

Table listing miscellaneous items like Mills or Watling Resprayed Metal Safe, 20 Stop Discs, etc.

Gold Chrome or Silver and Emerald Cabinets, complete with award cards, drill-proof front and slides—club handles. All you have to do is install mechanism and you have a new machine!

State Distributor for Seeburg Phonographs and Accessories

MILWAUKEE COIN MACHINE CO.

3130 W. Lisbon Avenue Milwaukee 8, Wisconsin

CANADIAN BOARD BUYERS

BUY THE MOST UP-TO-DATE SALES BOARDS PRODUCED

All Styles, Including

- JACKPOT BOARDS
TRADE BOARDS
BOOK COVER BOARDS
PLAIN BOARDS

WITH BOTH NUMBERS AND SYMBOLS. SIZES FROM 100 HOLES TO 4000 HOLES.

WRITE US FOR SAMPLES AND PRICES

PREMIUM PRODUCTS COMPANY

179 KING STREET

WINNIPEG, MANITOBA, CANADA



EXCLUSIVE DISTRIBUTORS FOR OKLAHOMA MACHINES NOW on DISPLAY at OUR SHOWROOMS

VICTORY ROLL, 10 1/2 FT.... \$349.50

ROLL-A-BALL, 9 FT.....\$349.50

CHICAGO COIN GOALE.....\$525.00

NEW EVANS TEN STRIKES...\$299.50

BALLY UNDERSEA RAIDER...\$399.50

NEW BANK BALL, 9 (Can be special ordered in 12 and 14 ft.)\$375.00

PILOT TRAINER\$850.00

★★ WE HAVE OVER 300 PIECES OF ARCADE EQUIPMENT READY FOR ★★ IMMEDIATE SHIPMENT ★★ WRITE US YOUR NEEDS

CLIFF WILSON DISTR. CO.

1121 S. MAIN

3-6304

TULSA, OKLAHOMA

GUARANTEED BRAND NEW 30-WIRE CABLE..... 35c PER FT.

Will Pay \$75.00 Each for 3 ROCK-OLA 12 RECORDS

Write—Wire—Phone

AMERICAN COIN MACHINE COMPANY

437 ELIZABETH AVE., NEWARK 8, N. J.

Phone: Waverly 3-1500

WE'RE REMODELING

They Are PRICED To Make ROOM

FREE PLAYS

Table listing free play machines and their prices, such as Air Force, Band Wagon, Big Chief, etc.

CONSOLES — ONE BALL SLOTS

Table listing console machines and their prices, such as 4 Bally Plimco, 5 Fortune, etc.

ARCADE MACHINES

Table listing arcade machines and their prices, such as 1 Muto, Ace Bomber, 1 Keeney Air Raider, etc.

PHONOGRAPHS AND ACCESSORIES

Table listing phonographs and accessories and their prices, such as 1 Glamour Tone Column Speaker, 38 Seeburg Selectomatic Wall Boxes, etc.

WANTED Target Skills. Will Pay \$1.50 Ea. GET ON OUR MAILING LIST

SILENT SALES

635 "D" ST., N. W., WASHINGTON, D. C.

WE TAKE THE GAMBLE WHEN YOU BUY FROM US!

Any machine we sell is guaranteed to satisfy or the shipment can be returned prepaid within ten days after delivery for full cash refund or purchase price.

GET OUR NEW PRICES

- MILLS GOLD CHROME BELLS
MILLS SILVER CHROME BELLS
MILLS BROWN FRONT BELLS
MILLS BLUE FRONT BELLS
MILLS CHERRY BELLS
MILLS MELON BELLS
BAKERS PACERS

ALL MODELS— ALL COIN PLAYS

WE SPECIALIZE IN REBUILDING MILLS SLOTS and RACES

WE BUY—SELL— EXCHANGE

BAKER

NOVELTY CO.

1700 Washington Blvd., Chicago 12, Ill.

NEEDED

ONE LIVE WIRE!

Mid-West Salesman needed for automatic phonograph manufacturer. State experience and references in first letter to BOX 716, c/o Billboard, Chicago, Ill.

PRICED TO SELL

- In Good Condition
1 Chicken Sam (Jap Conversion)\$80.00
1 Keeney Submarine 80.00
Or Both for \$170.00.
One-Third Deposit With Order.
F. D. BENN

531 Peacock Rd. Phone: 2894 Richmond, Ind.

PLAYING TICKETS, JAR TICKETS, TIPS, JAR

It's NEW

Double Protected!!!
Red - White - Blue
JAR DEALS

Has firmly stitched fold and gummed band enclosing the stitch around folded ends of all five tickets.

CHEAT PROOF AND FRAUD PROOF!!!
Double protecting stitch makes rebanding by hand impractical once band and tickets are open!!!

They're new—hot off the press—surpassing all others in super-sales appeal at **LOWEST ROCK-BOTTOM COST.**

2180—5 to a bundle. 438 bundles in a bag. 25¢ per bdl. Takes in \$109.00, pays out \$72.00. **PROFIT \$37.00.**

Per Bag	In Dozens	GROSS PRICE
\$1.50	\$1.45 each	\$190.00

DOUBLE PROTECTED!!!
120 tips—11fold. Colored paper. Colored pads. Plainly colored bands.

On Pads \$1.75 Dozen Envelope Style \$1.50 Dozen
Singles—Envelope Style, \$1.50 Dozen.

Save Money—Save Time.
ORDER FROM NEAREST FACTORY REPRESENTATIVE.
25% Deposit—Balance C. O. D.

AMERICAN DISTRIBUTING SYNDICATE
P. O. Box 431, Green Bay, Wisconsin
625 W. Main St., Fort Wayne, Ind.
292 2nd Ave., Mansfield, O.
1701 Nelson St., Chicago, Ill.

Thomson Anti-Gambling Law Appeal Comes Before Wis. Supreme Court in January

Lower Court Declares New Law Is Unconstitutional

MILWAUKEE, Dec. 22.—The long battle over the Thomson anti-gambling law will reach a new stage and may finally be settled when an appeal on this law comes before the Wisconsin Supreme Court at its January session. The coin machine and tourists trade are vitally interested in the outcome.

Battle over this law started when the bill was introduced in the Legislature in January, 1945, by a new State administration. The fight on the issue became intense during March, and even as late as June the Legislature had to be called back after it had adjourned for a vote on the issue.

The tourist business in the State has been a chief point of concern because tourist centers have considered coin machines of various types, including gaming devices, a big attraction to customers as well as profitable to their business.

Milwaukee Position

The chief center of support for the anti-gambling law has been the Milwaukee area, but when the question came before the Milwaukee city council some months ago, the council took an official position opposing the law. Also when the question was brought before a State meeting of district attorneys they refused to take a position on the big issue of banning gaming devices.

A test case was provided for the high court because a number of lower courts have been refusing to convict locations under the new law. Finally one lower court declared the new law unconstitutional and that set the stage for an appeal before the high court. Heaviest attacks on the Thomson law have been by the tourist trade.

The bill became law on June 28 and tavern and resort operators report that their business has been severely curtailed over the State. In enforcing the new law, State agents interpreted it to apply even to free-play pinball. In fact, the State Supreme Court is on record as having decided unfavorably on the question of free plays in pinball games.

Agent Powers

Under the law beverage tax agents are given concurrent powers with local enforcement officials in making arrests and seizing gambling devices. The agents must report to district attorneys, who

Plan Construction Of New Warehouse For Miller Candy

PLANT CITY, Fla., Dec. 22.—Miller Candy Company has begun construction of a two-story warehouse at 508 North Howard Street to supply storage space not only for the firm's candies but for its phonographs and pinball machines.

The business has grown since 1932 from a one-room, one-man candy jobbing business to concern handling candy, tobacco and other products in several nearby towns, including Mulberry, Brewster, Lakeland, Dade City and Loochoochee. Second floor of the new structure will house a repair and re-conditioning shop for pinball games, juke boxes and vending machines, and the first floor will provide space for storage of tobacco, candy and drugs. Floor area of the building will be more than 5,700 square feet.

start actions to revoke licenses of places where the machines are found within 10 days.

An interesting part of the law is that while agents may raid locations and seize machines, it has been proved in court that machines in shipment, or being repaired, are not subject to seizure. Only where the machines are actually on locations can law enforcement officials step in and halt the play.

Besides bell machines, pinball machines that award free plays or prizes, number jars, roulette wheels, dice and hooligan tables, salesboards and number wheels are also affected. Pinballs that have a card attached to the machines reading, For Skill Only, are still allowed to operate thruout the State.

Milwaukee Firm To Handle Mch. Parts On National Scale

MILWAUKEE, Dec. 22.—Compas, Inc., an abbreviation of Coin Machine Parts Supply, Inc., with headquarters in Milwaukee, announces that the firm has been named national sales agent for a number of coin machine replacement parts and supplies manufacturers.

Irvin Aaron, president of the firm, says parts for juke boxes, vending machines, amusement devices, scales and other machines will be furnished to operators and distributors under the company label. Distributors in assigned territories will handle these parts and supplies.

The company states it represents the Guardian Electric Manufacturing Company, handling a variety of electrical equipment for juke boxes and other coin-operated equipment.

According to Aaron, the first steps have been taken toward building up a national distributorship organization and he expressed his satisfaction with the initial results.

Jack Gutshall Will Open San Francisco Branch January, '46

LOS ANGELES, Dec. 22.—Jack Gutshall Distributing Company will open its San Francisco branch about January 1. Dave Rosenbaum has been named manager of the Bay City outlet and will have two salesmen operating out of that location.

Gutshall said that the branch will handle the full line of records as carried by the local headquarters. Labels to be handled include Exclusive, Excelstor, Rhythm, Juke Box, Philo, Big Town, Modern and Cocktail Hour.

The local office has had a face-lifting with a new front being installed. Gutshall is dividing his space into departments with the record section, both sales and shipping, being moved to 1872 West Washington Boulevard. The automatic phonographic section, handling Aireon, takes over the store which formerly housed the record department.

Joe Papp has been named salesman for the local outlet.

Early Pennsylvania Tobacco Said Good

PHILADELPHIA, Dec. 22.—Production of Pennsylvania seedleaf tobacco was estimated at 51,976,000 pounds in a report issued by the State Department of Agriculture.

Lancaster County tobacco was mostly housed before severe frosts came, but a sizable acreage in northern townships of the county was damaged. The late crop in the county showed rust, but not so much as in other recent years, growers

EQUIPMENT REALLY RECONDITIONED

and CHECKED FOR LOCATION . . .

■ If Not Satisfied Return at Our Expense. ■

FIVE BALLS

Anabol . . . \$29.50	Skyline . . . \$39.50
ABC Bowler 52.50	Sea Hawk . . 49.50
Big Chief . . 42.50	Seven Up . . 52.50
Dixie 49.50	South Paw . . 64.50
Horoscope . . 49.50	Toplo 75.00
Knockout . . 99.50	Ten Spot . . 49.50
Metro 49.50	Zig Zag . . . 52.50
Paradise . . 49.50	Sparky . . . 29.50
Progress . . 34.50	

ARCADE

Bean 'Em \$ 59.50
Chicago Coin Hockey 195.00
Chicken Sam, A-1 94.50
C. Sam converted to Target Range & refinished 149.50
Scientific Batting Practice 110.00
Genco Playball 145.00
Rex Bowling League 149.50
Bowla-Bomb 149.50
Ten Strike, H. Dial 69.50
Ten Strike, L. Dial 59.50
Keeney Anti-Aircraft, Black Cabinet 49.50
Pikes Peak 19.50
Texas Leaguer 39.50

MISCELLANEOUS

10¢ Mills Blue Front \$125.00
Mills Black (H. Load) 175.00

1/3 Deposit, Balance C. O. D.

Wisconsin Novelty Co.
OF MILWAUKEE
3734 N. Green Bay Ave., Milwaukee 6, Wis.

WANT TO BUY CHICAGO COIN GAMES

Any Kind—Don't Have To Work—All Parts Must Be There. Glass Not Necessary.

F. P. & K. DISTRIBUTING CO.
577 Tenth Avenue
New York 18, N. Y.
Longacre 3-6235

WANT TO BUY MILLS SLOTS

Escalator Models, in any condition.
Cash or Trade In on Precision Rebuilds.

WOLFE MUSIC CO.
217 W. Main St., Ottawa, Ill.
Tel. 1312

PIN GAMES

Pin Up Girl (Silver Skates Con.)	\$ 87.50
Jeep	115.00
Texas Mustang	89.50
New Champ	55.00
Play Ball (Conv. New Champ)	59.50
Knockout	115.00
Leader	85.00
Zig Zag	65.00
Boloway	72.50

All Machines Ready for Location.
1/3 Deposit, Balance C. O. D.

S & W COIN MACHINE EXCHANGE
2416 Grand River Ave., Detroit 1, Mich.
Phone: CLifford 1956

WANTED

Experienced and well-trained Service Man that can take care of and install Rock-Ola, Wurlitzer and Seeburg Phonographs. Reliable reference required. Good salary and steady position.

Akron Wired Music Co.
739 N. Main St. AKRON 10, O.

Trade Data

Per capita consumption of soft drinks in 1919 was 38.4 bottles per year, according to Joseph Milner, president of ABCB. In 1941, last year of peace, Americans consumed an average of 134.1 bottles of soft drinks apiece. It was a gain of 349 per cent.

SALESBOARDS

Operators' Hits—Immediate Deliveries.

Holes	Name	Profit	Price
400	5¢ Dollar Game	\$ 7.00	\$.55
800	5¢ DeLuxe S Board	12.00	.81
1000	25¢ Charley Board	50.00	.89
1000	5¢ Nickel Charley	17.00	.96
1000	25¢ J.P. Charley	Avr. \$50.00	\$1.15
1000	25¢ J.P. Charley	Avr. 52.04	1.24
1000	10¢ J.P. Ready Money	Avr. 50.70	1.89
1000	25¢ J.P. Easy Plunks, Jurn.	51.50	1.89
1200	5¢ J.P. Big Forty Seal, Avr.	34.25	1.98
1200	25¢ J.P. Texas Charley	102.28	2.28
1184	5¢ J.P. Jumbo Tens, Thick.	\$39.25	\$2.49
1000	5¢ J.P. Beat This Card, Avr.	33.00	2.58
1298	5¢ J.P. H.O.T., X Th.	31.79	2.88
1200	10¢ J.P. Payout, X Th.	52.58	2.88
1280	5¢ J.P. Girlie, X Th.	35.10	2.98
1800	5¢ J.P. Lulu, X Thick.	31.75	2.89
2170	5¢ Tab. Rd. Wh. Bl. Tickets	\$38.00	\$1.19
2170	5¢ Banded Rd. Wh. Bl. Tks.	38.00	1.69
2170	5¢ Five Fold R.W.B. Tks.	38.00	1.72
120	Tip Books, Single Banded, Doz.	1.89	

Write for Catalog & List Top Flight Boards.

WORLD'S BEST BOARDS, TICKETS, CARDS
DELUXE MFG. CO.
-Deluxe Building Blue Earth, Minn.

WANT TO BUY

Wurlitzer 616	Will Pay \$150.00
Wurlitzer 616, Lite-Up Top & Bottom	175.00
Wurlitzer 24	225.00
Seeburg Rex	175.00
Seeburg Casino	225.00
Seeburg Plaza	235.00
Seeburg Regal	300.00
Seeburg Gem	285.00
Mills Throne	225.00
Mills Empress	275.00

Send list of phonographs for sale

WRITE—WIRE—AIRMAIL
N. Y. Distributing Co.
632 TENTH AVENUE
NEW YORK 19, N. Y.
Circle 6-9570

WANT TO BUY CHICAGO COIN PIN GAMES—ALL MODELS

KRUSE & CONNOR
153 No. Michigan Avenue Chicago 1, Ill.

FOR SALE!

MUTOSCOPE PHOTOMATIC, Late Model, 25¢ Slot, Good Condition—\$800.00.
15 Rolls 1 1/2 x 1000" DIREX DIRECT POSITIVE PAPER, \$200.00 for Entire Lot, or \$15.00 Per Roll.
1/3 Dep., Bal. C.O.D., F.O.B. New York.

PERLESS VENDING MACHINE EX.
220 West 42nd St. New York 18, N. Y.
Wisconsin 7-6173

reported. Curing is varied with early crops generally satisfactory, but with many of the late ones dark and showing some pole burn.



YOU CAN always buy with confidence from Cleveland Coin! This week we offer—

M. S. Gisser

MUSIC	
1 1939 Rockola Deluxe	\$410.00
1 Wurlitzer 600R	425.00
1 A.M.I. 40 Selection High Boy	425.00
1 Rock-Ola Twin Twelve, Packard Remoted	210.00
15 Buckley 20 Selection Wall Boxes, Late	18.50
8 #320 Wurlitzer Wall Boxes	25.00
8 #120 Wurlitzer Wall Boxes	20.00

PACKARD WALL BOXES	
Brand New Packard Wall Boxes, Each	\$36.95

ARCADE EQUIPMENT	
3 Sky Fighters	\$165.00
2 Keeney Submarine Guns	135.00
3 Brown Anti-Aircraft Guns	65.00
1 Mutoscope Fac. Recond. Liftograph	225.00
2 Batling Practice	110.00
3 Electric Diggers	75.00
5 Exhibit Rotaries, Pusher Type	225.00
1 Periscope	150.00
1 Keep Em Punching	110.00

NOW DELIVERING NEW UNDERSEA RAIDERS—WRITE.

SLOTS	
1 10¢ Blue Front, Q.T.	\$ 85.00
2 10¢ Glitter Golds, Q.T.	110.00
1 10¢ Watling Club Console	175.00
1 10¢ Mills Gold Chrome	225.00
1 5¢ Mills Original Chrome	225.00
1 10¢ Mills Blue Front	185.00
1 Columbia, D.J.	85.00
2 Columbia, G.A.	75.00
2 Mills 5¢ Vest Pockets	55.00
1 25¢ Mills Blue Front	225.00
1 25¢ Mills 3/5 Chrome Bell	250.00

20 Cabinet Slot Stands with Locks and Keys, Ea.	\$15.00
---	---------

Brand-New Kleer Tone Liteup Speakers, Complete	\$39.50
--	---------

Universal Amplifiers, Complete with Tubes, Perfect for Any Rock-Ola, Seeburg or Wurlitzer	\$65.00
---	---------

PIN GAMES	
Zig Zag	\$ 69.50
Spotcha	125.00
Sara Suzy	39.50
Barrage	45.00
Jungle	74.50
Champs	64.50
Destroyer	94.50
Big Parade	115.00
Gold Star	\$49.50
Big Chief	49.50
Wild Fire	55.00
'42 Home Run	74.50
Repeater	39.50
Sea Hawk	54.50
Attention	49.50
Knockout	115.00

CONSOLES	
1 '38 Track Time	\$125.00
1 Keeney Past Time	135.00
1 Keeney Kentucky	110.00
1 Mills Four Bells	425.00
1 Big Game, F.P.	95.00
1 Big Top, F.P.	95.00
1 Paces Reels, F.P. & P.O. Combination	175.00

15 Bally Club Bells, F.P. & P.O. Comb.	\$225.00
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POPCORN MACHINES	
2 Bally Popcorn Vendors, Marbletop'd	\$125.00
1 Cretors Popcorn Machine	350.00
1 U-Pop-It Popcorn Machine	95.00

CIGARETTE MACHINES	
3 8-Column Rowe Imperials, Each	\$59.50
7 Stewart-McGuire S.P. Model, 7 Col., 20¢ Operated, Complete with Bases, Ea.	39.50

ONE BALL FREE PLAYS	
1939 One-Two-Three	\$ 64.50
1940 One-Two-Three	89.50
Victorious	125.00
Sport Specials	169.50
Record Times	169.50
Dark Horses	189.50
Blue Grass	189.50

TERMS: 1/2 Deposit With All Orders, Balance C. O. D.

CLEVELAND COIN MACHINE EXCHANGE
2021-25 Prospect Ave., Cleveland 15, Ohio
Phone: PProspect 6316-7

Plan Chi Show For Inventors

CHICAGO, Dec. 22.—Between 6,000 and 8,000 new inventions will be on display for interested persons to view at the "world's invention exhibition" to be held at the Chicago Arena April 11-26, according to Elkan Green, general manager and director of exhibits. Exhibits, under the same management, have been held in the past in Chicago, Philadelphia and New York.

Inventions of all types, styles and designs will be displayed during the show to provide inventors with a "market" in which they can display their wares. Manufacturers are especially welcome who might be interested in buying production rights, according to an official of the organization.

Dr. Lee DeForest, famed radio inventor, will serve as honorary chairman of the show, and A. J. Carlson, University of Chicago Nobel prize winner, states that he will act as vice-honorary chairman. "Other famous university members and inventors will serve on the committee to promote the gathering and put it in the public eye," managers said.

Ops Brace for Slump in Play

PORTLAND, Dec. 22.—Operators braced for a slump in biz as they scanned the latest reports of pay-roll decrease in Oregon but thanked their stars that the ax had not yet fallen.

Figures released by the State industrial accident commission showed a \$6,000,000 decline in November pay rolls from those of a year ago—from \$39,876,728 to \$34,508,724—but marveled that this was not yet reflected to any extent in coin machine receipts. Figures are for businesses covered by State industrial accident insurance but include all the major operations in the State.

Virtually all this decline in pay rolls was in industries in Multnomah County (Portland).

Dr. Berkowitz Now With Father's Co. As Assist. Manager

KANSAS CITY, Mo., Dec. 22.—As part of its planned expansion program, the Universal Manufacturing Company, of this city, announces the appointment of Reuben Berkowitz as assistant general manager.

Berkowitz, son of Joseph Berkowitz, founder and general manager of the firm, is 35 years old. He is married and the father of a nine-year-old daughter. For the 10 years prior to his appointment with the firm, Berkowitz practiced dentistry.

He is a graduate of the Western Dental College of the University of Kansas City. There he received his Bachelor of Science and his Doctor of Dental Surgery degrees. For the past two years, he has been a member of the faculty of the University of Kansas City.

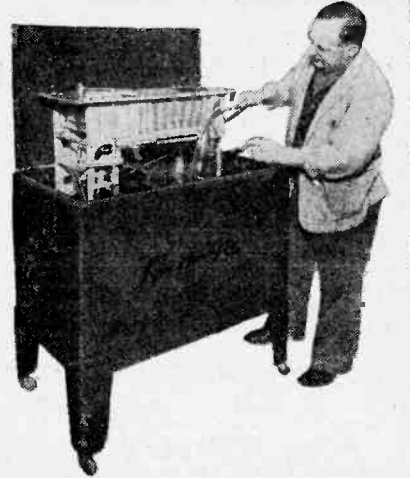
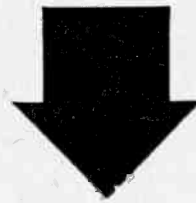
Berkowitz has also been an instructor of American Red Cross first aid for the last six years, and he is a member of the emergency mobile unit of the Red Cross. For diversion he goes hunting and fishing, and he has been active in amateur theatricals.

Coin Equipment Co. To Switch Office, Showrooms at Chi

CHICAGO, Dec. 22.—Murray Rosenthal, of Coin Machine Equipment Company, this city, announces that his firm is readying a new office building and display room at 1348 Newport Avenue, Chicago.

Firm will retain its old address for use as a warehouse. New quarters, which are now being renovated, should be ready for occupancy soon after January 1, according to Rosenthal, who gave increased volume of business in conversions as the reason for the company's expansion.

IMPORTANT ANNOUNCEMENT!



INCREASED PRODUCTION PERMITS US TO APPOINT A FEW ADDITIONAL . . .

JOBBERS

FOR

The *Kleer-Fla* PARTS CLEANING MACHINE

AND

The *Kleer-Fla* DEGRESOL CLEANING COMPOUND

★ Speediest and most efficient combination for thoroughly cleaning all parts and complete mechanisms. ★

HUNDREDS NOW IN USE!

Every operator, large or small, is a sure prospect. We supply literature and sales help.

THE *Kleer-Fla* COMPANY

250 WEST 57TH STREET

NEW YORK 19, N. Y.

605 W. Washington Blvd.
Chicago 6, Ill.

2632 Nicollet Ave.
Minneapolis, Minn.

Seventh and Fishers Ave.
Philadelphia 20, Pa.

SEASON'S BEST WISHES

Al Sebring

Harry Salat

BELL PRODUCTS CO.

CHICAGO

BEST WISHES TO YOU AND YOURS FOR A MERRY CHRISTMAS AND A HAPPY NEW YEAR!

H. ROSENBERG CO.

625 10th AVENUE, NEW YORK 19, N. Y.

LONGACRE 3-2479



WHILE THEY LAST

Sample Dozen \$11.52

A Trial Order With Full Information Will Convince You.

Get on our mailing list now. We may have something good to offer later on.

THE NEW DEAL MFG. CO.
411 North Bishop Dallas 8, Texas

New England Operators
When In Boston Visit

New England Exhibit Co.

1289 Washington St., Boston 18, Mass.
Telephone: Devonshire 8381

Phonographs — Pins — Arcade — Slots
Bought and Sold

Pickup and Delivery Within 100 Miles of Boston.

PEACE

To the world at peace... May all mankind join hands and give the same warmth as we give you. With a firm faith in the future, we send our Christmas Greetings and best wishes for the New Year.

O. D. JENNINGS & CO.
 4307-39 W. Lake St.
 Chicago 24, Illinois

SEASON'S GREETINGS

HAPPY NEW YEAR

FIRST—To all members of our armed forces in or out of uniform as it is to them that we owe this dawn of a peaceful New Year.

Let us pause a moment in our celebration and offer a prayer to the fathers, mothers, brothers, sisters, sweethearts of those who made the supreme sacrifice, enabling us, the living, to look forward to the future with Peace on Earth, Good Will Toward Men.

SECOND—To all the manufacturers:

Exhibit Supply, Genco Mfg., Chicago Coin, D. Gottlieb, Williams Mfg., United Mfg., H. C. Evans, Westerhaus Amuse. Co. All Record Companies, Capitol, Victor, Decca. To our host of Distributors, Friends, Salesmen, Coin Machine Operators.

As it is because of their loyalty and co-operation, we close a successful year and look forward to the New Year with confidence.

Eastern Sales Company

Culver 5278-3719

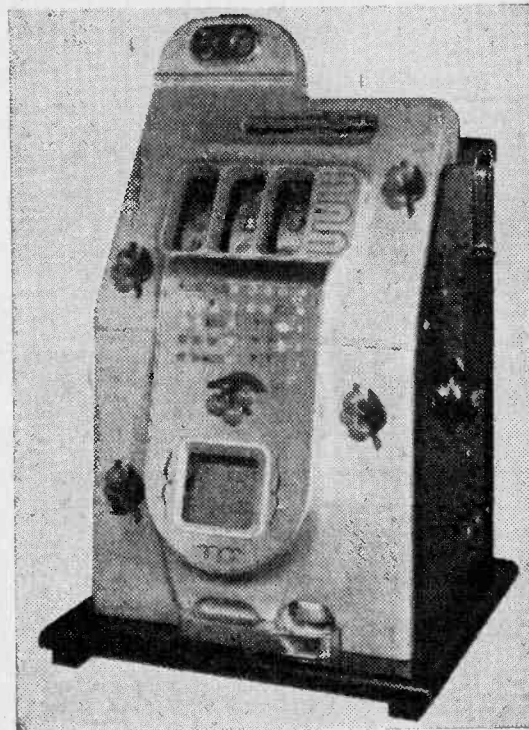
JOHN BILOTTA

1824-26 East Main Street

FRED IVERSON

Rochester 9, New York

LOOK! WE CAN MAKE YOUR MILLS ESCALATOR SLOTS LOOK LIKE BLACK CHERRIES for \$100



THIS IS HOW THEY LOOK

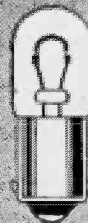
Send us your Mills Escalator Slots and we'll rebuild them to look like the new Black Cherry for \$100.00 complete. They'll work like new . . . look like new.

AMERICAN VENDING CO.

518 S. High St.

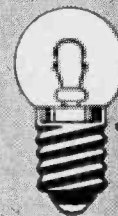
Phone: MAIN 3024

Columbus 15, Ohio



MATCHLESS MAKES GOOD LAMPS

MATCHLESS LAMPS
 THE COMPLETE LINE FOR EVERY TYPE OF Game, Music and Wall Box



MATCHLESS ELECTRIC COMPANY

564 WEST RANDOLPH STREET

CHICAGO 6, ILL.

Season's Greetings

To All Our Friends and Customers

SHAFFER MUSIC COMPANY

606 S. HIGH STREET
 COLUMBUS 15, OHIO

1925 MARKET STREET
 WHEELING, W. VA.

5227 McCORKLE AVENUE
 CHARLESTON, W. VA.

NOW DELIVERING

BRAND NEW DOWNEY-JOHNSON PORTABLE

COIN COUNTING MACHINES

COUNTS ALL SIZE COINS
\$147.50 each

MAX SCHUBB Successor to Schubb & Company
 MUSKEGON, MICHIGAN — Direct Factory Distributors

Season's Greetings

Sam Strahl

AMERICAN COIN-A-MATIC MACHINE CO.

EXCLUSIVE A. M. I. DISTRIBUTOR IN PENNSYLVANIA AND WEST VIRGINIA
1435-37 FIFTH AVENUE PITTSBURGH 19, PA.
PHONE: ATLANTIC 0977

★ SEASON'S GREETINGS

and our sincere good wish to all for a prosperous

1946

★ UNITED MANUFACTURING COMPANY

6125 NORTH WESTERN AVENUE, CHICAGO 45, ILLINOIS

Greetings



AL STERN

WORLD WIDE DISTRIBUTORS
CHICAGO

EXCLUSIVE DISTRIBUTORS

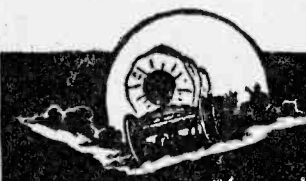
J. H. KEENEY CO.

● PACKARD MFG. CO.

New Year Greetings

1946

"Sales Boards with Pulling Power — Plus PROFITS"



"We do not compete with those we Serve"
Pioneer

MANUFACTURING CO., Inc.

2352 W. CERMAK ROAD, CHICAGO 8, ILLINOIS

Irving Ovitz and Oscar Schultz

AUTOMATIC COIN MACHINES AND SUPPLY COMPANY

ARE PROUD TO ANNOUNCE THE REMOVAL
OF THEIR OFFICES AND SHOWROOMS

TO

4135-4143 ARMITAGE AVENUE CHICAGO 39

11,000 SQUARE FEET DEVOTED TO MODERN NEW
SHOPS, OFFICES AND DISPLAY ROOMS FOR
YOUR CONVENIENCE.

Featuring

Mills BLACK CHERRY BELL AND OTHER NEW RELEASES

OUR PHONE NUMBER REMAINS THE SAME:
CAPITOL 8244-8245

COIN COUNTING MACHINES

NEW AND REBUILT—BOUGHT AND SOLD

Your Broken and Worn Coin Counters Repaired by Experts.
Write for List of Coin Counters Now on Hand.

ACE COIN COUNTING MACHINE CO.

3715 SOUTHPORT AVE.

(Tel.: Bittersweet 4453)

CHICAGO 13

TUBES and NEW ACCESSORIES

Complete Line of Phonographs and Parts

WE HAVE JUST DISMANTLED A SEEBURG 8800 ESRC AND HAVE EVERY PART IN A-1 CONDITION EXCEPT FOR PLASTICS—WRITE, WIRE, PHONE YOUR NEEDS!

★ ★ ★ PHONOGRAPHS ★ ★ ★

- 2 WURLITZER 500\$475.00
- 1 SEEBURG 8800 ESRC, NEWLY REFINISHED, FACTORY JOB..... 650.00
- 1 SEEBURG 9800, ESRC, NEWLY REFINISHED, FACTORY JOB..... 625.00

TUBES FOR THE COIN MACHINE INDUSTRY

10% DISCOUNT ON ORDERS OF \$25.00 OR OVER!

01A ..\$.55	2A4G ..\$1.75	6F8 ..\$.60	117L7 ..\$1.85	35L8 ..\$1.00	45 ..\$.80
OZ4 ..1.10	3Q5 ..1.60	6G6 ..\$.50	117P7 ..1.85	35Z3 ..1.30	46-47 ..1.10
C.E. 23 for	5U4 ..\$.85	6H6 ..\$.75	117Z6 ..1.60	35Z5 ..\$.80	70L7 ..1.95
Chloken	5V4 ..1.25	6J5 ..\$.60	12A8 ..1.00	50L6 ..1.10	50 ..1.00
Sams. \$1.85	5X4 ..\$.75	6J7 ..\$.75	12K7 ..1.00	50Y6 ..1.10	57 ..\$.65
1A5 ..1.25	5Y3 ..\$.60	6K7 ..\$.85	12SA7 ..1.15	24 ..\$.85	58 ..\$.90
1A7 ..1.60	5Z3 ..\$.90	6L6 ..1.15	12S7 ..\$.75	26 ..\$.75	59 ..\$.85
1C5 ..1.10	5Z4 ..\$.90	6N7 ..\$.75	12SK7 ..\$.85	27 ..\$.55	76 ..\$.60
1H4 ..1.00	6A6 ..1.35	6Q7 ..\$.90	12SQ7 ..\$.85	30 ..1.00	77 ..\$.90
1H5 ..1.30	6A8 ..1.00	6SC7 ..\$.85	12SR7 ..\$.70	32 ..\$.75	78 ..\$.90
1LA6 ..2.35	6C6 ..\$.65	6SK7 ..\$.80	14A7 ..1.50	33 ..1.00	79 ..\$.90
1LD5 ..2.00	6C8 ..\$.90	6SQ7 ..\$.90	14C7 ..1.35	38 ..\$.60	80 ..\$.85
1LE3 ..1.75	6C8 ..1.25	6V6 ..\$.50	25L6 ..1.30	39/44 ..\$.50	83 ..1.00
1N5 ..1.60	6D6 ..\$.80	6X5 ..\$.85	25Z6 ..1.00	41 ..\$.85	83V ..\$.75
1Q5 ..1.60	6F5 ..1.00	7A8 ..1.30	25Z6 ..1.00	43 ..1.10	2051 ..1.45
2A3 ..1.60	6F6 ..\$.75	70L7, Adpt., Compl. 1.45	35A5 ..1.30		

We have many more Tubes too numerous to mention—ready for shipment. We have a full line of Phonograph Parts and Phonographs. Deposit Required With All Orders!

ALBENA SALES CO.

587 10th AVE., NEW YORK 18, N. Y. - Longacre 5-8334



IN PENNSYLVANIA IT'S Joe Ash



IN NEW JERSEY IT'S Ivo Morris

Two "active" offices with complete facilities for serving the operator with all types of equipment.

We are now delivering all the latest new games. Write, wire, phone!

Active Amusement Machines Co.
 900 N. FRANKLIN ST., PHILA. 23, PA. MARKET 2656
 417 FRELINGHUYSEN AVE., NEWARK 5, N. J. BIGELOW 8-1195
 "You Can Always Depend on Active--All Ways"

STEWART NOVELTY COMPANY

250 South State Street
Salt Lake City, Utah. Phone 5-8433

PRICES SLASHED—BUY NOW AND SAVE

ARCAD E QUIPMENT

- 1 8mile-a-Minute ..\$450.00
- 2 Talkie Horoscope .. 125.00
- 3 Anti-Aircraft .. 59.50
- 2 Keeney Submarine .. 185.00
- 1 5¢ Bally Bull .. 75.00
- 1 5¢ Chester-Pollard .. 65.00
- 1 Golf .. 39.50
- 1 5¢ Jr. Basketball .. 39.50
- 2 5¢ 3-Col Card Vendors .. 35.00
- 10 2¢ Muto, Gard Vendors .. 23.00

ONE-BALL PAYOUTS

- 1 Mills 1-2-3 ..\$ 65.00
- 1 Fortune ..175.00
- 1 Stepper Upper .. 65.00

WINNING TICKETS

- 1 Winning Ticket ..\$75.00
- 8 Mills Q.T. Pin Tables .. 27.50

CONSOLES

JENNINGS

- 1 Liberty Bell ..\$19.50
- 5 Pace Saratogas .. 95.00

SLOTS

JENNINGS

- 1 25¢ Victory Chief ..\$385.00
- 1 5¢ Century, D.J.P. .. 65.00
- 1 5¢ 4 Star Chief .. 150.00
- 5 1¢ Little Dukes .. 17.50

PACE

- 1 5¢ Comet, S.J.P. ..\$ 69.50
- 16 1¢ Bantams, S.J.P. .. 27.50

FREE-PLAY GAMES

- All American ..\$ 49.50
- Broadcast .. 49.50
- Blue Grass .. 195.00
- Blue Grass .. 195.00
- Polo .. 32.50
- Mr. Chips .. 19.00

A Merry Christmas!
from
A Happy New Year!

ED RAVREBY
ASSOCIATED AMUSEMENTS, INC.
 72 BROOKLINE AVENUE (PHONE: COMMONWEALTH 0933-0934) BOSTON 15, MASS.

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Your BEST Bet is

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MARVEL'S LATEST AND GREATEST
FIVE BALL FREE PLAY REVAMP
IMMEDIATE DELIVERY!

COIN MACHINE SERVICE CO.
 PARTS FOR EVERY OPERATOR'S NEED
 2307 N. WESTERN AVE. Phone HUMBoldt 3476 CHICAGO 47

SALESBOARDS—All Orders Shipped Same Day Received

Holes	Play	Description	Average Profit	Net Price
400	5¢	LUCKY BUCKS, DEFINITE PROFIT	\$ 7.00	\$.85
520	5¢	EASY ACES, DEF. PROFIT, SLOT SYMBOLS	13.00	1.25
520	25¢	EASY FINS, DEF. PROFIT, SLOT SYMBOLS	55.00	1.25
720	5¢	BABY BELL, SLOT SYMBOLS	17.37	1.75
1000	25¢	ALL OUT CHARLEY, DEFINITE PROFIT	60.00	3.25
1000	\$1.00	JACK POT CHARLEY, THICK & PROTECTED	185.30	2.50
1000	5¢	OUT DOOR SPORTS, THICK, JUMBO HOLES	28.40	3.25
1000	5¢	SPOT OF GOLD, THICK, JUMBO HOLES	28.14	3.25
1000	10¢	BIG DIME DOUGH, THICK, JUMBO HOLES	42.75	3.25
1200	5¢	TEN BIG FINS, THIN, JUMBO HOLES	35.20	2.50
1200	5¢	VICTORY BELL, THICK, JUMBO HOLES	38.57	3.00
1200	50¢	TEXAS CHARLEY, THICK & PROTECTED	152.75	3.00

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Large Stock Plain, Tip, Definite, Jackpot Boards and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢ stating your requirements. 25% deposit with all orders—balance C. O. D.

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Complete Stock of Parts. Let Us Know What You Need, We Can Fill It.

\$15,000 STOCK CONTAINER SALESBOARDS AT LOWEST PRICES

WE MANUFACTURE MERCHANDISE SALES BOARDS

	Costs Operator	Sells to Dealer	Takes In
5 1000 Hole Hand Dipped Chocolates	\$25.00	\$32.50	\$50.00
5¢ 1000 Hole Fruit Cake and Chocolate	19.50	27.00	50.00
5¢ 1500 Hole Western Deal	32.50	45.00	75.00

Write for Sample Now

USED AND RECONDITIONED

1 Wurlitzer 800 ..\$725.00	2 Wurlitzer Bar Boxes ..\$ 10.00
4 Jack In Box Stands, No Locks .. 30.00	8 24-Record Selectomatic .. 8.00
2 Chicago Metal Single Slot Machine, Revolver Safes, Like New .. 75.00	3 Seeburg Transmitters (New) .. 35.00
1 Seeburg WLS Baromatic, Less Tube, 5-10-25 .. 35.00	2 Spottem .. 18.00
4 Wurlitzer 24 Record Adapters and Stepper Units .. 65.00	1 Sky Fighter .. 200.00
	1 Super Torpedo .. 275.00
	1 Liberator .. 175.00
	1 Supreme Rocket Buster .. 225.00

Full Cash Must Accompany Order In Form of Post Office, Express, Telegraph Money Order or Certified Check

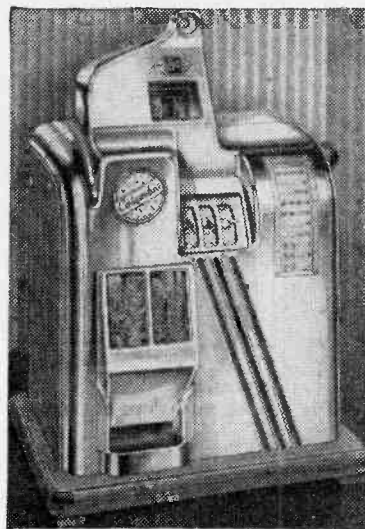
MOSELEY VENDING MACHINE EXCHANGE, INC.
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TED BUSH
and
ASSOCIATES

For You

THE SEASON'S GREETINGS

BRAND NEW
COLUMBIA CHROME
JACKPOT BELL



LIMITED SUPPLY!
ORDERS WILL BE FILLED
IN ROTATION AS
RECEIVED

WIRE ORDER
AND DEPOSIT
NOW!

\$159.50 LOTS OF 10

\$164.50 LOTS OF 5

\$169.50 SINGLE

★ Columbia Chrome Bell features 10-Stop Wide Fruit Reels ★ Twin Jackpot ★ Regulation Size Wood Base for all Standard Safes and Stands ★ Convertible from 5c to 10c, 25c or 1c Play on location. Change Parts included with original purchase ★ Operate as Cash Payout or Check Payout. Easy to change ★ Retains well-known Columbia Principle of Paying Out First Last Coins Played, thus keeping Slugs out of Cash Box ★ Jackpot capacity adjustable for 5c, 10c or 25c coins.

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IMMEDIATE DELIVERY

ON THE
NEW MILLS BLACK CHERRY BELL



SOMETHING DIFFERENT

NEW 1946
MILLS
VEST POCKET
BELLS

PRICED VERY LOW

LIMITED QUANTITIES

IMMEDIATE DELIVERY

AVAILABLE NOW . . . The new KLEER-TONE P. M. SPEAKER. Create customer satisfaction and increase your profits with this new, beautiful, neat, smart KLEER-TONE P. M. SPEAKER. Equipped with volume control, light switch, 20-watt illumination, and plug-in cord. Model 125 is 27½ inches high, 23½ inches wide and 14 inches deep. At the low price of \$39.50.

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D. GOTTLIEB AND CO.

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The Manufacturing Center of the Ticket Game Industry

SEE - PLAN - TALK THE NEW LINES!

- Jar Games
- Spindle Deals
- Tip Books
- Sales Cards
- Baseball Tallies
- Trade Stimulators
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HERE IS THE GREATEST DISPLAY AND SELECTION OF TICKET GAMES TO BE FOUND ANYWHERE!

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- New Games
- Old Reliable Products
- Everything New in Tickets!

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OPERATORS:

POKER RED, WHITE and BLUE

HERE IS THE DEAL YOU'VE DREAMED ABOUT

- IT MAKES MORE PROFIT
- It Moves Faster Than Standard Deals

2560 Tickets
Take in at
5 for 25c \$128.00
Red, White and Blue
Pay-Out .. \$72.00
Poker
Pay-Out .. 11.75
Total Pay-Out 83.75

PROFIT \$42.25

One Ticket in Each Bundle of 5 Tickets Has a Poker Hand of 5 Playing Cards Printed on It.

PLAYERS PLAY POKER FOR TICKETS—DEAL MOVES OUT FAST!

SAMPLE \$3.00

Write Us for Quantity Prices—We Manufacture a Complete Line of Jar Deals and Tip Books

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REVOLUTIONARY COUPON SPINDLE GAMES

- FAST PLAYING
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NEW RELEASES OF "SPIN-N-WIN" ARE COMING SOON!

WATCH FOR OUR NEWEST CREATION "KAN-OF-KOIN" THE 1946 MODEL JAR GAME

NOEL'S **Gay Games** INCORPORATED
Muncie, Indiana

"GOLD DOLLAR"
Takes in 1200 Coupons @ 5¢ \$60.00
Total Payouts 31.00
PROFIT (Average) 29.00

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- TIP BOOKS
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SPECIAL BOOKS MADE TO YOUR OWN SPECIFICATIONS--LET US QUOTE PRICES

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Buy Just One Extra Bond This Christmas and Help Bring the Boys Home Quickly!

Season's Greetings
BLOCK MARBLE COMPANY
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Stock No.	Diameter	Magnet Weight	Voice Coil Ohms	Price
5P	5 Inch	5 Oz.	6	\$ 2.99
E6P	6 Inch	7 Oz.	8	4.07
12P	12 Inch	12 Oz.	8	8.45
E12P	12 Inch	20 Oz.	8	12.52
G12P	12 Inch	46 Oz.	8	18.38

Terms: 1/3 Deposit on all C. O. D. Orders

ALLIED ELECTRONICS COMPANY
67 WEST 44th STREET Phone: MURRAY HILL 2-0755 NEW YORK 18, N. Y.

FINAL CLOSEOUT ON SLOTS

- 1 10¢ Mills Original Blue Front, Club Handles, New Wrinkle Finish \$125.00
- 2 10¢ Jennings Silver Chiefs, 3-5 Pay, Mechanical and Appearance Like New. Each 125.00
- 1 10¢ Watling Rotolon, Reconditioned and Refinished 75.00

FINAL CLOSEOUT OF BALLY MULTIPLE PAYOUT ONE BALL GAMES

- 1 Bally Turf King \$250.00
- 1 Bally Jockey Club 225.00
- 1 Bally Long Shot 150.00
- 1 Bally Kentucky 150.00
- 2 Bally Sport Kings. Each \$125.00
- 1 Bally Santa Anita 100.00
- 4 Bally Grand Nationals. Each 35.00

All above machines are clean and in perfect mechanical condition and ready for location. Will accept \$1000.00 for above 11 One Ball Games providing all are taken at one time with one-half certified deposit accompanying order. We have one Wells Regulation Crap Table and one Wells Regulation Roulette Wheel, in original crates and used only two weeks, same as new. Complete with chips, etc. Make us your offer. Send one-half deposit with all orders.

JONES SALES COMPANY
1330 TRADE AVE., HICKORY, N. C. DAY PHONE 107

Genco

wishes you a

MERRY CHRISTMAS

and a

HAPPY and PROSPEROUS NEW YEAR

GENCO MANUFACTURING AND SALES CO.
CHICAGO

SEASON'S GREETINGS

BETTER BUY FROM BUCKLEY

JACKPOT BELLS

5c — 10c — 25c

GENUINE CHROME — COPPER CHROME
GOLD CHROME

BROWN FRONTS — BLUE FRONTS

SOLD ON OUR

30 DAYS' MONEY-BACK GUARANTEE

BUCKLEY DAILY DOUBLE TRACK ODDS

REBUILT—LOOK AND OPERATE LIKE NEW

PACES SR. REELS (Brand New) \$196.50

MILLS FOUR BELLS — Excellent Condition

PERFECT FIT NEW ALUMINUM CASTINGS ORIGINAL CHROME,
GOLD CHROME, COPPER CHROME, BROWN FRONT, ALSO
COMPLETE NEW LIGHT CABINET ASSEMBLIES WITH NEW CAST-
INGS, CLUB HANDLE, REWARD PLATES, PAYOUT CUPS, D. P.
PLATES. WRITE FOR COMPLETE LIST REPLACEMENT PARTS.

BUCKLEY TRADING POST

4225 W. LAKE ST.

CHICAGO 24, ILLS.

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*IF YOU could
see
what WE saw...*

... AND, Brother, we ain't kiddin'!
We've SEEN the new Seeburgs! We
were out to a private showing in
Chicago and the new Seeburgs were
displayed to us.

We're speechless! They've got every-
thing — everything that made them
tops before the war PLUS innumer-
able war-born features. Well, there's
no use in trying to express ourselves
in words. You'll have to see them—
and, our display models are on the
way. Keep in touch with us for the
exact release date.

From what we've seen, we're
thoroughly convinced that you'll
certainly . . .

BE SURE . . . BUY SEEBURG!



FRANK ENGEL

AUTOMATIC EQUIPMENT COMPANY

Seeburg Distributors

EASTERN PA., DELAWARE, SOUTHERN N. J.

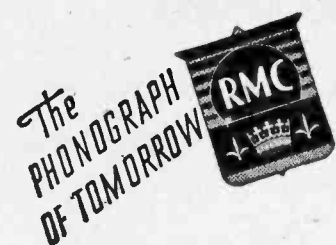
919 NORTH BROAD STREET

PHILADELPHIA 23, PA.



MERRY CHRISTMAS
AND
HAPPY NEW YEAR
TO ALL!

Coast Along With East Coast in 1946!



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IN 1946

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Starts the Parade
Of Hits With

"SUSPENSE"

161 W. HURON STREET

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ATTENTION, OPERATORS



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PENNSYLVANIA
•
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The New
MILLS BLACK CHERRY BELL

Now Available 5c-10c-25c

IMMEDIATE DELIVERY
Mills Brand New Vest Pockets Fruit Reels — 5c Play

\$74.50

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We had lots of fun over at our
Place — Watch our ad next week
for the announcement!



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Immediate Delivery! PACES RACES

Rebuilt with genuine pre-war parts. Cabinets new or like new. Trim and cabinet hardware refinished like new. 5c and 25c play.

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NOW AVAILABLE—QUANTITIES LIMITED

BRAND NEW

TEN STRIKES

BANG TAILS • LUCKY LUCRE
GALLOPING DOMINOS • LUCKY STARS

H. C. EVANS & CO.

1520-1530 W. ADAMS STREET

CHICAGO 7, ILLINOIS

HOLLYWOOD

Marvel's Latest and Greatest 5 Ball Free Play Game
A Real MONEY MAKER! IMMEDIATE DELIVERY!

BANK BALL • PILOT TRAINER • STAGEDOOR CANTEN

WRITE FOR DETAILS

RECONDITIONED EQUIPMENT
READY FOR IMMEDIATE OPERATION

Girls Ahoy \$ 59.50	Yanks \$ 85.00	Liberty (Gott.) .. \$149.50
ABC Bowler 49.50	Hi Hat 65.00	G.I. Joe (Jungle) .. 79.50
Capt. Kidd 69.50	Evans Lucky Lucr. 240.00	Four Aces 119.50
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Record Time 149.50	Dominos, Two	Venus 69.50
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Star Attraction .. 64.50	Evans Galloping	Home Run, '42 .. 72.00
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Towers 69.50	Marvel Baseball .. 114.50	Gobs 85.00
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1-2-3, F.P. (Animal) 39.50		

1/3 DEPOSIT WITH ORDER, BALANCE C. O. D.

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2848 ROOSEVELT ROAD

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FOR SALE—READY FOR LOCATION

UNITED'S CONVERSIONS—NEW—\$249.50.

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Barrage 25.00	Knock Out 94.50	Santa Fe 195.00
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Bowl-a-Way 60.00	Majors, '41 49.50	Victory 79.50
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Cadillac 30.00	Miami Beach 45.50	5-10-20 95.00
Champ 35.00	New Champ 40.00	Slugger 55.50
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Dude Ranch 39.50	Paradise 39.50	Yanks 85.00
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WILL PAY \$40.00 for EXHIBIT'S Stars, Do-Re-Mi, West Wind, Double Play, Sun Beam, Zombie or Hi Dive.

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WILL PAY \$40.00 each

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KEENEY

TWIN SIX — SKY RAY — CLOVER

All parts must be included; appearance means nothing.
Wire, Write, Phone TODAY!
Will send deposit.

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BLACK CHERRY BELL

This wonderful new Bell is now ready for delivery in 5c, 10c, 25c and 50c Play. This machine actually glows and sparkles with brilliant dashes of Silver, Black, Red and Green.

PLACE YOUR ORDER TODAY
FOR PREFERRED SHIPMENT

Blue and Silver or Gold and Silver



NEW VEST POCKET BELL

The Vest Pocket is a complete Bell, operating on 3-5 Mystery Payout system. Small payout cup in front is covered by drop flap. Reels can also be instantly covered, automatically removing the reward plate from sight.

\$74.50

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"DUCKY"

1800 R. M. Holes 5c Play
Takes In \$90.00
Pays Out 47.06
PROFIT \$42.94

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Newest

"IN THE DARK"

960 G. L. Holes 10c Play
Takes In \$96.00
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FORM NO. 1861
SPECIAL THICK



FORM NO. 936
SPECIAL THICK

\$50 TOPS!
THEY'RE TWO SWEET NUMBERS FOR PROFIT AND ACTION !!!

READY NOW!
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SEND FOR IT TODAY!

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OUR NEW MILLION
DOLLAR PLANT!

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Eagle Squadron (Rev.)	119.50
Five-Ten-Twenty	119.50
Four Aces	124.50
Flicker	49.50
G.I. Joe (Rev.)	69.50
Gold Star	39.50
Home Run '42	79.50
Hi Hat	69.50
Jungle	64.50
Knock Out the Japs (Rev.)	99.50
Metro	49.50
Majors '41	59.50
Miami Beach	64.50
Mystic	39.50
Nite Club (Rev.)	84.50
One-Two-Three, '39	49.50
Salute	27.50
Show Boat (Rev.)	55.50
Sky Rider (Rev.)	149.50
Sink the Japs (Rev.)	49.50
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ALL MAKES
WRITE — PHONE

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Four Bells	\$375.00
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Derby Day	17.50
Fairground	39.50
Fast Time, F.P.	79.50
Jumbo Parade, F.P.	99.50
Jumbo Parade, P.O.	129.50
Jungle Camp, F.P.	89.50
Pacemaker	49.50
Pamco Bell (As Is)	9.50
Kentucky Club (Cracked Glass)	44.50
Parlay Races (As Is)	24.50
Silver Moon, F.P.	109.50
Super Bell	329.50
Tanforan (Cr. Glass)	9.50
Paces Races (Brown)	174.50

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Bally King Pin	\$164.50
Bally Sky Battle	159.50
Evans Ten Strike	39.50
Mutoscope Diggers	54.50
Keeney Submarine	109.50
Seeburg Guns	74.50
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American Eagle (New)	\$12.50
Daval "21" (New)	9.50
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Klix (New)	9.50
Lucky Smokes (New)	12.50
Penny Packs (New)	14.50
Rex (New)	12.50
Wings (New)	12.50
Zephyrs (New)	14.50
American Eagles (Used)	9.50
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NEW MACHINES

BALLY UNDERSEA RAIDERS
CHI COIN GOALEE
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GOTTLIEB STAGE DOOR
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IMMEDIATE DELIVERY

WE MAKE LIBERAL TRADES.
TRADE YOUR OLD EQUIPMENT
FOR GOOD NEW AND USED
MACHINES.

DON'T JUNK YOUR OLD
MACHINES

WE CAN FIX THEM—GUARANTEED REPAIR WORK ON ALL TYPES.

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Seeburg Symphonola	\$104.50
Wurlitzer 412	124.50
Packard Plamor Boxes (Like New)	29.50
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OHIO SPECIALTY COMPANY

539 S. 2ND STREET

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ALL MILLS ESCALATOR TYPE MACHINES CONVERTED TO LOOK LIKE THE

BLACK CHERRY BELL!

only **\$99.50**

Immediate Delivery!

Made from all Mills Escalator Type Machines. Look and operate like NEW! You'll be amazed at our workmanship. One trial order will convince you. All parts completely disassembled, cadmium plated and reassembled (all worn parts are replaced) to look like a "BLACK CHERRY BELL".

BLACK CHERRY BELLS FOR SALE!

5c	\$260.00
10c	275.00
25c	285.00

"CENTRAL" is noted to have the most complete stock of coin machine parts and supplies. 24-hour delivery on all parts.

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EXCLUSIVE NATIONAL DISTRIBUTOR FOR THE
DOWNEY-JOHNSON PORTABLE COIN COUNTER AND WRAPPERS

Wish You and Yours
A Merry Christmas
and a **Happy New Year**



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TOPSY TURVY 5c
JACKPOT PAYS \$10
\$5.11

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ADVANCE TO TOPSY HOLES

TOPSY HOLES PAY \$25

TOPSY HOLES
\$5.00

1000 NEW JUMBO HOLES 5c Play

\$31.00 PROFIT

ORDER AS No. 1000 **TOPSY TURVY**

Write for Circular 4512

GARDNER & CO.
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IMMEDIATE DELIVERY!
OF
"SUPER SKEEROLL"



The sensational, proven, location-tested money maker! Features the most colorful lite-up backboard on any skeeball—larger playing field—steel runners to avoid ball jams—mechanical ball release—9 ft. long, 26" wide.

DISTRIBUTORS — GET IN TOUCH WITH US IMMEDIATELY FOR A REAL MONEY-MAKING DEAL.

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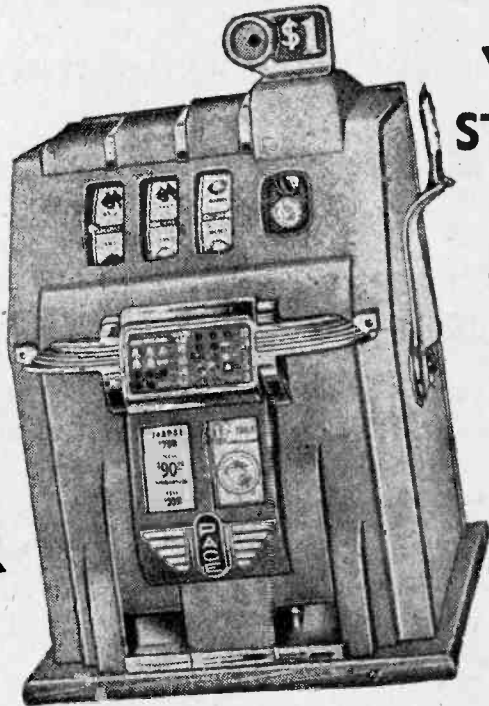
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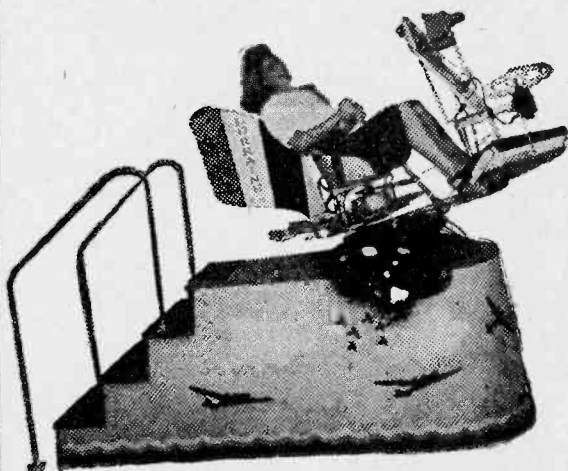
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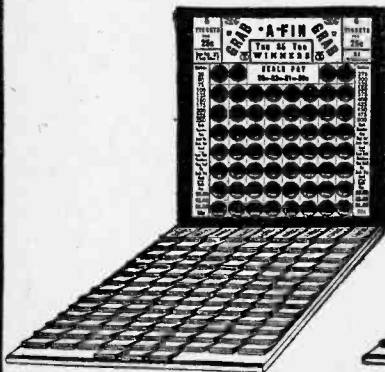
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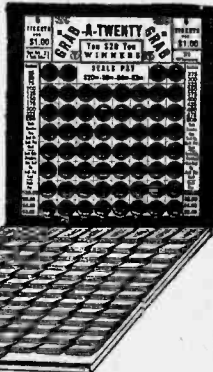
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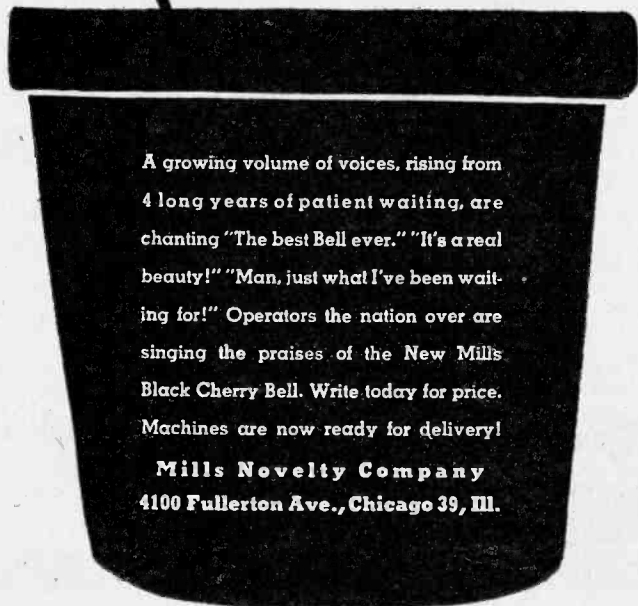
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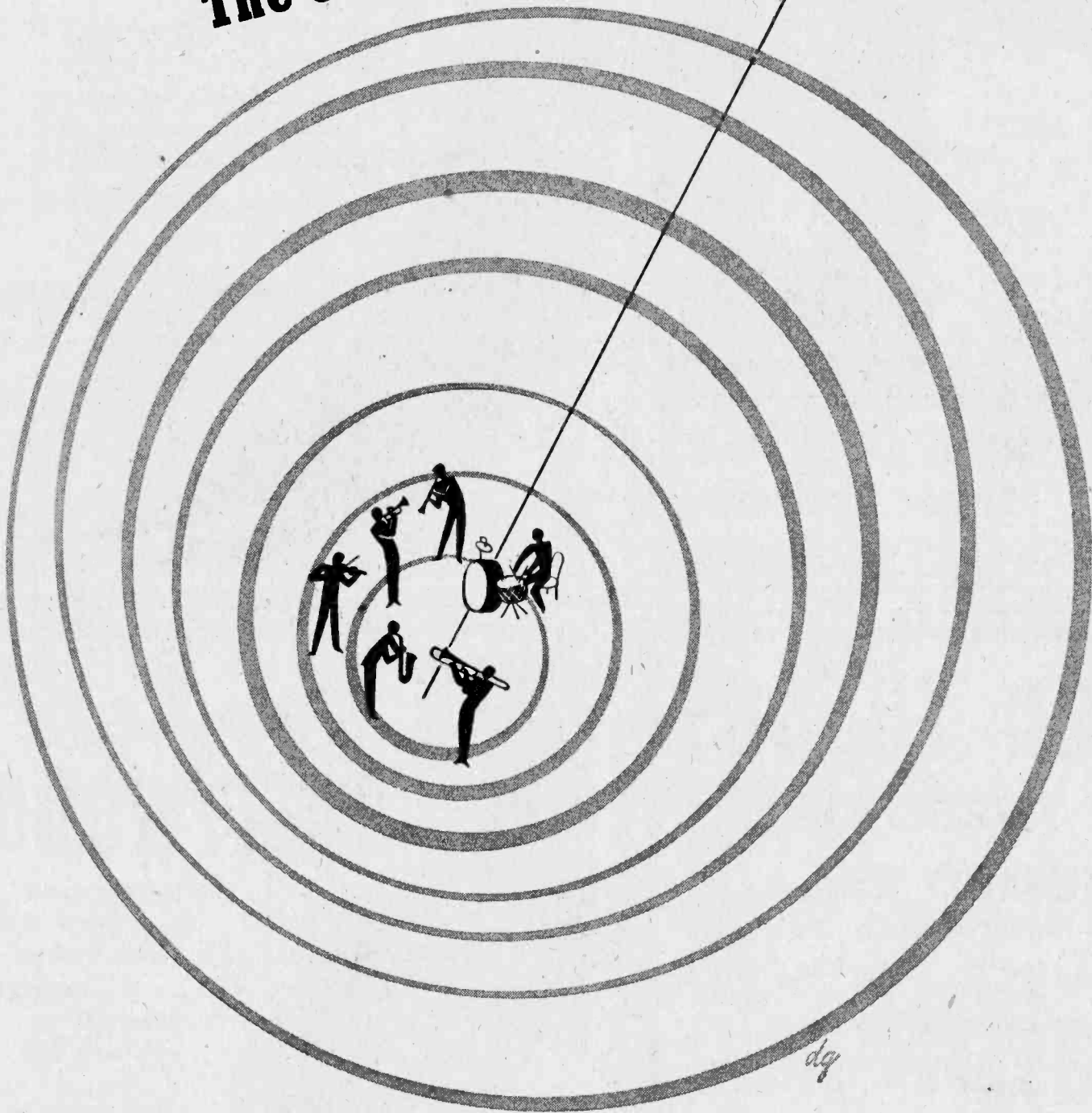
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(Combination)

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★ When We Tested HOLLYWOOD—

IMMEDIATE DELIVERY!

Two months before we announced HOLLYWOOD we selected successful Operators to test this game on location. Total receipts at the end of the test period showed an increase in TOP locations and greater player activity in Average locations!

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COMPLETELY REBUILT AND REFINISHED LIKE NEW

Table listing Keeney Super Bells and prices: Keeney Super, 5c, F.P., P.O. \$325.00, Keeney Super, 25c, F.P., P.O. \$395.00, Keeney 4-Way, 5c-5c-5c-5c, P.O. \$495.00, Keeney 4-Way, 5c-5c-5c-25c, P.O. \$595.00, Keeney 4-Way, 5c-5c-25c-25c, P.O. \$650.00, Keeney 4-Way, 25c-25c-25c-25c, P.O. \$695.00, Keeney Twin, 5c-5c, F.P., P.O. \$550.00, Keeney Twin, 5c-25c, F.P., P.O. \$595.00, Keeney Twin, 25c-25c, F.P., P.O. \$650.00, Keeney Twin, 5c-5c, P.O. \$395.00, Keeney Twin, 5c-25c, P.O. \$450.00, Keeney Twin, 25c-25c, P.O. \$595.00.

RECONDITIONED CONSOLES

Table listing reconditioned consoles and prices: Mills Original 4 Bells, 5-5-5-5 \$345.00, Evans Bang Tails, Late D.D., J.P. \$295.00, Evans Dominoes, Late D.D., J.P. \$295.00, Evans Lucky Lucre, 3-5c, 2-25c \$295.00, Evans Lucky Lucre, 5-5c \$195.00, Bally Roll 'Em \$149.50, Evans Lucky Stars \$159.50, Pace Saratogas (Comb.), F.P., P.O. \$139.50, Pace Saratogas, Late P.O., 5c \$99.50, Mills Original 4 Bells, 5c-5c-5c-25c \$595.00, Pace Saratoga, Late P.O., 25c \$325.00, Jennings Fasttime, P.O. \$89.50, Mills Three Bells, 5c-10c-25c \$725.00, Pace Reels Twin, 5c & 25c, P.O. \$385.00, Bally Hi Hands, F.P., P.O. \$189.50, Mills Late Head 4 Bell, 5c-5c-5c-5c \$595.00, Bally Club Bells, F.P., P.O., 5c \$239.50, Bally Sun Ray, F.P. \$149.50, Mills Jumbo, Comb. F.P., P.O. \$213.75, Mills Jumbo, Late High Head, P.O. \$149.50, Mills Jumbo, Late High Head, F.P. \$129.50, Baker Paces, Dally Double, 5c \$299.50, Pace Saratogas, Late, P.O., 10c \$169.50, Mills Jumbo, Late, 25c, P.O. \$225.00.

GUARANTEED ORIGINAL FACTORY REBUILT SLOT MACHINES

New Drill-Proof Cabinets, Knee Action, Single Jack Pot, Etc.

Table listing guaranteed original factory rebuilt slot machines and prices: Gold Chrome, 50c Write, Jenn. 4-Star, 10c Write, Blue Front, 5c Write, Blue Front, 10c Write, Pace Deluxe, 10c Write, Pace All Star, \$1.00 Write, Jenn. 4-Star, 5c Write, Mills Chrome, 5c Write, Pace All Star, 25c Write, Blue Front, 25c Write, Bonus Bells, 5c Write, Bonus Bells, 10c Write, Bonus Bells, 25c Write, Pace Deluxe, 25c Write, Weighted Metal Stands, Write, Mills Q.T., 5c Write, Mills Vest Pocket, B.G. Write.

ONE-BALL MULTIPLE FREE PLAY TABLE

Table listing one-ball multiple free play tables and prices: Keeney Sky Lark \$139.50, Bally Pimlico \$295.00, Bally Trophy \$249.50, Bally Sport Special \$149.50, Bally Thorobred \$374.50, Bally Longacre \$374.50, Bally '41 Derby \$249.50, Bally Jockey Club \$295.00.

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PEACHES from GEORGIA



EVERY MACHINE GUARANTEED TO SATISFY

MUSIC

Table listing music machines and prices: Seeburg 12, Refin. \$145.00, Seeburg Commander. \$465.00, Seeburg 9800, R.C. \$650.00, Wurlitzer 41 \$165.00, Wurlitzer 24 \$295.00, 1 Wurl. Victory 24, Clean \$495.00, 1 Wurl. 24, Refin. \$295.00, Rock-Ola 12, Refin. \$145.00, Rock-Ola Premier \$575.00, 2 Rock-Ola Masters \$525.00, 2 Rock-Ola Deluxe \$425.00, 6 Rock-Ola 39 Standards \$395.00, Rock-Ola Commando \$625.00, Rock-Ola Windsor \$275.00, Rock-Ola Super \$575.00.

ARCADE

Table listing arcade games and prices: Shoot the Jap \$70.00, Genco Play Ball \$95.00, Seeburg Shoot the Chute \$65.00, Bally Rapid Fire \$90.00, Exhibit Flist Striker \$60.00, Chicago Coin Hockey \$160.00, Kirk Night Bomber \$275.00, Seeburg Shoot the Jap \$70.00.

SLOTS AND CONSOLES

Table listing slots and consoles and prices: All Slots thoroughly overhauled. Most have new award cards and reel strips. All beautifully refinished. 21 Grotchen Liberties, Like New \$450.00, Buckley Colors, 7 Coin Late Head \$65.00, Keeney Super Bell, Single, F.P. & P.O. \$260.00, Keeney Super Bell, 5-5, P.O. \$345.00, Keeney Super Bell, 5-25, P.O. \$365.00, 2 Keeney Past Time, 9 Coin P.O. Each \$125.00, Keeney Super Bell, 5c-25c, F.P. and P.O., Extra Good \$525.00, 2 Jumbo, P.O. Ea. \$100.00, Brand New Foreign Colors \$90.00, Big Tops, F.P. \$75.00, Brand New 1941 J.P. Domino \$450.00, 2 Buckley Track Odds, Extra Clean, J.P. \$575.00, 2 Buckley Track Odds, Latest Model, No J.P. \$425.00, Paces Saratoga, P.O. \$75.00, 1940 1-2-3's Brown Cabinet Domino, J.P., Late Style \$65.00, Mechanical \$195.00, Jumbo Parade, F.P., Newly Repainted \$75.00, Jennings Fasttime, F.P. \$60.00, Domino, Late, J.P., Two Tone \$275.00.

SLOTS

GUARANTEED FACTORY ORIGINALS

Good Working Order — Some Can Use a Paint Job.

Table listing guaranteed factory originals and prices: MILLS MACHINES: 1 25c Original Chrome \$225.00, 1 25c Blue Front \$155.00, 2 10c Blue Front \$120.00, 7 5c Blue Front \$95.00, 1 25c Brown Front \$175.00, 2 10c Brown Front \$145.00, 1 5c Brown Front \$120.00, 1 5c Cherry Bell \$100.00, 1 10c Cherry Bell \$140.00, 1 5c Melon Bell (Refinished) \$120.00, 1 5c Cherry Bell (Refinished) \$125.00, JENNINGS MACHINES: 4 5c 4 Star Chief \$75.00, 1 5c 1 Star Chief \$65.00, 1 10c 4 Star Chief \$75.00, 3 5c Dixie Bell \$135.00, 1 10c Red Skin \$150.00, 1 Single Slot Safe, Lock and Key \$35.00, 1 Double Slot Safe, Lock and Key \$75.00.

JENNINGS

Table listing Jennings machines and prices: 3 5c Dixie Bells \$110c, Four Star Chief \$3 5c Four Star Chiefs, Messing Pool Tables, Rebuilt Like New WRITE.

Remember we stock all new Revamp Pin Tables: Lauras, Idahos, Hollywood, Pioneer Big Top, Casablanca, all at \$249.50 each; 1 Yankee Doodle, brand new floor sample, \$225.00; all in stock. Have in stock over 150 used Tables, consisting of most all makes at popular prices. WRITE for our LATEST CIRCULARS. We are now delivering GOTTlieb's NEW STAGE DOOR CANTEN to all Georgia operators.

ONE-HALF DEPOSIT MUST ACCOMPANY ALL ORDERS.

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to our Friends

MAY ALL YOUR LANDINGS BE HAPPY ONES

May all your flights in the future have a

common goal of peace and prosperity...may

your weather forecasts be fair toward the

pursuit of happiness. As the World again

converts its swords into ploughshares, let

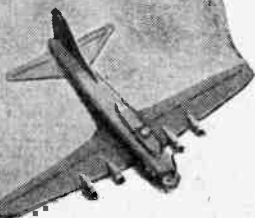
us pray that we shall never forget the

costly lesson we have so recently learned.

R. R. GREENBAUM
VICE-PRESIDENT

AIREON MANUFACTURING CORPORATION

GO
40



Aireon

MANUFACTURING CORPORATION

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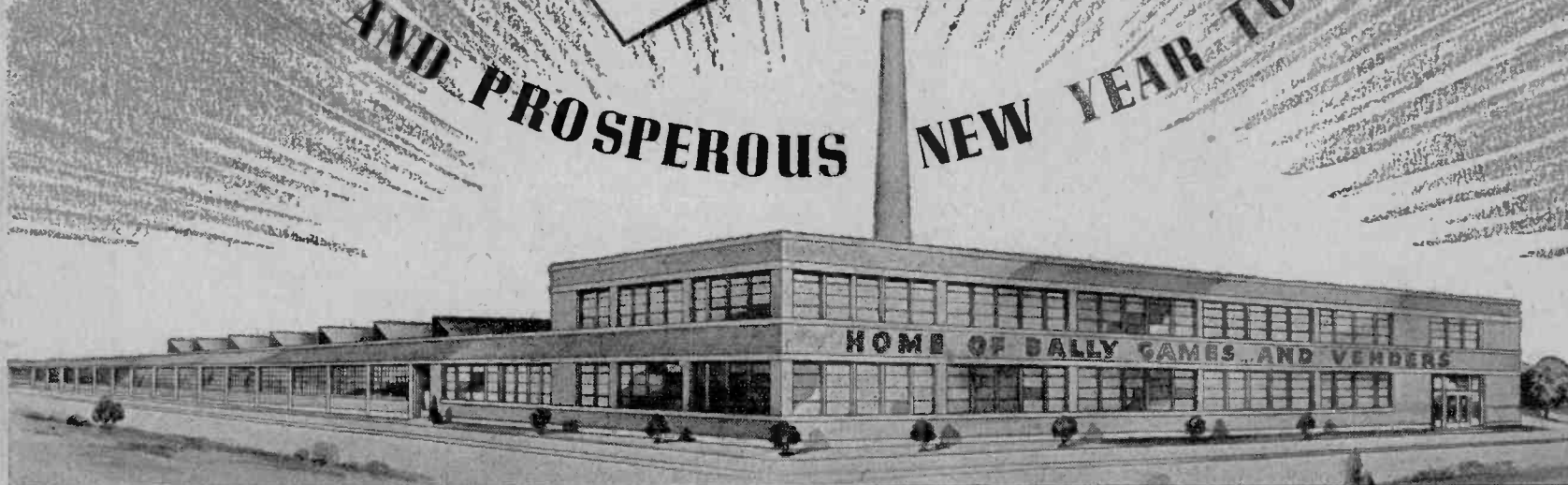
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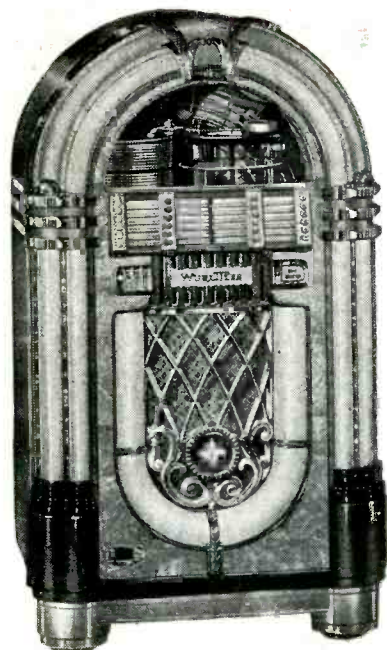


*a
Merry Christmas
to all*

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CORPORATION

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Invitations to Wurlitzer Music Merchants will be issued by Wurlitzer Distributors. The new Wurlitzer merchandise will be on display and IN ACTION.

There will be food, fun and refreshments but, the big treat of all will be to see the most sensational offerings Wurlitzer has ever made in all its years of leadership.

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