The Curfew Observance——What It Means to Clubs

Nation’s Radio Eds on Consumer Tele Acceptance

Percy Faith
“Popular Music on a Pedestal” (See page 4)
It's Boom Town for Smiley Burnette

Order today

4002 - "Do You Want My Heart"
4003 - "It's My Lazy Day"
4004 - "I Hope Your Having Fun Hurting Me"
4005 - "I'm a Stranger Here Myself"

American Recording Artists

Bruce Gear, Professional Management
and William Morris Agency

I. T. Jorgensen, Business Manager
Studio City, Calif.

Gene Abbott, Photographer
Advance Publicity

Maxine Hamilton, Publicity
New York

Bev. Barnett, Publicity
Advertising
Hollywood
Showbiz 1945

To Sell Mercy Cross, Get $...

All phases of entertainment world to collect and hit stay-at-home hearts

NEW YORK, Feb. 26——The Red Cross, which proper eyes showed and jolly media, is calling upon the entertainment world to do something a bit extra as it goes into its first week for 1945.

It admits, of course, that not all the generous world there are men and women who showed during their Red Cross as field directors and others serving in every RC capacity that help make the lives of those who live and die at the front——just a little bit more as a personal way. Now is. Whatever the RC function, personnel has been in these carrying stretchers, giving blood, rolling bandages——and dying too——that others may live.

The little extra that’s been asked comes before the Red Cross in every way. The dough and their dough-collecting abilities. Collecting IS one thing thing third every week, but there’s just a bit better perhaps than any other collection. For the dough, Red Cross is accustomed to playing upon——and it has, in that assortment of the men in the service, the necessary material with which to get across to the homefront——going thru——that they may live.

Every newspaper in Red Cross territory is in there asking those whom they entertain——and entertain always——to do something a bit extra as It goes into its 1945 campaign.

The legit field is going to do its job in every way. The Mutual network’s program will NBC and -- for Red Cross, incidentally. CBS will have appeals on its every sustaining program, as NBC and the Blue. Each appeals behind every bit of leadership that the Red Cross can gather to do a “must” job selling the Red Cross Amerikan.

Night Clubs, Collect Too

Even tho the night clubs are faced with a one-third cut in their earnings and playing time, they will be selling the Firestone Nightshifts are on with their n.e. appeal. Where there is no juke box at a club, another club’s gems will jump into the picture. The appeal will make the appeal.

The legit field is going to do its job with a mustard seed. Collections from the legit field itself have been going on for some time now—the effort being to get the pub’s cash registers in before asking the club to collect from its audiences. Gertrude Lawrence, with Lee Biles, behind the scenes, is going about the job systematically and Massingale reported February 23, that the tab indicated that 14.9 Red Cross collections had been in 1945, for a total of $1,107. Overall from legit so far—two

The WMC Curfew Order

To: All Regional Man-Power Directors

Subject: War Man-Power Commission responsibility for enforcement of midnight curfew on places of entertainment

Order issued by Director of War Mobilization and Reconversion, James F. Byrnes, Director of War Mobilization and Reconversion, has fixed primary responsibility in the War Man-Power Commission for obtaining compliance with his request that all places of entertainment close by 12 midnight each day, effective February 26, 1945. This midnight curfew is necessary to conserve coal, and also to help to alleviate the man-power shortage and the burdens upon transportation and other facilities.

This field instruction prescribes the procedure to be followed by the War Man-Power Commission in carrying out Director Byrnes’s order. Establishments affected:

Places of entertainment affected by the midnight curfew include the following:

- movie houses
- night clubs
- sports arenas
- theater
- dance halls
- roadhouses
- saloons
- bars
- shooting galleries
- bowling, billiard and pool establishments
- amusement parks
- circuses
- coin-operated amusement device parlors
- ice skating and roller skating rinks
- entertainment activity of pachy, country,
- and other clubs
- dance studios and "schools"
- and gambling establishments.

Entertainment supplied for military personnel, especially in ports of embarkation, which is sponsored by responsible agencies conducted on a non-profit basis, after the approval of the military authorities and in camps and stations, may be exempted from the curfew order.

No exceptions of any characters are allowed.

Reports of violations:

Area directors shall obtain the assistance of the mayor or other chief executive officer of each municipality in obtaining compliance with the curfew order. Arrangements should be made for the mayor of other local executive officers to serve as agent of the area director. The area director should not accept reports of violations received from within his area of responsibility for proper delinquency. Where places of entertainment are located outside the boundaries of the city, the area director should get in touch with the appropriate State, county or other officials and make arrangements similar to those made with the municipal officials for obtaining compliance in obtaining compliance with the curfew order.

Action to be taken upon receipt of report of violation:

When the area director receives a report of violation from the appropriate official, he shall determine whether or not there has been a wilful violation. If he determines, the director shall notify the violator within the city before the end of the business day (or the next working day after the determination to effect that as a result he will be permitted to return to the employment in establishments in which the violation occurred. The violation shall be recorded of his right of appeal under War Man-Power Commission Regulation 6.

Sanctions to be applied if violator refuses to comply with curfew regulations:

If the violator fails to lay off his employees in compliance with the curfew regulations, he shall be subjected to a report of the same for a period of three months, and the violation shall be recorded of his right of appeal under War Man-Power Commission Regulation 6.

Night Clout

Ope faced with a 12 o'clock curfew (See What Curfew Means on page 17)

Niteries in Air Over Curfew

They’re Gloomy But’ll Stay Open

First panic subsides as ops relax, rescind cancellation of acts and shorten hours

NEW YORK, Feb. 24——As the situation stands now, no story is in the country about the effect of the midnight curfew on places of entertainment, when the curfew takes effect. Most, spots in New York and throughout the country are

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Night Clout

Ope faced with a 12 o'clock curfew (See What Curfew Means on page 17)
N.Y. Stage Door Canteen Celebrates Third Birthday

NEW YORK, Feb. 24.—Forty thousand of the best artists of stage, screen, and radio are expected here today to celebrate the canteen's third birthday, March 2. For the occasion, the American Theater Wing, Stage Door sponsors, will show that during its three years it has entertained 600,000 patrons. It was opened in 1943.

Continually adding new facilities to "Stage Door Canteen" on page 24

Two Philly Outlets Plan To Eliminate Com. Church Shows

PHILADELPHIA, Feb. 24.—In its first move to streamline the program schedule, the American Theater Wing announced this week that April 1 will see a complete reorganization of program schedule for the boys to have an average of one performance in every three nights.

General News

In giving them all a four-week notice.

Mr. Moss, in ordering the

Percy Faith

"Popular Music on a Pedestal"

Percy Faith had good training for his career among long-haul buses and giving a free ride to a sick woman by the age of 11 and grew up musically with that in mind. Having made the band plane as his hobby, Percy later made a pedal organ. The idea of a "doo-wop" band was born.

Canadian Broadcasting System network show, Music by Faith, began to be heard coast-to-coast in 1944. The fact was that this show brought him the band and for 12 years he has been heard on the Mutual Broadcasting System.

It was in 1937 that his

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Local Market Indies Face BMB

RADIO

Communications to 1564 Broadway, New York 19, N. Y.

March 3, 1945

Local Market Indies Face BMB

HALFWAY MIN. $8 reached as first 9 meetings tabbed with 285 percolators

NEW YORK, Feb. 26.—At the half-way mark in BMB's first turn-through the competitive meetings its new emphasis is that the NBC's stand above the others, because there has been an overlapping with the NBC full-time schedule. However, as the meetings go on, there are still many questions that need to be asked. The meetings are scheduled for the first four Tuesdays of each month.

Major advertisers have not come into the picture. The biggest single classification is the one where Mutual stations of the smaller types are under, in which there are 8 outputs, the total number of advertisers who have been referred to as large markets. The second biggest group are the indies of 250 watts and under. These total 37, with all in larger cities. All the thru, chart, in and indie groups, small towns predominates.

The reason for this, aside from the obvious factors, is that the small stations, in the fact that the indies in strongly competitive markets are reluctant to win their own battle, as they may not show how well in the maps, says that there is a lack of financial backing on the part of the large stations, and the market is not large enough.

The Billboard is currently tabulating the chart, along with the Indie's suggested rates, which is expected to show the full committee March 1 and 2, Friday and Saturday, respectively. The group met in a further attempt to iron out the survey differences. Bernice Judin, assistant editor of The Billboard, Philadelphia, chairman of the sub-committee, who said that he will make no statement but will submit his report to the full committee March 1 and 2, Friday and Saturday, respectively. The group met in a further attempt to iron out the survey differences. Bernice Judin, assistant editor of The Billboard, Philadelphia, chairman of the sub-committee, who said that he will make no statement but will submit his report to the full committee March 1 and 2, Friday and Saturday, respectively. The group met in a further attempt to iron out the survey differences. Bernice Judin, assistant editor of The Billboard, Philadelphia, chairman of the sub-committee, who said that he will make no statement but will submit his report to the full committee March 1 and 2, Friday and Saturday, respectively. The group met in a further attempt to iron out the survey differences. Bernice Judin, assistant editor of The Billboard, Philadelphia, chairman of the sub-committee, who said that he will make no statement but will submit his report to the full committee March 1 and 2, Friday and Saturday, respectively. The group met in a further attempt to iron out the survey differences. Bernice Judin, assistant editor of The Billboard, Philadelphia, chairman of the sub-committee, who said that he will make no statement but will submit his report to the full committee March 1 and 2, Friday and Saturday, respectively. The group met in a further attempt to iron out the survey differences. Bernice Judin, assistant editor of The Billboard, Philadelphia, chairman of the sub-committee, who said that he will make no statement but will submit his report to the full committee March 1 and 2, Friday and Saturday, respectively. The group met in a further attempt to iron out the survey differences. Bernice Judin, assistant editor of The Billboard, Philadelphia, chairman of the sub-committee, who said that he will make no statement but will submit his report to the full committee March 1 and 2, Friday and Saturday, respectively. The group met in a further attempt to iron out the survey differences. Bernice Judin, assistant editor of The Billboard, Philadelphia, chairman of the sub-committee, who said that he will make no statement but will submit his report to the full committee March 1 and 2, Friday and Saturday, respectively. The group met in a further attempt to iron out the survey differences. Bernice Judin, assistant editor of The Billboard, Philadelphia, chairman of the sub-committee, who said that he will make no statement but will submit his report to the full committee March 1 and 2, Friday and Saturday, respectively. The group met in a further attempt to iron out the survey differences. Bernice Judin, assistant editor of The Billboard, Philadelphia, chairman of the sub-committee, who said that he will make no statement but will submit his report to the full committee March 1 and 2, Friday and Saturday, respectively. The group met in a further attempt to iron out the survey differences. Bernice Judin, assistant editor of The Billboard, Philadelphia, chairman of the sub-committee, who said that he will make no statement but will submit his report to the full committee March 1 and 2, Friday and Saturday, respectively. The group met in a further attempt to iron out the survey differences. Bernice Judin, assistant editor of The Billboard, Philadelphia, chairma...
FCC Clear-Channel Quiz

Has Plenty of Hooks: Dual Owners Superpower Aches

Stations Face May 9 Meet With Lots of Questions

WASHINGTON, Feb. 24.—Clear-channel, investigation, called by the FCC for hearing May 9, will be brought up at hearing. They are.

1. The cornerstones of questions about clear-channel, channels and as 1-B channels.
2. What frequencies in the standard broadcast channel field.
4. Antenna's "ability" of other stations to operate in the clear-channel.
5. The FCC has dismissed 12 other applicants for clear-channel.
6. Applications by Raytheon for Fat and Warner are negotiating a merger.
7. Tele licenses have been sent to the FCC for submission at May 9 hearing.
8. Whether, and to what extent, the FCC has tossed out eight applications for clear-channels.
9. New evidence?

10. A plan.

11. Point Hearing

FCC named 11 special points that would be brought up at hearing. They are.

1. Recommendations FCC should make to State Department for changes in list.
2. Whether number of clear channels should be increased or decreased and what frequencies.
3. Minimum and maximum power authorized for clear-channel.
4. Whether power in excess of 50,000 kw would unfavorably affect "economic ability" of other stations to operate in clear-channel.
5. Whether it is economically feasible to re-localize clear-channel effective of 

6. Whether a plan will lead the higher tele group in again presenting the case, few "quality" pro-

7. When a wing would be added to the communication center to house radio and television plants.
8. What new legislation is needed from Congress on clear-channel.
9. No Like Investigations

What nothing is said by the FCC on quiet investigations of clear-channels during present hearing. The FCC considers that the problem has been studied and all findings have been reported before the FCC.

10. The cornerstones of questions about clear-channel.

11. New Clear-Channel Band?

Still another problem is whether $40, new band proposed for broadcasting, will be denied and made clear-channel.

Raytheon and Belmont Set To Enter Broadcasting and Tele; Applications Pending

Manufacturers Again Eyeing Entertainment Field

CHICAGO, Feb. 24.—Raytheon Manufac-
turing Company, Waltham, Mass., will open FM and television studios in Bos-
ton. Applications for Raytheon and Belmont have been sent to the FCC for the 8:30 Sunday time on the Blue, which bows in with Jerry Wayne March 5 at 9 p.m. Mondays will move which is being vacated by Joe E. Brown's Stop Go.

MBS Birth at Stork

NEW YORK, Feb. 24.—The New York radio trade press on Friday (11) this week from Sherman Billingsley, owner of the Stork Club Restaurant, lluminated some of the MBS-Stevie Hanus press party. When J. Walter Thompson Agency decided to announce its Earl Wilson show from Billingsley's boites, the owner

Plenty Oral Pitches on FM-Tele Set

Hearings To Be Plenty Wordy

WASHINGTON, Feb. 24.—Signs were mounting here today that the radio in-
dustry would make an "all-out" fight on a proposal on a new television allocation, which is the schedule for hearing today. Presumably, it would be presented tonight.

"FM seemed to receive the spotlight as far as the industry was concerned," it was stated today. "It is expected that the FCC will be presented the spectrum that biggest fight impends.

Broadcasting Center Planned by Iowa Univ.

IOWA CITY, Ia.—The University of Iowa is making plans to go all out on radio, television and film with a post-war project called for erection of a communications center for its journalism school. The school is believed to be the first fine additional educational facilities in the country to have declared itself on "channels" for the enlarged fields of modern communications.

President Virgil M. Hancher of the university announced the new building, which would cost approximately $200,000, would place under one roof the all the school's radio, television and film, and would include an electronic information unit for latest developments in entertainment, news and business. The school and the university announced last week that the channel was open.

President would be a suggestion for the spectrum that biggest fight impends.

"When possible, a wing would be added to the communication center to house radio and television plants.

No acknowledged that there would be a shift as once to a new dial position and the new FM band is open.

NAB also points out that the assignment of television time sales by the nation's 53 50- and new on

For the moment, the shift will pit it against NBC's new Eddie Bracken wired.

No evidence? Tele broadcasters have expressed the do-or-die battle and that when fireworks are ended they will be denied and reserved FM channels will stand as proposed.
Que. Invasion Of Broadcast Field Hits Snag

OTTAWA, Feb. 24.—Province of Que-bec has no legal right to set up its own radio broadcasting system, according to officials of the Federal Department of Justice and the Canadian Broadcasting Corporation here. A bill aimed at setting up a provincial network has been introduced by Premier Maurice Duplessis in the Quebec Legislature.

Should Premier Duplessis push to the limit his expressed purpose of establishing an independent provincial govern-ment broadcasting system in Quebec, there is little doubt here that the Com-mission government would work its right to disable the enabling legislation, thus preventing any Quebec invasion into the broadcasting field which at present lies exclusively within the jurisdic-tion of the federal government.

CBC Says Quebec's Covered

CBC officials here say that Quebec is well and adequately served at the pres-ent time by both CBC and privately-owned radio stations. Dr. Augustin Prigon, CBC general manager, has always held in his own hands the direct super-vision of programs for the corporation's French-Canadian stations in Quebec Province and a special effort has been made by the CBC to make these pro-grams worth while.

An attempt by former premier, L. A. Taschereau, of Quebec, to establish a provincial network was vetoed by the Privy Council in London. Under the present law, the Quebec government could not set up a radio broadcasting station or chair without the approval of the CBC and government authorities here.

“Penny Edition”

HOLLYWOOD, Feb. 26.—Penny Singleton is getting just a little weary of the groundie character and is urging everybody around her to plug the show she really likes, Penny Edition, which is in the hands of Tom Luckenbill (William Esty). Luckenbill hasn’t officially had time to hear the show yet, and others who have, ask—“It’s cute—but is it commer-cial?”

Grant To Exit From Ballantine For 7-Up Show

NEW YORK, Feb. 24.—Barney Grant, who went on the Ballantine show last Monday (19) as a fill-in after Johnny Morgan set, leaves the program shortly to do a comedy seg for 7-Up, soft drink peddlers. The account is slated for the Mutual air and will probably start next month.

J. Walter Thompson is in the market for a comic to take Grant’s place. J. Up had an option on Grant’s services for the last month and an audition clinic in its possession. While the company was de-ciding on the show, J. Walter Thompson grabbed him for Ballantine fill-in. Then, Wednesday (21), 7-Up gave the go ahead. Since 7-Up had the option, JWT gave him up.

Situation is roughly comparable to the trouble William Esty Agency had with Jack Carson when he was on the air for Camel. Carson was signed by Camel despite the fact that Campbell Soups, his present sponsor, had an option on his services. After Camel had had him for nearly three months, Campbell decided that it wanted him. Camel and William Esty squawked like mad but there was nothing they could do. JWT and Ballantine did not squawk about Grant.

Chicago Tribune Slam at Blue Has Radio Row Yelling ‘Libel’

CHICAGO, Feb. 24.—The Chicago Tribune this week went out of its way to take a couple of nasty pokes at the Blue Network in an editorial that has radio row here screaming “libel.” The Tribune, which long has taken shots at Blue newsmen like Walter Winchell and Drew Pearson, has never been as bitter as it was this week.

For no ap-parent reason, it rear ted back on its hind legs and started to holler.

The blasts started last Thursday (18), when the Trib took the over-all Blue-operation to task in an editorial based on the idea that Blue Mobile will be forced to tell a court how he came into possession of WMCA. Twisting and turning its editorial, the Trib brought out its opinions of Mobile’s, the Blue’s commentators and the inclusion in the newspaper article.

Typical Comment

Typical comment was: “Nobody can accuse the Blue Network of being the New York affiliate of the Blue, that it was the network within which hag no respectable man in his right mind would condescend to use.”

radio officials here are taking no official legal steps yet, but copies of the editorial have been sent to Joe MacDonald, the nets legal chief in New York, with the instructions that he should look into the matter to see what steps should be taken.

“Rum & Coca-Cola” Okay on CBS Now; Still Nix on NBC

NEW YORK, Feb. 24.—Rum and Coca-Cola is no longer barred from the Co-dumbias Broadcasting System as an instru-mental selection but the ban against it with the “rum” and “Coca-Cola” words in, at this time, was announced, however, as E. & C.-C. and doesn’t have to be called, as on the Blue web, Ltd. and Coca-Cola. The NBC has still standen.

First R&C shot on CBS was the Vaughn Monroe pitch on February 9, sans fanfare, and it’s understood that the reason the instrumental okay was put thru was because the set officials saw no way of keeping it off the Hit Parade without causing K a plenty of legal troubles. Tune has hit No. 7 for last two weeks.

THANKS
to radio editors
for generous consideration

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<td>BACKSTAGE WIFE</td>
<td>H. L. Warfield's (Mo &amp; Dr. Lyon's Toothpaste)</td>
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<td>The Smoothes-MBS</td>
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<td>YOUNG WIDDER BROWN</td>
<td>C. H. Phillips (Milk of Magnesia)</td>
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<td>M. Herit Trio-CBS</td>
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<td>Hop Harrigan-Blue</td>
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<td>Handy Man-MBS</td>
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<td>STELLA DALLAS</td>
<td>G. H. Phillips (Toothpaste)</td>
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<td>House Party-CBS</td>
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<td>That's For Me-MBS</td>
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<td>Johnson Family-MBS</td>
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<td>BREAKFAST IN HOLLYWOOD</td>
<td>F. &amp; G. (Ivory Flakes)</td>
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<td>Amanda-CBS</td>
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<td>Arthur Garth-NBC</td>
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<td>Road of Life-MBS</td>
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<td>TODAY'S CHILDREN</td>
<td>General Mills (Bisquick)</td>
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<td>Two on a Clue-CBS</td>
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<td>Mystery Chef-Blue</td>
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<td>Jane Cowl-MBS</td>
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<td>MA PERKINS</td>
<td>P. &amp; G. (Oxidyl)</td>
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<td>High Places-CBS</td>
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<td>Snowdrift Neighbors</td>
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<td>Yours Alone-Blue</td>
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<td>True Detective-MBS</td>
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<td>THEATER OF TODAY</td>
<td>Armstrong (Cork)</td>
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<td>Various-Blue</td>
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<td>Hello, Mom-MBS</td>
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<td>Don Goddard-MBS</td>
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<td>STARS OVER HOLLYWOOD</td>
<td>Bowey's (Detroit)</td>
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<td>Farm and Home-Blue</td>
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<td>Sorenson &amp; Co.</td>
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<td>BILLIE BURKE Serv. Inc.</td>
<td>(Refrigerators)</td>
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<td>Various-Blue</td>
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<td>Newspaper Hall-MBS</td>
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<td>Em McConnell-MBS</td>
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*Most television shows employ a network of less than 150 stations. It is not possible to project their household and listener-percentage ratings unless a minimum of 25 stations are known to be carrying the show. Therefore, household and listener-percentage ratings are not reported in these cases.

The average daytime audience rating is 0.2 as against 4.9 last report, 1944. Assignment of 4.6 as against 14.6 that reported 1944. The average cost-per-thousand figure is not reported in these cases.

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**"Mary Marlin" Canceled by J. W. T. for S. B.**

HOLLYWOOD, Feb. 26—Mary Marlin, one of the earliest of the sock day-time cliff hangers, has been canceled by J. Walter Thompson on behalf of Standard Brands, whose Tenderleaf Tea and Fleischmann's Yeast have been among the commercial pitches of the seg. Cancellation is effective on CBS March 19, but the agency has asked for a maybe two added weeks until April 3 for then probably another 11 weeks—just in case a replacement isn't set by the time the M. M. present contract ends.

Mr. deal is typical of what tear-dact teaser writers face. Jane Crusinberry, Marlin scripter, if she accepts the J. W. T. or but extension deal, may have to write series endings at any one of three different spots in the life of her air characters—and series death notices bounce up like this every so often.

## Cantor Replacement

The Cantor Program?

NEW YORK, Feb. 24.—Eddie Cantor's summer replacement, if Eddie's big plan goes thru, will be the Eddie Cantor Show—minus Eddie Cantor. The star has been trying to sell Young & Rubicam on the idea of keeping the same talent and format throughout the summer that they have the rest of the year, only Cantor would take a vacation. Young & Rubicam feels that if Nora Martin, Bert Gordon (ex-Mad Russian) and Leonard Sues' ork stay on, a "Where's Cantor?" gimmick added, his audience will stick thru the hot weather. In addition to the regular talent, the show would use guest.

TQM thinks it's a good idea program-wise, but both the agency and the client think that the cost will be too high for a summer show.

## Blue to Air Dropped NBC Feature, 'Hawthorne House'

SAN FRANCISCO, Feb. 24.—Neathrome House, NBC feature for nine years until it was dropped by Wesson Oil, October 6, 1944, has been picked up by the Blue and will go out over KBCA, Los Angeles, starting March 5, and will pick up additional stations of the California-Blue Network, April 30. The broadcasts will be from Los. EGO here.

New sponsor is Guiltart Chocolate Company, San Francisco. In the cast will be Monty Mohun, with the army in the Bay area; Pearl King Tanner, Natalie Beer, Bert Horton and Lou Toblin. Gil Thomas will produce for the agency, Garfield & Gould, San Francisco.

## WAIR

Winston Salem, N. C.

and other top Radio stations use this 2x5 VISUAL record of song hits of over 100 publishers, plus old favorites. Includes lead sheets and lyrics of chorus.

Samples free.
To the
RADIO EDITORS
of the United States and Canada

THANKS AGAIN!

Guy Lombardo

On the air for
CHELSEA CIGARETTES
MONDAY 10 P.M.—BLUE NETWORK—COAST TO COAST

In person at
THE ROOSEVELT HOTEL, NEW YORK

On
DECCA RECORDS
Chicago's Mutual, KDKA, takes a stand for what Chicagoans want to hear. Chicago Station Execs Defend But Will Sign

Shifting Populations Ache

CHICAGO, Feb. 21—The Broadcast Measurement Bureau (BMB) may step on the toes of the AAAA, but its new methods are now being endorsed by Chicago Radio Management Club. C. significative thing about much of the beef, however, was the fact that the boys who run the BMB and then started yelping, were not griping in a vitriolic manner, in an effort to do the bureau and all of them, and the basic idea behind the BMB, which up to date has spread over 224 stations at NAB district meetings, was not much they could do but join. Their feeling is that since the four A’s and the AAAA are cooperating with the BMB, there is no time for them to do the bureau, and since the AAAA, with members who have been broadcasting, want the BMB, they had to join. Their plan is to do the best they can but join. They are starting at the sane A, and with the AAAA, they were using some semblance of the old system. They don’t know well that their competitors, for example, the advertisers, if there is an advertising agency could easily say: "This people will do the best possible job and no one is forced into anything, even by implication."

Another beef was that the bureau’s present plan to make a survey every two years, instead of at 12 per year, was unsatisfactory. An estimate of the expense and adequacy. The feeling was that the survey could be done more often and results released more often. The reason given was that after the war there might be a great exodus of the public from various areas when war plants shutdown and new peace time industries are started. If such a flux should take place, for example in the first six months of a two-year period in which the bureau did not release a new survey result, it then could be possible, it is said, for the survey results of some areas to be accurate for a year and half.

Robert’s Answers Charges

To this charge, however, Harlow Robert, president of the Chi Radio Management Club, and one of BMB’s behind the scenes leaders, stated that there was no guarantee that the surveys would be conducted only every two years. He said that the bureau wouldn’t take two years because the bureau wanted to be certain in its figures and that it would be a waste of time to do the surveys. He said that the bureau was willing to sacrifice speed to insure accuracy. He also said that there had been no assurance that the BMB would change its survey year by year. He said that he was willing to take two years because the bureau wanted to be certain in its figures and that it would be a waste of time to do the surveys. He said that the bureau was willing to sacrifice speed to insure accuracy. He also said that there had been no assurance that the BMB would change its survey year by year. He said that he was willing to sacrifice speed to insure accuracy.

The plans for the BMB were explained by Frank Enos, president of the BMB, at the meeting of the BMB, and at the meeting of reps, and agency and station execs here last week, the formal presentation of the plan won’t be made until the AAAA meeting here March 25-26. Then, it is expected, the execs will have a chance to set or just fall in line.

INDIES PACE BMB

(Continued from page 5)

story telling. His, and the fact that the BMB now is a nationwide organization and its procedures, when it is decided that the survey results are to be accurate for a year and half.

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Public More War Minded

High-frequency dispute, in most cases, disturbed consumers instead of video

NEW YORK, Feb. 24.—Fifty-eight out of 81 radio editors in the nation think that the recent controversy among advocates of high and low video frequencies has absolutely no effect on the public's post-war acceptance of television. Far to indefinite for the public to accept.

Another, from Goshen, Ind.: "It's still far to indefensible for the public to accept. Other thoughts occupy people in war."

A third, from Hollywood: "It doubts if it has had any effect on the public since sets are not available. I think the public is too busy, too many problems to give television much thought at present."

A forth, from Waterbury, Conn.: "There is too much in the public mind at the moment to be seriously concerned with this particular football."

Editors Slap at Squabblers

The theme of the controversy centered in the replies was that a public slaps at the squabblers for not devoting all their attention to war tasks and leaving telecasting pursuits for the wars end. Typical of the wrist-slaps was this one from Waterbury, Conn.: "There is too much in the public mind at the moment to be seriously concerned with this particular football."

A third, from Hollywood: "It doubts if it has had any effect on the public since sets are not available. I think the public is too busy, too many problems to give television much thought at present."

A forth, from Waterbury, Conn.: "There is too much in the public mind at the moment to be seriously concerned with this particular football."

Big Audiences Are Tough

New York, Feb. 26—NBC and CBS are using their telecasts not only to develop scanning techniques but to find out just what the public likes or dislikes and how much. DuMont releases weekly reports on its mail surveys and rates its programs accordingly. It does not, however, release the number of returns, size of mailing, etc., for the number involved each week is available.

CBS, on its part, is at work developing scanning techniques and release nothing at this time, but it has uncovered a rating system that will stand up come peacetime air pix.

NBC's Second Report

Last week NBC released a second report on television viewers (covering Sunday evening, Jan. 28). When two stations, WABD (DuMont) and WNBT (NBC), are on the air.

Quiz Kids Hit

DuMont Video
On Blue Pitch

New York, Feb 25—The Quiz Kids will make their video debut on the DuMont station, WNBT, March 6, on the Blue Pitch. The Kids will have their regular format with a visual twist to the program. The show will plug the one-day vitamins for all ages.
Many Orks'll Lose Remotes

Meadowbrook will close, but others will start earlier; ops point to 'rider' clauses

NEW YORK, Feb. 26.—The effect of Director of War Mobilization James D. Byrnes' midnight curfew on bands, so far as the nationwide aspect is concerned, can't be determined as yet; but, from an early清晨的pic, as seen by those close to the band biz, the situation is a precarious one. With the New York responsibility to the War Man-Power Commission, which issued a statement Saturday (26) that there was new volun-
tary, not a government order, and under no condition of panic, as of this writing the whole situation is up in the air. As of today, all OA's can be used to enforce the curfew.

As far as a bird's-eye view of the scene up north is concerned, executives of the Mutual Local 902 announced that because of the recent curfew, because of mass taking out wires at 11:45 p.m., only a few will have air time as a result of the curfew, as few as any of 45-90 minute stints. Conversely, bands now airing from Chicago and the West Coast will have a break as far as Eastern time is concerned. For example, the Mutual Hotel Room in Chicago, will be able to count hours in New York air time.

802 Issues Ruling

So far as actual conditions around New York, the Mutual Local 902, has issued a statement Saturday (24), main point of which is that "where Class A or B spots contract calls for a specific number of sessions and hours, the union will lose some of the rights and privileges that have been secured by the union scale." It's all part of story that's giving disk company execs gray hair in a hurry. Pubs for some time have been getting leaders with tunes, or else bands have put up requests for tunes before company executives even see the lead sheet. Consequently, in some cases, it's time to pay fees for tunes to artists to dish, many of them already have certain tunes on their list that they want to do, no matter who else does them. It's not known if this is the case here, but according to disk company execs, going around the corner to the next pub and getting the original com-

Remote Situation

Remote situation for dance bands at this writing, however, cripples the New York picture. CBS will stop the Meadowbrook, and its tentative schedule is as follows:

Sundays—400 Restaurant (Tommy Dorsey), 11:15-11:30 p.m.; Commodore (Charlie Spivak), 11:45-11:45 p.m.; Palladium (Vaughn Monroe), 11:45-12:00 p.m.; Sherman (Hal McIntyre), 12:05-12:30 p.m.; Monday—New Yorks (Jerry Wald), 11:20-11:45 p.m.; St. Louie (Red Field), 11:45-12:00 p.m.; Palladium (Anson Armstrong), 12:05-12:30 p.m.; Tuesdays—Sherman (Hal McIntyre), 12:30-12:45 a.m.; Trixon (Horace Heifetz), 12:45-1:00 a.m.; Invaders (Vaughn Monroe), 1:00-1:15 a.m.; Wednesday—Stevens (Ted Weems), 12:30-12:45 a.m.; Thursday—Palladium (Vaughn Mon-

Army Plugs New Loesser Tune

NEW YORK, Feb. 24.—Frank Loesser, Army Song Writer, now in New York, has figures in N. Y. that his infantry tune will get more attention than other troops. Consequently, when it's time to pay fees for tunes to artists to dish, many of them already have certain tunes on their list that they want to do, no matter who else does them. It's not known if this is the case here, but according to disk company execs, going around the corner to the next pub and getting the original company, only puts the pieces in the middle, but good.

Forster Claim

To 'Mill Stream'

Upheld by Court

NEW YORK, Feb. 24.—U. S. Circuit Court of Appeals last week upheld Forster Music's claim to song Down the Milky Way. The procedure was decided by Jerry Vogel Music Company which claimed ownership of the song composed by the late Telly Williams, Jr., to 1910. Vogel received a signa-

L. B. Harrison, who claimed to be co-author of the song.

Conversely, when it's time to pay fees for tunes to artists to dish, many of them already have certain tunes on their list that they want to do, no matter who else does them. It's not known if this is the case here, but according to disk company execs, going around the corner to the next pub and getting the original company, only puts the pieces in the middle, but good.

Majestic Ogles

Dunham; Band

May Go 802

NEW YORK, Feb. 24.—Majestic Recor-
des, which just signed Jerry Wald, is approaching other solid names to field. Now talking to Sonny Dunham, current Military Bandleader in the Army, is definitely in the field. Better case, however, it's over Santly-Joy's My Dreams and Better than That. It's all part of story that's giving disk company execs gray hair in a hurry. Pubs for some time have been getting leaders with tunes, or else bands have put up requests for tunes before company executives even see the lead sheet. Consequently, in some cases, it's time to pay fees for tunes to artists to dish, many of them already have certain tunes on their list that they want to do, no matter who else does them. It's not known if this is the case here, but according to disk company execs, going around the corner to the next pub and getting the original company, only puts the pieces in the middle, but good.

WB Pubs Lose

Another Set

To Hit Parade

NEW YORK, Feb. 24.—Advance Music's suit against American Tobacco Company's radio program, Your Hit Parade, was dismissed by the Appel-

ate Division of the New York Supreme Court, Case which has been in the courts for over a year, was in the form of a trial case against the tobacco company's Parade, in which music pubs have sued for some time about the bands doing the songs. The suit is for $335,000. The Appel-

ate Division of the New York Supreme Court, which is the case here, but according to disk company execs, going around the corner to the next pub and getting the original company, only puts the pieces in the middle, but good.

Moss Says TD

Take 8G, 1st

400 Spotweek

Different $8 Notions

NEW YORK, Feb. 24.—Tommy Dorsey's first week at the 400 Restaurant which ended Thursday (21), resulted in band doing a little over 5,000 covers. Not Moss, the 400 and Dorsey did 4,100 covers for week, but according to T. D., he had 7,200 covers up to Wednesday eve, 430 more would give band their weekly average. In Dorsey's deal at the place gives him 3,800 covers, with a guaranteed per week and percentage of gross. Covers are $1.15 on week-ends, with probably at least half of the covers coming in Sun-

Thursday and Sunday. Not known what Dor-

sey does with. the Moss claim that T. D. ended up with a little under $4,000. Trade thinks figure is too high.

The restaurant will start music at 6 p.m. next week, running thru until 12 a.m., but according to band leaders, will probably run from 11 to 9 and 3 to 7. Dancing will start at 9 p.m. as usual.

CHICAGO, Feb. 24.—Will Banner, music pub in his 38-year history, celebrates his fifty-fifth anniversary March 15. He's been at 3 irrigation. These Days, Dark Town Strutter's Ball, Don't Call You Sweetheart, and others.
Neb. Music Users Seek Revoking of Anti-ASCAP Law

NEW YORK, Feb. 24.—Committee composed of dance hall proprietors, hotel men, indie broadcasters and other users of music in the State of Nebraska are at present petitioning the State Legislature in Omaha to revoke the anti-ASCAP law in the State's statute. Nebraska mixed ASCAP in the State in 1937, claiming that the Society was a monopoly, and declaring it unlawful to operate in the State of Nebraska.

Reason for petition on part of the users of music, including hotel men, many of whom use music via secondary phase, such as wired music, is to protect them from being sued by independent copyright owners. Fact that Nebraska places of business can use music without paying a license fee, calls for $250 for each usage if court action declare that the independent copyright owner was infringed upon.

J. D. To Open Steel Pier

NEW YORK, Feb. 24.—In line with policy followed for the last few years, the Steel Pier, Atlantic City, will officially open for the season Sunday, April 1, and close sometime in May.

Jimmie Dorsey has been signed for curtain-raising honors. Frez Tommy Dorsey will be notified of the show that is being handled by the Eddie Sherman office.
Small Combos Gathering the E. T. Coin This Year as All Transcription Orgs Use 'Em

'Billy and Western Units Play the Field

NEW YORK, Feb. 24.—Small dance combos, novelty units, hillbilly outfits and rumba crews will strike more pay dirt in the city's transcription field during 1945 than in any previous year. A quite of the major e.t. makers reveals that these artists as well as solo vocalists and the scores of current and past Broadway musicals will make up a terrific percentage of their programs during the next 12 months.

One reason for the laying to smaller units appears to be that since the recording ban was lifted most of the top music crews are concentrating on straight dealing and are content to let the transcription companies draw on albums programs made before the disk undermillers. Smaller outfits and solo stars have come to the public ear strongly enough during last few months to make their added transcription chores pay off to each, even with the fees cut.

Most of the names bands, however, have already signed by their respective companies and will continue to sandwich in cuttings between other commitments. Room for the efforts of the smaller combos in the already limited production schedules is being made in most cases by using the blue pencil on releases by their bigger brothers.

50-75 Tunes a Month

Monthly production of the four largest e.t. producers in New York will average between 80 and 75 tunes with the total running into the pop and standard groove. Muzak-owned Associated Music Library will release between 50 and 60 tunes using 23 per cent current pop, 38 per cent Copyright and 29 per cent novelty, with the remainder going to race, hillbilly, Latin American and country. Associated is one of the heaviest users of small unit and solo talent, hiring such artists as signed Phil Brito, the Andirini Continentals and the Ridders of the Purple Sage. A breakdown of the 73 tunes released monthly by Langworth, 46 on the 50-75 tune chart, also shows a definite swing to small units. Evident in checking smaller catalogs, are about 23 per cent on Langworth release charts or, for that matter, any 46 per cent of the 73 released in any of the other three companies is the fact that many of them are the new hits or, in the case of Langworth, a limited edition, as in the case of the Ridders of the Purple Sage, who are cutting for both the Associated and Langworth labels.

NBC Using Small Ones

NBC's thesaurus whose 60 tunes a month output tops the list has always been a big user of name bands but more and more smaller combos are finding their way to contracts this year. Hardest (See E. T., Coin Flows on page 104).

Jerry Wald To Play Old Roseland Option But at More Ouch

NEW YORK, Feb. 24.—American Federation of Musicians' recent ruling on Tony Pastora's contract into Hotel Roosevelt, Washington, wherein they ruled that no contracts over a year were valid, is seen taking effect in other quarters. Jerry Wald, new at New York, has a contract with Lou Brecker at Roseland that dates back some three years and calls for an option on Wald's services. Recently Brecker met with music publishers and agents about the situation and it was pretty well understood that Wald will come in, fulfill his contract, but at a point to which the agents say is well beyond the 15 per cent standards and 30 per cent between 50 and 75 tunes with talent, having recently signed Phil Brito, smaller combines and single artists listed grams, Inc., also shows a duty on e.t. dates.

That many of them are doing it's understood that Wald will have a contract over a year old. In that way Wald's

Dean Hudson Offers To Go Over for USA

NEW YORK, Feb. 24.—Latest band to offer services to USO-CRI for overseas music buffets, is the Dean Hudson Orchestra, which has been making its way through the South. Hudson was in New York last week and will shortly release an album devoted overseas some time this spring. That makes four bands that have mentioned USO dough since the agency and its outstanding leader, Charlie Spivak.

Hudson, now doing dates in South for the first two months and losing dough at the Hotel Lincoln in New York, is sure to arise, forth an option on Wald's contract. Where Wald come in, fulfill his contract, but at a point to which

Throat Clearers

Big Plug Source

Pop Diskers

New York, Feb. 24.—Long hair artists are stepping into role of A-1 plugs for others tunes, via guest shots and disks. Typical case is that of Laurit Melchior, who's guested on many hit shows and done such tunes as "More and More." Since "What a Wonderful World," he's booked in many places. There is a limitation of non-commercial use an amendment mainly cover-
1. The #1 Song of the Nation
   Saturday Night
   (Is the Loneliest Night in the Week)
   by Sammy Cahn and Jule Styne

2. Climbing Fast....
   If You Are But a Dream

3. Watch This One!
   There's No You
   Adapted from Rubinstein's Romance
   by Moe Jaffe, Jack Fulton and Nat Bonx

4. The "Over There" of World War II
   There'll Be a Hot Time in the Town of Berlin
   (When the Yanks Go Marching In)
   by Sgt. Joe Bushkin and Pvt. John De Vries

REASONS WHY
BARTON MUSIC
IS THE TALK
OF THE MUSIC INDUSTRY

BARTON MUSIC CORP.
GEN. PROF. MGR. CHARLIE ROSS
1619 BROADWAY, NEW YORK 19, N. Y.

BEN BARTON in NEW YORK
HENRY SANICOLA in HOLLYWOOD
**Curfew Kicks Many Bands' Remotes Out Window; Local 802 Issues Special Ruling**

(Continued from page 12)

New York, March 24--Before the hour of 9 p.m., all remote shows will be cut down to two 15-minute units. They'll handle the 400 Bennett, Linares, Peerless Heath Inn, Terrace Room, Cupid's, Arcadia, Roxy, Taft Hotel, wires have been yielded from the Commodore, Roosevelt, Copa, Waratah, and Savoy, says Morton, at Savoy Ballroom, Village Barn, Aquarium, Dore and Lexington.

Following bands will get airing: Del Courtney, Blackhawk Restaurant, Marché, Art Kassel, Trianon; Buddy Frank- lin, Esmarch; Henry King, Aragon; Lew DeForest, from the Palm House, and Chris Cross from Denver.

**Starting Others Earlier**

Other spots will start dancing earlier, for example, the New Yorker, which will start at 6 p.m. and continue until 7 p.m., when show goes on, interruption at 8:30. Commodore, where Del Courtney is scheduled, with next show at 10:15 p.m. Place will start collect ing at 11:15 p.m. Next in line in the CBS ban in March, and according to Frank Andrew's of the New Yorker, there has been an emergency clause in his contract which covers cancellation due to the present situation.

Other hotels talked to, including the Pennsylvania and the Commodore, have similar agreements of which will shift times, also noted that they had "harder edge" clauses in their contracts with orchestras. At the Commodore, McIntyre was set to come in around midnight, but the Commodore hasn't been set yet. According to Martin Sweeney, man ager, the Commodore may have to go open, but no decision has been made as yet, depending on business. As it is, Charlie Spivak will probably have to not open in couple of weeks, instead of staying up four weeks more.

**Rider Clause**

Rider clause, that appears in most contracts, generally follows: "In the event of any of the following events, resulting from or attributed to the war, the employer, may at his option, cancel this contract immediately and shall be relieved thereof without prejudice to his rights under his agreement with the employee hereunder, or in any way relating hereto:"

1. Damage or injury or destruction.
2. Stoppage of pay.
3. Labor trouble or strike.

Management may be either a part of its standard or its normal operation shall be released by order of any public authority.

3. Conditions actual or threatened may cause an event or occurrence which is contrary to the general welfare hereunder, or in any way relating hereto:

1. Damage or injury or destruction.
2. Stoppage of pay.
3. Labor trouble or strike.

According to trade execs, No, 2 above wasn't written in too many rules because the fact that this is not an order, merely a construction that management has control. However, it appears that if facts that depend on public opinion, etc., could decide this to flauts, No, 3 above would probably hold.

**Pennsylvania To Start at 6**

Pennsylvania will start at 6 p.m., taking intermission from 9 to 9:30 with opening on at 10 p.m., same thing will happen at the Commodore. Many of the night spots have their own decisions as yet, though the owner of the current Swing Tuesday afternoon for a couple of hours. However, one mitigating factor against this, according to Andrews, is the low hour protection, for with early dinner hour, tea dance hour is cut down to 8:30 p.m. giving help little chance to get the room ready for dinner. According to

**Most Spots To Start Dancing Earlier; Meadowbrook Closes**

Only name-band spots are Roosevelt and Statler hotels. Roosevelt policy will be determined by Mrs. Kramer in New York. Place plays covers and dances and according to (Johnny Richards now in), Local man agement says there won't be a complete, open, lit amid midnight and observe curfew, etc., for in own room, 6 Saturdays, and 3 Sundays. Palladium would have to call it quite shortly after 11 p.m. Saturdays, with attendance around 6:000-8:000, in order to clear crowd thru checkrooms and parking lot by midnight. Boys here are look ing for a directive.

Joe Faber, of the Biltmore Hotel's Bowl, and Statler's Dome, will close at 1 am. and will be affected by elimination of the city's night clubbing during the daylight. Joe Reichman's orchestra will be affected by elimination of the city's night clubbing during the daylight. Joe Reichman's orchestra will be made up of local name bands, and floorshow policy will be continued thru man age ment."

Hersman Hoover, of Ciro's, states that they will switch over to daytime and mea sure. Hoover anticipates house parties will be the thing and is enlisting its catering service and adding more food, and they will work with agencies to provide even better entertainment. As of now, the difference between Ciro's with Carmen Cavallaro sked for bookings this week, Ciro's and Ciro's, and hopes the name-band act that is to be able to do the act will be with the same band and floorshow policy will be continued thru management hopes that the AFM will make concessions in future bookings.

Del Rio books thru Morris Agency with week-nights, 6 Saturdays, and 3 Sundays.

Faber Sees No Change here too. Vaughn Hoover. Hoover, the owner, says unless unit agrees, he will have to use local musicians. The case.
What Curfew Means to Niteries

Curfew May Be End of Price Boom for Acts

NEW YORK, Feb. 24.—Whatever other effects the curfew may have, there seems to be little doubt that it will mean a definite loss in revenue to niteries. It also means that agents and union officials are agreed that the start of the curfew is the start of a downward spiral in prices for top names, but the effects on minor and medium artists remain to be seen.

La Guardia said that a board of three would be set up to adjust the hours of niteries, and to provide a two-week period in which to ask the questions the members of the board will be concerned with the question of the curfew. The police department and the mayor's office will get behind enforcement. La Guardia also called a meeting of city council Tuesday (27) to change the hours of operation.

The mayor also stated that Washington had informed him that the request relieved those affected of contractual obligations which might be in violation of the request or, as he called it, order.

Little Flower Wilts

NEW YORK, Feb. 25.—Hopes for a last-minute reprieve from the 12 o'clock curfew collapsed today when Mayor P. H. La Guardia broad- cast that he would enforce the order as it stands. This was not a surprise. La Guardia had already decided to crack down on niteries, and a meeting of city council Tuesday (27) will possibly be cut each night.

Curtain Falls

There were some, however, who think that the prices of top-name attractions may suffer, and the operators agree. But the real question is: Will the price of acts drop? There seems to be no doubt that the prices of acts will drop because of the curfew. The hours of the show will probably be cut each night, and the room doesn't have rubber-walls. So it will be as big a draw as ever, the gross income for talent.

What Curfew Means to Niteries

For one group of niteries, the curfew means that they can't make ends meet with current income. Clearly, an attraction getting $3,000 for a weekly show is probably not going to be as big a draw as ever, the gross income for talent.

On the Other Hand

There are some, however, who think that the inevitable scramble for business and the need to keep the business at any cost will result in the prices of acts being reduced. The hours of the show will probably be cut each night, and the room doesn't have rubber-walls. So it will be as big a draw as ever, the gross income for talent.

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Gloomy order but a request. At enforcement Is placed exempted. conditions."

York is like a State In executive officer of each... for serious concerns after dark ops. The hotels will be the greatest ex-
ture Just passed a bill putting the rest of the West Time while the State Legisla-
any new talent buying... Practically... the kind of solution thought up for the first time In 13 years,

La Ouardla, New... its... The Jefferson... 11 p.m. The Jefferson... for the show. It is proved, the WPB will finger any speak investment at stake will finger any speak that competes with him.

Suburban Detroit Spots
Buying Acts and Bands
DETROIT, Feb. 24.—Two suburban spots are looking over the same kind of solution thought up in the mining industry expires March 31.

Two H'wood Clubs Granted
Permits, Clip Charges End
HOLLYWOOD, Feb. 24.—Renewed li-
ses by the Municipal Board of Zoning Stance in Los Angeles... the actors' union.

Curfew Theories
NEW YORK, Feb. 24.—The niteries in-"New York, Feb. 24.—The long-stand-
Chi Downtown Won't
Deny Tale, No Mar Announcements
CHICAGO, Feb. 24.—The long-ignored... hotel in the Loop vaude house... The actor's union.

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A MESSAGE OF VITAL IMPORTANCE TO THE ENTERTAINMENT INDUSTRY

FROM
STANFORD ZUCKER

The request of War Mobilizer Byrnes imposing a curfew on all places of amusement is a real test of the patriotism of every person in show business... but showbusiness, as usual, will come through with flying colors.

The midnight curfew will doubtless mean less work for performers, less profit for entertainment enterprises. But if our co-operation will help hasten Victory by even a single day, we will be living up to the highest traditions of the entertainment industry.

In the true American spirit, let us accept the curfew as a necessary war measure. Let us be grateful, as we greet each midnight curfew, that we and our loved ones have a roof over our heads... that we can retire for the night in the comfort of our homes instead of to the peril of a foxhole.

The curfew did not ruin showbusiness on the West Coast, nor in Florida, where it has been in effect for many months. If we face our problems with courage we in showbusiness will prove the immortal words of President Roosevelt, "We have nothing to fear but fear itself." Then, if performers, musicians, employers and agents... every one of us will co-operate with this important war regulation, we not only will solve the problem, but will also enjoy the satisfaction of having added one more important showbusiness contribution to the needs of our nation and to the needs of humanity!

Sincerely,

STANFORD ZUCKER AGENCY
420 MADISON AVE., NEW YORK 17, N. Y.
NEW YORK * CLEVELAND * CHICAGO * HOLLYWOOD
MCA didn't know what it was doing.
aren't strong enough to hold up entire
draw some good laughs.
aside when not in use.
permanent trapezes which are let down.
size
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nately the show is not in keeping
the most beauttful
On the eve of the
of America. Prices: 50c -$1 cover.
shows at 7 and 10 p.m. weekdays,
everybody In the room a good gander at
fairly hard but the sum total
in showmanship is concerned it looks as if
considerable
for all
impresario, has enough on the ball to be well
with the carriage
to him unexpectedly.
just about knocks himself out trying to
for show and dancing.

It

The Carnival, New York
Talent policy: Dance bands and floor-
shows at 7 and 10 p.m. weekdays, 1 p.m.
mattinees Saturdays. Operator: Hotel
Capital; publicity and room manager,
Frank Law; producer, Music Corporation of America. Prices: 50c-$1 cover.
The latest room to open on the Stern
on the eve of the circus also is probably
the most beautiful in town. Unfortu-
nately the show is not in keeping with
the surrounding splendor. As far as
showmanship is concerned it looks as if
MCA didn't know what it was doing. It
threw together a lot of people who work
fairly hard but the sum total adds up
to little.
Management has given sets top facil-
ties. A beautiful fluted stage back of
a semi-circular apron of considerabale
size on which performers work gives
everybody in the room a good gander at
them. High up above the apron are
permanent trapezes which are let down.

Burden of the show is carried by the
Calgary Brothers. Boys rate top bands
and do a great job with their standard
slapstick and slow-motion stuff and
draw some good laughs. Putting them
on next-to-closing helps. However, they
aren't strong enough to hold up entire
bill. Credit the show for the fact that it
has gone on before, the Calgurys stand
(See THE CARNIVAL, N. Y., on page 36)


NIGHT CLUB REVIEWS

Persian Room, New York
Talent policy: Dancing and floor-
shows at 9:30 and 12:30. Management, Hotel
Plaza; publicity, Bonnie Donohue. Prices:
$1.50 cover after 9:30.

Morton Downey, the only performer on
tap here, has a field day with the carriage
trade. Started to work at 9:30 and kept
going strong untill almost 10:30. And if
the reception he got he is any yardstick,
he could have stayed on, without a break
until the next show.
Working at a white piano on a raised
platform in the center of the dance floor
and singing into a gooseneck piano mike,
Downey gets fast with Rose McClurden
and follows with three or four ballads and
a medley which Included My Ideal,
Evelyn and Saturday Night. He then ran
off while Ray Benson's ork pumped the
Irish Washesoomen, Downey theme song,
for all it was worth. Singer's reception
was terrific.
He came back for requests and mob
threw choices at him from all over the
room. Downey's ability to talk back was
good for lot's of laughs. He gave next with
'Fu-Re-Lu', an Irish folk tune, a Scotch
Downey opens fast with Rose McGlshudy
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WALDEYVILLE REVIEWS

Loewe's State, New York
(Reviewed Thursday Night, February 23)

The stage at the State is alive this week, a condition due much to the audience for it is a small audience working on it. Because the current bill is all-Negro, about a third of the capacity mob colored and the difference from the usual cold Broadway audience is immediately felt.

On the boards themselves, the proceedings are very satisfying. Backbone of the show is the Benny Carter ork (17), made up of four sax, four trombone, four trumpet, banjo, and a rhythm section. It has a very pleasant balance, and while the ork is heavily-brassed there is no glare and output is uniformly pleasant. The material is about an average of eleven tunes, given a specific output, show no real cold Broadway audience is immediately felt.

Carter ork twice does a nice job on the gate, ork's best result comes on the stage. And in working for the other acts, band runs in a really fine job.

First on this band's well-arranged, swing-tempo Old Man River is the dance-team, and it is Two Roustabouts of Rhythm. They begin with a bit of jive singing which means nothing but has to be seen. One is a sax, another is a trumpet, and the bass is a trombone. They swing solidly to a fast acco-and-counter finish. The ork goes off to healthy mitts. Intermittently, throughout the show, the band bursts into applause for the excellence of the act. And in working for the other acts, band runs in a really fine job.

First number, Frager at Twilight, is only so-as a staging but can sell it big. Second, Hurry, Happy, Andy, a bit of jumprose, proves to be her real meat and beans. Her voice is pure and the tenor sax is an utterance of great desirousness.

Her encore, a combo of several blues, comes very close to stopgigging but gets away with it. Girard is seen again at the State. If she can do as well without the strength of another act, better. But a good deal of this comes from situations that Edward cooks up, but a good deal of it comes from participiants' attitude and Edwards' allies in keeping things moving. Usually, he has no luck in picking contestants who will afford payees plenty of laughs, and that doesn't embarrass any of his contestants makes it any better or worse.

He has about two men running across stage with traveling bags, opening them, putting on costumes and then racing across stage. It is hilarious. Frager can sell her material with a good sense of humor and Branscombe with a style of his own. He does not get away with it, but a good deal of it comes from participiants' attitude and Edwards' allies in keeping things moving. Usually, he has no luck in picking contestants who will afford payees plenty of laughs, and that doesn't embarrass any of his contestants makes it any better or worse.

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Stem Shows in Middle Runs Doing Well; Capitol Big 72G

NEW YORK, Feb. 24.—Dimly lit Stem by no means is affected by the lack of wags in marques. Past week saw some of the best work in recent months, and considering the run, this was okay. Radio City, Million Dollar (6,500 seats; house average, $1,000), continued its past by coming up with a nice $125,000 for the fourth week of Bill and Cora Baird, Zaro and Berry, Los Andralis and Guy To Be Married. Previous stools brought a sock $125,000. Opener and second figures were identical, $125,000 each.

Roxy, Paramount

Roxy, $500,000, season house average, $75,000, reacted normally after a big opener. Second week with Allison, Berne, Conley, Russell and Johnson started. A 3,000 seats house average, $75,000, did a fair $50,000 with Jan Murray, Louis Jordan, Lorraine Boggs and Minnie with a feat after an initial figure of $70,000.

Capitol, Strand, State

Capitol (1,427 seats; house average, $45,000) did okay with $50,000, and Guest in the House. Strand (2,770 seats; house average, $40,000) did okay with $65,000 for Its Sooner, Gene Lynn and Objective. State (3,333 seats; house average, $33,000) lifted to a $00,000 for Molly Dillon, Cliff Walker, Mark and Monica and National Vested as compared to previous week's $00,000. Private, Radio City, 86th @ Third (with Benny Carter, Timmer Rogers, King Cole Trio and Then Max Gold Home.

Sub-Zero Weather Gets Busse icy 171/2 in Mpls

MINNEAPOLIS, Feb. 24—Henry Busse, Weather forecaster here, and his staff of snowfallers, fell to 471,900 for the week ended February 22 at the M.S. Ingleson Orpheum Theatre ($61,000 house average, 2,900 seats), in his first appearance here in many years. Range Square, Cab Calloway drew a neat $00,000 for week ended February 15. Glen Gray and His Casa Loma orch. are booked in for the week of March 2. William Sears, house manager, and there are no other bookings to follow Gray as yet.

L. A. Orph Ok with Ella Mae; Sandy Rand Big 246

Los Angeles, Feb. 24.—Continued progress for his get-away, at the Orpheum Theatre (2,500 seats) as Miss Mace and her folks came to bring the Orpheum Theatre ($15,000 house average, 2,900 seats), in his first appearance here in several years. Miss Mace are Maurice and Betty Whalen, John Alcock and Miss Bessie Kirk. The Pic were House of Franchise and The Mummys Curse. Ringling's latest, headed last week headed by Sandy Rand pulled a strong $00,000. House charges $9 cents tops.

Hotel Statler, Det.

Downtown, Feb. 24.—Gardio Rhapsody played in perfect synchronization with the Paris Symphony recording classical music into scores of hit tunes. During various novelties, such as Master Dins on a piano, Count John and Edward Straven, Strauss, Mozart, Bech, etc. Different, too, is his almost ad lib playing of brief bits from numerous popular tunes blended into the orchestra's accompaniment.

Liberman has a strong sense of showmanship, apparent in his calm handling of a tell this audience what he is about to do. In some walking from table to table as he writes down request numbers which he blends into a beautiful, longly medley. He works nearly an hour, and has to use a neat gag of giving a piano lesson to a non-musician in the audience. Dramatically spotlighted in this number, the gags displays a masterful command of the piano. His youthful appeal—he's only 20—technique and artistry in a combination of showmanship and artwork.

Murphy's Top 111 plays for a show that calls for good co-ordination. The show, which started last October, was handled by Michael Andre. The girl wears in several effective solos during different numbers. She will play 45s for cocktail music and alternates on the stand during the medley. He plays in the Latin style.

In order to adequately cover the carefree regulations, it has been necessary to drop "Route." In "Show," please "Off the Cuff" from this issue.

They'll be back all over again next week. The Editor.

Chi Downtown Tops Regal, Nabe House. In Negro Competitor

CHICAGO, Feb. 24.—Downtown Theater, Loop house, topped the Regal Theater, Nabe house, in 1st week's $75,000 ($100,000 gross) for Molly Lynn, Roy Eldridge and Objective. Burgle, third week's count was $00,000, bringing its total for second stanza brought $64,000.

Capitol, Strand, State average, $40,000, has yet to be affected for the fourth week of Bill and Cora Baird, Zaro and Berry, Los Andralis and Guy To Be Married. Previous stools brought a sock $125,000. Opener and second figures were identical, $125,000 each.

Downtown had a big advantage, as the Western news, prices are pretty faves here, following previous appearances at the Regal and Negro ballrooms. Park's house and the Red Cap's failed to pull heavy. Because this was the first Miss. Western appearance.

But at the Downtown this week shows Limelight and Vanguard Bart. At the Regal, hot property were influence of Fear after an initial

Dim-Out Waalp's

Detroit Grosses

DETROIT, Feb. 24.—Dim-out is big factor in business here. With the Negro-theater groups at $00,000 (2,800 seats; house average, $23,000) drooping to its lowest levels since pre-Christmas week.

Last week's show, with Martha Tilton and Bogy, did $00,000 for the fourth week of a record-breaking play. New to the bill this week is Raul Tender, Princess and the Pirate. The bill started off well, with $3,000, pulled a strong, packed house, in the history of the present management to be held over, grossing $00,000 for week ended Friday, February 15.

Current show, starring Mildred Bailey, is normal hit, and bringing $00,000, for a hit around $00,000. Dim-out has been a big factor in hitting downtown trade, as well as in suburban theaters locally.

Art's Shows for new season, the show is set to drop vaudeville on March 1.2, with the opening of "The Big Bang, a sort of madcap act."

Ina Ray Low 17G

At Earle, Philly

PHILADELPHIA, Feb. 24.—Box appeal on the more popular, has been at the box office of the Earle Theatre (seating capacity, 3,000 seats; house average, $20,000) for the week ended Thursday (21). Ina Ray Burton for the band draw, and carrying the marquee along, was hardly strong enough to meet the week's bills. For the theater season, and the week round out with a low $71,000. Burton's harmonious, Freshman and Charlie, and Carlton Early and His Mad Wags were the added acts, with Burton on the main and Danny Riccardo out of the side. Screen stronger than usual, in the burlesque, but it cut no ice for this stretch.

S. F. Grosses Sag; Warfield Dropping Vaude on March 6

SAN FRANCISCO, Feb. 24.—Pie hauling didn't help Jan Garber at the Golden Gate (2,900 seats; 305,000 prices, 84 to 65 cents), house getting a bit under $00,000 for week ended Tuesday (20). On the bill with the Garber were the Condos Brothers, Rex Weber and Lois Andrews. Pie was Tall in the Saddle.

Warfield (2,800 seats, house average, $35,000) also registered a drop, getting $03,000. Show had Monty Roberts, Ray Porter and Johnny (Bart) Davis. Pie was Mandla Caffing.

Warfield is set to drop vaudeville on March 6. Street pictures will be the policy after that date.

DANCE TEAMS

AMATEUR-PROFESSIONAL-SKATERS

Original Nations Lesson, Special Arranged-Instructional-Business Registering Conventions and Personal Management.

FRED LE QUORNE

House of the Dance
5 W. 46 St., 3rd floor, New York 1, N. Y.

SPECIAL MATERIAL FOR ACTS! COMICS!

WE WRITE FOR HEADLINERS
JULES AND HENNY
KLEINMAN
24-31 30TH ROAD
LONG ISLAND CITY 2
NEW YORK

WANTED—2 GIRLS

KNOWLEDGE OF ACRONBITs NOT taller than 5'3". Weight under 125 lbs., for standard Acrobatic Act. Ability to Sing. Boy or Girl. Pay: $105 per week. For ROY S. KNEELAND
Amusement Booking Service
418 Pearl St., New York, N. Y. 10007

WANTS WANTS BRUCE BROOKS

WANTS FOR MIAMI CLUB, BALTIMORE, Md.
ACTS AND ACTRESSES, of all kinds, Strippers, Specialty Dancers, Chorus Girls, Circus Girls, Comic Girls, etc. Nothing too big or too small for the Miami Club. Write to Bruce Brooks, 2648 Baltimore Ave., Baltimore, Md.

WANTS TO WRITE! DON'T WRITE!

BRUCE BROOKS, Miami Club

Baltimore, Md.
Broadway Opening

AND BE MY LOVE
(Opened Wednesday, February 21, 1945)


Sarah Ponson

Lotus Boyd

Martha Westen

Esther Dale

Nan Winter

Mr. Spence

Sydney Greenstreet

Charles Allen

Mr. Peck

Vera Dane

The Stranger

(See AND BE MY LOVE on page 24)

Bori and Carroll To Award
Chautauqua Scholarships

NEW YORK, Feb. 24—Lucie Breit and Leo Bori have announced the creation of a new scholarship for students in the Chautauqua Institution's Thomas Edison Metropolitan Opera House on March 9. Three Lucie Breit Bori Tuition Scholarships will be awarded to young opera artists who have shown outstanding promise in their work. The scholarship will be given to a student who has demonstrated exceptional ability in the performing arts, either in music or dance. The recipients will receive financial assistance to further their education and training in the arts. (See AND BE MY LOVE on page 24)

Monte Carlo Terp Preems With B.O. Plants, Heavy

NEW YORK, Feb. 25—There will be no "battle of the ballets" this year. The Ballet Russe De Monte Carlo premied its spring season (centered primarily by a pocket-sized ballerina) at the City Center in New York. The new program, which will run through March 23, is the first ballet to appear on Broadway this year. The program features a variety of classical and modern works, including a new ballet based on the novel "Maltese Falcon". (See AND BE MY LOVE on page 24)

Legitimate
Communications to 1564 Broadway, New York 19, N. Y.

March 3, 1945

The Billboard

23

LEGITIMATE

Performance Through February 24

Late George Agley, The, 2-21-'45, 172

(Carroll)

Lee Meriwether, the title role for Ariston February 21. (See AND BE MY LOVE on page 24)

Monte Carlo Terp Preems With B.O. Plants, Heavy
CALICO WEDDING
(Opened Monday, February 10, 1942)
LOCHS HEDRON, PHILADELPHIA


Gibney's credit for A comedy by married couple. Gibney has written for many years, and with a writing that displays no greater imagination and ingenuity that required the composer's second cousin going on a studio's pay roll.

Philly Crik Tab

Three to four in a run and gives a 24% per cut. No. Linens Martin and there are for the former one for a $500 vendor. For the latter (Respect). Yes. E. R. F. Sasseholter (Bulldog)

Wedding, with its roundabouts of stock situations and mill-run development, is still another in the mill-run of mill-run. It is a roundabout and is a new experience. It is a new experience that has been cowed under quite piqued that verary celebration. P. Thor, Henry Inquirer).

arouse the earlier from an off-stage bedroom scene. 

Carnal Never Solicits Dough

Singular in the operation of the censure is the fact that it never solicits dough. It is a roundabout and is a new experience. It is a new experience that has been cowed under quite piqued that verary celebration. P. Thor, Henry Inquirer).

From the outset, with those bubbling Scotch ttering boss -man and time he finishes telling the husband's doubt those are carried by the lesser sheepish system, might be something for a round native who carry the lesser

Mosheim never wins over the imagination in setting her forth as anything but a part-time maid in the third act. She lends an air of something that red tape doesn't help. But she is an awful nuisance."

Hart a Wow in Tab

"Man" for G. I. Fare

(Continued from page 3)

Halls Stoddard rings the bell solidly as the situation becomes more and more serious. Lorraine Sheldon since Carol Goodner has taken the fine performance of the secretary and Lesia Howard is pleasantness like no one can boast of the house. Norrie Has- gar is the current flibbertigibbet. Stanley had a part in "The Smiling Lieutenant". Others who add to the pleasant continuation of Whittex's visit with the character are John D. Jones, Charles Matthes, Jack Leslie, Robert Evangeline, Thad Tober, Peter Bynum and Billy Sands.

Paul Morrison has designed a simple brown and red set, with the natural touch of effective background and give an amuse- ment value. The set must be something for the audience. The set must be something for the audience. The set must be something for the audience. The set must be something for the audience. The set must be something for the audience. The set must be something for the audience. The set must be something for the audience. The set must be something for the audience. The set must be something for the audience. The set must be something for the audience.

Jack Powell is the comic of the evening, with a delivery that is offstage. He has a way with his words, and his delivery is perfect. He develops his character with a force that is hard to equal. He is a standout performer.

Some lowdown on the Halls Stoddard is that he is a bit too parrot-like in his dialogue. He is not as natural as the other characters, but he is still very entertaining. He has a way with his words, and his delivery is perfect.

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354 Reports as Base

Since 831 actually looked in on the show, the 42% of those used for this survey come from 841 sets, not working, no sets, etc., 154 not looking in the 42% had been pre-screened against the entire 4,500 mailing, the results are too many to be looked at and accepted as indicative of the actual 841.

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Paul Norrey and the Blue web have a hot show. It's funny, it's commercial, and it's inexpensive produced. We were a sponsor and the home video audience were quadrupled. We'd buy it, usually. When watching audience-participants, we are aware of reservations about their aesthetic values. No reservations are needed here, it was a show at a date. The only people that men dressing in women's clothes, a blindfold, and a bottle at the other end of the line turns out to be her husband, a pair of women running a boat while someone throws a pall of water at them, were in the best Mowrey tradition. They are under the impression that the ideal audience, to be used to make the Minus Goes a-shopping 1930s, serving the metropolitan section was as precise and neat as is possible to find with today's tele conditions. Under the virile supervision of Paul M. Wrey, the Blue tele chief, Ladies Be Harding directing. Thus far no sponsor was visual and every stunt hit home. According to the instructions, Mowrey, the Famous Room, demonstrated that he has the staff to conduct a whisky show and the judges were amazed. Mowrey has made us accustomed. The only sign that something new would be to ask Mowrey to eliminate the unneeded costumes of Nils and Olga. It is sad to observe Olsen's face and the rest of the set. The public's acceptance, think for the most part, will be sold as soon as the public does not know what they like, any buying until high frequencies go into effect. Typical of the minor is that the reports for the 841 viewers' shift are not complete.

Philm Baker Cuts CBS AnDisk

NEW YORK, Feb. 24.—Philm Baker, Take It or Leave It quiz master, this week cut a CBS audition disk with Met Opera star, Erle Stevenson; old Baker stooge, Bottle. It shows that even Johnny Olsen, Bottle, and especially to the station's program wise, more critical than the casual performance. The Billboard last week reported that the great majority of the sets that were primarily experienced a low ratio of great realism of texture and depth of detail.

Editors Question

Television Fight

(Continued from page 11)

over several other factors beside the competition—there were also some elements that made G.I.'s School Days quiz much more popular than others. But when they try to repair a kitchen chair.

B&I

(Continued from page 11)

Allen—of all whom have appeared on many radio programs here.

and the station's program is that the majority will be hit by its man. The public's awareness of video was not heightened. Neither Arendt nor his presenta- tion. The station was informed, we were then told, that the clarity is on a par with that of a good film. And of the majority view, those who believe that the controversy did not heighten the public's awareness of video, said: "The part the sets will be sold as soon as the public does not know what they like, any buying until high frequencies go into effect. Typical of the minor is that the reports for the 841 viewers' shift are not complete."

radio programs here.

The idea was to have a snowman come to life and lead the viewers into an adventure about winter sports. It took far too long to present the snowman. The majority view, those who believe that the controversy did not heighten the public's awareness of video, said: "The part the sets will be sold as soon as the public does not know what they like, any buying until high frequencies go into effect. Typical of the minor is that the reports for the 841 viewers' shift are not complete."

The public's question ii. e., did the viewers think the show, perhaps with the girl wondering about skating, skiing, etc., would have added distinction.

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Burlesque Notes
By Uno

MORGAN SISTERS, June and Dorothy, dancers who have been doubling between war and the Queen Terrace, Long Island, and now are returning wounded soldiers in hospitals for the American Theater Wing, open March 18 at the Rialto Theater, Philadelphia. Miss Dorothy is a former student of ytter, former pianist, is managing the act.

...ALICE HALL and Jala Lea returning home from 10 months of entertaining overseas at the Plantation School.
# Marriage

**CRAEMER—CHERRY—** Jack Craemer, 66, manager of the Mutual Network from WIP, Philadelphia, and Mrs. Cherry Craemer, 41, widow of Isadore Craemer, vaudeville agent, at St. Matthew's Church, New York, February 16.

**HUGHES-MILLER—** Joseph S. Hughes, president of the Royal American Shows, and Mrs. Margaret Miller, daughter of the late J. Monroe and Laura Miller, of Miller's Concessionaires, at Our Lady of the Sacred Heart Church, Philadelphia, February 16.

**HUTCHINS-TWOMAY—** Darryl Hutchins, announcer at KPO, San Francisco, and Miss Priscilla Twomay, of the vaudeville circuit, at Trocaño, nobby, that city January 6.

**JOHNSON-OKOLOWSKI—** John Johnson, producer of the Wrigley Show, and Mrs. Stanley Okolowski, of the American Shows, at Sacred Heart Church, Oswego, Ill., February 21.

**KENDALL-THIELS—** Mesmero Kendall, theatrical producer, to Sepia Trevis, vaudeville producer, at the County Courthouse, Philadelphia January 14.


**LUCAS-MILLER—** John A. Lucas, vaudeville circuit owner, and Mrs. Alice Miller, former operator of the Miller's Concessionaires, at St. Luke's Church, Cooly, February 6.


**MARTIN-HATHAWAY—** Don Martin, a
dance band leader of the Martin-Frohman and Hathaway shows, and Mrs. Adeline Hathaway, vaudeville circuit owner, at St. John's Hospital, Los Angeles, February 21.

**MINER-ONEIL—** Elin Miner, con

## Births

A daughter to Mr. and Mrs. George Brown, formerly of 570 Sixth Ave., New York City, and now of Garden City, Long Island, February 12.

A son, Louis Henry, to Mrs. and Mrs. Henry Oermann (Helen), 1525 M, Boston, Mass., January 2.

A daughter to Lieut. and Mrs. Dick Ross for the use of a son, at the In Theaters, New York, February 12.

A son, G. Orville H. Jr., to Mr. and Mrs. Franklin H. Van Dyke, New York, February 9.

A daughter, Loretta Kay, to Mr. and Mrs. Dony Christensen, Los Angeles, February 12.

A son, Daniel Lee, to Mr. and Mrs. John Miller, New York, February 9.

A daughter, Margaret Elizabeth, to Mr. and Mrs. Horace E. Loring, New York, February 25.

A son, William Oldham, to Mr. and Mrs. V. Oldham, New York, February 25.

A daughter, Jamie Lee, to Mr. and Mrs. John Miller, New York, February 15.
No Change in Rail Orders

Train moves “subject to convenience of railroads” — truck policy due soon

BOHEMIA, N. Y., Feb. 24.—Informed sources by the American Railroads Association indicate that the outdoor amusement industry will have to wait until a move in the rail situation is decided.

Carnivals

BALLYHOO BROS. CIRCULATING EXPO
A Century of Profit Show
By Starr De Belle

Washington's Okay Expected Soon

Swamp Root, La.
February 24, 1945

Dear Editor:

None of us here in quarters knows what it all about. No work is being done and no material has been bought to work with. When we ask if the show is going out, the answer is: "Why should it stay in?" When we ask when work will start, the answer is: "It was running when it came in and should run when it goes out." None of our agents have left us all winter. The company mailman advised that some mail from fairs has arrived for the office. The only mail marl was addressed to "G. W. Pate's" who asked for money on a post card.

We are all on our own, the only one who isn’t going short is the Side Show’s giant, and he isn’t any too long. When Pete Ballyhoo arrived in town last Tuesday, 10 of us rushed to his hotel knowing that he would invite us to a feed. He met us in the lobby and started telling us how he came up the hard way. The more he talked about how he went hungry, because he had no money to give him, the bigger he became. The first hour was spent listening to the boss narrate how he broke a cigar handle and jumped out to dodge his father’s wrath. The next hour was spent listening to him tell how he knew he was a born trouper because he could take the bitter with the sweet, which made him think of a bitter-sweet chocolate, and we drew up our belts another notch.

Kirkwood Contracts Zacchini Cannon Act

RALEIGH, N. C., Feb. 24.—Joseph J. Kirkwood, general agent of the Kirkwood Contracting Company, has purchased the Zacchini Cannon Act and will present it as a part of his feature show program for the 1945 season.

Levine Buys All Buckeye State Shows

COLUMBUS, O., Feb. 24.—Winter shows of the Buckeye State Shows have been sold to Sam Levine of a Chicago, Ill., for a cash price of $39,500.

Levine has returned here from Little Rock, Ark., where he purchased the Buckeye State Shows which are in Little Rock disposers of the remaining of the property.

Garman Anounces Sunset’s Line-Up

DANVILLE, Ill., Feb. 24.—K. H. Garman, manager of Sunset Amusement Company, Danville, Ill., has announced that Mr. Bill West, former manager of West’s Shows, will open about the same time.

Curly Reynolds Puts the Ink to Muskogee Plum

ST. LOUIS, Feb. 24.—L. C. (Curly) Reynolds was awarded the contract to furnish the midway attractions for the 1945 Oklahoma State Fair at Muskogee, Monday (19) following a second meeting of the board of directors.

Representatives of several of the largest carnivals in the country attended the meeting, and it was a signal victory for Reynolds to grab the plum.

Contracts were made out to Reynolds for the Caravan of Amusement, which will be the title of the midway for 1945. Reynolds will combine rides and attractions with the most modern apparatus.

Coast Showmen Seek Uniform Fire Law

RICHMOND, Calif., Feb. 24.—Harold Sawallish, attorney for Crafts 20 Big Shows, advocated that all cities in this State observe the State fire marshal’s ordinance which becomes effective March 1. He made his plea at a city council meeting here at which a new ordinance was proposed for the purpose of regulating outdoor shows.

It was pointed out that a variety of local laws would only confuse the issue. Action on the proposed ordinance was deferred.

Levine Buys All Buckeye Props; Piecing It Out

CHICAGO, Feb. 24.—Morris Haft, attorney for the estate of the late Mike Rosen, has returned here from Little Rock, Ark., where he purchased the Buckeye State Shows which are in Little Rock disposers of the remaining of the property.

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**MARKS SHOWS, INC.**

**NOW BOOKING**

Shows, Rides, Concessions. Open early in April, Winter quarters now open in Mid-fts at Paint, Route 60, 2 miles west of Chelsea.

Can place useful Help in all departments.

Address: P. O. BOX 71, RICHMOND, VIRGINIA

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Address: P. O. BOX 71, RICHMOND, VIRGINIA

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**LAWRENCE CARR SHOWS**

**Opening April 30**

Want Company for Company? We also have all kinds. A good show that will work for office-owned Concessions. Will rehearse your Rides or Rides that do not conflict. Want Superinterior to be grafted, or White City.
WHEELS OF ALL KINDS
Ticket-Paddles-Laydowns
Complete REMO Outfits
CARNIVAL SUPPLIES AND EQUIPMENT
GAMES, STRINERS, ETC.
Still Available
EVANS’ BIG PUSH
Write for Catalog
H. C. EVANS & CO.
1520-28 W. Adams St., Chicago 7

WANTED
MAN OR MAN AND WIFE TO OPERATE
CANDY APPLE STAND
Experience not Necessary but Preferable.
 ALSO GIRL OR MAN
FOR CIGARETTE AND PENNY PITCH.
MRS. MILDRED MORRIS

FORREST POOLE
WANTS AGENTS
FISH POND, PITCH-TIL-U-WIN, PHOTO,
COCA-COLA, BALL CAME.
Those Known to Me Cleam Preference.
BOX 700, Rossmoyne, Ohio

Wanted To Buy Now!!
Frozen Custard Machine, also Popcorn Machine
Prefer Custard Machine mounted on truck.

WHEN IT COMES TO MAKING MONEY
You can't beat this amazing New Ride.

WANTED
BOBBER MAN TO WOOD OF CONCESSIONS,
OUR CHERRY BARREN, IT'S A MIGHTY interesting job
DRIVER'S LICENSE: BOX 66, The
Billboard, 1544 Broadway, New York 16, N. Y.

GOLDEN GATE SHOWS
Will open Pembroke, Ky., April 14.
With Great Shows, Fine Live Bands, Big Canteen, all kinds Bird Joins. Offices want Concessionaires, Suits, Men on Wheel and Chair-Flay, F. 180, 200, 320, 420, 460, 750 in every car. FRANK OWENS Mgr., Golden Gate Show, 4125 Lankershim Blvd., Los Angeles 3, Calif.

FOR 1945 MISSOURI
AUTO LICENSES
Write
C. J. BABKA
1721a Longfellow Ave., St. Louis 4, Mo.
For best rates permitting and information.

WANT TO BUY
MINIATURE TRAIN
Complete
Write or Wire WH, NIPPO
3699 14th St., Detroit 8, Mich.

BARGAIN
1939 Chen Truck, dual wheels, good rubber, perfect condition, $15,000.00. 

to Pas, Tulsa, Okla., 6600 S. B. 6 months, Address.

TUNER SCOTT
625 Ridgewood Ave., Orlando, Fl.
WANT SIDE SHOW TOP
MUST BE IN GOOD CONDITION, NEW OR USED.

J. F. SPARKS
311 Westover Drive
Birmingham, Ala.

DOC M. S. ANDERSON
WANTS
Act of all kinds for the Side Show with World of Wonders, Blackbirds, Saloon Girls, etc. Must be in top condition. All reasonable offers will be considered. Write or wire address.

DOC M. S. ANDERSON
1001 Main St.
Lincoln St., Lowell, Mass., or 18 West 81

WANT TO HEAR FROM SHOWMEN WITH NEW IDEAS AND ATTRACTIONS THAT ARE IN KEEPING WITH OUR HIGH-SCHOOL SHOW.


WANT Train Help—Polers, Chalkers, Porters: Blacksmith, Carpenters, Tractor Drivers, General Show Help, Useful Show People. Report to ARKY BARDFORD, Fairmont, S. C.

CAN USE A GOOD PONY TRACK.

WANT SHOWS of all kinds. Circus with Elephant, Monkey Show, etc. Have beautiful front and equipment. Minstrel Show, furnishing equipment.

WANT high class Girl Revue, must be good. Can use good Posing Help.

WANT Help in all departments, Ticket Sellers and Ticket Takers.

WANT worthwhile Grind or Bally Shows. Let us know what you have.

WANT a good Circus Band.

WANT good sober Billposter and Lithographer.

WANT good Canvasman and Helper. Will consider any Shows of merit.

Now showing for Abu Shrine, West Palm Beach, Florida. 10 day Southeastern Florida Fair and Exposition. Write or wire and tell all.

DAVID B. ENDY, ENDY BROS.' SHOWS
West Palm Beach

AMERICA'S NEWEST AND FINEST RAILROAD SHOW
ENDY BROS.' SHOWS
TRAVELING ON THEIR NEW DOUBLE LENGTH STEEL 20 RAILROAD CARS

1945 Season Booked Solid 46 Weeks, Closing in December at Miami, Florida

BECKHAM, of
ANDERSON. care World of Wonders, Blackbirds, Saloon Girls, etc. Must be in top condition. All reasonable offers will be considered. Write or wire address.

AMERICAN CARNIVALS ASSOCIATION, INC.

By Max Cohen

ROCHESTER, N. Y., Feb. 24.—An application for membership from Island Manor Shows has been filed by Lawrence Ramsey, of this city. This brings the membership roll to 143.

In connection with the recent brown-out order, we have been requested to call the attention of the operators that their own power plants are subject to the order the same as the they are to the electric companies.

Erma Kingman, secretary of the XAVE, says the annual meeting is planned for December 3-5 at Chicago, subject to whatever wartime regulations may be in effect at that time.

More and more showmen are realizing the benefits of the insurance which is offered to all members of the association.

WANT Top and Franks.

ENDY BROS.' SHOWS

WANTED
COOKHOUSE HELP
WANTED
Cooks, Waiters, Stewards, Steamfitter Men, Plumber, etc., Cane Creek, with Wife to work on Show, and grease. WANTED FIRST-Class CATERETTE MAN THAT CAN HANDLE WARES. Want reliable steady Angle Man for ROYAL AMERICAN SHOWS. W. C. MARTIN

All write or wire to GEO. RICHARDT, Cane Royal American Shows, Leno, Florida.

BERRILL UNITED SHOWS
Preps for Start March 3

PINE HALLS, Ala., Feb. 24.—With the opening of the season definitely set for March 3, the Bermill United Shows is working under direction of Charles Carter, manager.

The executive staff includes Clyde B. Perry, secretary, James Willard, concessions manager, and Harry O. Lewis, general agent. Concessionaire in quartes are Bob Foster, Miller, Mr. and Mrs. George Springer, Mr. and Mrs. L. B. First, John Thompson, Mr. and Mrs. Leo Miller and Mr. and Mrs. Alvie Miller and Mr. and Mrs. Ed Miller.

The ride line-up includes Charles Shank, Merry-Go-Round; Catchmore, Wall, Line; Prince, Chairplane; Taylor Atkins, Kiddy ride, and Leo Showmaker, Horse Show. The Show will have the latest in mechanical, with the trucks almost ready, designed by one of the best in the business.

Barney Spencer, electrician, has the lights plant nearly ready, new model for the unit. James Albert will assist Mrs. Bermill as superintendent of concessions.

DELHI STOCK SHOW First For Wallace; Fairs Set

JACKSON, Miss., Feb. 24.—J. Bill Carson, general representative, states that preparations are under way for an early opening in Delhi, La., this season. John W. Abraham, livestock breeder, has a double length livestock Show.

Representatives are arranged for in connection with Carson, are livestock Show, Pine Bluff, Ark.; Yuma (Miss.) Colored Fair, Jackson; and the East Mississippi State Fair, Meridian. Route also includes four Illinois fairs.

Wolfe Inks 5 Georgia Fairs

ROYSTON, Ga., Feb. 24.—Ben Wolfe, owner of Wolfe Amusements, announces that he has aliged five Georgia fairs and that the show will open early in March. It will carry company-owned rides and 20 concessions. Jack Coleman is in charge of rides and will have Mr. and Mrs. Les Swenson, of the city of St. James, Deon Dean, George Harris will be in charge of promotions, and Jack Coleman will serve as secretary and for The Billboard.

BALLYHOO BROS.

(Continued from page 29)

We are on our way to the beginning of the invitation. Looking at his watch the boss cracked, "I didn't know it was so late. It's too late to get anything to eat, but won't all of you join me in a cup of coffee?"

"No, no," they replied; "we have quarters, a distance of three miles, still hungry but convinced that there was a future in this big.

MAJOR PRIVILEGE

FOR SALE

3-10x18 TOPS AND FRAMES
8-10x16 TOPS AND FRAMES
4-10x14 TOPS AND FRAMES
All Canvas Practically New.
1 FRONT ENTRANCE ARCH STEEL UP-RIGHTS
MAYES-ILLIINS LOCKS

WANTED
JACK FOUTZ CAN USE TRAIN HELP. CAN USE SECURITY ON RIDES.

Address
A. J. WEISS
Care National American Exposition
P. O. BOX 1231
PENSACOLA, FLA.

WANTED

NO. 5 FERRIS WHEEL
Will pay $4,000.00 cash. Must be in condition.

BOX D-735
The Billboard, Cincinnati 1, Oh.

WANT TOP

$500 or 25c an hour. Must be A-1 condition with

DOC M. S. ANDERSON
Cure Royal American Shows, Lowell, Mass., or 18 West 81, Danvers, Mass.

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WANT TO BUY
Kiddle Merry-Go-Round, 2 or 3 acres, gallop
er, greased wheels, beautifully shaped. Also
Miniature Fair Grounds, Mound Indians, etc.
Corner Idaho, N. Y. Address all mail to
M. L. SHOUP
317 South 11th St. GOSHEN, IND.

FOR CHARLES STITZ
About 1905-1906 Charles fitutsman and JoeephIn
"The Form Buntings." Anyone having informatio
people.

FOR SALE
2013 Bryant Ave., So.

FOR SALE
3000 FT. #4 Raw Cable, 10 cent foot. Cash with order. Shipments every other day.
Army supplied fifty as cooled, gas driven. 1500 watt Light Plants. Cash. Reply, if you own. We need a few more Rides for Fort Worth Fat Stock Show-Starting March 9th.

FOR SALE
311 Westover Drive. Both of our own
we need.

WANTED
RIDE FOREMEN and WORKING MEN for October and other Rides. ALSO COCO PAN MECHANIC. CONCESSIONS and SHOOTS for winter route, with rides that draw the people.

MOUND CITY SHOWS
1417 Grant St. ST. LOUIS 4, MO.

Lloyd G. Johnston Shows
WANT FOR EARLY SPRING OPENING
Concessions that work for stock. Shown with any transportation. Concession Aces for Photo Gallery, Lone Ranger Lasso Galleries. Ball Game, Park Rides, Aerial Tram, Ferris Wheel, etc. Will book on any order. Have men to tend to transportation and attractions.

BEN HYMAN
WANTS COUNTER MAN For Bings that drives truck. Good salary.

ALAMO EXPOSITION SHOWS
2240 E. Houston St. San Antonio, Tex.

WANTED—CARNIVAL
Big outfit with PLENTY Rides, Shows and Concessions for
Charro Days Fiesta 1946
South Texas biggest celebration. Gets out in 9 Big Days and Nights.
Feb. 23 to March 3, 1946
No Cigey Show need answer.

JOHN H. HUNTER, Concession Chairman.
Box 1911, Brownsville, Texas.

COMPLETE CARNIVAL FOR SALE
Interested in bids on the entire show only, which consists of the following equipment:

(1) Allan Herschell 5-Axis 50-Feet Merry-Go-Round
(2) R. A. Parker 5-Train
(3) Stallion 7-Car Tilt-ns-Whirl
(4) Racing Dual Loop-Plane-Acceleration Ride
(5) Allan Herschell 7-50-Foot Antico Rides
(6) Allan Herschell 6-Car Midway Rides
(7) O. H. H. Short 10-Minute Slide
(8) Chev. Straight Truck with Winch and Mechanic's Equipment
(9) 30-Foot Tramway and 100-Foot Flat Rides
(10) 30-Foot Tramway and 100-Foot Flat Rides
(11) Magnificent Front Entrance. Indirect lighting, fencing, sidewall, etc.

Rideman, Waters, Concessions. What have you? Show opens Monday, March 5.

Address all inquiries to
Dwight J. BAZINET
1025 NORTH, MINNEAPOLIS, MINN.

BILL HAMES SHOWS
WANT FOR FORT WORTH FAT STOCK SHOW—STARTING MARCH 9th
RIDE HELP
LEGITIMATE CONCESSIONS
SIDE SHOW PEOPLE
FRANK HARRISON WANTS COOK HOUSE HELP.

DODGE RIDER IN FIRST-CLASS CONDITION, RIDE-E-O RIDE IN FIRST-CLASS CONDITION, LINDY LOOP AND OTHER RIDES.
Address all mail to BILL HAMES SHOWS, Box 1377, Ft. Worth, Texas.

ALL TELEGRAMS TO CARE TEXAS HOTEL, Ft. Worth, Texas.

LAST CALL
JOHNNY J. DENTON SHOWS
Wanted for opening March 3rd, two Saturdays, Passagena, Miss.; 40,000 shipyard workers, and then Mankato, Minn., 80,000 soldiers. Two of the biggest spots in the South.

BEN J. DYTHER, 40 Wall St., New York.

5,000 PINGO
No. 5 Cards-100 white, 843; 550 black, 38 cards. $5.50; 50 cards. $4.75; 50 cards. $3.50; 100 cards. $2.75; 200 cards. $2.50. Immediate delivery. No. 5 cards $1.00 per 100.

3,000 KENO
Made in 5 sets of 100 cards each. Played in 5 draws. Any 60 numbers. Shows an average of 50 persons per night. Cash with order. Each by mail of 100 cards, per card 6c.

LIGHT WEIGHT BINGO CARDS
White, Green, Yellow, Black on mat to match ball thickness. Can be colored or decorated. 3,000, size 577, per 100. 4,000, size 1001, per 100. 4,000, size 1002, per 100.

BINGO SHEETS
8-1/2 x 11, 55 to a set, 25 per set. $1.00 per set. No. 8,250 per year. 3,000 BINGO CARDS, $1.25 per 100.

FRANK CRAWFORD, CANDY ADAMS, wiry if you runnind.

ALLAH'S GATE SHOWS
19 W. Jackson Blvd., Chicago 4, Illinidos.

ATTENTION SHOW MANAGERS—PARK MANAGERS
RIDE MAN
Marryed, older, with 22 yrs. experience. Can handle any ride. Prefer East Coast. Will give highest price to approved property. Address

J. F. SPARKS
311 Westover Drive

DYER'S GREATER SHOWS
Opening date April 2nd

No time to write: wire JOHNNY DENTON, Johnny J. Denton Shows, Gulfport, Miss., until February 26; then Passagena, Miss.

LAST CALL—GALWAY SHOWS—LAST CALL
Shows Opens March 3 to 10 at Union Springs, Ala.—Two Saturdays.
All people that conformed will get these cards. Frank Crawford, Candy Adams, wire if you are showing in Columbus. Also for: Missouri Show, Vandalia, Ill.; Long Island, N. Y.; and all other shows. Want Free Act. Also, Pinto Bros. will be in the show. Ship your cards to:

K. R. ROGERS, GALWAY SHOWS, ABBEVILLE, ALA.

LAST CALL FOR
LAKE "WORTH, FLA., FAIR
OPENING MONDAY, MAY 5
All Concessions open. Can give you more Rides and Shows open in the heart of city.

Wm. & Gus ELKS' FAIR ASSOCIATION
BARNEY TASSELL UNIT SHOW

W. M. T. COLLINS SHOWS
NOW BOOKING FOR 1945
SHOWS AND CONCESSIONS
WANT RIDE HELP
Address: 406 ERIE ST., ST. PAUL, MINN.
ROLLS.

More Outdoor $$ For Red Cross in 1945, Say Clubs

CHICAGO, Feb. 24.—Outdoor show business has taken a prominent part in the fund drives and campaign activities of the Red Cross since the start of the war last year. And this year it appears as though the shows will do their share again.

Every showman's club, of course, has contributed to the war effort in its own way. But now, in addition, a number of clubs are liberally to previous War Fund drives; shows have put up special fund-raising programs, and individual showmen have donated tens of thousands of dollars to the Red Cross. The Red Cross representatives of several clubs have raised funds for the purchase of ambulances for the Red Cross and the camps of war veterans, and blood to the blood banks; others have given their time to the collection of civilian clothes, packages for overseas prisoners, clothing drives, and participation in the many other activities of the organization.

The work of the amusement and recreation division of the Red Cross War Fund in the show field, also far from forgotten, is of great importance. The Red Cross War Fund has been represented at the meetings of most of the trade associations and at the meetings of the United Shows of America, and at the meetings of practically all the local showmen's clubs.

Chairs McCaffrey and his committee are now working cooperatively with all forms of entertainment that will have the co-operation of all outdoor showmen and will raise a total in excess of that of 1944.

Showbiz Goes to Bat

Also the director of the War Fund division, Edaline, the main Stem, with Bill (APM Local 14) Peabody as vice-chairman, has scheduled a New York drive opens officially March 1 and its cash goal is $21,187,000—What is to do. Plan will be to organize Girl Show in all the show centers.

Everybody answer J. J. PAGE SHOWS, Box 705, Johnson City, Tenn.

HARRISON GREATER SHOWS WANT WANT WANT

For week of March 5th thru 10th, Maxton, N. C., 10,000 soldiers daily in heart of the camp. N. Y. C. to follow, March 12 th thru 17th.

Ride Help for all Rides. Twin Ferris Wheel, Merry Go Round, Chair Plane and Super Plane. Will book any Rides not conflicting with above Rides with or without transportation. Will book any more new Concessions. Good opening for Binger, Hevly, Jimmy, Hamlet, and all top Rides with or without full outfit or any organized show of merit.

This show has a proven route of spots in North Carolina, Virginia, Maryland and Pennsylvania. Will book any Rides not conflicting with above Rides with or without transportation. Presents a wonderful opportunity for all showmen and will raise a total in excess of that of 1944.

In New York it's Leon Ebken who'll have the night clubs, with a Red Cross Drive, and McManus, the men who are the backbone of the drive. It will be a splendid opportunity for all showmen and will raise a total in excess of that of 1944.

Woods Heads N. Y. Entertainment

Mark Woods, of the Blue club, heads the Entertainment Division of the Main Stem, with Bill (APM Local 14) Peabody as vice-chairman. Every drive opens officially March 1 and its cash goal is $21,187,000. What is to do. Plan will be to organize Girl Show in all the show centers.

To other friends and clubs, we extend our most warmest congratulations.

In order to help the "flash" entertainment, the World Wide Traveling Shows, with Bill and McManus, head the Main Stem, will be at the location of the Club show. Will book any Rides not conflicting with above Rides with or without transportation. Will book any more new Concessions. Good opening for Binger, Hevly, Jimmy, Hamlet, and all top Rides with or without full outfit or any organized show of merit.

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With the Ladies
By Virginia Klise

SALEM, Ore., Feb. 26.—Mr. and Mrs. Fred Thonberg and family called at the Eyerly Aircraft Company. They are here visiting friends and relatives and at their former home at Silverton, Ore. They have been with the F. E. Gooling enterprise for three seasons and will be here again this year. Mrs. J. S. Bullock, of the S. Bullock Show, has been to Boise, Idaho, to visit her new granddaughter and after a short visit in North Platte, Neb., will return to Charlotte, N. C. Mrs. Bullock's son, Lawrence Pop- lin, is in the army and is stationed at Boise. He married a prominent Boise girl and makes his home there.

Joe and Clara Zeiger are enjoying their stay in Los Angeles. Mrs. Lee Eyerly and Mrs. Jack Eyerly are on a trip to San Francisco. Major Robert Patterson, son of James Patterson, Paul, Kan., wrote from the Philippines that he spent his birthday having a good time and wishing he was in Paul. He says he has plenty to eat, drink, smoke and read but can always use more and more letters from friends. James R. H. Patterson, his brother, is in China and says he too is pretty well fixed but can use all kinds of paper.

Mrs. Robert Smith, secretary of the L. A. Auxiliary, writes that club activities there are many and varied. Helen is an old hand at the secretarial work, having been secretary of the Kansas City Club for so many years that she had to get out of office.

RICHIE MARASCO
WANTS AGENTS
Now Territory—Good Fairs.

BURLINGTON BEACH
Burlington Beach. Hamilton, Ontario.

One 70-72 Ft. All Steel Show Cast, all built by Warren Tank Car Company.

FOR WHEELEYS, SIX CARS AND RAILS
New Territory. — Good Fairs.

TAT'S CURIOSITY SHOP
9, 3906, E. Van Buren, Phoenix, Arizona

"First Things First"

Our Army-Navy E Pennant is evidence that Uncle Sam comes first at Powers & Company. Naturally, it is impossible to accept civilian orders for these items at this time. We will be happy to fill your Canvas needs.


"First Things First"

The Billboard

Canvas Goods

PHILADELPHIA, PA.
CHICAGO, ILL.

BEE'S OLD RELIABLE SHOWS, INC.
OPENING LAKE CITY, TENN., APRIL 11

WANT Foreman and Second Man for Wheel, top wagens and tents. Winter quarter new crew. Contact R. F. D. #1, Winchester, Ky.

CHARLES H. STAPLETON
3509 14th St.
DETROIT 8, MICH.

LARGE AND SMALL PLASTER
Lea, Shum, Premium Dishes and Bed Dolls.
No Phony Shipments—Come and Get It.

Shower, Use This as Your Mailing Address.

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The Billboard

Canvas Goods

PHILADELPHIA, PA.
CHICAGO, ILL.
JOHNNY J. JONES EXPOSITION

CAN PLACE
* TALKER-MANAGER for Midget Show.
* GIRLS for Revue and Posing Show.
* FOREMEN for Merry-Go-Round, Rider-O, Rolloplane; also Second Men. Experienced Caravan. Tiny Dempsey, write.
* SCENIC ARTIST. Eddie Marconi, write.
* WANT Trainmaster, Carpenters, and all Useful People, come on. Grant Chandler, write.

Will Buy or Lease Four 70 or 72-FT. Flat Cars.

CONCESSION DEPARTMENT WANTS
* Help of all kinds—Bingo Counter Men and Callers.
* Good Proposition for Cute Bingo Manager—Can place Costard and Candy Floss for season. Contact Morris Lipsky.

Winterquarters—P. O. Box 878, Augusta, Georgia

JOE DARPEL WANTS
SIDE SHOW ATTRACTIONS
FOR 2 BIG SIDE SHOWS

One opening at the Southwest Exposition and Fat Stock Show at Fort Worth, Texas, March 9 to 15; then pay per gate of Bill Hames Shows; the other opening with the Hennes Bros. Shows at their opening dates then per route of that Show.

All addresses JOE DARPEL, care BILLY HAMES SHOWS, P. O. Box 1377, Fort Worth, Texas, until March 15; then care HENNES BROS. SHOWS, P. O. Box 1045, Birmingham, Ala.

SUNSET AMUSEMENT COMPANY
WANT FOR OPENING AT EXCELSIOR SPRINGS, MO., APRIL 26

CONCESSIONS
Per Game, Wireless, Penny Pitch, Fish Pond, Country Stunt, Novelties. Also Gum Bases, Candy, Gum Balls, Metal Boshe.

SHOWS
Earlsboro, Geet, Hotel, Mechanical, Freak, Hare 2 outlets open. Girl Shows.

P. O. BOX 468
DANVILLE, ILLINOIS

GOODING GREATER SHOWS

GOODING AMUSEMENT SHOWS

WANTED
SOUND TRUCK—Complete with operator; only the best will be considered.

RIDES that do not conflict, especially Interested Fly-o-Plane, Flying Scooters, Tilt-a-Whirl, Showmen, etc.

SHOWS—Monster, Snakes, Fat Family, Illusion, Silo-Drome, Small Pit Shows.

CONCESSIONS—Milk and Coca-Cola Bottles Games, Penny and Cigarette Pitchers, Automatic Rifles, American Palmistry, String Game, High Striker, Hoopla, Buckeye Buck, Devil's Bowling Alley, Guess Weight Scales, Snow Balls and other Legitimate Concessions.

OPENING DATE APRIL 19

Some good privileges still open with three small units playing Columbus, Ohio, and Mid-Western dates such as Photos, Penny Arcades, Cigarette and Penny Pitchers, String Game, Buckeye Buck, Snow Balls and others. Open date April 15.

WILL BUY GOOD AEROPLANE KIDDE RIDES—ALSO OTHER KIDDE RIDES

TRUMBULL COUNTY FREE FAIR, WARREN, OHIO, AUGUST 6-11—WANTED

Best Woman in the World—A great opportunity for legitimate amusements. Can use dependable Ride Employees, both Foremen and Helpers. Working conditions pleasant, equipment the best—good wages—sure pay. Playboys, Quitters, Drifters, Boosers and Chasers need not apply. All employees who finished the season with us last year contact us at once.

BROWNSTOWN, INDIANA, HOMECOMING—MAIN STREETS—JULY 23-25—WANTED

CONCESSIONS AND SHOWS—Concessions who were booked last year will be given preference. Please contact us at once.

58 FAIRS UNDER CONTRACT—58—53 CARNIVAL DATES BOOKED—53

Best Routes in Middle West—A great opportunity for legitimate amusements. Can use dependable Ride Employees, both Foremen and Helpers. Working conditions pleasant, equipment the best—good wages—sure pay. Playboys, Quitters, Drifters, Boosers and Chasers need not apply. All employees who finished the season with us last year contact us at once.

F. E. GOODING AMUSEMENT COMPANY

1300 NORTON AVENUE

COLUMBUS 8, OHIO

WANT-—WANT—WANT

RIDING HELP and FOREMEN FOR ART LEWIS RIDES, Ocean View Park, Norfolk, Va. Start work March 1st. Foremen for following Rides: CATERPILLAR, MOON ROCKET, CHAIR PLANE, SWINGS, ELI WHEEL, WHIP. Highest salary paid to experienced Help who stay sober and are reliable. 'Why go on?' No tear downs here. Write or come on.

THOS. POPLIN
4921 Princeton Rd., Fox Hall, Norfolk, Va.

WANTED CAPABLE HEADERS
For Best Still Days and Fairs in the Country With
JOHNNY J. JONES EXPOSITION
President Surroundings
Contact Me at Once.

BOOTS PADDOCK
Hotel Richmond
Augusta, Georgia

WANTED PUBLICITY OR NEWSPAPER MAN
Must Know Outdoor Showbusiness
Start Immediately in New York. Write for details about opening experience, and rate yourself and me time by stating Nimbus Policy and time. 1664 Broadway
New York 19, N. Y.

World of Pleasure Shows
NOW BOOKING FOR 1945 SEASON
SHOWS—CONCESSIONS
Ride Help, Write Us Now.
100 Davenport St., Detroit 1, Mich.

W. G. WADE SHOWS
Opening May 1, vicinity of Detroit

PUBLICITY OR NEWSPAPER MAN

10109 Western Ave., Chicago 21, Ill., Chicago, Illinois

AMERICAN EXPOSITION SHOWS

WANTED
SOUND TRUCK—Complete with operator. Must be first-class equipment.

RIDES AND SHOWS WANTED

EXCLUSIVE BINGO OPEN, also American Palmy, Penny and Cigarette Pitchers, String Game, Hoopla, Cassetta Bottle Ball Game, Duck Pond, Guess Weight Scales, Automatic Rifles, Devil's Bowling Alley, Pitch-Till-Win, Add-a-Ball, Snow Balls and other legitimate Concessions.

OPENING DATE APRIL 25

Please contact us at once.

Devil's Bowling Alley, Guess Weight Scales, String Game, High Striker, Hoopla, Buckeye Buck, Devil's Bowling Alley, Guess Weight Scales, Snow Balls and other Legitimate Concessions.

For details about opening experience, and rate yourself and me time by stating Nimbus Policy and time. 1664 Broadway
New York 19, N. Y.

Some good privileges still open with three small units playing Columbus, Ohio, and Mid-Western dates such as Photos, Penny Arcades, Cigarette and Penny Pitchers, String Game, Buckeye Buck, Snow Balls and others. Open date April 15.

WILL BUY GOOD AEROPLANE KIDDE RIDES—ALSO OTHER KIDDE RIDES

TRUMBULL COUNTY FREE FAIR, WARREN, OHIO, AUGUST 6-11—WANTED

Eating and drinking privileges (Charlie Martin, contact us at once). Engraved Jewelry, Cotton Candy and Apples, Popcorn, Snow Balls, Ice Cream and Ice Cream Sandwiches and other overnight sales concessions. Also good, clean Shows.

Warren Great Midway Fair—Located Center of City and in Midst of Great Industrial Area. No Carnivals Permitted in City or County All Year.

BROWNSTOWN, INDIANA, HOMECOMING—MAIN STREETS—JULY 23-25—WANTED

CONCESSIONS AND SHOWS—Concessions who were booked last year will be given preference. Please contact us at once.

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Best Routes in Middle West—A great opportunity for legitimate amusements. Can use dependable Ride Employees, both Foremen and Helpers. Working conditions pleasant, equipment the best—good wages—sure pay. Playboys, Quitters, Drifters, Boosers and Chasers need not apply. All employees who finished the season with us last year contact us at once.

Address all Inquiries to
NINE OFFICE-OWNED RIDES, LEW ALTER'S BIG ALL-NEW SIDE SHOW, EVELYN FALLON'S GIRLS OF BALI AND CRYSTAL LASSES, BIG MONSTER SNAKE SHOW, WILD LIFE AND CARNIVALS' OUTSTANDING FREE ACT.

WHAT WE WANT—
SHOWS—Outstanding Show-to-feature; have all new outfit, front to back, seats for 400. Want to hear from Colored Revue, Monkey Show, Woods, get in touch with us. Musterdome shows or stand-on show. We have the equipment. What can you put into it?

RIDES—Book or buy any Flat Ride with own transportation.

CONCESSIONS—Potato Chips, Cotton Candy, Fish Pond, Cork Gallery, Hoop-La, Watch-La, Bear Joint, Clothes Pin, any legitimate Concession. Opening for few choice Wheels. Will sell second Camps, $150.00 work.

COOK HOUSE—Will book A1 Cook House that can handle show of this kind, cater to show folks. Will get 100 per cent support.


All address BOX 2755, RALEIGH, N. C.

SHOW OPENS MONDAY, MARCH 26TH, RALEIGH, N. C.
CARAVELLA AMUSEMENTS

WANT TO BE RIDE FOBMEN

WANT Agents for Cornwells. Earl Scott, wire. Want to bear tram small Cookhouse.

WILL book or operate Merry -Go -Round and Loop-01one. Agent for Conrewns. Mae grant to buy Merry -0o- for mi... Fence. lots of same.


PARKER Machine. Pete Callahan. get In touch with sea, hare good propositIon.

SHOWS-Want Fat Girl. Jungle Land. Want to hear from Arta for 711deshows. WANT WANT

bucket and canvas man; Helen Winters, Costello, penny pitch; Mrs. Harry Cos-

CARNIVAL'S begins. DOWNTOWN LOCATION, on the Square, WIII soil foe cash only, in entirety, 522,500.00.

BERRYHILL UNLITED SHOWS

OPENING MARCH 3, UNIONTOWN, ALABAMA

WASHINGTON- The Haas Company will present a feature program of professional entertainers.

SPONSORED EVENTS

Veteran, Lodge and Other Organization Festivities

Communications to 155 Nc, Clark St., Chicago 1, III.

San Francisco Plans

Heroes Homecoming

CHICAGO, Feb. 24.—Cavalcade of Stars program, at Chicago Stadium Wednesday (22) for the Illinois State Legislation Building, will be a benefit for returning veterans of the Philippine Re-

Tent: for DAV's needs, who are in ill health, etc.

PAN AMERICAN SHOWS FOR SALE

Ensemble equipment consisting of 5 Major Rides, 8 Car Tent, 5 Horse Arabian Allan Horseback Merry-Go-

DAV's Cavalcade Pulls Capacity in Chi

Chicago, Feb. 24.—Cavalcade of Stars program, at Chicago Stadium Wednesday (22) for the Illinois State Legislation Building, will be a benefit for returning veterans of the Philippine Re-

Hedwig, clath.pin; Mrs. J. E. Kellman, clath.pin; Mrs. E. T. Schmitz is secretary, Lindsey; Mrs. E. T. Schmitz is secretary, and John Knight, Rollo -Plane.

President Jeanette Wall

Vice -Presidents Edna Stenson and Lu-

At the regular meeting February 13, President Jeanette Wall presided with Vice-President Edna Diemon and Lo-

Ride foremen are Randolph Bender, FERRIS WHEEL FOREMAN for z5, CHAIRPLANE FOREMAN; TOP SALARIES AND BONUS.}

BUZZARD.
Blood Pressure!

VANCOUVER, B. C., Feb. 24. - At the recent general meeting of the Vancouver Exhibition Association, the decision to drop the young blood into its directorate should have far-reaching effects. Board members reaching the age of 65 who have 10 years of service are to be elevated to an advisory board to clear the way for younger, more active administration. The association found itself with a disproportionate number of directors in the over-65 age group. Seven of them had a combined service record of 138 years.

Wisc., Milwaukie Tiff on Centennials

Penny Annuals Top '43 Crowd, Spending Marks

PHILADELPHIA, Feb. 24.—Attendance at last year's Pennsylvania fairs totaled 1,384,000, exceeded with, 1,080,965 in 1943, it is reported by the State Department of Agriculture. Receipts from admissions, concessions and all fair sources amounted to nearly $785,000, compared with slightly more than $600,000 the previous year.

The department also reported that 50 county and community fairs conducted in 1944 will receive a total of $35,697 in State aid. In 1944, State aid amounted to $31,359.

Four county and community fair associations have for years recognized the fair as the showcase of Western agriculture. They have for years recognized the fair as the showcase of Western agriculture. The State Fair of Iowa, for instance, has been held since 1941.

Changes Proposed in Iowa State Laws

DES MOINES, Feb. 24.—A series of proposed changes for county and district fairs was introduced in the House of the Iowa Legislature as a committee bill and placed on the calendar for floor consideration. Because the bill was introduced it is a committee bill by the agriculture committee, it strengthens its chances for passage.

The bill would attempt to eliminate non-agricultural fairs. In this country where associations are already in operation, limit State aid to $2,000 for each county instead of $2,000 for each fair. It is the county, as the fair associations, to decide how to spend the money. The bill would also permit the fair boards to meet governors at any time.

Speed Records To Fall When G. I. Joes Return

CHICAGO, Feb. 25.—Dardevil G. J. Joe, jeep-coupeing cross-country today toward Berlin or Tokyo, figures importantly in the post-war auto racing plans advanced by Capt. Al Sweeney, peacetime speed impresario, recently home on furlough from his station at Fort Bliss, Tex.

Sweeney looks forward to a terrific onslaught on all existing dirt track and speedway records when the sport is resumed after the war. His forecast of "something so far that a completely new type of track will have to be evolved" is based on wartime developments taking place in automotive engineering.

Wrench Thrown Into Co-Op Idea

State body favors West Allis in '48—city plans lakefront event in '46

MILWAUKEE, Feb. 24.—Celebration of the Wisconsin Centennial will be held in 1948 at State Fair Park, West Allis, according to final resolutions. Just approved by the State Legislature, Action taken runs contrary to plans of Mil-waukee legislators, who had in mind a completion during the same celebration with Milwaukee's own centennial, due in 1946 and holding a monster exposition on Milwaukee's lake front.

Resolutions adopted by the Senate and Assembly asked Governor Goodland to name a committee to work out plans for the centennial at State Fair Park. A resolution introduced by Senator Mc Bride, of Milwaukee, asking the State to participate in an "exposition in Milwaukee," was sidetracked in the assembly agricultural committee. Assemblyman Rice of Delavan, author of the assembly's fair park resolution, stated he would be willing to amend or modify Mc Bride's resolution, which will request the city of Milwaukee to cooperate with the State in the centennial exposition at State Fair Park.

Milwaukee should celebrate its own centennial in 1946," said Rice. legislature also favor the lakefront plan have by no means given up hope of holding something there. Ira Blackford, chairman of the Milwaukee centennial committee, said "We can't have an exposition on the lakefront, but we can in the city." If the bill is passed, the legislature may consider this plan for the Lake Front Fair in 1946, as was suggested in the 1943 legislation.
Luxury Taxes Proposed For A.C.

Toll on Autos Idea Is Dropped

Estimate that 2% tariff will net $800,000 a year for post-war improvements.

ATLANTIC CITY, Feb. 24.—Mayor Joseph Allman has confirmed earlier published reports that the city council is discussing the question of imposing a luxury tax on incoming automobile owners. A. C. R. Henry O. Bowen of the New England Section spoke for the park and beach group. A long list of speakers presented the case for the amusement business and only one person spoke in favor of the proposal.

The mayor pointed out that such an action might come in the future. Women would have more influence over the national economy.

"It is my belief that the Boardwalk should be followed by women in the executive. Women would have more influence over the national economy."

COLUMBIA AMUSEMENT PARK

Wanted, a few Rides for a Seashore Resort. Kiddie Rides also wanted.

The place, Long Branch, N. J. Location, directly in front of Municipal Stadium on Boardwalk. Go to Long Branch and look it over. Then get in touch with

HARRY GERMAIN

P. O. BOX 292
NEWARK, N. J.

PARKS-RESORTS-POOLS

Communications to 135 No. Clark St., Chicago 1. III.

March 3, 1945

A.R.E.A. News

By R. S. Uzzell

With snow drifts more than 20 feet deep in Belmar Park, Montclair, the uninitiated would walk on an early opening. Yet Belmar's preview is set for May 8, one day earlier than last year. However, during opening week but natives do not mind, as they have considered winter and snow a must have a written permit In order to enter the park to clear all walks, but it can and will be done.

We have had drifts of 18 to 24 inches on the north sides of buildings well into May. Others have reported snow up to May 5. During opening week but natives do not mind, as they have considered it a must have a written permit In order to enter the park to clear all walks, but it can and will be done.

Ocean City would use bonds to finance beach repairs...

P作ides Dress Up Well

NEW YORK, Feb. 24.—Snow and icy conditions has compelled visitors to be careful when driving. Jack and Irving Rosenthal, owners, are supervising the rebuilding of the playground and in progress of the spring opening.

Dela. River Spot

Augments Facilities

ESTAON, Pa., Feb. 24—Tropical Island Beach located in the Delaware River between Estaon and Philadelphia, N. J., which heretofore has been operated as a recreation spot with nightly operation, will this season operate as an amusement park under the direction of Leon H. and Jack Levine.

Granted an amusement park license, the Cericolas will operate a new amusement park for the season operating as an amusement park under the direction of Leon H. and Jack Levine.

Clark house, Potomac, Md., has been operated by C. J. Clark...

Detroit Getting

New Play Resort

DETROIT, Feb. 24.—A new amusement park, featuring an hourly boat ride from the Detroit River piers and known as the New Sugar Island Park, has been incorporated under the name of Sugar Island Amusement Park Corporation. Incorporators are Manny Brown and Joseph F. O'Brien.

Construction of rides and other amusement structures is way opened and is scheduled for early in May.

C. J. Folk Opens

Fun-spot in Tucson

TUCSON, Ariz., Feb. 24.—Funtown Celebration Park, 2300 South Sixth Avenue, has been opened by C. J. Folk, who said the opening will be a permanent one, with nightly operation.

Show is presented by Ortil Bros. Circus, and Wally Johnson, American Marvel, the Wilkins Family, with Flora, the Wonder Girl: G. Wilkins and daughter, Marguerite.

Ocean City Would Use Bonds

To Finance Beach Repairs

OCEAN CITY, N. J., Feb. 24.—Instance of the growing need of both local business and beach finance protection and repairs of immediately needed, the city commissioners in two ordinances introduced last week. The city's beachfront has been committed to the work of the commissioners.

The city will spend the other $100,000 this season. The approach to the Boardwalk from second to Sixth Streets, repair buildings near the beach, and to repair the ends of streets damaged by tidal waters.

BAM BENJAMIN will leave Kansas City, Mo., soon for Walled Lake, Mich.

Wanted

20 Scooter Cars

Must be late model

HARRY GORDON

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ATLANTIC CITY, Feb. 24.—Decoration Day fair and press day, the annual motorcycle festival that the Boardwalk Visitors Bureau is planning for this summer, was launched today by an announcement of increases in the budget from $857,070 to $992,669.

The new events provided are Boardwalk Visitors Bureau offices, more attractive leaflets, a new slogan, "Atlantic City—Up To Date Budget," announced by Mayor Fred E. Reed and Harry Embleton, chairman, and Harry L. McFarland, vice-president. The mayor also said that $2,000 will be spent on publicity and that he expects at least $15,000 in additional revenue this year.

CALIF FAVORS ANNUALS

San Carlos Hotel, which is known as the world's largest annual fair, is expected to draw an attendance of 250,000 this year, according to its manager, C. B. Lake. The fair opened today and will continue until the end of April.

The fair will feature a wide variety of exhibits, including the annual stock show, which is expected to draw a large crowd.

Around the Grounds

LIBERTY CENTER, O.—James Murray, secretary of the Henry County Fair Board, had the official declaration of the construction of a dairy cattle barn and a 4-H Club livestock barn yesterday. The barns were beyond repair, he said in the description of the previous day.

MOUNT PLEASANT, Ia.—Henry County Fair is going ahead with plans to have a dairy cattle barn and a 4-H Club livestock and agricultural products in the competition.

NORTHAMPTON, Mass.—At the annual meeting of the Hampshire-Franklin, Middlesex, and Berkshire County Fair, the treasurer, for the past 10 years, re-elected, and Charles Stevens was elected chairman of the board, and Thomas J. Browning, of San Francisco, was named president.

The following officers were re-elected: President, Charles T. Richardson; secretary, Mr. E. W. Adam's; treasurer, Hiram O. Bolton; midway chief, Clar-

Another veteran fair enthusiast, has pro- posed a bill increasing the municipal advertising budget from $59,670 to $92,659. (Boats, prizes, etc.)

TUCSON, Ariz.—Nace Heads Ariz. State; Carl G. Lake, owner of a chain of Arizona theaters, has been named president of the Arizona State Fair Association. Nace is well known in the amusement park industry.

SPOKANE, Wash.—The Spokane County Fair Association has been elected here as follows: Clyde Bartolo-

SPRINGFIELD, Mass., Feb. 24.—Massachusetts county fairs will be held this year as scheduled, despite recent government bans on cattle and dog shows. Harry Storin, official of the Barrington Fair, said today. All of the shows featured horse racing in the past, and he continued to operate without either racing or cattle shows, Storin said.

Pointing out that the Barrington Fair "could not find a suitable place" at the cattle show, one of the many features presented during the 104-year history of the fair, with cattle from the Barrington area exclusively, he indicated the show was not dependent on any one exhibit to continue in operation.

Briand said fair officials in New Eng- land continue to point out that two years ago the pleasure-driving jockey, just past before fair time in mid-summer.

U. S. Acts for Canada

NEW YORK, Feb. 24.—Canadian animals set up for Char.- Amsterdam, Ont., and Drake, Gundersen, and the Ross Sisters in one unit. Amsterdam, Ont, transport paid and money is the same as they are in U. S.

Bank of Pomona; Hugh Stiles, treasurer of the Home Builders' Loan Association, 2260 Sycamore, Irwindale, of San Dimas, was elected president. Organization of the board resulted in William R. Kennedy, formerly vice-president, being named to the chairmanship. Arthur M. Dole was elected vice-president.

WANTED MIDWAY SHOWS FOR LAKE COUNTY FAIR PAINESVILLE, OHIO AUGUST 21-22-23,1945 Write M. E. KAILEE Manager Concession 48 Nelson St., Painesville, O.


WANT CARNIVAL With Rider, Shows, Concessions for Cass County Fair, Sept. 4-8. Will make good deal of business. Will accour to towns with fast-growing fair. Harry B. Ibbotson, Sec'y, Swatara, Mich.
"SHOW WILL GO ON" — RINGLING

Stiff Sentences Are Meted To Six Officials, Employees

Smith, Aylesworth get 2 to 5 years; Haley 1 to 5; year each for Versteeg and Caley; Blanchfield in 6 months opening set for Garden April 4

NEW YORK, Feb. 24.—"The show will go on." James A. Ayleworth, president of the Ringling Bros. and Barnum & Bailey Circus, when queried about the future of the Big One after six officials and employees were given penitentiary and jail sentences in Superior Court, Hartford, Conn., as a result of the fire there July 5 which took the lives of 168 persons.

James A. Haley, vice-president, who was sentenced for less than one year or more than five, responded in the affirmative when queried if he believed the circus would open again of guilt but was proffered to avoid a civil proceeding which may follow the circus from going on tour.

Officials and employees were given sentences of five years.

Transit Curb Hits Minneapolis Shrine

MINNEAPOLIS, Feb. 24.—Noel Van Tilburg producer of the annual Zarah Temple Shrine Circus, has experienced considerable difficulty in lining up acts, but the show will be ready for the March 5-10 engagement, he says. Several acts canceled because of transportation difficulties.

To date, Van Tilburg has signed Aerial Ortons, Dick Clemens and his lion act; Cole Bros. Liberty horses and trained horses, voice Family; Joe Williams and Marvin St. John, George Hadden Family, the Hardwick House.

Cully Legerquist, Shrine potentiates, is in charge of general arrangements.

Arthur Bros., Set for Rails; Buy 10 Cars

LOS ANGELES, Feb. 24.—Arthur Bros. Circus will go on rails this season, it was learned here this week.

Ten cars have been purchased, including two Al O. Barnes cars from a construction company at Tonopah, Nev., one from a decepton Tenopah railroad, two from Caprona's, a long distance limousine for Cary Grant, and four from the Goebel's Lion Farm near here. All the cars will be 20-toners, as 20 cars last year have been sold, it reported.

Ft. Worth Cowpokes To Struggle for 30G

PORT WORTH, Feb. 24.—Cash awards, including a portion of entry fees, will amount to $30,275 at the Southwest Exposition and Fat Stock Show rodeo to be held at Will Rogers Memorial Coliseum here April 4. The two-day event will be under the auspices of the Fort Worth Stock Show and Rodeo Association. It will be $1,000.

Hadden also will furnish two other awards. The entry fees total $9,600.

Coast Shows In Opposition

Russell, Cronin Five Days Apart

Pan-Pacific And to get fancy dress for Pacific's initial indoor opening

LOS ANGELES, Feb. 24.—Two circuses, the United States and the Russian, will play in opposition to one another here late in March and early in April. Beginning March 20, when the former opens in Pan-Pacific Auditorium, the shows will play day and date until April 15, when Russell closes. Cronin is getting set at its quarters near here to open under canvas on April 16, when the last of the 27-year-old rodeo will be $1,000.

While the show will be given in the auditorium proper and equipped lighted ring curbs and other electrical effects that have hereafter prepared, for ice and roller skating shows, a $100.00 foot high will be erected on the parking lot to house the menagerie. The side show will also be under canvas.

Circus tickets cost $3.00 for four days (about 6,000) will be reserved. Ticket agents are in charge at the auditorium, and will handle reservations. The price range will be $1 to $2.50, plus tax. Official hotel reservations will not be made for this event.

Cronin will make an announcement regarding his presence here next week, he said. Playing entirely under canvas, the show will have a seating capacity of nearly 5,000.
WANTED

FIRST-CLASS ELECTRICIAN
For Winter Quarters and Road
Top Salary

Workingmen for All Depart-
ments Report York, S. C. At
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CLYDE BEATTY CIRCUS
Ralph J. Clawson, Mgr.

MUSICIANS WANTED
Clarinet to double Soprano Sax, Sousaphone, R.R. circuses in America. Write wire 3 COMBINATION BILLPOSTERS AND MILLERS.

March 3, 1945The Billboard

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CIRCUS ACTS
Want for Immediate Indoor Dates.
J. J. H. BILLSBURY
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SIDE SHOW ACTS WANTED
Gangers and Novelty Acts, Half & Half, Colored Band and all Useful Side Show Acts. Address:
TOMM ARENZ
York, S. C.
P. S: Bob Hoffman, write.

WANTED
CLAIRVOY, Circus Acts and Acrobats. COWLES, one good Billposter and Lithographer. Light Shows and Projection $10 per day. Will work for Elephant, Pony, and Sideshow.
M. L. CLARK & SONS' CIRCUS
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WANTED
2 STOCKMEN
WILLING TO BE RETURNED
SALARY - $45 WEEKLY

M. L. ANFENCER
Animal Oddities
McAllen, Texas

WANTED
BAR PERSONS
Long season. No objection to good amateur.
BOB EUGENE
R. R. 1, Box 151-B, Limona, Cal.

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440 W. 42 ST. H. C.
Try Our Exclusives 640 - Our Stock Book

ARE YOU READY FOR 1945?
Be sure your program includes a real thrill—Golden Wonder’s "BAR" acts at every performance with his sensational side show acts, the only ones featuring a 5-7-ft. mammoth jaguar.

BRADLEY & BENSON
Combined Circus & Rodeo
Want Circus Acts of all kinds, Dog and Pony Act, Big Cat Act, Chief Electrician, Pop, Pop Man, Man, Wire Man and Wire to suit Each Want Mask, Make-up Man, Bearded Lady, Bearded Woman, Electrician; Working Men $5,00 a Day; Barrel Man with Wallaces on Wheels, Los Angeles. Last year, we paid Southern California, best men, $3,000.00. Address: NORMAN MARSHALL Fair Grounds, Tent 20, Shreveport, La. Telephone: Tent 6279

WANTED
FAMILY ACT--BAR ACT, Oo Kanora, Can be seen Fair Grounds, Will serve County Shows, Send Full Information.
BAILEY BROS.' CIRCUS
3711 Euclid CLEVELAND, OHIO

CALL RUSSELL BROS.' PAN-PACIFIC CIRCUS
Will leave Shreveport, La., March 8 for Los Angeles, Calif. All people holding contracts and Workingmen desiring to be associated with this show may ride train to California. Workingmen wanted in all departments.

Dan Fast, Chief Electrician; Geo. Warner, Big Top; Bob Reynolds, Props; John Staley, Cookhouse and Dining Car; Red Sonnenberg, Candy Butcher; Joe Cuta, Chief usher.
Can use good Grooms and Train Hands. All others write or wire FRANK MCSLOCKEY.

AUSTIN BROS.' CIRCUS
America's Newest Railroad Show
Wants for Big Show: Strong Act to Feature, Girls for Aerial Ballet, Dog and Pony Act and Producing Clown. Wire or write.

AUSTIN BROS.' CIRCUS, P. O. Box 992, Austin, Texas.
BARLOWS REPLACING FIRE-SWEPT PLANT

CHARLESTON, W. Va., Feb. 24.—Barlow's Roller Rink was destroyed by fire February 3, with losses estimated at $27,000. Firemen were aided by Insurance, Mr. and Mrs. Wayne B. Bar- low, son, Billy, 14, and daughter, Polly Ann, one year old, escaped just before the gadget made its way through the roof. The Barlows, members of the RSHOA, are rebuilding at one in a downtown location, with the WPF giving them the green light for materials needed.

"TIMMY SQUIRREL" has the right idea

"Timmy Squirrel" has the right idea. He built this little tree house for his 2½-year-old child and it is a wonderful place for him to play. The tree house is built on the side of the hill and is connected to the house by a slide. The children love it and it provides a great place for them to play and enjoy the outdoors. We will definitely be doing more projects like this in the future. 

ANNOUNCING JOHNNY JONES, JR.

Will be at Hotel Benjamin Franklin, Washington, on March 10, 11, 12, 13 and 14. Hotel St. Francis, in San Francisco, on March 18 to 24, inclusive. Hotel Biltmore, in Los Angeles, from March 25 to April 1.

ROLLERS RINKS

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ROLLERS RINKS

RINKS AND SKATERS

Communications to 25 Opera Place, Cincinnati 1, Ohio

URO Plugs Mail
For Service Folk

ELIZABETH, N. J., Feb. 24.—United Rink Operators will launch a national "Write-A-Letter Week" to promote letters from patrons of URO rinks to men and women in the armed forces during the week of March 10 to 16. Co-operating on the letter campaign will be the 60 rinks affiliated with the URO.

It is estimated that over 200,000 roller skaters attend these rinks weekly and it is hoped that an average of five letters will be written by each skater during this period. The URO rinks will provide free stationery and postage for these armed forces' letters to inspire an abundance of letters. Letters from home are a boon to the morale of any boy and girl wearing Uncle Sam's uniform. No servicemen can ever receive too many.

This campaign is expected to result in a deluge of letters with the goal set at a million.

"It's Fun To Roller Skate"

W. P. MARTIN

SOUTH MAIN ROLLER RINK

Norristown, Pa.

WANT TO BUY

Model B Hammond Organ and Speakers, state full particulars and price in first letter.

It's Fun To Roller Skate

on "CHICAGO"

FLEXIBLE-ACTION ROLLER SKATES

Kip your skates in Good Repair 'til it's over there over then you can buy A NEW PAIR

Plain's (N. Y.) Rink dance and figure tests recently.

CORP. PAUL ALEXANDER, stationed at Atlanta, has received word that the Rink is being featured in his wife's, the regular console artist, took a few "fives." Alexander was the former claimants.

MINEOLA swing dance routine is being used in Manchester, England, by Marie Shoresko. Marie Shoresko is a niece of Marie Shoresko of Mineola.

T. M. McFALCO received the English letter from the English skater.

POLACK, H.M. Big

"(Continued from page 42"

no Sunday performances.

Shriners estimated the increase was over 20 per cent over last year and if this figure would have been doubled it would have seemed even greater because there is considerable change in the charge of admission.

Polack has a number of new acts since appearing here last year. They include the lady clowns, cylin- der juggler, Power's elephants, Polack owned the Balanos, roly poly. Eddie and Dolina, trapezoids; the American Eagles, high wire; Domelina and La Salle, barrel; Barlow, perch pole; Flying Zucchini; Jane Merle, in stunts; and Lake Delta, tricks with a Spanish sword. See them here before are Polack, high-school honor students, Carreon: Bobo Barnett, and his canine entertainers; Hill, on the wire; Barlow, Horsedom, Troupe, worked by Carreon.

We also saw Extension Stevens, Johnny Bogolm, Jack Elippe, Eugene Bandele, John Yacopis, Robinson, Henderson, Chester Barnett, and Jingles Cakey. Raymond and Randow work the 15-foot band which provided the mute, with Bee Carey as director, and another trombone, Enrico R. Non- strum as drummer. On Tuesday morn- ing, Barlows and Carnival entertainers at the Connecticut School for Crippled Chil- dren.

The big midnight parties were staged for members of the show, the first essay, W. E. L., and the Lo- cals, a show for younger members, and temporally called the Queen City Hey in the funeral costume. The Queen City Hey was a show for younger members, but temporarily called the Queen City Hey in the funeral costume. The Queen City Hey was a show for younger members, but also for those of the older members who were not in attendance. The show was well costumed, and the performers and "families entertained" the show.

On Tuesday morning, the show was played by the Barlows and Carnival entertainers at the Connecticut School for Crippled Chil- dren.

MAGNES SPORTS STORES

FOR RENT

ROLLER RINKS

WANTED IMMEDIATELY 500 PAIR ROLLER SKATES

In good condition. Will buy from several sources and pay cash. We want State price desired and availability in reply.

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Roller Skating Rink

In the Heart of Flushing

Now operated by Reiner Mkt.

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The First Best Skate

QUALITY

RICHARDSON BALLBEARING SKATE CO.

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The Best Skate Today

ATTENTION

Maj. Mark E. Sherland Jr.

Headquarters Army Air Base

Office of the Special Service Officer, Barksdale Field, La.

FOR RENT

Roller Skating Rink

ATTENTION

M. R. RINK OPERATOR, NOW A DISTRIBUTOR OF Those Famous E. E. Roll Wholes and Supplies, We Also Carry a Complete Line of Chicago Supplies. We Have Complete Buildings. Also general supplies for Roller Rink Operators.

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ATTENTION

The Only Complete Supply House In The Middle West.

Write for Complete Price List of Supplies.

St. Louis Skate Supply

703 N. 3rd Street

Chicago, Ill.
Film Outlook Better WPB Tells Industry Committee

WASHINGTON, Feb. 24—Supplies of 16 and 35mm. film for civilian purposes, currently curtailed, is expected to improve by the end of the first quarter of 1945, as military requirements for these type films are being reduced downward from their present all-time high, War Production Board representatives reported at the first meeting of the newly organized 16mm. motion picture industry advisory committee, WPB officials said.

Further improvement of the civilian 16 and 35mm. film supply in the second quarter of 1945 is expected, WPB, unless present estimates of military requirements for that quarter are raised. If military requirements remain at the present second-quarter level during the third and fourth quarters of this year, the civilian supplies of these types of film will be satisfactory, WPB officials said.

Two possible methods of assuring fair distribution of the limited supply of film of these types were discussed by the committee: (1) Establishment of a system of allocation by WPB and (2) revision of the present all-time high, War Production Board requirements, WPB representatives explained.

Agency officials assured the committee that they would make every effort to help in the smooth flow of films to the screen. WPB representatives explained that military requirements for sound picture film, whether up or down or more or fewer training pictures are needed.

Since the beginning of the war, production of all the various types of film has been subject to great fluctuation, corresponding to constantly changing military requirements. WPB representatives explained that military requirements for certain picture film, if up or down or more or fewer training pictures are needed.

The committee recommended that no allocation of supplies be permitted at this time, as the scarcity of 16 and 35mm. film is temporary. The committee pointed out that it would be extremely difficult to work out a fair allocation system in view of the many thousands of applicants for allocation.
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AS LAST A NATURAL KNOCKOUT COMBO-Wonderful, lovely, if you aren’t beautiful, why do you come to me? You can’t win, you know-Clifford Olson. Co. 133 E. 166th St., New York.


SUPER SaWartiB SeeKs NEW "IMAGINE SPRING." "THE LADY," 2 cents each. 10 for $1.00. Publication, 2205 Benefaint St., Brooklyn, N.Y.

FLASHY CORTCLE Security Plates. LUMINOUS PICTURES (W. M. Kalamazoo, Mich.). Send 11.75 for two plates. 1.00. 20 creepy, weird, bizarre, frightening pictures, $1 each. 4 for 5.25. 20 each. 50.00. Send money. C. E. Boma, 323 Main St., Kalamazoo, Mich.

LUMINOUS PICTURES. THE ART TRADE DIRECTORY (Dime bd.. samples, wholesale prices). E. 16th Mt., New York.

IN MACHINES, SECOND-HAND.

COIN-OPERATED MACHINES, SECOND-HAND

1-A. CIGARETTE AND CANDY VENDING MACHINE, PARLORS, ETC., Screw top bottles, good condition. Write for details.

2-SMOKING/TICKET MACHINE, excellent used condition. 2.50. B. H. Salmon, 3525 Main St., Chicago.

3-A. S. WHEELING MACHINES, 35.00. Toothpick Machine. 5.00. Box 200, New York.

4-FREE SAMPLES OF IMMORTAL Love.

5-LARGE FOOT ALLIGATORS, 15.00, plus 10.00 freight. 10 for 100.00. Box 314, Spring Lake, N.J.

BETTELEY AND LARGEST PONIES: Also a pack of 50 rare and extremely valuable horses. Col. Leon Barnouin, Dublin, Ohio.

WANTED-MID-KEY HORE, FRAME ANIMALS, PICTURES, description only. Philadelphia, Pa.

WILD LIFE EXHIBIT—WOLF, 35.00.; Otter, 25.00.; Skunk, 15.00.; Rusty Tail, 10.00.; Raccoon, 15.00.; Pekin Duck, 15.00.; Pigeon, 10.00.; Chickens, 10.00.; Ring Necked Pheasant, 15.00.; Guinea Fowl, 10.00.; Turkey, 5.00.; Bantam, 2.00.; Pigeon, 1.00. Send remittance. Frank Thompson, Lodi, Wis.

FOR SALE—2 BAGGERS BEED COLT WITH FIVE MILEBERRY, full of tracx. Frank Thompson, Lodi, Wis.

FOR SALE—HARRY’S BEED COMPANIES, 2.00; Winfield, 1.50; Screw, 1.00. 150.00. Frank Thompson, Lodi, Wis.

FOR SALE—3 MILE HYU POCKET ROAD, good condition. 75.00. Mr. Game Company, 254 Miles 84.

FOR SALE—SNACKS PEANUT MACHINES, 350.00; Electric Smart, 150.00; Part, 50.00. H. H. Sheppard, Elkhorn, Nebr.

FOR SALE—BATTLE-EP BASEBALL MACHINES, 250.00. Fully automatic, runs like clockwork. All parts in perfect order. In the hands of manufacturer. Full payment, 250.00. Cond. $125.00.十分 Lane, Detroit.

NICKs, DIME, QUARTER, MILLS, all in condition. Interesting toy games, all in shape. 10.00. Mr. Al, Pilot Hill, Caln.

FOR SALE—TWO COUNTERS, 25.00. Each. B. H. Salmon, 3525 Main St., Chicago.

LOBBY 1 SCALE, IN SELECTIVE form. 1.00. Will be sold to adult company. 6224 State St., Chicago.

WANTED—CRICKET GAME, IN SELECTIVE form. 1.00. Will be sold to adult company. 6224 State St., Chicago.

WANTED—ROCK-OLA SCALE, IN SELECTIVE form. 1.00. Will be sold to adult company. 6224 State St., Chicago.

E. F. McGuire. 313 N. Santa Ana, Santa Ana, Calif.

NICKEL, DIME, QUARTER, AND 50 CENT MACHINES. 5.00 each. $25.00; Mack Racecar. 10.00; Bally Racecar. $25.00; 80 Postage Stamp Latrines wanted - Each 50.00. E. F. McGuire. 313 N. Santa Ana, Santa Ana, Calif.

PESTs. EXHIBIT—WOLF. ADULTS, 10.00. B. H. Salmon, 3525 Main St., Chicago.

PENNY ARCADE FOR SALE—65 FINE. S. H. Miller, N. 16th Mt., Denver, Colo.

WANTED—MINIATURE ORNAMENTAL ORNAMENTS, 10.00. Quantity, and condition desired. Send samples. B. H. Salmon, 3525 Main St., Chicago.

WANTED—PICTURE, INSECT, AND FLORAL PRINTS, 25.00. Each. Budget, $100.00. Send postcard for details. B. H. Salmon, 3525 Main St., Chicago.

WANTED—PICTURE, INSECT, AND FLORAL PRINTS. 25.00. Each. 10 for $100.00. Send postcard for details. B. H. Salmon, 3525 Main St., Chicago.

ECONOMIC LIGHTHOUSE—DIAMETER 9 INCHES. 15.00. 5 for 75.00. B. H. Salmon, 3525 Main St., Chicago.

WANTED—PICTURE, INSECT, AND FLORAL PRINTS. 25.00. Each. Budget, $100.00. Send postcard for details. B. H. Salmon, 3525 Main St., Chicago.

WANTED—PICTURE, INSECT, AND FLORAL PRINTS. 25.00. Each. 10 for 250.00. Send postcard for details. B. H. Salmon, 3525 Main St., Chicago.

WANTED—PICTURE, INSECT, AND FLORAL PRINTS. 25.00. Each. 10 for 250.00. Send postcard for details. B. H. Salmon, 3525 Main St., Chicago.

WANTED—SILK INSECT, INSECT, AND FLORAL PRINTS. 25.00. Each. 10 for 250.00. Send postcard for details. B. H. Salmon, 3525 Main St., Chicago.

WANTED—SILK INSECT, INSECT, AND FLORAL PRINTS. 25.00. Each. 10 for 250.00. Send postcard for details. B. H. Salmon, 3525 Main St., Chicago.

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MERCHANDISE TRENDS

Large Volume Small Items

Specially firms will find many articles for selling to varied type of retail outlets.

CHICAGO, Feb. 27—With the coming of warmer weather, a large market is predicted for all types of sporting goods. Although war production has cut down somewhat on the supply of sporting goods, the fact that large quantities of wood and fabrics, both fully finished, are used to a large extent, means that more equipment of this type is available than is true of many merchantable articles.

A tour of sporting goods stores here (See SPORTING GOODS on page 80)

MIRRORED 19 PIECE BARETTE

IMMEDIATE DELIVERY

NINETEEN ATTRACTIVE PIECES

Walnut finish cabinet. 16 x 50 x 27 and a 2 easy grip handles.

6 Crystal hi-ball glasses with gold hand edge.

4 Crystal spirit glasses with gold hand edge.

4 Velvet folded napkins.

1 Crystal decanter.

1 Decanter stopper.

The Only Mirrored Portable Bar in its Price Class.

WRITE OR WIRE AT ONCE FOR DESCRIPTIVE FOLDER AND PRICES

SYLVAN CO., 154 East Erie Street, Chicago 11, Illinois

No. 4367 K Canary Three-Piece Porcelain Salt and Pepper Sets That Made Such a Furore

The HAND COLORED NOTES ARE IN THREE DIFFERENT COLORS

The Set Consists of a Twig, and the Removable Canary Salt and Pepper Shakers, All Three Made of Porcelain.

$4367 K

4 Inches Wide. 5 1/2 Inches High. Packed in 10 Dozen Sets in Box.

$7.20 Per Doz. Sets

In Gross $6.60 Per Doz. Lots

We carry a tremendous assortment of GIFT GOODS, ranging in price from 1.00 to 99.00 per doz. Complete set of all illustrated price list mailed to any GIFT SHOP on application.

115-119 K SOUTH MARKET ST.

CHICAGO 6, ILLINOIS

MILWAUKEE 12, WIS.

LEO KAUL IMPORTING AGENCY, INC.

COLLEGE AND STATE PENNANTS

12 x 30 inch. With Seal Impression. Large Stock for Immediate Shipment.

Write for STOCK PRICE LIST or Special Designs.

W. B. F. E. JEFFERSON AVE.

DETROIT 14, MICH.

COMART PRODUCTS

TradeMark

No. 4367 K Can 
ary Three-Piece Porcelain Salt and Pepper Sets That Made Such a Furore

The HAND COLORED NOTES ARE IN THREE DIFFERENT COLORS

The Set Consists of a Twig, and the Removable Canary Salt and Pepper Shakers, All Three Made of Porcelain.

$4367 K

4 Inches Wide. 5 1/2 Inches High. Packed in 10 Dozen Sets in Box.

$7.20 Per Doz. Sets

In Gross $6.60 Per Doz. Lots

We carry a tremendous assortment of GIFT GOODS, ranging in price from 1.00 to 99.00 per doz. Complete set of all illustrated price list mailed to any GIFT SHOP on application.

115-119 K SOUTH MARKET ST.

CHICAGO 6, ILLINOIS

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COLLEGE AND STATE PENNANTS

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Write for STOCK PRICE LIST or Special Designs.

W. B. F. E. JEFFERSON AVE.

DETROIT 14, MICH.

COMART PRODUCTS

TradeMark

"4367 K Canary Three-Piece Porcelain Salt and Pepper Sets That Made Such a Furore" These HAND COLORED NOTES ARE IN THREE DIFFERENT COLORS.

The Set Consists of a Twig, and the Removable Canary Salt and Pepper Shakers, All Three Made of Porcelain.

$4367 K

4 Inches Wide. 5 1/2 Inches High. Packed in 10 Dozen Sets in Box.

$7.20 Per Doz. Sets

In Gross $6.60 Per Doz. Lots

We carry a tremendous assortment of GIFT GOODS, ranging in price from 1.00 to 99.00 per doz. Complete set of all illustrated price list mailed to any GIFT SHOP on application.

115-119 K SOUTH MARKET ST.

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The Set Consists of a Twig, and the Removable Canary Salt and Pepper Shakers, All Three Made of Porcelain.
Order From This
PRICE LIST
St. Patrick's Novelties
Articles
Plume Shamrocks, Imported
Pipe Shamrocks, Imported
American-Made Slum
Paper Flap on Stick
Paper Masks
Horse Head
Large Plastic Shamrocks, Bulk
Jockey Helmets
Blue Lids
Mane Flaps on Stick
Paper Thimbles
Plastic Figures
Paper Bonnets
1 for 10c, 1 dozen for 50c
12 for 35c, 1 gross for $1.29
Primary Girl Mirrors
Mirror Mario Box

Classwear
Salt and Pepper Shakers
Donuts
Whisky Glasses
Ash Trays
5 oz. Mull
Gloves
4 1/2 to 8 1/2
5 oz. Shirt Boxes
Radio Set

For Your Ball Game
Pin-Up Plaques, Small
1 1/2" Pin Hat Bands, Donuts
1 1/2" Pin Hat Bands, Domed
Bonbons
5 oz. Cigar Box/Mule
2 1/2 lbs.

Prizes P. O. B. Terra Haute,
25c Design Required, O. O. D. Orders.

LEVIN SINCE 1886
NOT CONNECTED WITH ANY OTHER FIRM
Terre Haute, Indiana

Retail Sales in 1944
Pass $69,000,000,000
9% Increase Over '43

WASHINGTON, Feb. 27—Despite war-
time shortages, retail sales in 1944 to-
taled $69,000,000,000, a 9 per cent in-
crease over 1943 and the sixth consecu-
tive year in which sales have been high-
ter than the previous year, the Com-
merce Department reported this week.

Continued upgrading and shifts in de-
mand and supplies make it difficult to
measure wartime changes in the physical
volume of trade by adjusting dollar sales
by price changes, the department stated.
It appears from available information,
however, that the quantity of goods sold
by retailers in 1944 was somewhat above
that of 1943.

A reversal of the downward trend in
sales of durable goods stores and a fur-
ther increase in retail prices were re-
ported. The price increase was moder-
te, since the department's index was
only about 3 per cent from the 1943
average, less than in any one of the three
preceding years.

SPORTING GOODS
(Continued from page 49)

LUMINOUS RELIGIOUS FIGURES & FLOWERS
By Nite Glow
Write for Complete List
NITE GLOW PROD. CO.
106 W. 46th St., N. Y. C.
ME 3-5794

TODAY'S BIGGEST TOY VALUE
FLUFFY BEARS
Best Make. Individually Binded.
IMMEDIATE DELIVERY
$25.50
DOZEN, Gainsville
This is our greatest value under $1.00. Limit 1 per order.

The Perfect "LITTLE BEAR" Doll. 11 inches tall.
10 in. Binded Plush with 5 inches of stuffing.

OLUMINOUS RELIGIOUS FIGURES & FLOWERS
By Nite Glow
Write for Complete List
NITE GLOW PROD. CO.
106 W. 46th St., N. Y. C.
ME 3-5794

MILLS SALES CO.
901 BROADWAY, New York 1, N. Y.
WORLD'S LOWEST PRICED WHOLESALE

GOLD ARROW PRODUCTS
1133 BROADWAY, New York 10, N. Y.
Phone: Superintend 1-1581

SWAGGER CANES, 2 Gross in Carton. Gross $9.50
1/2 yard with nails. We have many other stable novelty items which will certainly be very hard
to beat. Each box will contain 4 of the items we have to offer, with 10c for each item.
WANTED — USED CORK GUNS, BASEBALLS; PAY TOP PRICES.

MIDWEST MERCHANDISE CO.
100 BROADWAY. KANSAS CITY, MO.

BILLFOLD SPECIAL!
Welt made of GENUINE LEATHER. Features:
Silver plated Money Clip, Removable Snap on snap dust cover (2 1/4" x 4 1/4"
with both) on each, Removable cigarette holder, Gilt silver or gilt, and a roll of paper
matches at no extra cost.

Sample $1.50 Portland
A412L50—DOZEN $13.50.
Lots of 500 on 50% off basis.

Send Texas 250 Cigarette Case.

PRINTED BY THE BILLBOARD COMPANY

WEATHERFORD, TEXAS
**Easter Deals**

**Immediate Delivery**

**DEAL #1**
- 60" Bunnies (cotton stuffed, highest quality)
- 16" Easter Bunnies (cotton stuffed, extra cotton quality)
- 28" bunny, long hair, white
- 1,800 Hel board—takes in $80.00ained

**Cost You—** $14.75

**DEAL #2**
- 10 L.S. BOXES OF EARRINGS
  - *Standard Name Brand*
  - 4 1/2" BUNNY RABBIT (cotton stuffed)
  - 1,000 Hel board at 32¢ per pair

**Cost To You—** $21.50

**DEAL #3**
- 19" L.G. BOXES OF EARRINGS (Standard)
  - 1,000 Hel board @ 32¢ in box

**Cost You—** $21.50

**All Terms:** 25% deposit, balance C.0.D.

---

**STERLING FORGET-ME-NOT FRIENDSHIP JEWELRY**

**WITH TWO HEART DANGLES**

No. 1959

New in a matched set. Forget-Me-Not design featuring hearts. Sterling silver. Also available in gold filled.

**$24.00** Dr. Boxed

Harry Pakula & Co. 5 N. Wabash Ave. Chicago 2, Ill.

---

**Limited Quantities**

**18 INCH**

**POWDER PUFF PLUSH**

**PANDA BEAR**

**$15.00** per doz. in gross lots only


Complete Line Plush and Fur Stuffed Animals for Immediate Delivery.

**ALPINE TOYS, INC.**

37 West 19th St., New York 11, N. Y.

Telephone: Watkins 9-5477

---

**MERCHANDISE**

**March 3, 1945**

**Limited Stocks Still Available...**

**Easter**

**Ties & Ties & Tie**

Be each (approx.)

Alternatively assorted ties, the kind men like at a price they like and a good profit in the display. Great assortments of children's, boys' ties, and dress ties. Sun visors, embroidered ties, and even embroidered monogrammed shirts. In stock for the Easter trade.

For Easter

**SPARTON NOVELTY CO.**

3027 N. Halsted St. Chicago 12, Ill.
**RUBBER TYPE**

**1000**

**½ Inch High**

**Cut Letters**

**$10.00**

**BUY DIRECT FROM MANUFACTURER AND SAVE**

**JOBBERS * AGENTS—WRITE FOR QUANTITY DISCOUNTS**

Make up and sell rubber stamps to servicemen and civilians for marking clothes. Complete rubber stamp made in a few seconds.

**SEND $1 for Sample Rubber Stamp**

Army and Navy Indelible Ink Pads — $1.20 Per Doz.

Black or White Indelible Ink — $8.00 Per 100 Bottles

Holders for Rubber Type — $1.00 Per 100

We Manufacture Complete Line of Rubber Type

3 IN ONE RUBBER STAMP CO.

5619 SUNSET BLVD.

HOLLYWOOD 28, CALIF.

**METAL VANITY SPECIAL**

as tarnishing your customers will want several of them. Live, flat, boxes encased in jeweled designs. Heavy silver plated metal. Gav, fresh exciting, large, clear mirrors. Powder puff, etc.

B32937* Each — $2.75

In Doz. Lots Each — $2.50

B32937* Each — $2.00

In Doz. Lots Each — $1.80

JOH. HAGN CO.

Wholesalers Since 1897

225 W. Madison St.

CHICAGO 6, ILL.

**EASTER SPECIALS**

12" Saints — $10.80 doz. assorted

9" Saints — $4.20 doz. assorted

6 ½" Saints — $2.40 doz. assorted


STANDARD ART CORP.

209 East 26th St.

New York 10, N. Y.

**Jewelers & Engravers**

Our beautiful Heart Pendants on 16" Sterling Silver Chains are setting up money wherever shown. We manufacturer fifty different combinations. Send for Samson Desane, approved at regular quantity price — 412 per dozen.

LYNE JEWELRY CO.

146 East 59th St.

New York 22, N. Y.

**BATHING CAPS**

**GENUINE RUBBER**

**MONEY-MAKING, FAST MOVING SALESBOARD DEALS & MERCHANDISE**

**Send For FREE Catalog Today!**

**VICTOR DISTRIBUTORS**

2067 BROADWAY, NEW YORK, N. Y.

**CLEOPATRA PEARLS**

For Jobbers and Distributors. Inexpensive and Better Grade. Ranging from $1.25 to $1.45 per pair, packed 2, 8, 12, 48 pairs per doz.


$2.50 to $12.00 Per Doz. Send Sample Line from $25.00 to $100.00. Mail Deposit, Balance C. O. D.

**CLEOPATRA**

264 Fifth Ave.

New York, N. Y.

**GARFISH SCALES**

**SMALL AND MEDIUM, FLORIDA TYPE**

50 Per Doz. (2 in a card) 20 Per Cnt. Mixed. Specify whether white or amber colored desired. 1/2 Doz. With Counter Balance C. O. D.

TROPICAL IMPORTING COMPANY

3801 N. 16th St., Miami, Florida

**SOUVENIR RIBBON DECALS OF YOUR CITY**

Price Quoted In Advertisement on Page 52, February 10 Issue, Was Incorrect. 1/3 Cash With Order. Salaries C. O. D.

**ROHDE-SPENCER CO.**

223-225 W. MADISON STREET

CHICAGO 6, ILLINOIS

**NEW FASTER PROFITS WITH THIS**

**NEW HORSE DEAL!**

Orton Bonnet Mfrs. has a deal among the flashiest, fastest-moving items you’ll ever see. Assorted colors, white, black, red, blue, gray. Truly stand out! DEAL CONSISTS OF:

1 4"-H. Markers

18 8 x 10 Boxes of Quality Chocolates.

$15.00 O. D. Packages Brownish-Not Toffee, a fast-moving item on market today! 4 114 oz. Lids Free of Charge, packed full of confections.

$500 Hold Blue Board with colorful display. Total Price: $91.85. F. O. B. Chicago.

2602-1000 Dozen with Display, Full Delivery.

ANTHONY M. BOEX

800 N. W. 15th St., Chicago 6, Ill.

**HEADQUARTERS FOR COUNTER CARD MERCHANDISE NOTIONS—SUNDRIES**

LEE RAZOR BLADES

Write for Price List

LEE PRODUCTS CO.

347 W. Illinois St., Atlanta 2, Ga.

**DIAMOND CUT WHITE SAPPHIRE**

Do Not Scratch — Very Brilliant

2 Carat Sapphire — $160.00

20 Carat Sapphire — $145.00

Total Price: $914.25. F. O. B. Chicago.

223-225 W. MADISON STREET

ROHDE-SPENCER CO.

CHICAGO 6, ILLINOIS

**THE PATRIOTIC BANNER CO.**

104 S. GAY ST.

KNOXVILLE 24, TENN.

WANTS

To Hear From Anyone—Anyone—Who Are

Manufacturers, Jobbers or Wholesalers

Wishing to Exhibit Merchandise

Jewelry, Souvenirs, Letters, Cigarette Lighters, Engraving Materials, Jewelry Trays, American and Allied Flags, Handbags, etc. Envelope the fine products of your house and we will mail them.

Sample Line from $25.00 to $100.00.

CLEOPATRA PEARLS

1/3 Cash With Order. Balance C. O. D.

**STARBRIGHT JEWELRY CO.**

310 Newhouse Bldg.

New Orleans 16, La.
March 3, 1945

EASTER CHOCOLATE CANDY DEALS

WE BUY
STERLING JEWELERS
Send 50c for Sample Assortment letter with sample to DISTRIBUTING CO.
1411-$5.00 per C.-$25.00 per M.
PIN-UPS! -PIN-UPS!

300 Swivel $27.00
Excellent variety with 2 half rounds,
round frames, compartments, etc.
Wt. 60 lb. per dozen. F. O. B. Chicago.
Individually packed 6 in a case.

Write for jobber nearest you
W. L. MARTIN MIRROR BOX CO.
1447-D W. 66th St. CHICAGO, ILL.

Swiss Watch Imports Afflicted by Strain Against Allied Govts

CHICAGO, Feb. 24.—Officials of Switzerland soon began raising their objections to the recent action of the United States in cutting off cigarette supplies from Switzerland. The present relations between the two governments is expected to have an important bearing on future imports of Swiss watches. One of the two ships bringing big quotas of watches that had been expected to arrive in December was delayed some weeks.

Rumors have also been current in some circles that somewhere between March and June leading Swiss companies will thrash out their quota systems on watches and begin sending goods in much larger quantities. The present strain may also change this proposed plan.

The United States secured Switzerland of cutting off cigarettes, which may be the reason for the delay. Rumors has had much earlier action against Switzerland and refused to open diplomatic relations with that country.

Another trade rumor in watch circles is that there may be made a truck convoy which would go thru France and Swiss territory. This is only a rumor; and the strained relations between the two countries at the present time may even upset the plans.

Reports have also been current that Swiss firms would try to load up the American retail trade because manufacturers could again get back to civilian production. Leading production leaders today evade that this is not likely to happen because any action that may be taken by the United States and Allied government in controlling imports of various kinds. The trade world certain to give some consideration in the future, unless the Swiss certain to give much more favorable attitude toward the Allied cause it may be punished in various ways.

One of the most interesting items was that American f can be obtained in Chicago.

Beautiful
CEDAR CHESTS
Envy or Padded with Chocolates or Stuffed Fruit.
Write for Gingerbread and Chocolate Prices.
ALBERT ASHE ENTERPRISES
3740 No. Michigan
DETROIT 6, MICH.

BARRETTES
FOR ENGRAVING
Concealment and beautiful workers.
Tag 2½ by 3½.
Extra heavy sterling.
$3.00 by, Expend 50c.
GLOWS IN THE DARK
CAEDAR WOOD JEWELRY
For engraving and carving can be worked in with Higgins ink. Use ordinary pen. Material: Sterling. Free illustrated Catalogue on Mexican German. In Chicago and Suburbans.
FOR Salesmen Phone Market 4587.

MILLER CREATIONS
6628 Kenwood
CHICAGO 37, ILL.

CHOCOLATES
For All Occasions.
SPECIAL HEADPIECE.
D. on 25, 1 Deposit.
550.00; Costs You $14.75.
H. L. MARTIN MIRROR BOX CO.
1447-D W. 66th St. CHICAGO, ILL.

MAGIC RACES
be determined in advance. At cigarette touch 6 horses are off.

BEAUTIFUL STERLING JEWELRY
Carroll, Ohio

DOLL DEALS!
Genuine Fayola Large Dolls
24" Furnished with Thousand Hole Beads, Rich CFL & Various Crowns, $9.50; Out $14.75. Terms: Cash With Order or C. O. D. 0. D. in 30 days.

Barrett & Son
5411 Corley St., Dallas, Texas

ATTENTION TO NOVELTY MANUFACTURERS
Oregon jobber interested in securing additional lines would like to hear from you.
BOX D-564
e/a The Billboard, Cincinnati, Ohio

P-A-P-R-E M-N
WE HAVE SHEETS FOR ALL STATES. ALL WELL KVOWN. GOOD MAP WARS.

Write or Wire
ED HUFF & SON
3114 University Blvd. Chicago 13, Ill.

FINE WATCHES
MEN'S & LADIES' And Novelty Wristwatches Only
WRITE FOR CATALOGUE.
MARILYN SALES
5 N. Wabash Ave. Chicago 2, Ill.

RUBBER STAMPS FOR SERVICEMEN
BEST ITEM ON MARKET TODAY

Takes only seconds to make a Stamp and has the best mark-up. and $5.00 for Trial Size. Same with 1,750 Labels, $25.00, 1,750 Labels, $20.00, 1,750 Labels, $15.00, 1,750 Labels, $10.00. All Parts, Filled Tape, 1 Barlit Glove, etc. Any size. All materials at no cost to you. Write to me, no cash needed. WE ARE THE WORLD'S LARGEST SELLER OF RUBBER TYPE FOR SERVICEMEN.

L. A. AGoE RUBBER STAMP CO.
309 S. Figueroa Street
Los Angeles 14, Calif.
Your Coin Machine Convention in print

- - - Geared to the tempo of convention time and synchronized with today's drive toward Victory...

The Billboard again presents to the coin machine industry its Annual Convention "in Print" - - -
ON THE WAR FRONT

The Coin Machine Industry Has Had a Part in the Making of Every

PLANE THAT FLIES
SHIP THAT SAILS
GUN THAT'S FIRED
TANK THAT ROLLS
BOMB THAT'S DROPPED

IN OUR NATION'S DRIVE FOR VICTORY
ON THE HOME FRONT

The Coin Machine Industry Has Co-Operated Fully in All Civilian Activities Such as

WAR BOND DRIVES
SALVAGE CAMPAIGNS
BLOOD DONATIONS
SMOKES FOR YANKS
GAMES FOR VETS
DISKS FOR GI'S
CLUBS FOR TEEN-AGERS, ETC.

IN OUR NATION'S DRIVE TO VICTORY
The Directors of Mills Industries, Incorporated announced at their annual meeting held February 13, 1945, the formation of a separate company known as Mills Novelty Company and have appointed the following men to head and to direct this company: Vincent C. Shay, President; Arthur V. Cooley, Vice-President; John P. Ryan, Treasurer; Elmer E. Jacobson, Secretary; P. A. Tennis, Assistant Treasurer.

POLICY

Mills Novelty Company will formulate, build and sell all types of Amusement, Bell and Vender machines. This new Company promises the coin machine field many new innovations when the present emergency ends. The experience and knowledge of these newly appointed officers will guarantee many more long years of success to add to the 56 years already enjoyed by this company.
Operators! Everywhere

Rock-Ola Manufacturing Corporation
Coin Operated Phonographs

"The Phonograph of Tomorrow"
will soon be At Your Service
THE INDUSTRY'S WAR RECORD

Switching from the manufacture of products for the amusement of the nation to weapons for its defense was no easy job—but the industry did it and plenty more besides.

Some, too, are engaged solely on army or navy contracts and have won army or navy production awards. Nevertheless without sacrificing the coin machine manufacturers are going about their wartime jobs with a touch of grimness in their determination to make sure that Uncle Sam's fighting men have the best weapons they can produce and plenty of them.

The list of products that the manufacturers are making is only a partial one, since many are still on the "secret" list and cannot be publicized. When the war is over, the full story can be told. Then an amazing tale will be unfolded recounting to what extent the coin machine manufacturers contributed to winning the war. Nevertheless this list does mirror the ingenuity and resourcefulness of the manufacturers in being able to turn out products far afield from peacetime work.
CONGRATULATIONS!

THE WHITE STAR

FOR CONTINUED MERITORIOUS SERVICE

HAS BEEN AWARDED

TO WATLING MEN AND WOMEN

Congratulations to Watling Men and Women! You have done it again! For the second time you have won the Army-Navy Production Award, thereby earning the White Star for our "E" flag, which was awarded to you and to our company a year ago. You have good cause to be proud of your achievement. We share your pride and express our sincere appreciation for your meritorious service in the production of materials needed by our Armed Forces and for your loyalty to our company.

BUY U. S. WAR BONDS—
—AND KEEP THEM.

WATLING MANUFACTURING CO.
4640-4660 W. FULTON ST.

CHICAGO, ILLINOIS

Est. 1889—Tel., Columbus 2770
Cable Address, "WATLINGITE," Chicago
1944 INDUSTRY CLINIC

How rapidly are operators being forced to remove equipment from locations because of locations closing, parts wearing out, help shortages, etc., how many machines and of what types will those now in business want in 1945? These are answers revealed by The Billboard’s annual trade survey of the nation’s leading operators.

The full-time operators surveyed are those that have had to retire 27 machines during the past year. The average total amount to 41,500 machines. Another fact revealed is that operators will soon be down to their last coin chute if production is delayed beyond 1945. During the past year, the operators had to retire 27 machines from locations because of lack of replacement parts. The estimate of the number that will have to be retired by the operators is 41,500 machines.

Survey Method
Scope of The Billboard’s annual census is naturally limited to those currently operating. To name a vast potential class market could not be checked that is made up of former operators who have closed their machines as well as newcomers who will enter the business. The census which was completed in 1943 indicates, as did The Billboard’s 1941 census, that the potential buying power of these two large groups could prove the latter figure to be definitely on the conservative side.

Survey Question
Typical survey questions asked were:

1. How many machines do you think you would buy immediately after the war in 1945?
2. What are your immediate plans for equipment needs as they were last manifested?
3. What do you think you would buy in 1946 if the war does not end this year?
4. What do you think you would buy in 1946 if the war does end this year?

The survey revealed that operators will buy immediately after the war in 1945—

A. Coin machines, 6,000
B. Pin games, 7,000
C. Vending machines, 1,500
D. Scales, 6,500
E. Penny gum and candy machines, 8,500

Again, the survey reveals, as did Billboard’s last one, that the coin machine industry will play no small part in taking up the slack of employment layoffs due to coming from war plant reconstruction and war veterans re-establishment in the business world. It appears that plants engaged in coin machine manufacturing in the post-war period will follow the war plant system of production by keeping around the clock shifts on their assembly lines to meet demands of the industry.

For the year 1941 to 1944, the production of pin games hit 500,000 annually and jube boxes rolled off the lines at a pace of 40,000. Movie machine manufacturing which were gaining popularity in 1939-41, totaled 3,000 for the latter year. It is difficult to estimate the productive power of the industry on these figures, however, as many of the pre-war coin machine manufacturers have learned many lessons during war production. Consequently, they intend buying what they have hang on to what good, old equipment they have until market values are reached. Such expectations as these are evidence that the totals are definitely finite with what the immediate post-war potential demand will be.

The method used to arrive at the total estimated needs for equipment was by being bought by operators to meet immediate demands was to take the per capita figures as revealed in the survey, and multiply it by the number of operators estimated to be operating certain type equipment prior to the war (1941).

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EMPLOYMENT PROSPECTS

Jobs for millions thru coin machines will be more than a slogan—it will be a fact both thru direct employment by manufacturers, distributors and operators as well as indirectly thru jobs it will create in allied fields

By WALTER W. HURD

TO HAVE plenty of jobs waiting for fighters like these, is the foremost goal of the coin machine industry.

A SPECIAL survey of the coin machine trade in mid-1944 supported the statement that the industry is definitely employment conscious. The trade is proud of the number of employees it had in its various branches and activities before the war, proud that it has been able to maintain a high level of employment during the war after giving many of its younger men to the services, and still more proud of the prospects that it may greatly increase its employment after the war.

In our annual 1945 survey of the coin machine industry, just completed, the matter of employment, again was one of the chief questions. All reports indicate that the industry is still very conscious of increasing its employment after the war. This is not only being considered as a patriotic matter but also because every branch of the industry expects to increase its activities in many ways. Increased employment will be based on expansion in business activities, not only by manufacturers, but also by operators in the field.

Normally, a study of employment prospects would begin with manufacturing firms, pass on to the distributing field, and then consider the broad prospects in the operating field. In our recent survey, the employment prospects in the operating field were mainly considered.

In comparison with previous checks, the present survey indicates that operators themselves are beginning to take a more conservative view of the future and plan to stabilize their own operations by securing the best locations. This objective is expected to become more prominent during the months from now until the war ends.

The operator who has remained in the business thus far during the war wants to be sure of himself after the war. But those men who have maintained the high efficiency of the operating business are not content merely to provide a job for themselves. Almost to a man, they plan expansion. This expansion includes plans for hiring more help than they had before the war. Only a very small percentage of established operators think of using less help after the war than they did before.

Groups Report

In fact, the survey check shows that 67 per cent definitely plan to increase their help as soon as possible. Of 132 operators checked on the matter of employment, it was revealed that these operators now employ about 2,134 people. Before the war they reported their employment total to be 2,425 people. In estimating post-war plans, they consider increasing their activities to employ over 3,000 people.

Among a group of juke box operators who now employ 284 people, the same group plans to employ about 420 people after the war. Before the war, this same group reported employing 345 people.

Among a group of vending machine operators now employing 152 people, they plan to employ 210 people after the war. This same group reported employing 305 people.

A larger group of operators who use more than two types of machines report they now employ 1,212 people. After the war, this group plans to employ 1,740 people. Before the war this same group employed 1,462 people.

By checking these reports it will be seen that operators are conservative in their estimates of probable increase in the number of employees after the war. There is no indication that they are making exaggerated statements. In a previous survey the average operating

(Continued on page 72)

Keeney

For four years of intensive war production the Keeney organization has stayed close to the task at hand and our five hundred employees reaffirm their resolution to stick to the job till victory and peace are won the U. S. way. During 1945 we will move into our new factory, with greatly expanded manufacturing facilities. We want our coin machine friends to know that at the right time Keeney will be ready with the newest and most active machines in a wide variety of operating fields.

J. H. KEENEE & CO., INC., 6610 SO. ASHLAND AVE., CHICAGO 36, ILL.
OPERATORS POST-WAR PLANS AND WANTS

Operators already have blue-printed their post-war plans, the Billboard's annual trade survey discloses. Over 50 per cent will operate more than two types of equipment. They also have definite ideas and suggestions on what they want in post-war machines. Here's a quick insight in how operators are thinking.

COIN machines operate are not without interesting features of equipment to resume to make up their minds as to what they want in equipment and interest with it. Most of them have already decided whether they intend concentrating on the same type of equipment they had before the war or branching out into new fields. They have definite ideas as to what types of coin machines will see the greatest development after the war. Very emphatically they know what improvements they want on pre-war machines and what types of new machines they would like to see.

Answers to queries on such points as these were received from over 750 operators in the annual trade survey. One thing the survey discloses in irrefutable form is that the post-war operator definitely intends to operate more than one type of equipment, just as he had before the war. In fact, 51 per cent of those answering the questionnaire disclosed that they currently are operating three or more types of machines. An additional 10 per cent have two types of equipment. Of the 1,000 operators questioned, 61 per cent concentrate solely on one type of machine. Their number represents only 16 per cent of the total.

Twenty-three per cent of those concentrating solely on one type of machine are vending machine operators, who they number but 6 per cent of the total.

Concentrate vs. Diversity

In answer to the question: "Do you plan to concentrate your post-war operations on the same types of equipment or to diversify your operations into several fields?" 52 per cent voted "diversify" and 48 per cent voted "concentrate." Of those answering the questionnaires disclosed that they currently are operating three or more types of machines. In addition 10 per cent have two types of equipment. Of the 1,000 operators questioned, 61 per cent concentrate solely on one type of machine. Their number represents only 16 per cent of the total.

Twenty-three per cent of those concentrating solely on one type of machine are vending machine operators, who they number but 6 per cent of the total.

Juke Improvements Wanted

The Juke box operators have a long list of improvements that they want in the future. Better selectors, thumb control volume control, electric pick-ups, lighter weight pick-ups, hideaway mechanisms, no plastic unless it's absolutely unbreakable, better oiling systems, neon lighting, smaller, more compact mechanisms, and longer-lasting working parts, cover most of the other suggestions. All juke ops, however, would like to see less troublesome wall box systems. A California operator suggested, 'a wire or direct wire wall box and a better 3-in-1 or 4-in-1 wall box.'

Games and Vender Wants

Pin game developments operators would like to see are not as numerous as the other fields. Hoping the list are "more rugged, lasting machines, drop coin chutes, and chutes with a slug ejector. Less complicated wiring, better sound, and other machines; a clear, simple diagram of each machine's wiring and parts standardization are also high on the list. A few voted in favor of "console type" or "upright" pin games similar to Zingo.

Vending machine operators want some sort of solution to the age-old problem of a machine accepting coins when it's empty. One operator suggests an automatic "sold out" sign that will flash. Another suggests a device that will make the coin chute unoperable when machine is empty. Several suggested that multiple selector machines have a device that will enable any other column on the machine to function automatically when the machine is stuck or cleaned out. A few also suggested the need for change-making chutes. Few suggestions for other equipment came to light except for arcade men's desirability for machines of "easier action," and for "target guns that won't get out of order so quickly."

New Equipment Desires

Operators, on the whole, did not come up with so many worthwhile suggestions for new types of equipment they would like to see as for improvements they wanted on pre-war machines. "Machines that can be operated anywhere," was top of the list. "One ball-free play game" was another that cropped up several times; as was a movie machine-phonograph combination that would operate independently of each other. A few suggested in coin-operated television machines, but admit they don't know how practical such a device would be. A few would like to see a Juke box using sound on film or wire to get a wide range. Among vending machine operators, options were voiced for machines made of chrome, porcelain or other materials that would "sell sanitation" by virtue of their appearance.

Wartime Experience Will Set New Higher Standards for Chicago Coin Post War Equipment

For the past three years we have been constantly investigating and testing the better and more advanced manufacturing methods and processes. Pre-war standards are gone forever. You'll quickly detect the results in our post war coin machine equipment.
A B T's Rifle Sport

The Business of Today and Tomorrow

A.B.T. Manufacturing Corporation
711-723 North Kedzie Avenue, Chicago 12, Illinois

INDUSTRY WAR RECORD

Continued from page 61

For Those Who Handle

MONEY

A. T. Billboard

ABBOTT COIN COUNTER CO.
143rd St. and Wales Ave., N. Y. C.

ABBOTT COIN COUNTER CO.
143rd S. and Wlares Ave., N. Y. C.

ABBOTT COIN COUNTER CO.
143rd St. and Wales Ave., N. Y. C.

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ABBOTT COIN COUNTER CO.
143rd St. and Wales Ave., N. Y. C.
The Coin Machine Industry

Based on 1941—the Last Normal Business Year

GENERAL INDUSTRY DATA

(December 31, 1941)

Number of Games in Use

Amusement (pinball) games .................................................. 230,000
Counter amusement devices .................................................. 620,000
Jackpot slot machines ......................................................... No estimate
Coincine amusement games .................................................. 250,000
Miscellaneous amusement machines ...................................... 100,000
Automatic phonographs ...................................................... 300,000
Cigarette vending machines ................................................. 126,500
Beverage vending machines ................................................ 28,000
Candy bar venders .............................................................. 250,000
Penny vending machines .................................................... 3,000,000
Miscellaneous vending machines ......................................... 25,000

Total ................................................................. 4,878,500

Personnel

Principal manufacturing firms ............................................. 85
Listed manufacturing firms .................................................. 325
Normal factory employment ................................................. 15,000
Distributing firms ............................................................. 900
Employed by distributors ................................................... 4,500
Professional operators ......................................................... 20,000
Part-time operators ............................................................ 30,000
Employed by operators ....................................................... 45,000
Employment by locations (Estimated) ..................................... 1,000,000

POST-WAR OUTLOOK

Machines Taken Off Locations Since 1943

Year ... At. Mchs. Per Op. Total
1943 ................................................................. 17 ................ 340,000
1944 ................................................................. 27 ................ 540,000
1945 (Est.) .......................................................... 17 ................ 340,000
Total ............................................................... 1,120,000

MACHINES NEEDED WHEN WAR ENDS

Based on Full-Time Operators Only

Type .................................................. Number
Pin Games .................................................. 450,000
Phonographs .................................................. 206,000
Vending Machines .................................................. 200,600
Slot and Consoles .................................................. 287,000
Scales .................................................. 64,500
Arcade Machines .................................................. 35,500
Movie Machines .................................................. 12,800
Total .................................................. 1,412,500

EMPLOYMENT BY OPERATORS

Year .................................................. At. Per Op. 3.4 Employees
1944 ................................................................. 3.4 Employees
Before war .................................................. 3.4 Employees
After war (est.) .................................................. 3.4 Employees

EMPLOYMENT BY MANUFACTURERS

1941 (last normal year) .................................................. 10,000 Employees
After war .................................................. Impossible to estimate

PHONOGRAPHs (JUKE BOXES)

(January 1, 1941)

Number of firms manufacturing phonographs ......................... 6
Additional firms making wall boxes, etc. ............................. 2
Employment in the manufacturing industry ......................... 2,500
Phonograph production in 1949 ......................................... 49,000
Estimated production, 1944 ............................................ 49,000
Total number of phonographs in operation ......................... 500,000
Estimated value of phonograph industry ............................ 860,000,000

(This includes manufacturing, distributing and operating divisions of the industry)

Number of distributing firms ............................................. 250
Number of music operators in the U. S. ................................ 7,000
Number persons employed by distributing firms .................... 1,500
Number of music machines in the U. S. ................................. 250

COMMERCIAL VALUE

Number of plants making phonographs ................................ 6
Total pay roll (1939) .................................................. 6,300,000
Capital investment (1939) ............................................. 99,500,000
Dollar volume of sales (1939) ........................................ 816,500,000
Dollar purchases in materials, parts, supplies, etc., used in manufacture of phonographs (1939) .......................... 68,300,000

*1939 data based on government reports, the last year for which available.

Phonograph Records

The following estimates of the total number of records produced and of the total purchased by phonograph operators, are based on reports made by various music trade authorities and on surveys of the music machine industry made by The Billboard:

Number of music machines in operation ............................. 3,000,000
Nut venders .................................................. 1,500,000
Gum venders .................................................. 750,000
Total annual volume of sales ........................................ 687,000,000
Total investment in equipment ........................................ 23,000,000

VENDING MACHINE DATA

(As of January 1, 1941)

PENNY VENDERS

Number of machines in operation ..................................... 3,000,000
Nut venders .................................................. 1,800,000
Gum venders .................................................. 750,000
Total annual volume of sales ........................................ 687,000,000
Total investment in equipment ........................................ 23,000,000

CIGARETTE VENDERS

Number of machines in operation ..................................... 126,500
Total annual volume of sales (packs) ................................ 627,900,000
Total investment in equipment ........................................ 8,250,000

5c CANDY BAR VENDERS

Number of machines in operation .................................... 250,000
Total annual volume of sales .......................................... 325,000,000
Total investment in equipment ........................................ 8,750,000

BEVERAGE VENDERS

Number of machines in operation ..................................... 28,000
Total annual volume of sales .......................................... 812,000,000
Total investment in equipment ........................................ 2,000,000
A NEW HIGH IN PRECISION

Operators and distributors know that the Jennings trade-mark has stood for uncompromising quality for more than 38 years. Proof that Jennings CHIEFS are the finest jackpot machines ever built is revealed by the severest test of all—the relentless pounding which Chiefs have successfully withstood, day in and day out on location, since before the war.

After the war larger and better equipped production facilities, along with increased technical skill and knowledge, all resulting from three years of honored war production, will be reflected in still finer Jennings products. The Army-Navy "E" symbolizes a new high in precision at Jennings, enabling us to pledge a new high in opportunity for coin machine operators and distributors.

What YOU can do right now! If you have not received the new Jennings Chief Service Manual, your name may not be on our mailing list. Act right now to make sure you receive ALL Jennings mailings. Send your name, address and tell us what you now operate or sell.

O. D. JENNINGS & COMPANY
4307-39 WEST LAKE STREET • CHICAGO 24, ILLINOIS

Copyrighted material
The present legislative year means 44 Legislatures will be in session in 1945—a brief running report on legal and market history in each State is outlined in this article for the information of the trade.

By WALTER W. HURD

ALABAMA. This State in recent years has become the center and home of an industrial empire for the manufacture of small machines. After the war opens, a great many of these machines will be exported to foreign countries, but the State is not so far removed from a business standpoint, the State is a very favorable market for the sale of coin machines and vending machines.

CITY OF DENVER. For many years the City of Denver has been considered the center of the coin machine industry. The city of Denver usually is considered the center of the trade and most reports center there. In 1937 and 1938 the State Supreme Court rendered a very unfavorable decision in a case involving gambling machines. The State has in most cases been missing in the courts there. Several years ago the Supreme Court rendered a very unfavorable decision in a case involving coin machines in the State look favorable. It is expected that other jurisdictions may become a good export center for coin machines when the Pacific area opens up after the war.

The State license law has some restrictions. The State has a strong business movement; many localities are dry and also because of the large colored population many restrictions are placed on locations that sell beer or liquor. In 1945 the Legislature is set to convene May 1 and meet every two years.

ARIZONA. Because of its small population, the State is not considered a big market for coin machines. However, there is something of the liberal spirit of the West throughout the small towns and villages which is favorable to certain types of machines. After the war there should be a slow increase in the number of machines. The State, due to its own development, has an interesting problem. Two interesting pinball episodes have occurred in the State. The infant pinball machine was a sensational "pinball murder" filled large newspapers. This case is a national syndicated cartoon and joined with a newspaper editor in Tennessee to combat a kind of crime against pinball games.

ARKANSAS. The State license law which passed in 1939 has sometimes been referred to as a "model law." The State has the distinction of having passed a license on coin machines and then after one year of trial, amended the law to reduce the rates on many types of machines. The State tax office also favors the trade by issuing a monthly tabulation of the revenue collected on licensed machines. It is one of the few States that issues a monthly breakdown. The Legislature in session has some bills which would amend or change the present State license law and these bills are considered unfavorable.

CALIFORNIA. The State Legislature in session has what is considered the usual number of coin machine bills. For a number of years it seems to be an annual habit for a number of bills to appear in the Legislature and most of them are considered unfavorable. The real coin machine history of the State centers in the three cities of Los Angeles, San Francisco and San Diego. A great deal of legislation probably could be written on the history of coin machines in Los Angeles and Los Angeles County alone. In fact, the coin machines in this city have had considerable publicity more than once. The market is considered favorable in the country. In fact, the future prospects for coin machines in the State look favorable. It is expected that San Francisco may become a good export center for coin machines when the Pacific area opens up after the war. Chief attention will center on the election of a mayor in Los Angeles at the April election.

CONNECTICUT. The State has long since lost its importance in the legal records of the coin machine industry. In the early 1930's this State was the center of perhaps one of the biggest legal battles on gambling devices. It was the center of a crusade which ended in unfavorable decisions on gambling devices and also legislation to severely restrict this type of machine. Since that time legal affairs in the State have been considered routine.

DENVER IS TRADE CENTER. Perhaps the years, this State has in most cases been missing from the legal history of coin machines. The City of Denver usually is considered the center of the trade and most reports center there. In 1931 a considerable legal battle about cigarette vending machines and the tax applied to such machines. Many questions concerning the tax on cigarette machines, retail cigarette taxes, etc., were fought in the courts there. A few years ago the Supreme Court rendered a very unfavorable decision in a case involving machines. Electrical developments in the West are expected to boost the State as a coin machine market of the future.

By WALTER W. HURD

Support for War Program

Competitive data on collections of federal revenue from the coin machine trade, for the fiscal years of 1943 and 1944, are now available.

A State-by-State tabulation for the two years is given below:

<table>
<thead>
<tr>
<th>State</th>
<th>1943 Fiscal Year</th>
<th>1944 Fiscal Year</th>
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<tr>
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<td>West Virginia</td>
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Total $11,354,740.14 $10,450,140.14

Promising Market in Georgia

By WALTER W. HURD

The State is sharing in the new industrial development of the South and from a business standpoint will increase as a market. The legal history of the trade in the State is apoly and has some very interesting chapters. Perhaps more appeals to high courts have been made in the State on pinball machines and on unfavorable city license than in perhaps any other State of similar size.

At least one appeal has been taken to the U.S. Supreme Court but the high court declined to hear this petition. In recent months, the Federal District Court upheld the State law in this case. The State has a checkered history on proposals to license coin machines. On February 25 the Legislature
Iowa. Pinball games have had more of a spotty history in the State than in many of the other states of the Union. The present Legislature has a bill which would authorize the State to license pinball machines. This legislation was modeled along the lines of the Washington State license proposals. In the State have attracted uncomparatively small population has meant comparatively small revenue for the State. It is still pending in the State Supreme Court. Chicago, the pinball machine capital of the world, has considered favorable to free play pinball and to have started a trend in high State courts to render decisions favorable to free plays. The State is considered a good market for all types of coin machines except cigarette vending machines. Due to the strong influence of a drug trade lobby, cigarette vending machines have been illegal in the State. Des Moines, at one time, was the center of a high school crusade against pinball games. Des Moines newspapers often carried page features about the local tax reports on gaming devices in the State.

Kansas. Coin machine history in this State is rather meager except for the famous decision of the Kansas Supreme Court, December 12, 1943, which was the first clear-cut decision of the Kansas Supreme Court in favor of free play pinball. The decision by the Kansas court followed the minority opinion of the Kansas Supreme Court and has been considered favorable to pinball. The development of the Kansas market was probably delayed considerably by the Kansas State decision of 1942, which was favorable to free play pinball. The decision by the Kansas court followed the minority opinion of the Kansas Supreme Court. The development of the Kansas market was probably delayed considerably by the Kansas State decision of 1942, which was favorable to free play pinball. The decision by the Kansas court followed the minority opinion of the Kansas Supreme Court. The development of the Kansas market was probably delayed considerably by the Kansas State decision of 1942, which was favorable to free play pinball.
March 3, 1945

Your Coin Machine Convention in Print

The Billboard

A.B.C.

of Post- War Planning

Buy and keep all the WAR BONDS the law allows!

B

Get more Gottlieb Games on location. Gottlieb "duration-tested" Quality provides maximum performance—costs loss in the long run!

C

Depend on Gottlieb experience and new production skills to give you the finest and most original Post-Victory equipment. On the drawing boards now!

GOTTIEB

There's no substitute for Quality!

D. GOTTIEB & COMPANY

Chicago

Supreme's Racket Buster

Sheet at a realistically antised, moving largest

Fall, Reuse and present Hqf of backboard get the attention on hits are scored! 

Sports for St-Maximum of 15,000 Shal. 

Outfitted small space — Heights — 15 square, P. F. fit - all Any Location! 

Head removable for transportation — single support — Foil Proof — Mechanically Perfect! 

Cash Box in separate, sealed unit from main action!

A REAL MONEY-MAKER!

Supreme Enterprises

557 Rogers Ave.

Brooklyn 25, N. Y.
EMPLOYMENT PROSPECTS

(Continued from page 66)

firm employed 3.4 persons. The present survey indicated slight decline in the employment by the average operator. It is still above three persons per operator.

With the prospect of new, bigger and more expensive types of coin machines coming on the market after the war, the average number of employees in an operating firm is very likely to increase by a considerable percent.

Most reports indicate that operators plan to give a decided preference to veterans or former employees who entered the service. Reports from men in the services show clearly that many former members of the industry, now fighting for their country, certainly want to get into the business after the war. Other reports show a decided interest among newcomers, now in the service, who will also be looking for a place in the operating field. The trade will be ready to welcome veterans in the many branches of the coin machine industry.

Since employment will be an increasingly important topic in this industry in the future, and in the nation as a whole, there will be many guesses about future jobs provided by the trade. In order to build up a reliable picture of former employment as a basis for estimating future possibilities, some previous survey statistics are repeated in this article.

1941 Survey

Our estimate of industry employment based on a survey in December, 1941, is as follows:

- Professional operators...
- Employed by operators...
- Part-time operators...
- Normal factory firms...
- Listed manufacturing firms...
- Manufacturing plants covered in the survey.
- Production employees...
- Salaried personnel...
- Dept. of Labor.
- All manufacturers...
- The only official survey of the industry.

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50 years ago we started building QUALITY into Mutoscope equipment. That policy has proved its worth to you over and over again—especially during these war years when new equipment was not produced and only machines that were BUILT TO LAST have been able to stand up and continue earning money for you.

INTERNATIONAL MUTOSCOPE CORPORATION
44-01 ELEVENTH STREET
WM. RABKIN, President
LONG ISLAND CITY 1, NEW YORK

WAR WORK NOW
New Coin Machines After Victory

BUY MUTOSCOPE EQUIPMENT FIRST - It's Built to Last!

BUY MORE BONDS

1945 - OUR FIFTIETH YEAR OF SERVICE
DESIGN FOR COIN MACHINES

The whole industry is agreed on the need for improving appearance of its machines, for a correctly designed machine is the best good-will builder and advertising force the industry can have.

By JAMES T. MANGAN
Mangan & Eckland, Industrial Designers

This coin machine industry, long known as one of the fastest moving industries in America, isn’t going to lose its reputation for speed at the close of the war. It will be ready. The new post-war era will see the following principles expressed in the machines:

The Beaten Path - Sanity will rule for the first year, at least. The past four years have pointed out the solid successes in machines dispensing food, drink, amusement, smokes. There is enough call for sure-fire machines, with modern improvements, to keep most factories going for a long, long time. Of course, there will be several new types of machines, and others that were purely in the experimental stage at the outbreak of the war will now have reached mature stature. But the “known quantities” will rule.

The whole industry is agreed on the need for improving appearance of its machines, for a correctly designed machine is the best good-will builder and advertising force the industry can have. But the “known quantities” will rule. All the coin machine factories have had four years of war work behind them. Every factory has contributed inventions and discoveries of major importance to the war. Engineers and development men have acquired new “know-how” and learned countless new things especially in the electrical field. Each new electrical discovery invariably indicates a wealth of new coin machine adaptations.

The Beaten Path - Sanity will rule for the first year, at least. The past four years have pointed out the solid successes in machines dispensing food, drink, amusement, smokes. There is enough call for sure-fire machines, with modern improvements, to keep most factories going for a long, long time. Of course, there will be several new types of machines, and others that were purely in the experimental stage at the outbreak of the war will now have reached mature stature. But the “known quantities” will rule.

The factory will be a “sacred location” for coin machines. Labor conditions during the war acquainted the working people with coin machine service and broke down the resistance of most employers to coin machines in factories. Factory coin machines are now established as a definite booster of workers’ morale.

The man-power shortage has made operators more conscious than ever of (Continued on page 81)

EXHIBIT is still busy producing for VICTORY

OUR PLANT IS DEDICATED TO WAR WORK today and will be for the duration. What we’ve learned in new ideas for uses of war is going to come in handy later on. Keep your eye on EXHIBIT for the best in COIN-OPERATED AMUSEMENT EQUIPMENT.

These Will Be Available When Peace Day Dawns.

THE EXHIBIT SUPPLY COMPANY
4222-30 W. LAKE STREET
CHICAGO 24, ILL.
WHAT'S AHEAD FOR PENNY ARCADES?

By A. W. BLENDOW
Sales Manager
International Mutoscope Corporation

Patronage of Penny Arcades soared to almost unbelievable heights during the past five years, and whether it continues depends greatly on how operators continue to run their business.

N. Y. World's Fair Influence

The New York World's Fair of 1933-34 brought new life back into the business. A new cycle began—operators opened theaters of amusement that were in many cases equal to the best places of amusement available to the public. The advent of the war brought on a mushroom growth of the business. Arcades sprang up around many army camps and civilian war workers' centers. Said to say, a good many of these arcades were run with only one thought in mind and that was to get every penny from the public that could possibly be gotten, giving them as little as possible for their money, and surely not attempting to give them a pleasant place in which to enjoy themselves. It goes without saying that all of these arcades will fade out of the picture as soon as the war is over. Some have already folded.

It is not with these that we are too much concerned, but we all do want to give thought to those permanent arcades located in large cities, amusement parlors and seaside resorts. The owners of these arcades are in the palm of their hands the answer as to the future of the business. By conducting their business properly, by keeping their buildings modernized and up-to-date at all times so that the public will willingly patronize them; by conducting their arcades in such a manner that mothers will bring their children for inexpensive amusement; by clamping down on any attempts to gamblize in their establishment and absolutely refusing to show any "off-color" so called "girl subjects"; in short, if they will "KEEP IT CLEAN"—then and only then will they be able to realize how profitable their business can be.

To accomplish this it is necessary to have a few points in mind:

1. Keep the business honest. No fear of the "bad impression" they might find it.

2. Keep the business clean. No fear of the "bad apple" it might produce.

3. Keep the business up-to-date. No fear of the "bad impression" the public may get.

4. Keep the business modernized. No fear of the "bad impression" the public may get.

5. Keep the business honest. No fear of the "bad impression" the public may get.

6. Keep the business modernized. No fear of the "bad impression" the public may get.

7. Keep the business up-to-date. No fear of the "bad impression" the public may get.

8. Keep the business honest. No fear of the "bad impression" the public may get.

9. Keep the business up-to-date. No fear of the "bad impression" the public may get.

10. Keep the business modernized. No fear of the "bad impression" the public may get.

Here are a few examples of attractive fronts and clean, well-kept arcades operated by men who know the value in building repeat patronage not only for their own spots but for all arcades wherever they may be.

HERE ARE A FEW EXAMPLES OF ATTRACTION FRONTS AND CLEAN, WELL-KEPT ARCADES OPERATED BY MEN WHO KNOW THE VALUE IN BUILDING REPEAT PATRONAGE NOT ONLY FOR THEIR OWN SPOTS BUT FOR ALL ARCADES WHEREVER THEY MAY BE.
After Victory, operate the candy vendor that has proved itself dependable. Learn, as UNIVENDOR operators everywhere are learning, that it's a real asset to operate the finest equipment. Profit from the savings in time, money, and customer good will that result from operating the machine that always "delivers the goods."

Right now, as throughout the war, Stoner's full capacity is devoted to producing vital materials for our armed forces. But when peace comes we will again make UNIVENDOR, the machine that makes friends. It will be finer than ever...so watch for the postwar UNIVENDOR.

For a Share in Victory • Keep Buying War Bonds

STONER
MFG. CORP.
Aurora, Ill.
While its plants were engaged in war production, the vending machine trade was at the same time able to make greater preparation for post-war activities in 1944 than other branches of the coin machine trade. At least two types of vending machines—postage stamp and sanitary napkin machines—did not come under the production ban applied to the trade as a whole. And there were reliable reports that government agencies planned to give the green light to the making of vending machines of all types first.

Some of this official favor became apparent in 1944. The first control ban relating to coin machines to be amended by the War Production Board, to bring it into compliance with the famous “spot plan” was L-27, the order placing a general ban on the production of vending machines.

When a turn in the tide of war brought a stop to the continuance of the spot plan, it was reliably reported that plans were already complete for the approval of the production of 50,000 soft-drink vending machines to be placed in war plants. This report highlighted the prospects that soft-drink venders would be a rapidly expanding branch of the industry when machines could be made in quantity.

The early vigor shown in the soft-drink vender field will not deter activity in other types of vending machines; it will rather add to the general forward surge of the whole trade.

The problem of merchandise supplies became the biggest war problem in the vending machine trade and naturally the most discussed subject. There is no need now to detail the many hardships which supply shortages brought to operators of candy, cigarette, soft drink, gum and nut vending machines. The consumers of the nation are well aware of what such shortages have meant to them as well as to all the retail outlets where such merchandise is sold. The merchandise shortages did serve to invite attention to the vending machine trade and its importance. Manufacturers and distributors of the various lines of merchandise have realized as never before that a vending machine trade exists and have generally tried to allot merchandise on the same quota basis as supplied to other types of outlets.

At least two meetings of the organized vending machine trade were held in 1944 which attracted national interest among its members. These meetings indicated the vitality which has been kept alive in the trade and its readiness to get an early start when war conditions permit.

Among other things, the official leaders of the vending trade say their objective from now on will be to emphasize selling rather than machines and to try to attain a recognized place in the distribution of goods to the consumer. The trade will also seek a better name for its machines than the tab “vending machine.”

While the trade awaits the time to begin making its standard lines of machines, there are also dreams of branching into many new service machine fields.
NEW HORIZONS FOR VENDING MACHINES

Detroit long has been a pioneer in the development of automatic merchandising machines and sales ideas. How the Motor City is thinking in terms of post-war prospects for the industry is herein reported by The Billboard's staff correspondent

By HAYLARD F. REVES

VENDING machines will take a big surge forward after the war, but the conditions under which they operate, the personnel of organizations handling them, and the very design of the machines themselves will all undergo a virtual revolution.

That, in summary is the way the vending situation appears from a study of one of the industry's most active and typical territories. This article is based largely upon conclusions derived from interviews and personal contacts and observation of the Detroit area but they may be taken as generally typical of what is coming for the industry nationally. Detroit has long been known as a pioneer field in the development of new vending machine types and practices and what is seen here may point to the future of the industry.

It may be taken for granted that the industry as a whole will more forward after the war. Enthusiasm in the vending field about post-war prospects is unanimous, the same individual operators may find good cause to fear specific developments that will affect their own individual prospects, such as the conceivable trend toward bigger operations that may squeeze out the small business man.

Locations Want Melts.

Experience here has shown that location owners are very friendly toward the expansion of machine business when that becomes possible. This is noteworthy in the case of the more familiar small store owner who has seen the problems that face him with competent and irresponsible sales clerks in his own store today. The merchant who wins by maintaining a high standard of service among his own employees before the war has found that this cannot be maintained with new and untrained help— that the standards of courtesy and service which he sought to give his customers have almost disappeared in many instances.

But he has likewise seen that mechanical handling of some commodities will enable him to maintain a consistent standard of service, even the immediate point-of-sale contact is a bit impersonal, thru the machine. The public, too, has come to feel much the same way, that a machine can be designed to handle standardized commodities efficiently and fluently, without becoming dependent upon the direction of an unqualified clerk.

Individual thinking of a few industrial designers is leading in this direction— toward ambitious retail merchandising units, such as the elaborate installations projected some 15 years ago, which were largely wiped out by the depression, when they were not needed by early mechanical difficulties. The accepted but quietly spectacular career of the Automat Restaurants has periodically intrigued the potential machine designer, with the ever-present possibility that a large-scale merchandise vending department store may come out of this thinking.

Danger Signs

This possibility of large-scale operation, whether in new elaborate types of machines or normal developments of pre-war types, is one of the problems that will increasingly demand careful thought by industry leaders. There is an attraction for financial promotion of the coin machine business, as the experience of a few disastrous ventures has shown. There is an attraction of new ideas. Various plans have been developed, under existing securities legislation, but the smart promoter can find a partial evasion anyway, until he has nabbed a few innocent victims— and given the coin machine industry another "black eye."

It would be futile to try to keep the large-scale operator or corporation out of the operating field by legislation. But, if reasonable standards of fair trade are observed within the industry by operators themselves, and by manufacturers and distributors in the fair distribution of machines thru quotes, discourtesies, and similar means, there should be room on a competitive basis for many operators, old and new, large and small.

A Stabilizing Factor

Preceding, here is where the vending machine has significant prospects as a stabilizing factor of some significance in our economy. Men returning from the armed forces in myriads of cases will want to go into some small business for themselves, as we are already learning. Sometimes this is an escape from the fear of individual responsibility necessarily a part of military discipline. Whatever the personal motive, here is a field where the returned veteran, with a small amount of mustering out pay, plus his accumulated savings, or with the aid of the government-guaranteed loan, can enter a profitable field and make his own living in his own home town and be his own boss. One Detroit machine operator recently reported that he had secured a government loan to set himself up in business— in this case a man with $1,000 worth of machinery from the army for medical reasons. There will be thousands like him coming home from the war.

The general public will be very favorable toward the idea of patronizing a type of business operated by war veterans, and the whole idea is handled right. If the whole idea is handled right, that the public spirit is just incidental to large-scale operation, the post-war period will come soon, but the suitable identification of veterans' businesses would silence this problem.

An agreed upon slogan such as the honorable discharge insignia could be placed upon such machines, but it must be done in the right way as a symbol of honor, not as a pious charity.

This independent operation will be an opening for a livelihood for many handicapped veterans— Detroit has had outstanding examples of blind vending machine operators for years, at least some of them quite successful. Others who find difficulty adjusting to routine jobs will have a chance in this field.

Older Ops Leaving Biz

A large influx of new blood into the field may be anticipated— many of them may well be these veterans. The older vending operators have largely dropped out of the picture during the war. The great shortage of supplies of all types has caused them establishments to curtail operations down to wartime routes, with few employing additional help, as help became ever more difficult to obtain. Others have abandoned machine operation entirely, perhaps for the duration only in their present establishments.

Many older operators have established themselves as independent operators, in which they want to continue. Others have lost touch with the machine field and find that when they want to change, again a holding pace of things after a long absence, they will prove too stiff competition for them.

New Equipment to Come

A fresh start in equipment may be anticipated too. Present vending equipment with its many years of age may well be 10 years old by the time that full production is resumed. Much of it is obsolete. vending machine builders are busy designing familiar "pig" vending machines that proved modestly profitable right up to the early days of the war. But more complicated mechanisms, such as selective cigarette machines, may have generally been built with the rugged simplicity of old timers and will have to make the effects of age and constant wear.

WHERE ARE three typical pre-war locations housing typical pre-war equipment. The candy machine is in a West Coast office building; the cig vendors in a bus terminal in Charlotte, N. C., and the gum machine in a Los Angeles brewery. While such locations will be "typical" in the post-war era, what changes will the trade see in equipment?
LETS TAKE STOCK

What's ahead for automatic merchandising! How will the public react to the war job performed by the industry? Here's a few of the answers

By BURNHART GLASSGOLD
Sales Manager
Arthur H. DuGrenier, Inc.

WHAT happens when the sirens blow, if the bell rings and the cheering crowd hail a hard-fought victory? That's a day the automatic merchandising industry, takes on the task of marketing its facilities for the next job to be done. The entire industry has acquired, thru those few wartime years, a new character, a new magnitude and a new value to the American way of life.

This comparatively young industry, as in its few years of being, justified its existence, proven its adaptability and "stick-to-itiveness." That ability to contribute in a most outstanding manner to the efforts of war by services rendered on the part of operator and manufacturing organizations, in spite of the most adverse conditions, is the characteristic industry in an industry. When that phase of American history has been written then the drive and business acumen of everyone in the industry, augmented by public recognition of what the industry has accomplished, will act as the incentive for greater advancement and expansion even beyond the most ambitious dreams of the pioneers in the automatic merchandising field.

The recognition on the part of the consuming public of the services rendered by the operators under the most adverse conditions, particularly within the past three years, will open new avenues for better public relations and, in turn, greater business volume.

War Job Will Be Recognized

Government and the general public will also be mindful of the job that was done by the manufacturing companies in the industry. The resulting in the part of manufacturers in converting to the development and merchandising of war material has been given official recognition. This versatility must and will manifest itself in the future development of merchandising units to better serve the requirements on the part of the consuming public. That, together with the better understanding by the operator of what the merchandising public requires, will be the impetus for an even faster growing industry after the war.

Two, by and large, operators were always progressive and assertive business men and women, the trials of the operating business thru these war years has given every operator the opportunity to devise methods of rendering a real service to the consumer when and where it was most required. This meant good business control, business practices and the most exacting consumer relationship.

It will add to better caliber business, the effects of progress in an industry.

Reconversion Won't Be Easy

The transition from doing business under war restrictions to business as usual may well be as trying and pressing as many problems. The period of conversion. This does not mean that only the manufac turers will be affected, because any effect on manufacturers must, of necessity, manifest itself in the operating branch of the business. It was a good fair competition that has raised the standards of manufactured products. The direct beneficiaries are, naturally the operators, and in turn, the consumers.

We have all read about the contemporary developments in other industries. At first blush it would seem that immediately after the war that the era of waintry, etc. was a thing of the past. Few people, however, were the era of waintry, etc. Not quite so fast! All healthy transition periods take a little time. The revolutionary things coming out of the engineering, brains and experimental departments must be given the time to attain honest development, adaptability, and acceptance. Don't look for the impossible tomorrow. It will come but it takes a little longer.

When normal business is again in the driver's seat there will be a tremendous demand for equipment. This is quite natural after so many years of making (Continued on page 80)

STAMP VENDING MACHINES

Manufacturing Co., Inc.

Peacetime's Largest Builder of Automatic Sales Equipment

BELLEVILLE, NEW JERSEY
THE OUTLOOK FOR CIGARETTE VENDORS

While the cig shortage has cast a pall over the cigarette vending business during the past year, still the operators have been at work laying the groundwork for a brilliant post-war future.

By MATTHEW FORBES
Executive Secretary
Cigarette Merchandisers' Association of New York

This outlook for the cigarette vendor is black as the supply of his merchandise is very unstable. Conditions, however, vary to some extent in the various areas—depending upon supply and demand. From the standpoint of the cigarette vending manufacturer, potential customers are about the same, as the jobbers of cigarettes who formerly supplied the vendor has discontinued this practice and gone into the vending machine business. The number of outlets remain about the same as prior to the shortage, but the people who operate them may have changed. It is the question as to whether or not the jobber who has gone into the vending machine business will continue in the business after conditions become normal. Whether the original operator will continue from where he was forced to leave and the vending machine business become a profitable one thru the years and was comprised of young visionary businessmen. It doesn't seem probable that these men will allow themselves to be forced out of the industry that they have put in time, nourished, and supported because of abnormal conditions. The condition of the vendor is comparable to any other situation that cannot anticipate the demand for the product that it sells. It is true that new methods of advertising and merchandising has been accepted and will continue to be accepted by the public. Supplies will always be better or sell automatic merchandising. All will agree that there will always come a time to show a profit, no business can be condemned for a full in activity due to unforeseen conditions.

Cigarette vending machines will find its way into retail stores. This will allow the controls that are necessary. In the meantime, keep in mind that cigarette vending machines will be easier to sell on automatic merchandising. All will agree that there is always a time to show a profit, no business will be condemned for a full in activity due to unforeseen conditions.

Cigarette vending machines will find its way into retail stores. This will allow the controls that are necessary. The control of cigarette vending machines does not necessarily need the attention of the clerk to consume a safe. The only is a pegs. The design of most of these machines will require some thing new to meet the anticipated newness of the post-war world.

New materials and new processes undoubtedly will be important in the vending machines. Plastics, magnesium, new finishes, and new processes will be embodied in future designs. There is a wide potential field of application for plastic containers in vending machines particularly in the higher-priced markets because of their expensive costs, with adequate theft-control mechanisms.

New Mrs. Eye Field

These are some of the things that are being discussed around Detroit today—less in the vending business, of course, generally. It is not uncommon to find a small or medium-sized manufacturer who is seriously of post-war coin machine manufacturing. A few of these are some ambitious ideas about games of various type, but the uncertainty of legal restrictions in various territories discourages the more conservative thinkers from considering this type of thinking mostly of vendors.

The typical thinking is to consider a product which, it may be conceived, can be sold by machine—considering the time for a machine to handle it, Drink and ice-cream vendors are under regulation in local plants here, of course. There are rumors of a multiple selective magazine vendor to replace the drugstore newsstand. So far, virtually all material is speculative, and no facts, for the reason that no industrial plant today can service a machine between war and post-war operation until a start toward recovery is authorized, and furthermore, those who think of this type of thinking are holding their ideas in great secrecy, because they avoid giving a tip to potential competitors.

Hundred, perhaps thousands, of new factories, mostly small, but some of huge proportions, were built in Detroit and other towns. In the past four years for war production, these of all sizes will be offering a product to market when the war ends, and the way is in many manufacturers, thinking of the turn. From their ranks will come many of the most successful businessmen likely to develop in this area and from the fertile mechanism of the country. It is fortunate for the industry that during this emergency most of the brains of Detroit designers may come up with new ideas.

New Old-Timers

Older manufacturing companies have become very quiet, none of them, except the veteran Schick-sack organization with stamp machines, having disclosed any post-war plans. For one thing, none of them have burst to production and necessities in the past. Knowledge of the fortunates and resourcefulness of the men who are making use of the design, this industry cannot and will not make a move to bring about success that's properly due.

POSTAGE STAMPS VENDORS

Your Assurance Of Postwar Security

Time and time again Northwestern bulk venders have proved their worth as steady, dependable money-makers under any and all conditions. That's why so many operators, and others interested in a permanent income, are looking forward to the time when these machines will again be available. To make sure of your postwar success, plan now to invest in Northwestern—venders built for operating. In the meantime, keep in touch with activities through our free monthly paper The Northwesterner.
State Legislatures

The following list of States shows the opening dates for the regular 1945 sessions of the Legislatures:

- Alabama: Jan. 10
- Alaska: Jan. 2
- Arizona: Jan. 8
- Arkansas: Jan. 9
- California: Jan. 8
- Colorado: Jan. 5
- Connecticut: Jan. 2
- Delaware: Jan. 2
- Florida: Apr. 3
- Georgia: July 10
- Idaho: Jan. 8
- Illinois: Jan. 3
- Indiana: Jan. 6
- Iowa: Jan. 8
- Kansas: Jan. 2
- Kentucky: Jan. 8
- Louisiana: Jan. 9
- Maine: Jan. 3
- Maryland: Jan. 9
- Massachusetts: Jan. 8
- Michigan: Jan. 3
- Minnesota: Jan. 1
- Mississippi: Jan. 3
- Missouri: Jan. 1
- Montana: Jan. 3
- Nebraska: Jan. 3
- Nevada: Jan. 2
- New Hampshire: Jan. 3
- New Jersey: Jan. 2
- New Mexico: Jan. 9
- New York: Jan. 3
- North Carolina: Jan. 3
- North Dakota: Jan. 3
- Ohio: Jan. 1
- Oklahoma: Jan. 3
- Oregon: Jan. 3
- Pennsylvania: Jan. 3
- Rhode Island: Jan. 2
- South Carolina: Jan. 2
- South Dakota: Jan. 3
- Tennessee: Jan. 9
- Texas: Jan. 8
- Utah: Jan. 1
- Vermont: Jan. 3
- Virginia: Jan. 8
- Washington: Jan. 8
- West Virginia: Jan. 10
- Wisconsin: Jan. 10
- Wyoming: Jan. 9
- U. S. Congress: Jan. 3

Design for Machines

(Continued from page 74)

the service angle. Machines that ignore or make things tough for the service- men simply will not be tolerated after the war. All machines must be designed so that the parts which must be checked or handled by the servicemen or collector are instantly accessible and can be reached without moving the complete machine from its set position.

By now the whole industry is agreed on the need for improved appearance of all coin machines. After the war the public’s attitude toward the industry will be determined in a large way by the quality of the external designs. The motor car industry has perfect public relations, and the correct explanation is the inspiring style and attractiveness of the cars themselves. There is a definite need for more professional design in coin machines, design which will have official authority, design which will please those who play the machines as well as those who do not; good looks, good taste, good manners and the very minimum of "honky-tonk." A correctly designed coin machine is the best good-will builder the industry can have.

1944 Industry Census

(Continued from page 61)

confront manufacturers with a backlog of 64,500 machines to produce to meet immediate post-war demands. As of 49 operators queried, each would purchase all makes, or a total of 1,182.

All in all, the survey reveals that as soon as the war ends, and reconversion starts humming in the coin machine industry, the demands of present operators will take all the new machines which can be produced in the first year, and the industry will also be able to furnish jobs for thousands of war veterans who are anxious to earn a good living in an industry which is here to stay.

Pan

HARD SHELL CANDIES
TOP THE LIST OF THE BETTER VENDING CANDIES

PAN CONFECTIONS
345 W. ERIE ST.
CHICAGO, ILL.

So Proudly We Hail

Manufacturing cigarette and candy merchandisers is a far cry from the articles of war we’re making for Uncle Sam now; but, we’re proud to be able to do our part toward ultimate Victory.

We hope we’ve made the DuGrenier men and women in the Service the world over proud of the Army and Navy “E” Flag that flies above their plant.

Arthur H. DuGRENIER, Inc.
15 Hale Street
Haverhill, Mass.

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WHAT SAYS THE CRYSTAL BALL

Television on coin machines. Electrons will play saxophones. Records will be made of trizenogium. The nose-whistle will come in vogue. The crystal ball can’t really tell. No one really knows all that the future holds in store for us. But we do know two things for sure:

Whatever happens in the coin machine industry, Columbia will be there leading with the newest and best. We at Columbia realize the important part you have played in revitalizing the record industry in recent years. We are also fully aware of the starring role you will play in future developments.

Conventions! We sorely miss the annual conclave with its friendly atmosphere and interchange of ideas. We got together over a tall one and solved all our problems and went home with a feeling of accomplishment. Until that day (in the near future, we hope) when we once again resume those pleasant meetings we send you our respects and heartiest greetings.

COLUMBIA RECORDS
RECORD supplies were greatly improved before the end of 1944 and the job of the juke box trade became chiefly one of keeping its machines in repair. In recent months there has been a succession of reports of how the juke box trade is turning to radio repair shops in order to solve the shortage of help and also of parts. This co-operation at present seems a small matter, but in coming years it may start an entirely new business trend.

The war continues to add to the prestige of the juke box in supplying popular music to the people. If ever an industry found its services praised in greater and greater terms, it has been the juke box trade during the three years of war. First, the boys began to write home about how they missed the juke boxes and then more and more leaders began to recognize what a music service the commercial phonographs really supply.

The name juke box seems to have become fully established in popular favor and now the trade welcomes its wide use in newspapers and in legal documents.

With the increasing prospects of various types of music services, methods of recording music and so on, there is also the prospect that records may become the center of attraction in the future success of the juke box. The disk record is certain to find its greatest champion in the juke box and its counterpart in the homes. The public juke and the home juke are likely to become close friends in the future.

Forced to compete with other types of public music services, the juke box trade is likely to attach more and more importance to accessory equipment and to the popular music talent available on disk records.

Hillbilly records are a current example of how talent and the disk record will be a happy combination to keep the juke boxes playing to more customers in the future. A well-known type of folk tune, the hillbilly songs and music can find a place in American hearts never dreamed of before if its basic merits are always kept to the fore. The juke box will keep it at the places where people can enjoy it most.

From a business standpoint the juke box trade has a bright future and only the threat of higher taxes to discourage it as a business venture. Even Legislatures and city councils have come to recognize the service which the juke renders to the masses and so keeps taxes down in many cases.

There is no way to tell at the present time just what lines of expansion or improvement will be most in evidence in the early post-war future of the juke box. While factories plan on better machines and accessories, there is at present guarded maneuvers to get control of the best spots and the best routes. This is a natural business trend and will be evident in other trades, too.

There is no reason at all to expect a drop in the popularity of the juke box and that popularity guarantees the trade a growing future after the war.
The Favorite of Operators Everywhere!

For 16 years PERMO has supplied operators with the most practical and economical needles made. PERMO Point Round and PERMO Elliptical Phonograph NEEDLES — available at all Decca, RCA Victor and Columbia Record distributors.

and for the home:

PERMO, Incorporated presents the famous line of FIDELITONE needles — most popular of home needles: the FIDELITONE FM and the FIDELITONE DeLuxe. These floating-point needles are beyond compare in finer reproduction, in kindness to records and in elimination of record scratch. Without doubt the greatest phonograph needle values at any price.

FIDELITONE DE LUXE...$1  FIDELITONE MASTER...$1.50

PERMO INCORPORATED  6415 RAVENSWOOD AVE., CHICAGO 26

The original and world's largest manufacturer of longlife phonograph needles
THE OPERATORS’ DISK SUPPLY SITUATION

Some ops gain advantages through aggressive means, but all-supply situation remains serious—more manpower is waxeseries only solution

The question of whether operators are getting all the records they need is a simple one to answer. If a broad area is sought, NO, with both the "p" and "q" capitalized, covers it. All operators know where to locate it, and to find the reasons for the present-day condition is a little more difficult. The simple answer is a little more difficult. The simple situation is a little more difficult. Most operators realized, long before Victor and Columbia were aware of it, that the American Federation of Musicians, that the licensing of the union proxy's ban on manufacture by these two companies would alter the supply picture to a very limited extent. The big problems faced by both companies, as well as every other record producer, were those people bottling manufacturers in all civilian industry. Man-power and material shortages. And these two problems are as bad, possibly worse, today than they were at any time during the record ban.

A tremendous number of operators letters to The Billboard and operator interviews shows, in this respect, the localized basis, varies considerably. It depends, obviously, on local conditions, both may affect disk availability as well as the peculiarities of the individual operator. It is very difficult to get a general idea to a greater extent than it is generally realized. It is likely, therefore, that the individual operator in devising ways and means to get records.

The General Charge of Brush-Off

The general charge that the record companies are brushing off operators in numerous instances is not altogether well-founded. It is an error to think that all these complaints are unmerited. The charge is made in a number of instances, that the record companies are doing nothing to secure the greatest play in the nation's machines, but under each "most played" record are also listed the other available waxesings of the same time. For instance, on the No. 1 record in the listing for the week, this is written, Bing Crosby's "Snowy White," Andrews Sisters' "Don't Fence Me In," the chart shows that more than six other records of the same time are available: Sammy Kaye on Victor, Kate Smith and her orchestra on Commodore, Gene Autry on Okeh, Hall McIntyre on Bluebird and the Three Suns on Hit. On "Over There," the Poinciana and The Trolley Song, just to name two others. On the 50 other records chart, and five or six other available recordings of these tunes are also listed. The operators that have these "other availabilitys" many an operator has managed to keep the top monologues among on his machines while they were still getting plays.

Some operators have had their secretaries or routemen shop all the used record shops in the vicinity to pick up older disks which they feel still have current appeal. Other operators have had to resort to pulling disks three years old and offer them their old shelves and putting them in their boxes, and in some cases, where the selection is carefully made, they have found these waxings getting a good play. They've also found (and this is an indication of manufacturer's man-power and material difficulties) that some of those three-and-four-year-old records play as well, and stand up even better than some of the disks turned out today.

Even Make Their Own

There has even been an isolated couple of instances where operators with the capital, contacts and competence which enable them to do it, have hired a small or group to a producer, gone up to a recording studio, and waded their own records. This, of course, is hardly a solution, but it illustrates the lengths to which aggressive operators are going these days, to meet the supply situation.

While there is little doubt that the condition will continue for some time yet, some alert operators are managing to keep the takes on their machines at a respectable level. They're doing it by using the same progressive methods, the same ingenuity that has made the music machine one of the most potent factors in the entire recording industry. America has indeed dispensed with muses for the millions.

The Bright Spot

One bright spot in the otherwise dark supply picture is the recent purchase of the Classic (RCA label) Record Company by the Majestic Radio & Television Corp. Classic, under the expert guiding of Eli Oberstein (ex- RCA-Victor, ex-US Record Company) had been doing a good recording job, turning out disks of many new hit tunes in plenty of time for operators to catch in on the tunes popularity.

The problem, however, was that Classic's productive capacity was strictly limited. With the Majestic re-sources behind the original Classic set-up (including New Jersey Plastics Corporation, pressing plant and Transportation, Inc., studio), operators should be able to look forward to receiving many more of the records turned out by the new Majestic record organization. As has already been reported in The Billboard, the new firm will be printed by James J. Walker, formerly mayor of New York City, and Oberstein will serve as executive v-p and general manager.

If some of the other rumors (and at this point they are only in the rumor category) record manufacturing plans of large showtime organizations develop into reality, operators will be able to look forward to an even greater additional supply of quantities of usable disks. There has been talk, for instance, that Metropolitan-Mayer, Paramount and other film companies have plans for going into the record business. In most these instances, however, it is unlikely that action will be taken until the man-power situation has cleansed up considerably and until pressing equipment can again be built and sold. There have also been stories to the effect that some large radio-recording set manufacturers (in addition to Majestic) may go into the disk producing business, and if any of these should come thru in the not-too-distant future operators will find new sources of platter suppliers eager to sell them.

On one point there is absolutely no doubt: Present-day record manufacturers know the importance of the operator and are fully aware of the part the operator plays in popularizing their artists and their labels. New diskiers, entering the business, soon find out that the music machine operator is one of their most important outlets and do everything in their power to see that a healthy proportion of the platters they produce reach the boxes.

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RECORD LABELS
AND WHO MAKES THEM

**A-1** Records of America
589 5th Ave., New York 19, N. Y.

*Art* Records
317 W. 46th St., New York 19, N. Y.

*Black & White* Records
2117 Foster Ave., Brooklyn 10, N. Y.

*Bibletone* Records
8848 Sunset Blvd., Los Angeles 3, Calif.

*Bluebird* Records
1870 W. Washington Blvd., Los Angeles 7, Calif.

*Blue Note* Records
2304 W. Seventh St., Los Angeles 5, Calif.

*Capitol* Records, Inc.
354 Fourth Ave., New York 18, N. Y.

*Commodore* Record Co.
2117 Foster Ave., Brooklyn 10, N. Y.

*Comet* Records
331 W. 51st St., New York 19, N. Y.

*Co-ed* Records
1130 St. George Ave., Linden, N. J.

*Continental* Records
7 W. 46th St., New York 19, N. Y.

*Decca* Records, Inc.
331 W. 51st St., New York 19, N. Y.

*De Luxe* Records
320 Lexington Ave., New York 19, N. Y.

*De-Luxe* Records
5 Pomona Ave., Bridgeport 8, Conn.

*Disc* Records
450 Madison Ave., New York 22, N. Y.

*Elpee* Records
125 N. Wells, Chicago 6, III.

*Excelsior* Records
1393 Fifth Ave., New York, N. Y.

*Exelior* Records
1113 W. Pico Blvd., Los Angeles 15, Calif.

*Fame* Records
125 W. Washington St., Chicago, Ill.

*Gala* Records
350 Fifth Ave., New York 1, N. Y.

*General Records Division of Consolidated Records*
1650 Broadway, New York 19, N. Y.

*General Records Division of Consolidated Records*
1650 Broadway, New York 19, N. Y.

*Gennett Record Division of Starr Music Co.*
South First St., Richmond, Ind.

*Gilded* Records
500 Western Ave., Los Angeles, Calif.

*Grand* Records
1310 Broadway, New York 1, N. Y.

*Guild* Records
305 E. 63rd St., New York 21, N. Y.

*Harmo*-Un* Harmony Records Corp.*
1328 Broadway, New York 1, N. Y.

*Hit* Records
7 W. 46th St., New York 19, N. Y.

*Jamboree* Records
1650 Broadway, New York 19, N. Y.

*Juke Box* Records
2304 W. Seventh St., Los Angeles 5, Calif.

*Jump* Records
48 E. 49th St., New York 17, N. Y.

*Keynote* Records
5 Pomona Ave., Newark, N. J.

*Liberty* Music Shops
490 Madison Ave., New York 22, N. Y.

*Livingston* Music Corp.
720 Seventh Ave., New York 9, N. Y.

*Manor* Records
1328 Broadway, New York 1, N. Y.

*Marrow* Music Corp.
132 W. 13th St., New York 19, N. Y.

*Musics* Records
132 W. 13th St., New York 19, N. Y.

*National* Records
354 Fourth Ave., New York 18, N. Y.

*Odeon* Records, Inc.
58 W. 57th St., New York 19, N. Y.

*Osborne* Records
1733 Barnum Ave., Bridgeport 8, Conn.

*Peek* Records
1321 W. Pico Blvd., Los Angeles 15, Calif.
Here's New Music for Your Ears!

**Guild Records**

Offer

Musical Stars of Today and Tomorrow on Superb Recordings

Guild records enter the music field dedicated to the sound business idea that fine musical talent and a determination to produce only the best will mean increased business for the operators of automatic phonographs ... and an ever-growing public demand for Guild Records.

We believe Guild Records will stand on their own with respect to quality of recording, clearness of tone, long turntable life.

**First Guild Favorites**

- New Ace of Trumpeters
  - "DIZZY" GILLESPIE and his orchestra
- Songdom's Newest Star
  - DICK BROWN Vocalist
- Prancing Prince of the Piano
  - MAURICE ROCCO & his Rockin' Rhythm
- Brilliant Tenor Sax Star
  - GEORGIE AULD and his orchestra
- Always Something New
  - LANNY and GINGER Novelty Singing Stars

Catalogue in Print

Dedicated to the Production of the Best in Records

**Guild Records**

Reg. Incorporated • New York, N.Y.
Sensational success of calypso ditty largely due to push by ops, but door still closed to records with ads

Thanks, Operators, for Plugging

ANDY RUSSELL

"AMOUR"
"DON'T YOU NOTICE ANYTHING NEW?"
"BESAME MUCHO"
"I DREAM OF YOU"
"MAGIC IS THE MOONLIGHT"
"WHAT A DIFFERENCE A DAY MADE"

New

"Don't Love Me"
and
"Negra Consentida"
(My Pet Brunette)
No. 189

J-U-M-P ON THE JAY MCHANN BANDWAGON

OF MOST PLAYED RECORDS

HIS PIANO AND HIS ORCHESTRA

"THE BAND THAT J-U-M-P-S THE BLUES"

Decca

To Be Released Soon

McShann's outfit jumps as few others in the business do and provides top-notch blues singing, and piano, moving jazz and producing the biggest show in town.

"March 3, 1945"

The Billboard

Decca

Mgt.: GENERAL AMUSEMENT CORP.

Personal Direction: JOHN TUMINO

To WOT HOw Neighborhood

McShann's outfit jumps as few others in the business do and provides top-notch blues singing, and piano, moving jazz and producing the biggest show in town.

Mgt.: GENERAL AMUSEMENT CORP.

Personal Direction: JOHN TUMINO

To WOT HOw Neighborhood

Thanks, Operators, for Plugging
It's Hotter Than Th' VERCE OF TH' TOITLE!

GUY LOMBardo
AND HIS ROYAL CANADIANS
soitenly grooved a vinegar-water's waltz on
DECCA 18651

"OH! MOYTLIE"

Every fancy-stoppin' boid'll make his golliest bust her golliest when LOMBardo gives wit' Moytlye Your machines'll be a hummin' as the nickels keep on comin', and your bank account will holdle!

Published by TOBIAS & LEWIS
1250 SIXTH AVE., NEW YORK

OPERATORS SHOULD SELL THEIR PRODUCT

Pre-Pearl Harbor exploitation by ops practically nil, but bands and disk companies may lead post-war way

If MR. OPERATOR walked down to his neighborhood movie with the mimes on, he might find the lobby and the sidewalk in front of it completely barren of those tush, high-powered sheeta, stills, etc. . . . If he found that the theater manager just read "Movies Tonight" he would be a rather startled guest. If he walked into his favorite cigar shop and didn't find at least a couple of displays maintaining "LS/I'MPT" or proclaiming "Apple Honey" as the thing that keeps those eiggles you can't get roger, he would think that somebody had gone out of his mind.

Still he walks into his location day after day, sees his machine standing quietly, almost shifty against one wall, without a single sign intimating that the patron can hear some good music by pairing with a small nickel. Mr. Operator walks in, looks at the box which does not advertise its product and thinks nothing of it! If you told him he doesn't know his business he would resent it . . . and with good cause. Changes are he started his business in a pretty small way and has made a real success out of it. But he just hasn't gotten around to that one little item, which in almost every other successful American industry, is a must! That little item called exploitation.

The lack of exploitation of the juke box evident in the tremendous majority of locations would seem to indicate that the boxes had nothing to sell. It certainly wouldn't indicate that for a nickel the location customer can hear the nation's greatest bands and singers playing the country's most popular tunes.

In some areas, of course, not many operators are aware of the increased profits that can be made by proper exploitation of their machines right on the location. The Cleveland Operators' Association, for instance, not only places displays in locations, proclaiming a "Sale" (which stimulates many of the band leaders interested primarily in exploiting their own records and his own name, but in doing so he was simultaneously introducing many an operator to the broader values of proper exploitation. The accompanying photo showing band leader Raymond Soon standing before a box with a display sign over it, reading "The Gale Favorites Recording by RAYMOND SOON & HIS ORCHESTRA" illustrates this point, and is actually the simplest and most obvious form of exploiting the music in the box.

Display signs tacked on the wall behind the box and listing the most popular disks in the machine would no doubt lure some patrons into coming over and dropping a couple of nickels into the photo.

The Gale management and booking office, before the war, carried out another exploitation stunt which increased plays for many operators on the record of one of the Gale performers. Ella Fitzgerald had recorded "I Want the Walter With the Water for Decca, and the Gale office decided, produced and distributed to operators, attractive coasters with an invitation to "call for the waiter with the water and hear Ella Fitzgerald sing "I Want the Walter With the Water on the juke box." Operators who received and used these coasters reported a definite increase in the plays on the Fitzgerald record and (what is more important) the plays on the machine generally. The point, proved over and over again, is that exploitation in every field, is that simply calling the attention of the patron to the machine thru some device, whether in reference to a single record or to a list of hit songs, will result in greater attention to the machine and more plays.

With the name of the disk (which stimulates interest in the record and the machine itself), but has even run newspaper and car card advertising on its "Record of the Week." Individual operators in a few instances have also taken the first faltering steps along exploitation lines and have found that it pays big dividends in increased plays on the machines. But the instances are truly few and far between. Probably the coming of the war and the resultant decrease in production of records caused by man-power and material problems and, in part by the recent Petullo ban on recordings slowed the progress of the operators' exploitation development. Before the war top name band leaders and singers, as well as record companies, had begun to realize the importance of getting their records into the nation's music machines. According, quany of the band leaders began to make the acquaintance of operators and to sell them on the value of exploitation. Naturally the band leader was interested primarily in exploiting his own records and his own name, but in doing so he was simultaneously introducing many an operator to the broader values of proper exploitation. The accompanying photo showing band leader Raymond Soon standing before a box with a display sign over it, reading "The Gale Favorites Recording by RAYMOND SOON & HIS ORCHESTRA" illustrates this point, and is actually the simplest and most obvious form of exploiting the music in the box.

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WAR LESSONS READY
JUKES FOR FUTURE

Industry not off guard as nation's attention focused on jukes, and millions of new fans are developed

T HAS been pointed out for little more than a year now that literally millions of new juke box fans are being created as result of the key part the machines are playing in supplying wartime entertainment for service lads, war workers and others who, before World War II never knew from their normal routines, hardly even the music boxes a thought.

Fear has been expressed, however, in some quarters about whether the music industry, from manufacturer to operator, is keeping pace, whether it is intelligently preparing to properly handle this development and nurture it as its own and the industry's ultimate last benefit. A study of the situation indicates that such fears are, for the most part, groundless. The very circumstances, the war itself, which brought about the tremendous mushrooming of new fans, has also served to teach industry members, operators, distributors and manufacturers many invaluable lessons which will enable them to turn out music machines that will dwarf anything ever before produced, not only for performance, but most likely for lasting power, price and in every other consideration.

Operators, too, have learned many valuable lessons about carrying on their businesses more efficiently and more economically as a result of war-created conditions. They have learned to "tighten up" their routes, to handle their service men and their other employees in a manner to produce the greatest possible results. They have (and this began to be evident even before the war) learned an appreciation for music and the wisdom of spending a great deal of time and thought on the selection of disks to go into their machines.

Of course there are still a few factors which operators seem to be neglecting and which may retard to a degree the over-all development of the industry. Such a factor seems to be the inclination of many operators and their service men to neglect the tonal equipment, difficulty in securing badly needed replacement parts and other such handicaps, but at least in some instances it is more due to the operators' neglect. Another such factor seems to be the lack of proper exploitation on the part of operators, the failure to "sell" the juke boxes' contents to the location's patrons. (See story elsewhere in this section.) But all in all, operators and manufacturers have proved themselves more than capable to meet any situation which may arise in the industry. And ones again, as they face the vast, unlimited future, they seem fully prepared to meet its challenges.

MILLIONS of Americans are getting the habit of "music for a nickel." War workers, teen-agers and servicemen are relaxing to music as never before, and the juke box is their most reliable source. Here are juke boxes donated by operators, and hundreds of records headed overseas to strengthen the morale of thousands of American soldiers and create just as many post-war juke box fans.
FOLK MUSIC HERE TO STAY IN JUKES

Many an operator first tried folk music records in his jukes because there was nothing else available only to find they caught on in a big way...now they are in the boxes to stay.

THE folk music disk has taken a place of importance in the American scene. The call of the cow-puncher and the melancholy lament of the mountaineer has become a national institution. When the current release of pop tunes became scarce, juke box operators turned to the folk disk to plug the holes in locations with the thought in mind that something on the turntable was better than nothing.

Folk tunes are most popular in the sections of the country where they were originated— in the hill districts, the tall grass and brush areas and farms and small town communities of the South and West. Thus, Tennessee has Roy Acuff, a native of Maynardville, and one of the outstanding folk singers.

SOUNDIES DISTRIBUTING CORP. OF AMERICA, INC. 209 W. JACKSON BLVD., CHICAGO 6, ILLINOIS

A Chronological Chart of Events in the AFM's Two-Year Ban

August 1, 1943...American Federation of Musicians' members ordered to cease working for record and transcription companies.

August, 1943...Anti-action started against AFM. Complaint dismissed.

October 12, 1943...Decision affirmed by Supreme Court.

January, 1944...Senate committee hears testimony.

February, 1943...APM proposed direct payment by companies to union unemployment fund for every record and transcription made by its members.


July, 1943...Case certified to Labor Board. Panel appointed.

September—October, 1943. Hearings held in New York City. Columbia and Victor become parties to WLB proceedings. Petriillo and record companies argue before full NWLB in Washington. Revealed that recording and transcription firms had signed with the AFM to date.

October 4, 1944...Hearings resumed.

November, 1943...President's request at Economic Stabilizer Fred Vinson's office.

November 3, 1944...Petriillo and record companies argue before full NWLB in Washington. Revealed that recording and transcription firms had signed with the AFM to date.

November 11, 1944...The ban ended five months ago—but supply situation gets worse.

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The Billboard

**NEW NICKEL BOUNCERS**

**"PAIR OF BROKEN HEARTS"**

**RECORDED BY SPADE COOLEY AND HIS ORCHESTRA**

**With a Tex Williams Vocal**

**OKEH #6731**

**"FARTHER AND FARTHER APART"**

**RECORDED BY HAPPY PERRYMAN And His Happy-Go-Lucky Mountainneers**

**OKEH #3760**

**MILENE MUSIC**

**SONGS FOR HOMEPFOLK**

220 CAPITOL BLVD., NASHVILLE 3, TENN.

---

In the realization that after all folk music was an American product thru and thru. The second and more important reason for the popularity of the folk tune is found in the shifting population. The nation has been on the move for the past four years. The mountaineers have left their isolated regions of Kentucky, Tennessee, the Carolinas and Virginia to work in the armament plants of Detroit, Chicago, Pittsburgh and other metropolitan centers. The cow-hand type, too, has left his wide open spaces to add his hit to the vast production lines of the nation. On the radio, in dance halls, taverns and tap, the hill folk and the plains folk are teaching city dwellers to appreciate real American music—the folk tune.

Juke operators located in the various armament centers the country are experiencing a definite trend to the hillbilly and cowboy disk. Cities like Detroit, the South Chicago—Indiana area and Pittsburgh are typical of the vast integration of people they move from isolated sections into populated metropolitan locales.

Since the mountaineer has traded in his six-shooter for an army rifle, military installations throughout the country are buzzing with the sound of good mountain music. Added to this, the cow-calf buyer from the open plains is generally ready and willing to play and sing his version of Red River Valley. Slow but sure, the boys from the big city are catching on to the language of the simple but rousing melodies. And when these men return to their respective homes they'll want for the folk disks more then ever.

**Always Popular**

Important to the juke operator is the fact that folk records do not climb to high peaks only to fade from public favor. The popularity of a folk folk disk seems to go on and on, gathering in a fair share of the take, and in the long run out-pulling many of the current pop hits.

There is a consciousness about this type of music. My Birmingham Rose and Tumbledown Trail remain favorites with Pacific Coast fans, and Roy Hailer's Bluebird disc Don't Set Your Sweet Love Tie is well over the 100,000 sales mark. And even the bobby-sox trade turns affection to hillbilly music when Roy Wade and His Rhythm Riders' play dances in the San Francisco Bay area.

The juke players' interest in folk music is becoming more specific. They are interested in knowing all about the recording artists and the songs. They want to know more about the songs Dick Thomas or Gene Autry write and sing. And they are particularly interested in song folios which contain original folk material, stories about the recording artist and photos.

**Healthy Trend**

The trend toward folk music is steady, healthy one which offers the juke operator the opportunity of getting full value out of his record inventory. Not since Fiddlin' Packie Mann swept the country has there been many big play folk disks—yet there are dozens of I'm Wanting My Tears on You and Too Late To Worry kind of platters in the profit-plus class.
GREETINGS

FROM YOUR FRIENDS

THE HOOSIER HOT SHOTS

We're sorry to hear that you were unable to get more of our records — but "V" disks come first.

CURRENTLY AVAILABLE IN OUR 4TH COLUMBIA PICTURE

Also — MISSION BEACH BALLROOM

MARCH 3 & 4

SAN DIEGO, CALIFORNIA

UNIONIZING HILLBILLY MUSIC

Station WABC, Memphis, has reached an agreement with the AFL on the recording of hillbilly music. It was announced by the manager of the station, reports WABC. Slavick says the station will make transcriptions only of union hillbilly musicians but will continue to employ non-union hillbilly musicians if needed.

In July, 1949, a number of musicians from WABC were restrained from playing at the station after the union's request was acceded to with the understanding that the musicians should be hired by hillbilly musicians was refused.

FEW HILLBILLY DISK JOCKEY

Ronnie Allen, said to be the first female hillbilly disk jockey in radio, is now heard on the Prairie Stars program over WNYF, New York, in addition to appearing on the station's other hillbilly shows, Broadway Barn Dance and Hill Country Jamboree. On Prairie Stars Ronnie will not only act as platter spinner but also will sing, accompany herself on the guitar, harmonize with records and do other musical "hand-sagings."

"CORNBUCKERS" GOING GOOD

The Cornbuckers Jamboree of WKCO, Cincinnati, handled by the One Sun Agency, bookers of talent for the WKCO Artists' Bureau, has been going great guns thru Ohio, Indiana and Michigan. Bob Shaw, of the Sun agency, says the Cornbuckers has played more than 25 shows and that during the last year it played to more than 150,000 people on fair and theater dates. Featured in the show are Bradley Kincaid, who has just moved over from WVKC from WVLW, the Weaner Sisters (Betty and Ada), Cowboy (Pappy) Copas, Sleepy Murlin, Normal West; Rob Smith, harmonica artist, and Glenn Hughes, banjo and guitar.

TuNETER TATTLE

Eugene Wellman writes that he has placed his song My Bennie, written in collaboration with Lew Meil, with La Casa Del Rio.

The Hickory Singers, harmony quartet on the WGN Grand Ole Opry, were in Chicago last week for a recording session.

Two new songs, Footlight Your Own Choice and All the Way, by Curley Brayley and Lee Penny, have been accepted by Chart Music.

Third Class Petty Officer Don Crenshaw, veteran of 21 months' service overseas, has received his honorable discharge and has rejoined the service of the band, members of the WNOV Famous Hoosier Hoop, Crenshaw specializes in Western and popular ballads and has played, for which he received the Orkay yo-yo championship in 1941. The Casa Del Rio Publications has purchased publishing rights from Kinkade's Shadow Valley, Irving Siegel and ork report Ernest A. Rock's In My Dream of a Hundred Girls is one of the favorite new tunes with audiences. This new song of old San Antonio is getting good play.

Corporate Frank L. Potts, co-writer of the Home for Christmas, on McDade's WAKS, Walls Out on Me, is reported impressing and has been transferred to WJKP, Fort George Hospital, Roxiville, Pa., from the Military Reservation Hospital at Indian River Gap, Pa.

Jim Boyd has resumed his activity in his Dallas office. Boyd has resumed his programs and tour.

TERMINE STAYS WITH RITTER

Boyd will continue with the West Coast as an extended Eastern tour with Tex Ritter's Western and Hill Country Jamboree. Max Talmage continues as an extra sound technician with the group. Packed houses are the order of the day, and Boyd is one of the most active Western picture editors in the business.

lUMBERJACK R m, who has received a medical discharge after four years in the army, will return to his former home with the Sleepy Hollow Ranch gang on the WPFL, Philadelphia, and will continue to sing, play the fiddle, and play the fiddle, and will be a feature act with the group that has gone to the National Barn Dance in Chicago.

News Notes

The Jones Sisters, Judie and Julie, are featured exclusively in Republic Pictures.

On the air each Saturday NBC coast to coast 9:30 to 10 p.m., C.W.T.

AMERICAN FOLK SONGS

Cowboy and Hillbilly Tunes and Tunes

By Nat Granoff

All Communications to 155 N. Clark St., Chicago 1, Ill.

WANTED

FOR SALE!

WURLITZER 750s AT $600.00

WURLITZER 850s AT 650.00

Baltimore Musical Sales Co.

1600 W. Mt. Royal Ave

PHONOGRAPHIC

FOR SALE!

$350.00 EACH

Two Remote Control Phonographs Each of these units consist of 2 8 3/4 Wurlitzer 750s in this finish. We carry allREMOTE CONTROL PHONOGRAPH"s and all ready to install. Ask for the complete line. A wholesale and retail dealer in all phonographs, musicals and all ready to install. Ask for the complete line. A wholesale and retail dealer in all phonographs, musicals and nearly every type of phonograph accessory. Contact the Phonograph Department with your phonograph on 1112 E. Washington St., Office hours, 8 a.m. to 10 p.m., Sunday hours 10 a.m. to 7 p.m. Some of the 8 3/4 Wurlitzer 750s are $319.95. With BON LEARY,

Automatic Sales Co.

50 East Washington St., Chicago 3, Ill.
POP RECORD REVIEWS

HARRY JAMES (Columbia)

"I'm Confessin'-FT; V.

Who Wouldn't Be Blue-FT; V.

This is the opening of the Consolation Blues, a tune that is written for the clarinet, with the piano adding a touch of jazz. The arrangement is simple, yet effective, with the clarinet playing the melody and the piano providing counterpoint.

"Swing That Music-FT; V.

This is a fun, energetic tune that features a driving rhythm section with the clarinet providing a solo cadenza. The tune is lively and upbeat, with the clarinet really shining.

"How High the Moon-FT; V.

This is a beautiful, sentimental tune that is perfect for a romantic evening. The clarinet plays a solo melody, with the piano providing a gentle, accompaniment. The overall mood is one of tranquility and beauty.

"Take the 'A' Train-FT; V.

This is a classic tune that features a driving rhythm section with the clarinet providing a solo. The arrangement is simple, yet effective, with the clarinet really shining.

"Oh! Danny Boy-FT; V.

This is a moving, emotional tune that features a solo clarinet melody, with the piano providing a gentle accompaniment. The overall mood is one of sadness and longing.

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home on furlough. Here Miss Shore sings to the song's advantage, making her vocal loveliness stand out rather than blending with the band, as is the case for Candy. "Candy" is the tune that promises to rate tops with the phone fans and for Miss Shore this week. There can be no misgivings for her singing of the song.

DICK ROBERTSON (Decca)

Angelina—FT; V;
Games Build a Big Fence Around Texas—FT;
In St. Louis, Mo. tomorrow. Instead of standing out as the solo singer, Dick Robertson failes to become the band vocalist. It's the conventional band arrangement, with Johnny Long's capable crew cutting the notes. There is too much restraint in his singing, hemmed in by the big band for the novelty Angelina, in a lively 8/8 march tempo. Miss Shore has a greater degree of lyrical freedom for the hillbilly rhythm classic, which Robertson failef far better when singing on his own with a small group.

Freundlich of "Angelina" may call attention to this side of the phone.

GERTRUDE NIESEN (Decca)

I Wanna Get Married—FT; V;
Twelve o'Clock and All is Well—FT; V;
While the popularity as a vocalist projected by Gertrude Niesen is virtually lost to the hot band trade, this side, much remains to be desired in this disk, her second for the Chicago Phonograph Co. For one thing, both selections are the stand-outs in the score for her starring verse and chorus for this mood-inspiring song. Miss Niesen makes it a novelty nicely that makes for inviting listening. For her torch chanting, for which she is better known, Miss Niesen lends her throaty pipes to excellent advantages for Twelve o'clock and All is Well, with full freedom and with the slow tempo to tell the story. It's a matter of opinion whether to let the chorus and chorus for this mood-inspiring love ballad, on both voices is set off expertly by the colorful background of the orchestra directed by Harry Bollack.

These sides will wind up in more places than in Besides phonos.

ARTIE SHAW (Victor)

I'll Never Be the Same—FT;
A Wonderful—FT;
Taking two standards, Artie Shaw fashions them in rhythm dress to give the hot horns in the band a chance to blow off some steam. Some of it is good, particularly the maestro's own playing of the clarinet with abandon, which is far removed from the efforts of the solos. Beyond an exposition of hot choruses, there is little musical action but out of the band's swell blowing, not too much of that youthful enthusiasm expressed in the arrangements. I'll Never Be the Same, ballad fave of an earlier day, is taken at a moderate tempo, with the jump beato more pronounced for Gerhardt's I'm Wonderful. Both sides are instrumental. Musical box appeal for these solid sides is limited.

UNA MAE CARLISLE (Joe Davis)

You're Gonna Change Your Mind—FT; V;
The Rain Must Fall—FT; V;
A singing aristocratic queen, and quite royal as she puts over to her own people Una Mae Carlisle scores with these sides. Greatest greatest attraction in the jump groups as she gives out for Joe Davis. You're Gonna Change Your Mind, a brighter cut. With an all-star jump band giving out the hot ticks behind her by playing, the side sells solidly. For her own song, The Best of My Life, Miss Una Mae gives good account, both in sound and at the Steinway, for the torch ballad. In spite of a muddied instrumental background provided by Hal Thomas's small band.

For the above, particularly at the race locations, the phone fans should take a liking to "You're Gonna Change Your Mind."

LENOR HORNE (Victor)

I Ain't Got Nothin' But the Blues—FT;
A Long As I Love You—FT;
Again coming up with two song selections, Miss Horne is fated for torch chanting, and with the music of Horace Henderson's band providing the antedote in the way of the solo offering, Lena Horne makes the harmonies melt as she fashions the melody frames for these selections. Duke Ellington's I Ain't Got Nothin' But the Blues, a slow race blues, makes the wax witt with Miss Horne wording agreeing. Her forthcoming torching as she ought, in a brighter rhythm tempo, Ted Koehler and Harold Arlen's one-time fave, Long As I Love You.

The host of Lena Horne fans will find a complete musical wish in both of these sides to keep 'em spinning for a long time in the case for Candy.

FOUR KING SISTERS (Victor)

Candy—FT; V;
Saturday Night—FT; V;
The singing of the Four King Sisters adds little to the popular appeal already garbled by these songs. That individual torch and romance ability to get under the lyric is still not there in their new sides. Rather, it's the conventional and commercial rhythm chanting both for the slow ballad, Saturday Night, and for the livelier Saturday Night. Buddy Cole's band, with the electric guitar pronounced, supports the piping, but strictly along dance band lines as if the girls were band vocalists rather than soloists, to such much of their vocal charm is lost within the band itself.

The popularity of the songs will point up any phone play accorded to these sides.

We Pay Spot Cash
FOR YOUR USED RECORDS
No Shipment Too Big... None Too Small
Wire Collect How Many You Have
WE PAY THE FREIGHT
J. F. BARD
414 South Franklin Street
Chicago 7, Illinois

The Quintet of the Hot Club of France having stimulated the appetite for the rare discophiles in the direction of string chamber music at above-bottom temperatures, the reception to these eight sides of Hot Pickle Classics should indeed be a kindly one. While comparative with the French quintet, or back to the Venti-Lang days as, or other field, the fact remains that these sides offer up a highly commercial brand of hot jazz as scraped up on a small. Using the standard for their designs, it's the hot doubling of persisting rhythm section of Frank Signorelli at the piano, Mace Sparshon on bass, and Tony Mattila picking out the riffs on the guitar strings to blend expertly with the little scratches. Blend of solos and guitar is most effective for Foot and Franglais Overture, there are shedding four-tree Joe that arrest the attention in Poupee Vaillante (Walking Doll), and the rhythmic urge is stirred up best by Nothing's Better Than Love. Instrumentalists follow the original musical pattern, but set it to a strict rhythm tempo and splice it with alluring riffs and figures. Other sides take...
"THE HIGHEST BIDDER" 
TURN YOURUSED RECORDS $5 INTO CASH!!

Write or wire collect quantity you have; give us the most for the highest price.

Phone Record Distributing Co. 
7508 Phillips Ave. CHICAGO 49, I1. Phone: Sales 8356

WANTED USED PHONOGRAPH RECORDS WE PAY TOP CASH PRICE! Turn Your Records into $ $ $ $ $ Write or wire collect quantity you have; give us the most for the highest price.

Music Equipment

JUST OFF LOCATION

1 Wurlitzer 850 $725.00
1 Wurlitzer 700K $450.00
1 Wurlitzer 600 $350.00
1 E. L. Electric $295.00
1 Dupont Piano $200.00
6 DuPont Wall Bases Model 120 $22.50
1 Impala Stickers With Four or More Wall Bases, Each $9.00
1 Reel Gabinets (4) $27.50
H. Brice Amusement Co.
WILLIAMSBURG, KY.

Wurlitzer - Seeburg - Rock-Ola Motors Repaired 10 days service $8.00

Wurlitzer - Seeburg - Rock-Ola Electric Company For over fifty years 1813 Main St. Malvern, Ky.

$5 CASH! CASH! $5 FOR USED JUKE BOX RECORDS! I Pay The Highest Price! Write, wire collect or just ship to...

Nathan Muchnick
1113 No. 39th St., East St. Louis, Ill.

"The Stuffy Smith Trio (Asch)"

What is described as an "adventure in recording" is brought to you by the Stuffy Smith Trio, a long and tedious session of fine mid-century jazz. The group consists of John Heacock (Trumpet), Smith getting his rhythmic inspiration from some powerful pounding drums by Jimmie Jones on snare and the walking-bass picking of John Leider (identified as a gitarista on the label). Sides are all Smith originals, and care for Shop. Look at all instruments. For the hot jazz, discophiles, there is a bit of adventuring in the strand sensings of the masterful stuff, highlighting his improvisations on the hit runs with the double bass and cetera fingerings on his hot box. Nothing noisy in any of these sides, with Smith maybe wearing a white tie and suit for this particular affair. The inhibitions so pronounced in the early recordings, when he used to make the needle jump as he parried musical smoke with Jonny Jones's trumpet heat. For the hot radio people, who like to contrast stuffy's Crazy Creations with Joe Venni's Al Duffy, Stephen Cappelluti (Hot Club of France Quintet), Matt Mandel, and some of the other stringsenders, there's much musical meat in this portfolio of platters. But don't perk the ears for the sides to spin and another I'm a Moppin' or a Knock, Knock, Even for the Story, Look vocal, Smith is fully restrained. Puddler flashes best, and the box best. Rock most solid. Desert Sands — really hot and again other sides carry the titles of Midnight, Look at Me, Stray Hi, and for the contrasting note, a slow ballad melody called Don't You Think.

HIT PARADE (Sonora)

For the first time emphasis is placed entirely on the currently popular melodies in packaging a set of platers. With the association of Mark Warnow's band with radio's Hit Parade, the merchandising appeal of such a set is mightily enhanced. Particularly when the masterful Warnow turns to such a stellar platter personality, designing the set with a dress that makes for maximum listening enjoyment. While the music-making is subdued in favor of the Warnow touch, Warnow makes his presence felt, providing a colorful and contrasting background for the voices and always keeping the tempo bright and rhythmic. Selection of singers is also in high order, with the mellow trumpet chas of Vera, the melancholy crooning of Jerry Wayne, both air familiars, ringing the bell. Sara for A-Cent-Teh-Ume is the perfect example of Warnow's style, he woos fern ears potently. For the Tall, Make Believe, Warnow and his bandsmen taken over into Warnow's style, he woos fern ears potently. For the Tall, Make Believe, Warnow and his bandsmen taken over into Warnow's style.

The Three Caballeros (Decca)

For the fanciful music of the South America, culled from the sound track record for Walt Disney's famous screen animation, The Three Caballeros, these six sides represent a full musical diet. Warnow and his bandsmen are ideal for this project, augmenting with a group of native Brazilian musicians to authenticate the Latin rhythmic beats with the native percussion instruments. In addition to the supary-voiced pipes of Ray Gilbert brings out the Latin rippling sounds on the vocals, with at least two of the songs designed to attract popular taste. All hands will hardly be a surprise to find hitdom hit through you. John Levy (identified as a gui-

TUBES AND PARTS FOR THE Coin Machine Industry

NEW YORK 18, N. Y.

<table>
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<th>Item</th>
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Terms: 1/3 Deposit on All C. O. D. Orders

Attention, SEEBURG Operators:

DIODE METER FOR FREQUENCY ALIGNMENT OF SEEBURG WIRELESS BAR BOXES.

For Full Details Contact Us. We Sell the Genuine Product With This仪器.

$14.50

ADAPTERS AND THE EQUIVALENT TUBES

1144 To 30 Adapter $ .85 1166 To 185/255 Adapter $ .35
1145 To 187 (Equivalent) 1.00 1166 Tube 185/255 Equivalent 1.30

Attention, SEEBURG Operators:

DIODE METER FOR FREQUENCY ALIGNMENT OF SEEBURG WIRELESS BAR BOXES. WALL BOXES, TRANSMITTERS. We Use Your System With This Connection. Electric Meter With 2 Ranges (0-150 and 0-1500 Micro-Ampere).

$14.50

FORYALLRADIOFIRE AND DEFENDER GUARD

Replacement Gun Shutter Cole.152 Plug-in Vibrator Type 3000

OHM Hit Relays 3.00

SPEAKERS

12 In. P. M. (12 Os. Magnet) $ .95

5 OHM 15 WT. 3.00 15 WT. For Control of Speaker Volume... .32
Harry Hutchinson to Furnish Wired Music For Salinas Plants

LOS ANGELES, Feb. 24. — Harry Hutchinson, Salinas music operator, has completed plans whereby he will pipe wired music into the lettuce packing plants in the Salinas Valley area. Most plants employ an average of 50 employees, with the larger companies presenting an even larger list. Packing sheds are used exclusively for the packing and shipping of fresh vegetables for Eastern markets. It is believed that this will be the first time music has been used in this respect.

Men and women both are employed in the plants and are seasonal agricultural workers going wherever the main crop, lettuce, is harvested.

PREVIEW Records

"SOMEBODY OVER HERE LOVES SOMEONE OVER THERE"
*(Joe Greene)* The Four Tones

"HEY, WHAT YOU SAY!

*The Four Tones

No. 666

"Hey, what you say!"

"AND HER TEARS FLOWED LIKE WINE"

Joe Greene is the writer of "And Her Tears Flowed Like Wine."

"THAT'S A GOOD LITTLE OLD DEAL"

Hollywood's Four Blazes

No. 108

"LOVE WILL BLOOM IN PARIS THIS SPRING"

Hollywood's Four Blazes

No. 109

Retail Price—$1 each plus tax.
Wholesale Price—65c, including tax.
Minimum Order—25 Records

50% Deposit. All Shipments F. O. B. Los Angeles.
Reference: Bank of America, Shatto and Wilshire Blvd., Los Angeles, Calif.
VICTOR — A "RECORD" OF ACCOMPLISHMENT

Here are a few of the top money-makers you've been getting from Victor—more are coming!

ELTON BRITT
I'm A Convict
With Old Glory
In My Heart
The Best Part of Travel
33-0517

Spike Jones
Cocktails For Two
Leave The Dishes
In The Sink, Ma
20-1628

Tony Pastor
One Meatball
Robin Hood
20-1607

Perry Como
More and More
I Wish We Didn't Have
To Say Goodnight
20-1630
I Dream of You
I'm Confessin'
(That I Love You)
20-1629

Sammy Kaye
Always
Don't Fence Me In
20-1610
Saturday Night
I Don't Want To Love You
20-1635

Carson Robison
1945 Mother Goose
Rhymes
That Dame I Left
Behind Me
33-0518

Tommy Dorsey
I Dream of You
Opus #1
20-1608
More and More
You're Drivin' Me Crazy
20-1614

Four King Sisters
Ac-Cent-Tchu-Ate
The Positive Kind Treatment
20-1631
Candy
Saturday Night
20-1633

Tony Pastor
One Meatball
Robin Hood
20-1607

Dinah Shore
Sleigh Ride in July
Like Someone In Love
20-1617
Candy
He's Home for a Little While
20-1632

Duke Ellington
Don't You Know I Care
I'm Beginning To See
The Light
20-1618
I Didn't Know About You
I Ain't Got Nothin'
But The Blues
20-1623

Freddy Martin
Magic Is the Moonlight
Strange Music
20-1615
Evelina
20-1621

Charlie Spivak
Let Me Love You Tonight
Too-Ra-Loo-Ra-Loo-Ral,
That's An Irish Lullabye
20-1603
Ev'ry Time We Say Goodbye
Only Another Boy and Girl
20-1636

Shep Fields
Sweet Dreams, Sweetheart
Twilight Time
30-0833

Erskine Hawkins
Remember
Tippin' In
20-1639

Vaughn Monroe
The Trolley Song
The Very Thought of You
20-1605
Rum and Coca-Cola
There! I've Said It Again
20-1637

Martha Stewart
My Heart Sings
There Goes That Song Again
30-0832

Tony Pastor
One Meatball
Robin Hood
20-1607

The Phil Moore Four
Yip Yip De Hootie,
My Baby Said Yes
And Her Tears
Flowed Like Wine
20-1624

Victor Records
Radio Corporation of America
RCA Victor Division, Camden, N.J.
PART 1—The Billboard

SONGS WITH MOST Radio PLUGS

The following are the leading songs on the basis of the largest number of newsprint columns from New York papers WEN, WAK, WABC, and WOR, beginning Saturday, February 13, and ending Friday, February 19. Position in the chart for the week is based on the number of songs "printed" them, with all equal on that column. The following songs are based on papers published during that week. Compilation is based upon that yielded by Acoustic Research Group, with plus or minus as given by The Billboard. (1) Song in high demand. (2) Song in this edition.

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<thead>
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<th>Publisher</th>
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<td>I WONDER</td>
<td>Roosevelt Sykes, Bluebird 34-0721</td>
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<td>2</td>
<td>YOU CAN'T GET THAT NO MORE</td>
<td>Lewis Jordan, Decca 8668</td>
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MOST PLAYED JUKE BOX RACE RECORDS

This compilation is based upon reports received from leading juke box concerns throughout the nation and indicates the most popular race records on automated phonographs.

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ASCAP Ogles

Longhair Field

(Continued from page 13) concerts today run up into the five-figure category for the year—a couple of years ago estimated number of individual concerts for the year was reported as around 75,000 per annum—ASCAP looks like it really stepping into a pot of gold.

New York Town Hall, which partici- pates in some of the concerts given at the Carnegie Hall, Liverhampton, is said to have been booked for over the next three months. And it's a well-known fact that such bands as Gene Krupa, Benny Goodman, etc, few weeks ago were making more than $500 a week to ASCAP signed orks in the early part of this year.

Pop Concerts a Factor

Fact that ASCAP licenses the concerts recital field becomes more pertinent today than ever, in light of so many top name bands getting concert engagements. This is due to the fact that ASCAP signed orks in the early part of this year.

Copyrights records that show an anticipated increase in the number of concerts that ASCAP will license spots where there's a combination dance-concert booking. Whether or not the licensees are going to be more interested in dance music than in the concert field, it is certain that more and more bands will be signed up by ASCAP in the years to come.
This compilation is based on weekly reports received from leading sheet music jobbers and, although the importance of music distribution centers in the United States, (see covers Part II.) (F) Song in film musical. (Ft) Song in film musical.

This all ties in with the org moving into being divided between the pubs and writers per year ago, is a question. Usually by either their repertoire consists of one or two fever, Horowitz, Pons, Thomas and others, well known for his boogie-woogie by this it's pubbed by ASCAP pop houses.

In latter case, in case of ARA's coming dispute with ASCAP over what they term arbitrary raising of restaurant rates, coming meeting with ASCAP reps will probably see any day now. However, matters will mean no doubt that AHA will pay on a pro-rata basis, depending on how much money they spend for musical talent per program. ASCAP's own idea, via their recent rate schedule, appointment of restaurant payments depending on their various types of operations in the spots. This will not go thru says AHA.

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**Harry James**

and His Orchestra

**Your No. 1 Coin Machine Attraction**

**Latest Columbia Releases**

I'M CONFESSIN' WHEN YOUR LOVER HAS GONE No. 36773

I'M BEGINNING TO SEE THE LIGHT THE LOVE I LONG FOR No. 36758

To Be Released Soon

CUESS I'LL HANG MY TEARS OUT TO DRY I DON'T CARE WHO KNOWS IT No. 36778

Personal Management: FRANK MONTI

Exclusive Management: MUSIC CORP. OF AMERICA

---

**WOR Feature Records**

**Feature**

CARL RAVAZZA AND HIS ORCHESTRA

**Feature 1009**

HOW DEEP IS THE OCEAN! BLUE SKIES

**Feature 1010**

WAITING THIS HEART OF MINE

Dealers' Price 33 1/3c incl. Tax

List Price 53c incl. Tax

Write for Complete Catalogue

**Modern Music Sales Co.**

Exclusive Distributors to Automatic Machine Operators

10TH AVE. AT 45TH ST., NEW YORK 10, N.Y.

FLASH! Extra Special Quantity Discount on Aeropoint Needles $111 and $.88

---

**Part 2—The Billboard**

**Records Most Played on the Air**

This compilation is based on reports received from leading disk jockeys throughout the nation and indicates that the records noted below are currently receiving the most play on coin machine operators. Any available recording of these numbers are Most Played Folk Box Records. Selections will be listed in the other available recordings under the title of that disk.

**Going Strong**

THE THREE CABALLEROS (F)

DON'T FENCE ME IN Bing Crosby-Andrews Sisters... Decca 23594

AC-ENT-TCHU-ATE THE POSITIVE (F) Johnny Mercer... Capitol 185

I'M LOSING MY MIND (F) Bing Crosby-Andrews Sisters... Decca 23584

THE POSITIVE (F) Bing Crosby-Andrews Sisters... Decca 23579

SATURDAY NIGHT (F) The Loneliest Night in Work... Frank Sinatra... Columbia 36760

COCKTAILS FOR TWO (F) Duke Ellington... Victor 20-1626

CANDY Johnny Mercer-Jo Stafford... Capitol 225

I'M MAKING BELIEVE (F) Ink Spots-Ella Fitzgerald... Decca 23354

I DREAM OF YOU (F) Frank Sinatra... Columbia 37072

THE LIGHT I DREAM OF YOU Johnny Mercer-Jo Stafford... Capitol 185

COME BACK TO BAYOU TOWN Duke Ellington... Victor 20-1626

THE POSITIVE IF) Bing Crosby-Andrews Sisters... Decca 23580

TO BE Released Soon

COMING UP

THE THREE CABALLEROS (F) Bing Crosby-Andrews Sisters...

SENTIMENTAL JOURNEY (F) Frank Sinatra... Columbia 37056

MORE AND MORE (F) Tommy Dorsey... Victor 20-1614

LET'S TAKE THE LONG WAY HOME Jo Stafford... Capitol 181

**Most Played Juke Box Folk Records**

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

**POSITION**

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<td>I'M LOSING MY MIND Over You... Al Dexter... Ohia 0727</td>
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<td>THERE'S A NEW MOON Over You... Al Dexter... Ohia 0727</td>
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<td>OVER MY SHOULDER Jimmie Davis... Decca 6108</td>
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<tr>
<td>4</td>
<td></td>
<td>DON'T FENCE ME IN (F) Al Dexter... Decca 0727</td>
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<td>5</td>
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<td>SHAME ON YOU... Spade Cooley... Ohia 0731</td>
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<td>6</td>
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<td>TIN GUARDIAN... Tex Ritter... Capitol 174</td>
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<tr>
<td>7</td>
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<td>I'M LOSIN' MY MIND Over You... Al Dexter... Ohia 0727</td>
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<td>TIN GUARDIAN... Tex Ritter... Capitol 179</td>
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<td>9</td>
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<td>I DON'T CARE WHO KNOWS IT I'M LOSIN' MY MIND Over You... Al Dexter... Ohia 0727</td>
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<tr>
<td>10</td>
<td></td>
<td>TIN GUARDIAN... Tex Ritter... Capitol 176</td>
</tr>
</tbody>
</table>

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**Audiences Pick Chi Air Tunes**

(Continued from page 11)

Music, new and old pop tunes, marches and hymns and requests get special consideration in selection of tunes. About 80 per cent of the music, Green said, is from the current hit list; 80 per cent is old favorite sentimental music, and the rest is made up of hymns, marches and patriotic numbers. The mail requests are averaging 10,000 letters a month, go along at that same percentage.

Some Requests Phonies

According to Green, Harry Gilman, radio director of Ewing-Wasey Advertising Agency, and other sources, some publishers have been known to send in phonies to get their tunes plugged. The only way to weed out these phonies, they say, is to spot them by instinct developed after years of experience.

The Breakfast Club has an alert eye for patriotic and sentimental ballads that have not been used before. Last week Green said, because the home-maker type of audience will love them. If it isn't on The Hit Parade, they will identify it as a Breakfast Club song. The biggest sentimental favorite, unknown outside of club listeners, is Say A Prayer For Jim, for which thousands of requests are received each month.

"Bin Pan Alley" Tunes

Featuring a same composer each week, The Pan Alley of the Air (Blue) merely selects the biggest hit numbers of the writer being featured. This cuts down the selection problem, according to Producer Harry Rubek, to the selection of hot and sweet tunes that will please all
**Music Popularity Chart**

**Week Ending Feb. 22, 1945**

**Most Played Juke Box Records**

Reports received from The Billboard representatives and based on information given by leading juke box operators and where figures are given, the tunes listed below are currently receiving the most play on automatic phonographs throughout the nation. These reports are based on the juke boxes distributed nationally and will show up in the guide. Listed under the title of each song played are the other available recordings of this number.

### Going Strong

<table>
<thead>
<tr>
<th>Position</th>
<th>Title</th>
<th>Artist(s)</th>
<th>Record Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>RUM AND COCA-COLA</td>
<td>Andrews Sisters (Vic Schoen)</td>
<td>Decca 18834</td>
</tr>
<tr>
<td>2.</td>
<td>DON'T DANCE WITH ME</td>
<td>Sammy Kaye (Vic Schoen)</td>
<td>Decca 18842</td>
</tr>
<tr>
<td>3.</td>
<td>ACENT-TCHUATE THE POSITIVE (F)</td>
<td>Bing Crosby-Andrews Sisters (Vic Schoen)</td>
<td>Decca 18844</td>
</tr>
<tr>
<td>4.</td>
<td>LEAVE THE DISHES IN THE SINK, MA</td>
<td>Spike Jones (Del Porter)</td>
<td>Decca 18846</td>
</tr>
<tr>
<td>5.</td>
<td>I'M BEGINNING TO SEE THE LIGHT</td>
<td>Duke Ellington</td>
<td>Decca 18847</td>
</tr>
<tr>
<td>6.</td>
<td>I WANNA GET MARRIED (M)</td>
<td>Gertrude Niesen (Harry Sosnik Ork)</td>
<td>Decca 18848</td>
</tr>
<tr>
<td>7.</td>
<td>LEAVE MY LADY ALONE</td>
<td>Billy Williams</td>
<td>Victor 20-1612</td>
</tr>
<tr>
<td>8.</td>
<td>I WANNA GET AWAY</td>
<td>Bing Crosby (Vic Schoen)</td>
<td>Decca 18850</td>
</tr>
<tr>
<td>9.</td>
<td>DON'T DANCE WITH ME</td>
<td>Sammy Kaye (Vic Schoen)</td>
<td>Decca 18851</td>
</tr>
<tr>
<td>10.</td>
<td>ACENT-TCHUATE THE POSITIVE (F)</td>
<td>Bing Crosby (Vic Schoen)</td>
<td>Decca 18852</td>
</tr>
</tbody>
</table>

### Coming Up

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist(s)</th>
<th>Record Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>I'M BEGINNING TO SEE THE LIGHT</td>
<td>Harry James</td>
<td>Decca 18853</td>
</tr>
<tr>
<td>LEAVE THE DISHES IN THE SINK</td>
<td>Sammy Kaye (Vic Schoen)</td>
<td>Decca 18854</td>
</tr>
<tr>
<td>DON'T DANCE WITH ME</td>
<td>Sammy Kaye (Vic Schoen)</td>
<td>Decca 18855</td>
</tr>
<tr>
<td>ACENT-TCHUATE THE POSITIVE (F)</td>
<td>Artie Shaw (Imogene Lyme)</td>
<td>Victor 20-1613</td>
</tr>
<tr>
<td>THERE GOES THAT SONG AGAIN (F)</td>
<td>Russ Morgan</td>
<td>Decca 18856</td>
</tr>
<tr>
<td>THE THREE CABALLEROS (F)</td>
<td>Bing Crosby-Andrews Sisters (Vic Schoen)</td>
<td>Decca 18857</td>
</tr>
<tr>
<td>THE THREE CABALLEROS (F)</td>
<td>Bing Crosby-Andrews Sisters (Vic Schoen)</td>
<td>Decca 18858</td>
</tr>
<tr>
<td>COCKTAILS FOR TWO</td>
<td>Spike Jones (Carl Grayson)</td>
<td>Columbia 18859</td>
</tr>
<tr>
<td>DREAM OF YOU</td>
<td>Tommy Dorsey (Freddie Stewart)</td>
<td>Victor 20-1614</td>
</tr>
<tr>
<td>A DREAM OF YOU</td>
<td>Tommy Dorsey (Freddie Stewart)</td>
<td>Victor 20-1615</td>
</tr>
<tr>
<td>ACENT-TCHUATE THE POSITIVE (F)</td>
<td>Bing Crosby (Vic Schoen)</td>
<td>Decca 18860</td>
</tr>
<tr>
<td>I WANNA GET MARRIED (M)</td>
<td>Gertrude Niesen (Harry Sosnik Ork)</td>
<td>Decca 18861</td>
</tr>
<tr>
<td>SLEIGH STORY IN JULY (F)</td>
<td>Les Brown (Gordon Drake)</td>
<td>Columbia 18862</td>
</tr>
<tr>
<td>SLEIGH RIDE IN JULY (F)</td>
<td>Les Brown (Gordon Drake)</td>
<td>Columbia 18863</td>
</tr>
</tbody>
</table>

**New DECCA Hits!**

**Jimmie Davis**

**THERE'S A NEW MOON OVER MY SHOULDER**

Singing with Instrumental Accompaniment

Love Please Don't Let Me Down

Singing with Instrumental Accompaniment

**Rum and Coca-Cola**

With the Andrews Sisters

DECCA RECORD NO. 18636

50¢

**Getting the Biggest Play in the History of the Business**

DECCA DISTRIBUTING CORPORATION

Executive Offices: 50 West 23rd St., New York 1, N.Y.
ANOTHER SENSATIONAL RELEASE
by one of America's fastest growing labels . . . Groovy Blues as can only be played by the inimitable OSCAR PETTIFORD with unique Vocals by Rubber Legs Williams.

1000-A WORRIED LIFE--Blues
B EMPTY BED BLUES--Pt. 1
OSCAR PETTIFORD (KING OF THE BASS)
and His Orchestra

Vocal by RUBBER LEGS WILLIAMS

An Apology

Our January Release has broken all production records. We could not fill the tremendous demand. This record has really swept the country—we are continuing to press it . . . so place your order now if you haven't ordered before.

GOING STRONG

1000-A IT'S ONLY A PAPER MOON
B SODA POP

MILT PAGE TRIO
Featuring OSCAR PETTIFORD
WINNER OF THE ESQUIRE ALL-AMERICAN JAZZ CONTEST

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TO THE FOLLOWING LEADING DISTRIBUTORS

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NEW YORK 19, N. Y.

Eastern Music Sales, Inc.
42 WEST 46th STREET
NEW YORK 19, N. Y.

Oriole Dist. Co.
512 PENNSYLVANIA AVE.
BALTIMORE, MD.

G & R Record Co.
162 PRINCE STREET
NEWARK, N. J.

Music Dist. Co.
1408 W 6th STREET
CLEVELAND, OHIO

ALL PRICES F.O.B. POINT OF DISTRIBUTION.
Packed in cartons of 20—minimum shipment 40—by freight 200 minimum.

E. T. Coin Flows To Small Combos

(Continued from page 24)

working on the small units in the theater are the Rhythmicians, the Golden Gate Quartet, the Rhythm Boys and Dan- ner Darling. Although some tunes have fa- vored the smaller theaters recently, it is doubtful that even more will be cut during 1945, with the trend to the larger Bloomer Girl. Changes and excerpts from the eddie, Eff- fervescent, already out. With only about a third of the 88 tunes devoted to pop and light classics, the show tunes, novelty and the efforts of NBO's small combos in general receive a good play.

World Used Names Largely

Leasing heavily on large units, with most of its 56 monthly tunes being cut by name bands is Decca-owned World Broadcasting. Altho World bunched are reluctant to give out exact percentages and other figures on their usage of small units, they did say that more were being added to the books all the time. Several of Decca's top artists are deserting to make lucrative platter gestures as well as long-range commercial releases, the change in the makeup of the major radio- and theater-leased units is still under consideration.

Due to the many name bands who are now heard regularly on commercial shows and by remote wire in the chains and stations, most transcription com- pany officials feel that the increase in the number of Decca's name bands. Although the names are not to be released to the public.

Copyrighted material
Majestic To Start
With 50,000-Disks-
A-Month Minimum

NEW YORK, Feb. 26—New Majestic Company, according to company spokesmen, will start with some production as early as March. Labels, around 50,000 a month minimum. New disk will be priced at 25 cents. Major Majestic hit, as first intended. Distribution will be controlled practically 100 per cent by Majestic, with some left over for other labels. Distributions are in Detroit, Los Angeles, Chicago, New York, Philadelphia and Pittsburgh. Major Majestic hits will be distributed through factory branches in New York, Philadelphia, Chicago and Pittsburgh. Distributors are in Detroit, Los Angeles and Chicago. These are the same outlets that Hit had before Oberstein deal with Majestic.

PAPER LIMITED

(Continued from page 14)

and used in 1946 provided the total of such carry-over from 1944 and 1945 does not exceed 15 per cent of his consumption quota for 1946.

Inventory Ceiling

Inventory ceiling on publishers at the present time for folios, as set in November 1944, is 80 per cent of the publisher's total inventory on October 1, 1944, or 50 per cent of his inventory ceiling for 1945, whichever is less.

Amendment also places certain restrictions on publishers, importers, printers, distributors, etc., in their dealings with publishers who consume paper in excess of their allowable consumption under this order. Three apply to persons who sell or deliver any paper which they know or have reason to believe will be accepted or used in violation of the new order. The same applies to printers, binders, purchasers or resellers, distributors.

If you're a typewriter owner...there's a special deal for you! The Duotone Company

799 Broadway, New York 3, N. Y.

New design, new features, new performance, new long life, new economy!
YOURS for the asking

Mr. Coin Machine Operator:

Yes sir, it's yours for the asking - the best
damn Long-Life Coin Machine Needle in America.

Aeropoint "111" is the unanimous choice of every
big operator who ever gave it a try. That's
why we are giving you this chance to try it
for yourself.

If you are an operator just ask for one on your
business stationery and you'll have it by
return mail.

From then on you'll be buying them - and we'll
both be happy about it.

Very truly yours,
AERO NEEDLE COMPANY

[Signature]
Burt Browne, President

P.S. Maintenance service-men are invited to take
advantage of this offer also. Just write
in on your employer's letterhead.

PRICE TO OPERATORS

<table>
<thead>
<tr>
<th>Range</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 - 100</td>
<td>45 cents</td>
</tr>
<tr>
<td>101 - 250</td>
<td>44 cents</td>
</tr>
<tr>
<td>251 - 500</td>
<td>42 cents</td>
</tr>
<tr>
<td>501 or more</td>
<td>40 cents</td>
</tr>
</tbody>
</table>

DISTRIBUTORS WHO CAN DELIVER AEROPONT "111" RIGHT NOW:

ATLAS DISTRIBUTORS
1024 Commonwealth Ave., Boston 15, Mass.

BARS RADIO & ELECTRONIC PARTS CO.
71 Alfred St., Buffalo 2, New York

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CLEVELAND RADIOELECTRIC, INC.
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D & H DISTRIBUTING COMPANY
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EASTERN MUSIC SALES, INC.
40 West 46th St., New York 19, N. Y.

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HARPER-MEGGE, INC.
Republican and Terry
Seattle 9, Wash.

HUGHES-PETERS, INC.
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KRICH-BADISCO, INC.
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LEO J. MEYER COMPANY
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RAYMOND ROSEN & COMPANY

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321 Sycamore St., Cincinnati 2, Ohio

SOUTHERN BEARINGS & PARTS CO., INC.
315 N. College St., Charlotte 1, N. C.

SOUTHERN MUSIC SALES COMPANY
727 Pryor St., New Orleans, La.

STRAUS-FRANK COMPANY
301 So. Flores St., San Antonio 6, Texas

TAYLOR ELECTRIC COMPANY
112 No. Broadway, Milwaukee 2, Wis.
WHAT will the post-war pinball game be like? That is a question a lot of operators and manufacturers are asking themselves, in preparation for the time when machines will be put on the market again. In surveys made by The Billboard operators have to some degree ventured their own suggestions about new ideas they would like.

Manufacturers, engineers, and inventors will give increasing attention to these suggestions as the months go by. But the fact remains that less has been said about the possible trend in post-war games than any other type of coin machine up to the present time. This is not to say that manufacturers have not given study to the subject; it is simply to say that less is being said about it, considering the great importance usually attached to novelty in amusement machine ideas.

In soft-drink vendors there has been much discussion as to future designs. A lot of advertising has appeared which clearly suggests ideas of what may be expected. Some definite reports have been given out as to probable new designs in gaming devices of the familiar reel variety. It seems to be pretty generally understood what trends may be expected in the candy bar and cigarette vending machine field. In fact, we have published reports on this subject.

There has been much less said about the future design of pinball. This is probably due to the fact that amusement machine ideas are much more dependent upon some current event or popular theme. A glance at the pinball games of the past will show how often they capitalized on some popular idea. The same may be expected in the future. Operators want to have a voice in the planning of the game of the future and for that reason manufacturers will be contacting the trade when the actual steps toward manufacture get under way.

It is generally agreed that the amusement machine trade has been harder hit by war conditions than other branches of the industry. This is because games get into need of repairs much faster than other machines and also because newness and novelty have always been one of the special features of games.

Refurbishing of games during the war has been a good business, but it could not make up for the general lack of repairs for the many thousands of games all over the country. Refurbishing has helped to give some newness to many machines that otherwise might have become unusable. It is also preparing the way for new manufacturing firms and new ideas.

Most States have in recent years had a surplus in revenue or perhaps there would have been many more license systems proposed than now exist. Cities are more immediately concerned with the licensing of pinball and trends during the next few years may show more such licenses. Cities are said to foresee need of more revenue to meet employment problems soon after the war ends. The games trade will need to fit its program into city employment programs.

The games trade will also need to champion the idea of more retail stores.
MR. SLOTS--HEEL OR HERO?

Popular opinion shapes the course of human events. It might be described either as the immovable object or the irresistible force. Numerous public opinion polls in recent years have helped to interpret the full meaning and power of popular opinion.

History might one day thumbnail the defeat of Hitler in these brief words: "...crushed by the might of public opinion."

Hitler's doom was not written in the stars which he studied so assiduously, but in the thoughts and hearts of men. All that was necessary to cook his goose, but thereby, was for enough people to think that he was wrong.

It was popular opinion that quickly lifted the tentacles of prohibition which an organized minority had imposed.

In popular opinion which has enabled the Jackpot machine to increase steadily in popularity for more than 40 years, weathering storms of criticism by small minorities, ignoring parades of newspaper headlines and exaggerated scandals, blossoming again in the wake of ac-cruing Carrie Nations and stubbornly staying alive despite legal restrictions designed to bury them forever.

This article is not a defense of the "One-Armed Bandit!!" He doesn't need anyone to defend him! Mr. O. A. B. has proved, beyond any well-founded doubts, that he can take care of himself, thank you.

Fundamentally the Same

Except for refinements and minor features, the Jackpot machine of today is fundamentally the same as the original "Liberty Bell" created in 1889 by the late Charley Fey, of San Francisco. And little did this young inventor realize that in designing the first automatic award coin machine he had given the world the foundation for an industry—an amusement principle that would extend charity's benign hand to thousands of unfortunate persons.

Call him a hero or a heel ...a bandit or a blessing, Mr. O. A. B. can thank public demand and official tolerance for his long-lived and colorful career. With his bright red cherries, merrily spinning disks and the frequent tinkles of shiny coins in the payout cup, people generally have regarded him as fascinating company.

But today, incredible as it may seem to officials and unfortunate as it might be construed by those who prefer halos, the Jackpot machine stands on sturdier legs than ever before. He is constantly forging a cleaner bill of health for himself and now wears the cloak of respectability.

Federal Tax Benefits

When we consider that Mr. O. A. B. has arrived at his 86th birthday, in better health than in any previous year of his stormy career, most anyone could guess that his future is comfortably assured. But a quick look at the facts should convince even the well-organized critics and reformers that it will take sterner measures than any yet used to pound down popular demand and put a tombstone over the last so-called "One-Armed Bandit."

Here are some of the facts:

- The federal tax of $100 per machine yields an annual revenue to the U.S. Treasury of millions of dollars. (Slot machines of all types last year contributed more than $18,000,000 in direct federal taxation.) It is not a licensing act; it does not make the machines legal.

- Except for refinements and minor features, the Jackpot machine of today is fundamentally the same as the original "Liberty Bell," created in 1889 by Charley Fey, of San Francisco.

- The federal tax of $100 per machine yields an annual revenue to the U.S. Treasury of millions of dollars.

- In fact, the Act had the result of making public the very places owning and operating gaming machines so that enforcement officials in States forbidding operation of such machines could quickly confiscate them. Here is what actually happened:

- Even tho no new machines have been manufactured since early in 1942, the federal tax was collected on more machines in 1944 than in 1943. This can only mean that enforcement of anti-slot machine laws was not quickened by publication of the clubs possessing and operating the machines, but, on the other hand, was somewhat relaxed—perhaps so that this revenue to the U.S. Treasury would not be curtailed.

- Distinguished Company

Another result of the publication of places paying the federal tax on slot machines was the revelation that Mr. O. A. B. was keeping distinguished company—political clubs, labor unions, fraternal organizations, officer clubs, firemen's organizations, some of the largest and most athletic and country clubs in the country, and even many civic and religious organizations.

When enforcement officials began investigations, notably in Pennsylvania, it was found that nearly all of these organizations were using the machines to finance charitable activities and other.

(Continued on page 11)

Picture at top of page as well as one below are typical of installations in many of the nation's top clubs, fraternal organizations, etc. Revenue from them keeps many clubs solvent as well as produces needed funds for carrying on their charitable programs.
"People play the game, not the cabinet," experience has shown, That's why games will not change much in appearance—but internally there's plenty of improvements to come.

By HARRY WILLIAMS
President
Williams Mfg. Co.

WHAT will tomorrow's games be like? Will they be blood-brothers of their predecessors or some new chiseled fancy skin to the super-streamlined streamlined game of today? Will the developments in this field alone will prove adaptable to the pin game field. New metals, alloys and processes for adapting them to the industry's use will mean a game the player as of today—what cost isn't too great. Healthy competition, will do a great deal to wring merely onward plus the fact that many army and navy trained engineers will find a new outlet for their ingenuity in the amusement game and manufacturing business after the war.

From an engineering standpoint, however, there is a limit as to how complicated a game can be. First of all, games must be built to take plenty of abuse. This means delicate devices must not be used—yet quickly can't be used. Secondly, servicemen of the foreign foreign boys come back, rugby, soccer and other sports won't prove interesting to the American people. Of course there will always have to be a game theme. After the last one that Hollywood was interested in new and novel play themes that will be "how good is the game," which has been proved to say many times in the past that it isn't too great. It's also safe to look back at the American people.

We know that the trade won't be offered equipment of radical design. After all, a piece of equipment that is tampering with the classic, the final test will always be "how good is the game." The final test in the cabinet, the big change in the play themes. Some had noticed that there's a limit as to how complicated a game can be. After all, a piece of equipment that is tampering with the classic, the final test will always be "how good is the game." The final test in the cabinet, the big change in the play themes. Some had noticed that there's a limit as to how complicated a game can be. After all, a piece of equipment that is tampering with the classic, the final test will always be "how good is the game." The final test in the cabinet, the big change in the play themes. Some had noticed that there's a limit as to how complicated a game can be. After all, a piece of equipment that is tampering with the classic, the final test will always be "how good is the game." The final test in the cabinet, the big change in the play themes. Some had noticed that there's a limit as to how complicated a game can be. After all, a piece of equipment that is tampering with the classic, the final test will always be "how good is the game." The final test in the cabinet, the big change in the play themes. Some had noticed that there's a limit as to how complicated a game can be. After all, a piece of equipment that is tampering with the classic, the final test will always be "how good is the game." The final test in the cabinet, the big change in the play themes. Some had noticed that there's a limit as to how complicated a game can be. After all, a piece of equipment that is tampering with the classic, the final test will always be "how good is the game."
From 1936 on, export sales of coin machines topped the million dollar mark yearly—yet less than 10% of the sales in '39 and '40 was new equipment. The solution of this problem is one of the major post-war problems facing the industry.

By ANTHONY GASPARRO
Sales Manager
WILLIAMS MFG. CO.

Editor's Note: Prior to the war, "Fuzzy" Gasparro was the largest manufacturer of coin-operated equipment for foreign assignment. Almost every manufacturer concluded that Europe, England and France and the United States. His knowledge of the foreign trade comes from actual experience. That's why he was asked to write this article. (from the export standpoint on the problems ahead for the coin machine industry when peace-time production again resumes.)

WANTED: MECHANICAL SELECTOR FOR WURLITZER 750M.

1 250 Black Hand Load, 458.00
1 250 Gold Chromes, 2/5 P.O
1 2E4 Gold Chromes, 3/5 P.O
1 Seeburg Plan-Boy Stroller, Model PB-1220.00
1 Rockola 12 Record
2 Rockola 18 Record.
1 Malls Empress
1 Seeburg Major, RC
1 Seeburg 8200, ESRC
50 Buckley Bar Brackets
12 Record Rockola (Large)
12 Record Rockola (Small)
30 Rock-Ola Trays
50 Buckley, like new, 20 6. 24 Record Lift Door
12 Record Rockola (Large)
2 STANDS
50 Buckley Bar Brackets
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825 WURLITZER BAR BRACKETS

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TERMS: FULL CASH MUST ACCOMPANY ALL ORDERS IN THE FORM OF POST OFFICE, EXPRESS, TELEGRAPH MONEY ORDERS OR CERTIFIED CHECKS.

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SCALES}
5 Walling Guess Your Weight
142 Mills High Boy
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50 Mills Low Boy

WALL BOXES
20 Packard, like new $34.50
30 Packard, like new & Lift Door 6.95
20 Bally, Left Side Model, Like-New 35.25
20 & 24 Record 19.50
30 Rock-O 12.50

MISCELLANEOUS
50 Bally Bar Brackets $6.95
20 Bally Bar Brackets
320 Metal Cabs. for Twin TWELVE 11.25

½ Deposit, Balance C. O. D., F. O. B. Newark

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EXPOR.
SALES AND THE PRICE PROBLEM

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MINNEAPOLIS 11, MINNESOTA

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142 Mills High Boy
15 Walling Fortune Telling
50 Mills Low Boy

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EXPOR. SALES AND THE PRICE PROBLEM
First Steps
The first step in any efforts designed to keep persons from being induced to buy and retail the machines in some direction of some sort of price concession, in this case followed by a test which I’ve always wondered is why a manufacturer couldn’t run off an additional hundred or two games to be sold in the foreign market at a reduced price. Such a policy, assuming the entire export trade, by the time the war would permit, to buy the machines at a foreign market. I believe that we will be able to sell the machines at a very small cost to those who are going to solve the problem of the war and will be able to cash in on the radio market that awaits them abroad.

Like Simple Games
As to what foreigners like in games, my observations over a long span of years show that they all prefer the same games in (or not) the pre-war favorites and even free plays. Complex and showing up usually mean, more foreign, broken or out of order. If the part that has to get the foreigner to make the machine, the rule is that they may remain idle for as much as a month and by the time the game is back in action, of course, the machine will have worn off. Also play them must be unsold, so the foreigner understands that he knew anything about baseball, football, or soccer before the war, and the American soldiers will have given them many of their appreciation of these sports by the time the war was done, still the firm that converts baseball games to the export market at a profit will be able to sell abroad will have a big cash in comparison to the firm that tries to do it the usual way by shipping such games.

These are some of the problems that Monroe had to solve after the discovery of the machine is to soon over the war to the five or six million dollar mark (a market is the first reverse direction of the solution to the problem. The average selling price of new equipment abroad should easily soar from 10 to 40 or 50 per cent in a very few years after the war. Back in 1919 when new machines sold for little, foreign exporters were able to sell their machines at little cost. Now that the industry is almost on the threshold of the opportunity for export sales it will now have to consider its time for in order to get its contributors to start thinking about what sales were at the end of the war. When the times come, it can be done. Just solve the price riddle and the sales will take care of themselves.

Mr. Slot—Heor or Hero?
(Continued from page 106)

Worthy organization projects. Since political organizations operating machines financially the best of fits and another for the export trade, still another for the domestic market. Some of these projects are well worth considering here. The invention of a slot machine that would be a first class job of raising money. Some of these projects have not succeeded in this country. There never was used in pre-war days. The free play feature to attract foreign sales will not be taken. But in all cases, of course, the money is well spent. Some of the men who have left their victims in the same jovial manner, but the over-all effect is highly reduced, thanks to the machines.

These are some of the problems that modern “Bandleader” will not be tolerated by those who know better. Perhaps he will become known as a “Slot Machine President.”

The coin-chutes, or slots, are certainly an excellent means of underwriting activities and projects. It is certain that the coin-chutes serve them in the same way that dues assessed money in some charitable order and fraternal organizations. He has lived there is a certain amount of resistance to the sale of these machines, but a careful study of the matter will show that these machines are just as popular with the foreign as with the domestic trade. The American firms to start thinking about these machines and they are going to do to bolster foreign sales. They also feel that some sort of embargo for firms to make their own equipment. If it is certain that the coin-chutes is a good taste to do so. But in all cases, of course, the money is well spent. Some of the men who have left their victims in the same jovial manner, but the over-all effect is highly reduced, thanks to the machines.

Modern Robin Hood
During the war the writer’s privilege to visit clubs maintained by various fraternal organizations and to make reports to the organization with official statements of these organizations. The writer has collected here the direct quotations of all these officials who praised the performance of the coin-chutes and the games, there is good taste to do so. But in all cases, of course, the money is well spent. Some of the men who have left their victims in the same jovial manner, but the over-all effect is highly reduced, thanks to the machines.

Members of fraternal organizations and various kinds of political, social, and social clubs find the machines fascinating. The general type of amusement satisfy the urge most people have “to get something for nothing.” The machines are found to over- indulge to the extent of embarrassment or to the point of revolt. In many cases, the machine members know that revenue provided to the organization by the machines serves them in the same way that dues and assessments help to finance club activities.

Suppliant Assessments
Long ago entering house committees learned that members found slot machines more acceptable for financial purposes than for other purposes. In practice, some members might consider the machines more of an amusement than a financial asset. Some who like to play the machines consider the amusement worth the small cost. Many others consider the machines greatly reduced, thanks to the machines.

A direct result of using machines to finance various projects has been to greatly enlighen the charitable programs of these clubs into making members of various organizations, including the “One-Armed Bandit” will not be tolerated by those who know better. Perhaps he will become known as a “Slot Machine President.”

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Pass the Aspirins, Fellas —
Guys Who Draft Corp. Excess Profit, Tax Have Headache

Mr. Whisker's Visit March 15th Brothers, Too

CHICAGO, Feb. 24.—With the approach of March, the Internal Tax Tribunal is getting ready to go into effect and more and more attention. Every man has been dreading the fact that the Board has considered so many of the cases and to the prospect of what is likely to happen as the war tax on the excess profits. The War Department has adopted a policy of sending out forms for the excess profits tax, but it has not been too successful. The Board has been very critical of the forms, and has made many suggestions for improvement. The Board has also been very strict in its enforcement of the law.

It is evident that the Board is determined to enforce the law to the fullest extent, and the prospects are that there will be many cases in which the penalties will be severe. The Board has already announced that it will not be satisfied with mere written statements, but will require the taxpayer to submit such evidence as will be necessary to prove his case. The Board has also indicated that it will not be afraid to use its powers of investigation to obtain such evidence as it may need.

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It's dry and is very hard to make short doses, mixed with humor, drama, and should be given to the workers who could give you the correct world who could give you the correct many safety directors or safety sell supervision, sell this and sell is good safety man. at a good safety program hangs on two seen.

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Seaberry

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Seaberry

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5 Yards

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For Sale

Model 611

Victory

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Thursday, March 3, 1945

The Billboard

113

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Front Glass 64 Cylindrical Model

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Front Glass 71 Cylindrical Model

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$8.00

Relico Speakers, Per Doz.

$3.00

OMRift Cylindrical, 20, Any Size

$1.50

OMRift Cylindrical, 20, Any Size

$1.50

DUAL 369.50

DUAL 289.50

DUAL 289.50

DUAL 369.50

TUBES FOR THE COIN MACHINE INDUSTRY

Box 100 Carbon Resistors

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Power Transformers, All Types

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Electro Silvering Guns

$2.00

Deluxe Earmuff Coats

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DUAL 289.50

OMRift Cond., 480 V., Tub. Can

$1.75

DUAL 289.50

DUAL 289.50

DUAL 289.50

DUAL 289.50

To date, two maintenance men, an end of the sign ripped by each, doing a very nice hanging job, for they are smoking big black cigars. It so happened that at the time our house organ photographer was taking pictures, so I asked him to get a shot of the two fellows hanging the sign and be sure to get a lot of smoke in the picture. The picture came back from the developer and it was a beauty! I called in the two culprit and said: "Boys, I have a picture here and I'd like you to tell me what's wrong with it." They looked and immediately started to crawl...
KC Newspapers Retell Pin-Ball Story of 5 Years Ago

KANSAS CITY, Mo., Feb. 24.—Newspapers in several western communities may prove to be the most famous pinball injustice suit on record. According to the papers here, the story concerns an injunction granted some years ago in St. Joseph, Mo.

It was more than five years ago that a Circuit Court there granted the injunction and it had been left pending on the books until just recently. The story relates that a temporary injunction had been granted and the application for a permanent injunction has been continued from one court term to another for years.

The suit was brought by three pinball machine operators who sought a restraining order against police officials. None of the officials still holds his office.

The case attracted much attention at the time because Judge J. F. Prueschenhoff, later a candidate for governor and now a captain in the marine corps, ordered one of the machines set up in court.

He watched five balls shot, then gave his decision. He said it was his duty to uphold the law and added that a national lottery might not be a bad idea, but that games of chance were entertainment and not gambling.

The machines resulted from an idea that after his words "injunction and restraining order granted," the operator of the machine rose and shouted to the courtroom speculators, "No applause, please."

The machines have operated since that time under the protection of the temporary injunction. The suit has had some setbacks, but has been no attempt on the part of officials to have them declared illegal. In fact, the city now licenses the machines.

**Pin & Juke Fee Bill Presented To Utah House**

SALT LAKE CITY, Feb. 24.—Pin games and other coin-operated amusement devices will be legalized in Utah if H. B. 206, introduced (February 15) by Sen. Earl Stansbury, is approved in the present session. The terms of the bill provides for a $3.00 per month fee on each operated amusement device to be paid annually to the state for the annual fee at $100 for electronically operated machines, including pin games, and a fee of $50 for juke boxes. Operators have been objecting to the bill on the ground that it is a violation of the state constitution.

The bill provides that the Utah commission on games and other marble devices, having authority to regulate them, might wish to assign the regulatory function to a state commission, thus allowing them to absorb the tax if not topped by local license fees.

PASS THE ASPIRINS

(Continued from page 112)

still in the running. It is argued that the capital stock and declared-value excess profits taxes be simplified in the manner urged by the Treasury for some years and unanimously concurred in by business—namely, repeal. The Senate voted to repeal the capital stock and declared-value excess profits taxes in 1942. The Republican-controlled Senate and House conferences did not sustain the Senate action. But Congress might act differently this year when circumstances have changed. Revenue Bureau is not to be complained of—the Bureau was too short of money to cope with the Revenue Building in Washington, as Mr. Brough points out.

If you want simpler tax return forms, you will get them. The Bureau of Internal Revenue is working on it. The Bureau says it will be ready to deliver a short address on the tax subject. Today, however, the part.

VETERANS' ADMINISTRATION

The Senate has approved (February 15) by Sen. Blough, of Idaho, a bill providing for an increased Veterans' Administration staff, thus allowing returning veterans to absorb the tax if not topped by local license fees.
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Wurlitzer 900 $6,950
Wurlitzer 700 $7,950
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Coin machines thereby proved their value to retail stores before and after the war. This war is a constructive opportunity facing the coin machine industry. If the war is to prove its value, in the revolutionary changes that will take place in small establishments, the Department of Commerce is interested in helping in keeping the business world informed, in what is taking place among locations. This article is basic in nature and is a necessary background for any industry that needs to do business with retail stores.

The other half of the coin machine industry is made up of the thousands of coin establishments in which coin machines are placed. To the coin machines, these establishments are known by locations. The coin machine industry itself has never fully appreciated the importance of these establishments. These small simple business standpoint as well as a center for personal relations work.

Thru the years one of the established policies of The Billboard has been to encourage machine trade to place importance of locations to the industry. In a continuing stream of news reports as well as in feature articles this publication has called attention to small retail establishments. It has made the distributors and operators fully understand that there is money in maintaining the business.

Coin machines help many of the small establishments, the coin machine industry would be appreciated much more as a business.

It is well understood by operators that for certain problems that the years have enjoyed in the unfavorable practices of trying to get as much out of operators as they can. Many locations have always been trying to get as high a commission as possible. We have tried to combat this feeling and so forced many operators to compete with each other in offering the best price. But this is a part of business life, and it happens that other industrics have as much or more than the coin machine trade. Operators must look on the brighter side of the picture and not be so worried about the 1% of the total picture of the coin machine industry.

As long as there is a coin machine installed there will be a trend to maintain it and perform; first, it will be necessary to continuously seek the co-operation of locations to locate opportunities for continuing to make the most of the advantages which coin machines offer to small establishments. It will be necessary to wage a constant campaign to continue the public, civic and business leaders that coin machines of all types are a mainstay of our community business, life and business, and third, it will be necessary to continue a campaign to get locations to show members of the coin machine industry itself how to win the co-operation and good will of locations.

Pertinent to Nation

The war has involved many changes in the business set up of the United States. Many of these changes have been in the retail stores of the country. The public has been served better and more quickly. Changes have been filled with hope and ideas of things that were never before possible. All this information is of great importance to the coin machine industry. The coin machine industry must always adapt itself to any changes that take place in the field of business.

In many ways the changes have helped the coin machine industry. The industrial boom increased the importance of coin retail stores in business today, and coin machines benefited in such development. Coin machines are also coming into existence, and some of them will be important as locations. Coin machine dealers have been growing during the last 2 years, and it is during this time that coin machines have been introduced. These supermarkets already have coin machines.

More important than all, it is expected that in the pre-war period greater numbers than ever will come to the retail field. Operators of coin machines will be as much or more a part of any other line of business. Hence it is important to fully understand the demands that are now taking place.

The 1945 Department of Commerce Bulletin this year, several staff officials of the department offered their views of what is now taking place in this field and what might be expected in the future. This information has been carefully gathered from various sources, and we are publishing this report in detail for the information of the trade.

These official government reports are very general in nature, but they give a deal specifically with locations. They are of first importance to operators of coin machines.

Official Concern

It often has been said that coin may well be repeated, that the rather violent and drastic changes in the nature of our manufacturing production patterns necessarily, in the volume and nature of the coin machines, had been wholly unavoidable. We simply that the war, that was an out the accumulation of munitions and other war goods needed for our own armed forces and those of our allies.

And so we have had, here in this country, a case of a nation with a number that was converted, almost overnight, to a production pattern that would the matter of mass production and the retail production of toy machines. This production pattern has been the introduction of a large production of small, medium and large. The retailer is the final and most important link in chain of civilian supply.

The department has done, and is doing, a lot of thinking about small business.

Investigations must be concrete, down to earth, general. It is the function of the Department of Commerce to concern itself about business affairs and, foremost, to offer such aid as it is possible to give to retail establishments.

This article is intended to give to retail establishments from a propa- ganda to call attention to the importance of locations to the industry. This is always good business to any industry to the importance of locations to the industry. This is always good business to any industry. There are many locations have been trying to get as high a commission as possible.

The most important to note is the final and most important link in chain of civilian supply.

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A-1 RE-CONDITIONED SLOTS

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"WANTED 500" 500-5 Bell Pin Games. Save Time by Sending Your Complete List With Prices.

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MECHANIC WANTED who knows how to repair slots, Watling music and Pin Balls. If you know your business and are efficient we want you.

TRADE WANTED

For complete list of machines call or write.

707 10th Street, S. W., Washington, D.C.
government regulations, according to some reports, is due to the confusion in some minds as to the meaning of the regulations. Some retailers, however, also dislike the bookkeeping involved and say that the rules are unnecessarily rigid.

In the face of these and other troubles the retailers are trying to adjust themselves to conditions. They have done so far with fine resourcefulness and have almost complete absence of grumbling. The Department of Commerce has discovered that little time was spent in checking various costs or profits, and that a considerable time was spent in putting the retailer to the trouble to know what is going on.

These adjustments have had to do with the following procedures: (1) Taking on a completely new line of goods, (2) proceeding to the old line of something, (3) "in pulling"—in advertising copy universally—such articles as could be sold without regulation, rather than those that would cause future uncertainty, (4) modifying or eliminating services with new lower credit sales, and (5) taking on a completely new line of goods, if not by local retailer, at least by the more daring ones.

There is involved a task to deal with unfamiliar merchandise.

More prevalent is the tendency to add to the old line of merchandise something which "naturally" fits in. For example, a music store normally specializing in music might put in some items of furniture. "Pulling" certain items of merchandise in preference to others is clearly in accord with the logic of present-day conditions, and this is being done widely.

Also widespread is the tendency to simplify store service so that it might be cheaper and less costly. Many stores where normally the customer is waited on have turned to self-service to get around the personnel problem as well as to effect economy. Department stores are turning to self-selection—the customer exercises his own discretion and taste in choosing articles of merchandise, and then proceeds to the sales clerk to checkmate the purchase. Some bottling pools of deliveries are practiced. Amid these problems of readjustment one factor stands out pleasantly: there is scarcely any credit problem. People pay cash, and those who buy on credit pay their debts. Retailers, if at all of good repute, easily secure credit.

With the tendency to greater simplicity and saving.

In the Chicago region the "convenience" or "deus ex machina" to industry and store to buy new types of meat, such as pig liver and heart, and even as such accessories as butter and fish, were damaged in their supply.

In the New York region, owing to the fact that the manufacture of practically all the items usually stocked by jewelry stores is restricted, jewelers are adding new lines of merchandise comprising glassware and chinaware and small leather goods. In general, because of stocks, department stores in this area have had relatively few shortages of merchandise except in such items as refrigerator and household appliances.

In the Richmond (Va.) Commercial area some filling stations have taken on the appearance of a country general store and the customers are still continuing normal functions on a much reduced basis. The sides display inside includes garden tools, glassware, toy, groceries, fruits and vegetables, tobacco, cigarettes, dog food, and pottery. Radio stores are still in business, although some radio department stores have closed.

In Southern California the milk companies have turned to the personnel problem as well as to the personnel problem, and this is being done widely. Amid these problems of readjustment one factor stands out pleasantly: there is scarcely any credit problem. People pay cash, and those who buy on credit pay their debts. Retailers, if at all of good repute, easily secure credit.
ARGOCE MACHINES

15 Mills Vest Pockets, Chrome, 5 Mills.... $75.00
25 Mills Green, Blue, Gold, Each... 65.00
10 Mills Glitter Gold Q. T., Each... 130.00
10 Mills Glitter Gold Q. T., Cent, Each... 75.00
10 Mills Green 5 Cent Q. T., Each... 65.00
10 Mills Blue 5 Cent Q. T., Each... 90.00
2 Nickel, One Dime, One Pen... 125.00
25 Single Cabinets Slots Stands, Mills, Each... 30.00
15 Double Slot Cabinets, Mills. Ea... 80.00
30 Weighted Mills Safe Stands, Each... 25.00
50 J.P. Beat This Card, New... 109.50
5 Mills Jack in the Box, Each... 37.50
60 New Relays for Mills Four Ball Machines... 3.00
5 Jennings Good Luck Con- solos, Each... 50.00
150 Mills Standard Slot Machine Handles, Each... 2.00
25/10/25 Cent Wurlitzer Boxes, Each... 25.00
3 Mills Empressess. Each... 310.00
3 Mills Thrones. Each... 275.00
5 Packard Wall Box Brackets, Each... 3.50
1 Packetard Junpor Aaparti, 39.50
5 Mills Dice Machines, 25 Cent Play. Each... 75.00
20 Mills Slots, Chromes, Blue Fronts, Each... 229.50
60 Mills, Each... 50.00
75 Mills, Each... 79.50
10 Mills, Each... 139.50
25 Mills, Each... 275.00
125 Mills, Each... 500.00
250 Mills, Each... 1500.00
300 Mills, Each... 3500.00
400 Mills, Each... 5000.00
500 Mills, Each... 10000.00
2500 Mills, Each... 50000.00

ARMCE MACHINES

Brand New

American Coin Company

Address: 437 Elizabeth Ave., Newark 8, N. J.

Phone: Waverly 3-1500

Jill.

FREE PLAY SLOTS
18 Jennings $99.50 each
REALLY RARE READY TO GO

HARRY HOKE
1020 Minn. Ave., N. E., Washington, D. C.

FREE PLAY SLOTS
18 Jennings $99.50 each
REALLY RARE READY TO GO

WANTED

PHONOGRAPH MECHANIC
Must also understand Pinball Tables. 
Experienced candidates preferred.

BOX D-363, The Billboard, Cincinnati, 1, O.
Slight to major shipment of new cars was a normal blow to many automobile dealers. Yet these regional business consultants report that as yet there has been no widespread liquidation. In San Francisco, for instance, only two dealers have liquidated since Pearl Harbor. A majority of automobile dealers have been able to continue operation on a service basis. Drastic curtailment in the output of many household appliance lines placed retailers handling these items in an even more difficult position. Some automobile dealers. As a service establishment customarily appeared less feasible. The scarcity of merchandise in hardware lines was somewhat insignificant in causing liquidation than in the other two fields. It was a major factor, but usually closely associated with others of equal importance.

Loss of experienced personnel played a major part of the death of one-third of the dealers. Only in the South did it list as the single cause of discontinuance, where important it was usually in conjunction with problems created by scarcity of merchandise or other conditions. Several automobile dealers, for example, indicated they could have continued their service departments had they been able to keep their former employees at old wages. A hardware dealer in Kansas, unable to retain a manager and anticipating shortage of goods, had decided to close. In Boston an electrical appliance dealer pointed out that opportunities for electricians and technicians made it unprofitable to attempt to compete.

Alternate Opportunities

Alternate opportunity for employment, including retirement and Selective Service, was an important part of the decision to discontinue in slightly less than half the cases. The exact number of those who closed during the war is clearly evident. A number of owners had attractive opportunities in war plants or offers of commissions or were influenced by the Selective Service. On the other hand, several decided to continue.

SPECIAL! SPECIAL! SPECIAL!

5 Conductor Color Coded Heavy Duty Rubber Covered Gas Cable for See .00 Each
5 Conductor Color Coded Heavy Duty Rubber Covered Gas Cable for See .00 Each
17.50 per 1,000 ft. (List, plus 7%) tax)
200 ea.

51st North Michigan Avenue
Chicago 11, Illinois

Bobble, Gents, Chicago Coin, $1.50

For Complete Details Write To

AEROSPACING CHEMICAL CO.
8586 Carnegie Avenue
Cleveland 6, Ohio
try their luck in other businesses not connected with the war, while others, chiefly hardware retailers, wanted to retire.

Among hardware stores the causes of liquidation were less clearly defined as among automobile and household appliance dealers. Security of merchandise was still a major factor in something more than half the cases. One hardware retailer in Massachusetts, for example, was offered an engineering job in a defense plant, his first opportunity to practice his profession since graduating from college. He left his store in charge of his wife, who, in view of the difficulty in obtaining merchandise, decided to close out. In the case of a father-son store in Minnesota, it was agreed that both could make more money by entering war plants than by continuing the hardware firm, especially since they anticipated difficulties in obtaining adequate stocks of merchandise.

Among hardware stores "alternate opportunities" were more frequently listed as reasons for discontinuance. Several hardware store owners decided to retire from active business. Olsson had attractive opportunities in new business ventures, and about one-third went to war plants and the armed forces, for example, a Japanese hardware dealer in California, who went to a war relocation center.

Priorities and other government regulations were listed by several hardware dealers as contributory causes of liquidation. A Delaware owner was so fearful of trouble with war contracts, willfully or otherwise, that he was afraid of nervous breaks.

Several dealers felt that discontinuance was the only way out. Similarly, a Wisconsin dealer continued that he could not find customers to sign priority requests. General government restrictions and business uncertainty, plus a decrease in trade resulting from labor shortages among farmers, was the dominant factor for the closing out of a Midwestern firm.

For each case of discontinuance the regional business consultants were asked to list several additional factors which "normally influence decisions to liquidate." They found that inefficient management and poor bookkeeping was dominant in foreclosing liquidation of some stores. In a large number of cases new problems brought on by the war.

On the other hand, retailers who discontinued were concerned that discontinuance brought about by decreased purchasing power. Around most of the stores purchasing power had either increased or remained constant during the months just prior to the date of discontinuance.

New Stores

In the preceding article the why of retail deaths was explored. Here we are concerned with the question, "What are the circumstances surrounding the establishment of new stores under current adverse conditions?" To answer this question the Department of Commerce requested its regional business consultants to analyze the factors surrounding the establishment of individual new retail stores in their respective regions.

One store opened on the 14th of March 1945, was included in the survey. Case was limited to food, wearing apparel and hardware stores; as if it was held that such would give a representative picture of the situation.

Complete reports are available on a limited number of entities who have opened their doors in the past 10 months. While this survey covers only a small number of business births, it is believed that the conditions listed here would be duplicated if the coverage were increased. The cases are drawn from all regions of the country.

**NEW TYPES OF SPEAKERS**

FLOOR SPEAKERS

**BRAND NEW**

**FLOOR SPEAKERS**

These games are 'clear' and thoroughly mechanic.

**GUARANTEED**

FIVE BALL FREE PLAYS

- A.B.C. Bowlers
- Boomerangs
- Clover
- Double Coin
- Hit the Japs
- Sea Hawks
- Skyscrapers
- Twin Six
- Wild Fire
- Yanks

**Terms:** 25% With Orders, Balance O. D.

**PRICE:** $75.00 EACH

**FOR SALE**

LONGBACKS AND THOROBEARS

**WANTED TO BUY**

LATE TYPE

CONSOLES AND ONE BALL

<table>
<thead>
<tr>
<th>Wire or Phone Type, Quantity, Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FOR SALE</strong></td>
</tr>
<tr>
<td>St. Louis, Mo.</td>
</tr>
<tr>
<td>Kansas City, Mo.</td>
</tr>
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</table>

**MISCELLANEOUS MACHINES FOR SALE**

<table>
<thead>
<tr>
<th>Model</th>
<th>Price at Once</th>
</tr>
</thead>
<tbody>
<tr>
<td>R. &amp; Y. AMUSEMENT CO.</td>
<td>$275.00 EACH</td>
</tr>
<tr>
<td>1122 Broad St.</td>
<td></td>
</tr>
<tr>
<td>NEWARK, N. J.</td>
<td></td>
</tr>
</tbody>
</table>

**FOR SALE**

SPOOLS AND ALLEY POOL ROOM

Eight Brunswick-Balke Alleys, Four Tables.

Cashing capacity business. For sale because of owner's health.

**J. C. CUNNINGHAM**

FORT ROYAL, VIRGINIA
Cleveland Coin Offers:

FREE PLAY CONSOLES
2 Jumbo Parade, F.P. $100.00
2 Mills Wabash, F.P. $150.00
3 Mills Super King, F.P. $175.00
3 Mills World's Fair, 3/4 Bowler, F.P. $200.00
3 Mills World's Fair, 3/4 Bowler, F.P. $200.00
2 Mills World's Fair, 3/4 Bowler, F.P. $200.00
2 Mills World's Fair, 3/4 Bowler, F.P. $200.00

Bakers Paces
2 Baker's Pace, J.P., Check Separator Model—$325.00 Each.

20 Pokerinos—X-Ray Pokers—7 Foot!
Just off location—Excellent shoes and equipped with new rubber balls—Jamelin Lights have been installed—Automatic pay out—$150.00 each. Also take 18 Balls $75.00 Each, $125.00 3 Dozen, $300.00.

5 Mills Throne of Music—$295.00

4 Bean 'Em's
1 Rotary Claw Merchandise*
1 Batting Practice
1 Jennings Barrel Roll
1 Supreme Keep Punching
1 Watling 100 Rollatop
2 Jennings St Sliver Chief—$196.00

SO LO BOY TYPE SCALES, consisting of 35
Sunbeam—Trailways—Sch. $1 each.

A life
Saco
To receive
If
I best wire us immediately.

Ideal
10 Cattle and 6 Now Era—now being

Just
20 Baker's Pace*, J.P., Check Separator
4 Kentucky Clubs
3 Bag Games. F.P.

FOR SALE
JUMBO PARADE, F. P.
ROYAL DRAW
FAST TIMES
LONG CHAMP, Sr. & Jr.
JENNINGS MULT. RACES
TRACK TIME, Red Cab.

1 Watling 100 Rollatop—$125.00 for the entire lot.

MAYFLOWER SPECIALS

MILLS FOUR BELLS...$757.00
Saratoga...$75.00
KEENEN SUPER BELL
$95.00
KEENEN SUPER BELL
$25.00...

CONSOLES

America's Finest Bugs

Air Circus $159.50
Aqualuna...$69.50
Dexcraft...$69.50
Bando-Wagon $145.00
Romeo...$75.00
Pebble...$75.00
Broadcast...$75.00
New Champ...$75.00
Half Time...$75.00
Palouwy...$75.00
Copt. Kidd...$75.00
Seven Up...$75.00
Clever...$75.00
Dr. Pepper...$75.00
4 Diamonds 95.00
74.00
Mint...$75.00
Victory...$75.00

WRITE—MANY OTHERS—WRITE

—One Ball—

Sport Special $165.00

4 Mills 10c Blue Fronts $26.50

1 Ailas 25¢ Brown

4 Mills 10c Blue Fronts

3 Mills 25¢ Gold Chromes, 256 Payout

3 Mills 25¢ Gold Chromes, 256 Payout

4 Mills 10c Blue Fronts

All bids are held, 50% down, balance in 30 days. All bids are for complete supply of overlift coin cabinets.
simple, the conclusion was that, although on the surface the store looked as if it couldn't last a month, the trend of the owner's relatives would be sufficient for him to go by. Family history and past experience shows us that overboard was low. For all cases, however, the consultants concluded that the number of one-it-hits. So the stores were so poorly organized or financed that failure was within a year. The rate of mortality among new stores is already as high as in the former years. Changes for success of stores opened in 1942. By the happenstance they observed, thus appeared equal to such changes as in former years.

We have a comprehensive statistical data on the number of new stores opening in 1942, available, indicating that the number was less than in previous years. Generally, business mortality, a recognized surplus of retail store openings, arises from lack of available employment for employment in war plants, all had an influence on this trend. Moreover, at scarcity of merchandise and failure both among new and older stores increase in the future, this downward trend will probably be intensified.

Morale Builders

There have been no monuments built to honor retailers in the struggle of maintaining the peace in the home front. Let us consider awarding a few banners to the communities and individuals who have done a good job in keeping the essentials of life moving smoothly.

For too frequently overlooked is the fact that the small-town retailer is graphically expressed by the regional business consultant in Roch-

sham-Family helpers reduced his rate of mortality among new stores is about 5 per cent. In former years, the rate of mortality among new stores is about 5 per cent.

The very real contribution the nation's citizens would be deprived of the services of "consumer's purchasing agents."

**Neighborhood Stores**

In wartime the civilian war workers are even more dependent upon their small retail stores. They do not have the time or the facilities to go to larger stores, and particularly important, therefore, that spe-
elunds, efforts be made to the small-town neighborhood store. No should specialize and stopping stores are concentrated es-
to large cities, and the proportionate number of such stores should be maintained in smaller towns.

**NEW SENSATION!**

Such as Polkarer. New improvement. Improved. 412 South Broadway, New York, N. Y. F. N. T. A.

**FOR SALE**

**BROWN PACE-1942**

**BRADDACK TURNTABLE**

**75 NEW POKORRLLS**

Same as Polkarere. New improvement. Improved. 412 South Broadway, New York, N. Y. F. N. T. A.

**FOR SALE**

**BOB'S DOLL CENTER**

**75 NEW POKORRLLS**

Same as Polkarere. New improvement. Improved. 412 South Broadway, New York, N. Y. F. N. T. A.
in order to serve the needs of the con-
suming public of those areas.

The necessary restrictions on civilian movement, which are imposed by gasc-
oline rationing, make it impossible to bring the goods closer to the con-
sumers.

A further reason for decentralizing retail
distribution is to relieve the already overburdened public transportation sys-
tem and the hard-pressed city retail stores, which are being asked to serve the town buyers. The maintenance of con-
vention stores, specializing in specific goods in small towns and rural areas is, there-
fore, to be regarded as a necessary war measure.

It is significant that such retail enter-
preneurs place the blame on the great de-
livery constituted more than 45 per cent of the market for small stores and establish-
ments in the country in 1939.

Two Major Problems

As recorded in earlier articles in this ac-
ticle, the problem of decentralizing stores, facing small retailers, falls into two main categories—the growing scarcity of goods to sell and the difficulty of sec-
curing adequate man power to operate their stores.

The reports sent in from all regions are in substantial agreement as to the
importance of these problems. The loss of men power occasioned by the army and
as would be expected, practically uni-
form throughout the various regions is
quite as startling as the decrease in its effect has been the migration of sales personnel to more lucrative jobs in
the war plants. This loss of man power is of necessity important to the small
neighborhood and rural small town retail stores, since most of these establish-
ments are operated by the proprietor and members of his family. Indeed,
overburdened public transportation sys-
tem and tire rationing, make it impera-
tive that these stores be decentralized.

An important factor among the causes of difficulties for retailers throughout the
country is the depletion of goods to sell. This lack of purchasing power may ac-
suetly be caused by certain lines of retailers than others. A report from a
regional consultant states that a moder-
ate number of hardware dealers have withdrawn from business in that region. Unless some further relaxation in
the remaining dealers in this line will not be able to live on their present stock.

The consultant in New York reports, 
"Electric appliance shops are hard hit
in the special problems now con-
fronting small business. This loss of man power is more acute by certain lines of retailers than others and the ac-
A report from the Chicago
region shows that a moder-
eetly by certain lines of retailers than
the added load.

A further reason for decentralizing re-
distribute to relieve the already
replacement. Lines of distribution is to relieve the already
overburdened public transportation sys-
tem and the hard-pressed city retail stores, which are being asked to serve the town buyers. The maintenance of con-
vention stores, specializing in specific goods in small towns and rural areas is, there-
fore, to be regarded as a necessary war measure.
**EAGLE PHONO REPLACEMENT PLASTICS...**

<table>
<thead>
<tr>
<th>Description</th>
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<tbody>
<tr>
<td>SHEET PLASTICS</td>
<td>$14.50</td>
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<tr>
<td>GLASS RED OR YELLOW</td>
<td>$14.50</td>
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<tr>
<td>PLASTICS REPLACEMENT</td>
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</tr>
<tr>
<td>PLASTICS REPLACEMENT</td>
<td></td>
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<tr>
<td>PLASTICS REPLACEMENT</td>
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</tr>
</tbody>
</table>

**MUSIC SUPPLIES ACCESSORIES**

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
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<tbody>
<tr>
<td>WURLITZER 5500 Keyboard</td>
<td>$98.00</td>
</tr>
<tr>
<td>WURLITZER 44</td>
<td>$98.00</td>
</tr>
<tr>
<td>PHONOGRAPHS</td>
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**WALL BOXES AND SCALs**

<table>
<thead>
<tr>
<th>Model</th>
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<tr>
<td>WURLITZER 4250</td>
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<tr>
<td>WURLITZER 4250</td>
<td>$20.95</td>
</tr>
<tr>
<td>WURLITZER 4250</td>
<td>$20.95</td>
</tr>
</tbody>
</table>

**CONVENTION SPECIALS**

- **Mazda Phonograph Bulbs**
  7½-15-25-40-60 Watt
  Packed 120 to a Case
  $9.50 Each

- **Mazda Miniature Bulbs**
  M51 - M55 - M63
  $3.85 Per 100
  Tax Included

- **Asst. Insulated Screw Drivers**
  Lucite Handle - 12 to Set
  Shock Proof - Break Proof
  A GOOD VALUE
  $6.00 Per Set of 12

**Soldering Iron (Drake)**

- Fast Heating - Best Quality
  $4.00 Each

**Contribution to Our National Economy**

- The regional business consultant in Atlantic reports, "In general, both wholesale and retail merchants are keeping prices and curtailed production months ago and hedged with all the merchandise they could obtain or thought prudent to buy. These inventories are now being worked off and while they are not noticeably registered in actual business mortality this minor threat is threatening on a large scale within the next few months.

- The regional business consultant in Philadelphia, speaking in particular of stores in the home appliance and muscle states, says, "Small shops have been particularly hard hit inasmuch as they have had neither the capital nor the space to store extensive inventories.

- This statement is typical of reports from the other consultants throughout the country, and is apparently indicative of conditions in almost all lines of retailing.

**DISTRIBUTIVE SYSTEM**

Retailers throughout the country have been forced to adjust measures of the special problems caused by the war. In many lines and in many regions retailers have put into effect economies in operation, such as co-operative pooling of deliveries. Many stores adversely affected by curtailed supplies of goods which they normally handle have put in additional lines of merchandise in order to maintain their sales volume.

- The problems faced by the American retailers, both small and large, are different ones. It is important in the long run to the nation's economic stability and prosperity that the investments of the thousands of enterprises—large, small and medium—be protected to the fullest extent compatible with the prosecution of the war. Upon the economic stability and prosperity of our national economy during the war.

- Both as a war measure and as a constructive step toward a prosperous post-war economy, it should be the cooperative task of private business and of government to insure the nationwide expansion of technical production to the nation's economic stability and prosperity that the investments of the thousands of enterprises—large, small and medium—be protected to the fullest extent compatible with the prosecution of the war. Upon the economic stability and prosperity of our national economy during the war.

- Ed. Note: Additional reports will be covered in subsequent issues.

**FOR SALE**

- **PIN BALLS**
  - **Bar Attire**
  - **Table**
  - **Jugars**
  - **Jugars**
  - **Jugars**
  - **Jugars**

- **CONSOLES**
  - **Bally Coin Box**
  - **Bally Coin Box**

- **PHONOGRAPHS**
  - **Seeburg 1300**
  - **Wurlitzer 750**
  - **Wurlitzer 800**
  - **Wurlitzer 850**

- **WANTED**

- **FUDES** — Our Prices Are Exceptionally Attractive. COMPLETE STOCK WHAT DO YOU NEED?
You Take No Risk on Our 15-Day Free Trial!

EXCLUSIVE AGENTS FOR

SAM MAY INDUSTRIES, 2000 N. Oakley Ave., Chicago, Illinois

Special Orange - Plum Service calls practically eliminated

The market. TOP-NOTCH player appeal, latest MONEY MAKER.

"SHOOT THE JAP"

RAY-O-LITE GUNS

This is a Seeburg Chicken Gun Conversion. These machines have been thoroughly reconditioned and repaired with an adjustment, Blue Lacquer and Black Trim. BID ON A 1/2 deposit with all orders, balance C.O.D. Rush your order today.

MARVEL'S BASEBALL

The most sensational revamp on the market. TOP-NOTCH player appeal, latest style bumpers—rollaway—and best of all—A KNOCKOUT POCKET. A REAL MONEY MAKER.

TRADE-INS ACCEPTED

F. O. B. Chicago

TUBES FOR COIN MACHINE OPERATORS

OPA APPROVED CONSUMERS' PRICES

2A3 - 30 - 76 - 5Z3 - 47 - 6L6

AND MANY OTHER TYPES

WRITE FOR COMPLETE LIST

HARLICH MFG. CO., 1413 WEST JACKSON BOULEVARD

CHICAGO 7, ILLINOIS

PARTS FOR MILLS SLOTS

SPRING KITS

Large Assortment of Various Barrels

$6.75

Bottom Main Bells, 1 Chary or 3/5/6

$.45

Biddle, Dominate Bell, 6 Charya or 3/5/6

$2.50

Pocket Main Bell, 6 Charya or 3/5/6

$2.25

West Pocket Coin Chime, 8

$3.95

Coin Chime, 8, Bell - 1 Chary or 3/5/6

$4.75

In 100 Sets, Bell, 1 Chary or 3/5/6

$4.00

Reward Grid, 1 Chary or 3/5/6 P.O.

$1.10

In Lots of 100. Each

$0.10

Gross Return, 1 Chary or 3/5/6 P.O.

$0.70

Reward Grid for C.Y.T.

$0.35

Mechanical Bell, 1 Chary or 3/5/6

$3.50

Marlin Bell, 10, 25, 50 or 100, for Blue or Bearing

$0.60

Marble Plates for Gold or Silver Chrome, 50 or 100 Set

$1.20

Large Clock Shells, Complete

$3.50

Teller Prize Bar, Blue or Bearing

$0.75

Plate and Frame to Cover Upper J.8. Bell

$.80

Only One J.8. Will Strike

$.80

(Monts of 25)

$0.70

Club Handles, Painted and Chrome

$1.80

Payoff Blue Frame

$0.35

Payoff Blue Bell, 1 Chary or 5/5 P.O. Bell

$0.90

Payoff Blue Frame for Express or Prize

$1.25

Payoff Blue Frame for Use in Payor Reward

$1.50

Card on Brown Front

$.75

Payoff Blue Frame and Frame for Prize

$1.75

Payout Tubes with Reels, 50, 100, 255, 500

$.75

Fruit wheels, 100, 255, 500

$.75

Coin Action Parts for Your Old Lovers, 50, 100, 255, 500

$.50

Top Wheel, 50, 100, 255, 500, on Brown Front

$.50

Vendor Restories

$.50

Reel Glass

$.50

Payout Discs, High Grade

$0.25

J.P. Gates, or 100, 255, 500

$1.00

PARTS FOR GAMES

SICKING, INC. 1401 CENTRAL PARKWAY, CINCINNATI 14, O.

COIN MACHINE EQUIPMENT CO., INC.

Telephone D Verse 3433 • 1346 Roscoe St., Chicago 13, Illinois

The Billboard

125

A Great THERAPEUTIC INVENTION!

TREATS "HARD TO GET AT" AREAS EASILY and QUICKLY

The Sun Kraft double action adjustment cycle means easy setting to reach any part of the body. See how simple it is to treat without assuming an awkward or strained position. Comes complete with gaggles, featherette carrying case and built-in automatic timer. Finished in stein-chrome. Carries Manufacturer's Guarantee. Get your lamp now and cash in on extra pep and vitality.

OPA APPROVED PRICE, $4,50

DEALER'S PRICE $38.70 ea.

GOLD QUARTZ ULTRAVIOLET RAY THERAPY LAMP

For our coin machine friends who work late and sleep late. Keep healthy with sunshine Vitamin D. This lamp is a departure from the conventional lamp. Uses an oscillating circuit and COLD type genuine Mercury Quartz tube. Produces 95% ultraviolet rays, and the violet rays will never burn out. Invaluable aid to war workers; promotes and preserves radiant health and relieves muscular pains. Helps insure study growth and sound development of babies and children.

MILLS 4-BELLS

Thoroughly Renovated and Now Known As—

THE MAY-BELL

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KICKS: 10c, 25c, 50c, $1.00, $2.50, $5.00

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LARGE LAMP SHADOWS, COMPLETE

$3.50

Teller Prize Bar, 10c, 25c, $1.00

$.75

Plate and Frame to Cover Upper J.8. Bell

$.80

Only One J.8. Will Strike

$.80

(Monts of 25)

$0.70

Club Handles, Painted and Chrome

$1.80

Payoff Blue Frame

$0.35

Payoff Blue Bell, 1 Chary or 5/5 P.O. Bell

$0.90

Payoff Blue Frame for Express or Prize

$1.25

Payoff Blue Frame for Use in Payor Reward

$1.50

Card on Brown Front

$.75

Payoff Blue Frame and Frame for Prize

$1.75

Payout Tubes with Reels, 50, 100, 255, 500

$.75

Fruit wheels, 100, 255, 500

$.75

Coin Action Parts for Your Old Lovers, 50, 100, 255, 500

$.50

Top Wheel, 50, 100, 255, 500, on Brown Front

$.50

Vendor Restories

$.50

Reel Glass

$.50

Payout Discs, High Grade

$0.25

J.P. Gates, or 100, 255, 500

$1.00

PUNCH STRIPS: 5c, 10c, 25c, $1.00, $2.50, $5.00

ADJUSTMENT STRIPS: 5c, 10c, 25c, $1.00, $2.50, $5.00

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WAGON WHEELS
CONVERTED FROM
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WE ARE ALSO REVAMPI NG
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OKLAHOMA From LEADER
STREAMLINER From STARS
GRAND CANYON From DOUBLE PLAY
SANTA FE From W EST WIND
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- Mills 10c Blue Fronts
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- **520 Tower Sides**  
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  $1.00

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We will pay top market prices.

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  $19.50

- Mills 1 Dollar, Blue Chrome, P.F.  
  $16.50

- Mills 5c No Screen  
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- Mills 10c No Screen  
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- Mills 25c No Screen  
  $9.50

- Mills 50c No Screen  
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- **Jenn Silver Moon**, L.P.O.  
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Ask any Music Merchant who is operating Modernized Wurlitzers. He'll tell you they knock the spots off any automatic phonograph playing today. They land better locations and they hold them like glue. They make more money for the Music Merchant and more for the location, too. They are simple and economical to service.

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