

FALL SPECIAL

JUL 25 1944

PERIODICAL ROOM  
GENERAL LIBRARY  
CITY OF WASH.  
July 29, 1944  
Price 25c

# The Billboard





Thank you---

## VICTOR RECORDS

for re-instating these PASTOR records  
in your catalogue of

MUSIC AMERICA LOVES BEST

B-11008 { Paradiddle Joe  
Adios

B-11376 { Blossoms  
Get Happy

and for REISSUING

30-0827 { DANCE WITH  
A DOLLY

(With a Hole in Her Stocking)

Thank you---

**FRANK L. ANDREWS  
and CARL SNYDER**

for 12 swell weeks at the  
**HOTEL NEW YORKER, N. Y.**  
(Closing July 29)

Thank you---

**COLUMBIA BROADCASTING SYSTEM**

for 5 air shots a week  
for 12 weeks

## Schedule

July 30th thru August 5th  
**HAMID'S MILLION DOLLAR PIER**  
Atlantic City, N. J.

August 5th thru 17th  
**ONE-NIGHTERS—BALLROOMS—THEATRES**

August 18th thru 24th  
**EASTWOOD GARDENS, Detroit, Mich.**

August 25th thru September 5th  
**ONE NIGHTERS**

September 6th thru October 3rd  
Return Engagement—4 Weeks  
**ROOSEVELT HOTEL, Washington, D. C.**

Tony

# PASTOR

# FARDON GIRDS FOR VICTORY

## Plenty of Pic In Fall Ether

### Three New York stations plan program skeds as a 'Preview of Post-War Tele'

NEW YORK, July 22.—The fall looks like the most active video season here since the beginning of the war. The three active tele orgs are set to experiment, within war-imposed limitations, in programming, equipment, techniques, make-up and sets. DuMont, NBO and CBS are getting set for the what one tele man calls "the preview of post-war television." The boys are trying to ready themselves for commercial operation and their ambitious plans reflect it.

The DuMont studios are going to spend a good deal of their time working over their equipment, trying to streamline it and reduce the size of cameras so that they are not so cumbersome. They are trying new ways of mounting the camera and mike to see if it's possible to operate with only the lens and iconoscope in the studio. Sam Cuff, DuMont's New York general manager, says that their feeling is that the smaller the camera and the fewer booms hanging around, the better scanning can be. One theory that they will try is mounting of the camera and mike overhead. The camera itself may be placed in a special booth off the floor. And a new studio is being readied for a September 7 prem. Sunday, Tuesday and Wednesday remain the DuMont televising nights.

DuMont programming will follow its present pattern with work by Storm (See Fall to See Plenty on page 12)

## Good Fall for Orks Forecast

### Headaches of band leaders are lightened—jobs and \$\$ seem better than past

NEW YORK, July 22.—It's going to be a good fall season for the boys in the band biz. There's more money being paid, and some of the headaches that have haunted leaders the past season are slowly being cured.

The pattern of the coming fall season is a familiar one. Bands that performed at hotels last year find themselves booked for the same stands for the coming season. Theater dates are a little confused in some spots due to long run holdover pictures, but one by one, double bookings are being eliminated, and gradually the future becomes clearer, to the point that most orks today have a rather definite shed ahead for the days before snow flies.

Increased dough for dates for the bigger, better bands, is not always balanced by increased publicity for the show case spots orks play to keep up their prestige—radio views are few and far between. But even here a ray of light shines thru. Bands do get on the air, and records are being made by Decca and independent companies—and just around the well-known corner there seems to be some kind of a solution of the record biz that has kept so many biggies from waiting for to these many moons.

A solution to the record problem would possibly be the most welcome would possibly be the most welcome (See NAME BANDS SET on page 15)

## No Spirit of Defeat Mingled With Sorrow of Circus Folks

By Beverly Kelley

Author of Circus Books and Magazine Articles and Radio Publicity Director of Ringling Show

THE Hartford circus fire is still smoldering. It is smoldering in the eyes of circus people, still staring and dazed at what they saw. The look will go out of their eyes in time, but it is seared into their memories forever.

The proud banners of The Greatest Show on Earth are trampled in the charred ruins of the foremost tragedy ever to befall the outdoor amusement world. Its trumpets are silent, ground into the dust.

The fire still burns in the plight of the Big One, in the hands of authorities. Some of its officials are charged with manslaughter—with responsibility for inadequate safety measures. What comes of this will all be written into court procedure. It will all be there—all except the ache in the hearts of troupeurs and that remembering look in their eyes.

Circus people know that there was no intentional lack of vigilance where safety was concerned. But they know, too, that the best of intent is not always sufficient in the swift onslaught of misfortune. They remember the saying that

the streets of hell are paved with good intentions and they have remembered it since they stared into the open maw of hell while helping to carry the bodies of children from the place that had been a happy haven of make-believe a few moments—or a thousand years—before. The first thought of show people from time immemorial never has been for its own. Always the guest has had first consideration when disaster struck. That is why May Kovar, British wild animal (See Circus People Sure on page 46)

## Niteries Plan Better \$\$ and Acts for Fall

### Ops Are Optimistic Again

By Bill Smith

NEW YORK, July 22.—Three months ago night club ops, in New York, anyway, were running around like Humpty-Penny in the nursery rhyme, screaming that the sky was falling down. Business, they all agreed, would not only be lousy on account of the cabaret tax, but what was worse, would never pick up. Many a spot, seeing what it considered to be the writing on the wall, cut out its taxable talent, tried to buy cheaper acts, slashed operating expenses to the bone, or, in some cases, called it quits and hung out a "closed for the Summer" sign.

But all that was three months ago. Today the same gloomy owners are not only looking at their books with smiles on their faces, but what is better, are planning to spend a lot of folding money for talent when the leaves fall.

On Broadway, Lou Walter's Latin quarter is spending \$9,000 a week for acts, or about the same it paid for talent in 1943. Last summer, Walter said, niteries was terrific. But that he attributed to special causes. The gas restrictions and traveling difficulties kept people in town. So, instead of large going-away week-end parties, customers jammed niteries. When the 30 per cent tax went into effect April 1, grosses naturally dropped. April biz at the spot was off 30 per cent as compared with April, 1943.

### Walter Sees Big Fall

The fall outlook, according to Walter, is excellent. The only fly in the business ointment that he can see is the (See Clubs Nix Budgets on page 24)

## Fall Road Big; UBO Has 90 Shows Booked

### Guild Has Top Plans

By Bob Francis

NEW YORK, July 22.—While the heat and general summer doldrums have belted a heavy body blow, all signs point to a fall road renaissance which looks to add up to a play crop as good or better than last year. Of course, many plans are still merely a glint in a producer's eye, but there are enough fairly definite commitments already to signpost both the road and Broadway for what can turn out to be a banner season.

Not counting all the "ifs and whens," the United Booking Office already has some 90 productions on its ledgers for a fall start. About a third of these are sketched for Broadway after a test unveiling. The rest are due to trek. So, it appears that increasing transportation difficulties and travel priorities to the contrary, the hinterland is due to get its full share of live shows.

The Shubert plan to send out the (See Bookings Indicate Top on page 30)

## Food Themes Again to Fore

### Third wartime year sees numbers swell — Pearl Harbor dated enlistment

CINCINNATI, July 22.—More agricultural fairs on this continent have joined the "Food-Fights-for-Freedom" parade this season than have been on the rolls since 1941. The great majority of the 2,000-odd State, district and county annuals that draw 60,000,000 people thru their gates yearly will be held in this third year of World War II.

The enlistments for maintenance of public morale which began on the day of Pearl Harbor have constantly swelled until now practically only the plants in military use or those affected by peculiar local conditions will not in '44 be show windows of the nation to reflect its produce output, to bolster every phase of the war effort, to educate in conservation of war necessities and to entertain the multitudes who annually crave the surcease of the grandstand shows, tracks and midways.

With the food theme are slanted patriotic and military features, including combat shows, displays of fighting equipment and commercial exhibits which give a glimpse into future living. War-aid efforts will include sales of War Bonds and Stamps for which fairs have been officially lauded by the Treasury Department in Washington. Victory Gardens, Red Cross work and blood donations, food preservation classes, morale-sustaining exhibits, emergency relief-fund raising, entertainment of armed forces, protracted youth activities, educational presentations of army, navy, marine corps and WACS, WAVES and SPARS and running the gamut of (See Revivats Small Bester on page 22)

## All Regulars Back on Fall Network Air

### Time Tight on Senior Nets

NEW YORK, July 22.—New shows, public service spots and sponsors looking for a good slot are going to forego the pleasure of a seg on the senior nets, unless there are a lot of cancellations ahead, which doesn't seem possible now.

The fall line-up of shows will be different in a number of cases but the same sponsors will be paying the bills and the bills will be in the same round numbers—a little up here and there. On the Junior nets, the Blue and MGK, there's still choice time available, and since few commercials left the air, the fall changes are more in the form of a changing approach to programming rather than a changing seg line-up.

Of the NBC summer replacements which seem to be catching on and which may land a permanent place in the ether line-up, Alan Young, Harry Savoy and Charlotte Greenwood seem the most likely to last out the summer vacations. Only Harry Savoy, however, seems to have his summer sponsor on the hook for the fall.

The parade back, at the moment, starts August 15, with Burns and Allen (See Fall Skeds Set on page 42)

### In This Issue

Bands & Venue Groups	28	General Outlook	78-83	Reviews, Night Clubs	93
Broadway	32	Legitimate	80-81	Yams	98
Circuit	33-34	Operatic	82	Risks-Risks	94-95
Circus	44-47	Musical	82	Radio-TV Films	96
Classified Ads	57-59	Merchandise-Pipes	64-77	Results, Arts	20
Columbia Contests	25-28	Music-Merchandise	78-81	Caribial	79
Cuba-Machines	24-32	Music-Persianity Quest	17-21	Drumbeat	81
Cambria Revue	42	Night Clubs	24-29	Ice Shows	7
Opera	43	Parto-Pops	45-49	Sponsorial Remits	42
Patrol	44	Pipes for Pichman	75	Solebrities	12-14
Patrol	45	Radio	8-14	Vandellite	21-29
Patrol	46	Resorteries	94	Vending Machines	92-98
Patrol	47				

# Markova, Dolin Prove Concert-Terp Pull Again

NEW YORK, July 22.—As heretofore repeated, the ballet has been cutting itself an important slice of showbiz cash and kudos. There is nothing odd about a soloist any more when the tulle-and-tights get together on a stage. However, when two artists, even such top performers as Alicia Markova and Anton Dolin, pack the Lewisohn Stadium to the tune of 22,000 customers for a duo concert dance program, it goes a long way to prove the vintages and twirls are completely in the groove with mass audiences. Their single appearance at the stadium had the balletomanes hanging by their eyebrows from the colonades for the biggest turnout so far this summer.

In spite of the fact that the evening got off to a slow start, it built successfully for a conclusion which brought (See MARKOVA, DOLIN on page 30)

## "Minneapolis Aqua Follies"

(Reviewed Thursday Evening, July 21) For the second straight year, Al Sheehan, WCCO radio exec, has a winner in his 1944 Aqua Follies, again the top-flight attraction of the annual Minneapolis Aquatennial. Altho Follies is five years old, this is Sheehan's second year as production chief and he has covered himself with even more glory than in 1943 with this presentation. As in past year, Follies was staged in the 5,000-seat amphitheater in Theodore Wirth Lake at the western edge of the city.

Preview to the two-hour show presented by eight-year-old Dianne Elgens, Minneapolis product. National anthem, sung by Penny Perry, accompanied by 12-piece Water Follies orchestra directed by Vern Rooney, opened.

Dave Barry, mime-omne last year, is back this season, and is better than ever. First production number, *Summertime*, has 16-girl dance line on stage for some excellent steps created by John Williams, stage production director. Costuming is excellent and girls are Twin City tops with looks and ability. The home-bred 24-girl water ballet (University of Minnesota students directed by Helen Stary) takes to water for number titled *Tramp-De Aqua* (short).

Local water ballet in a few short years has become one of the best in the nation. Their precision swimming is something worth seeing. Best of the numbers is the chain swimming.

First diving event from the three and five-meter springboards on both sides of the pool was presented by Patty Fairbrother, Marion Mansfield, Dorothy Ziegler, Earl Clark, Al Greene, Charlie Diehl and 16-year-old Whitley Hart.

Three Carroll Sisters, Minneapolis vocalists who got their start at Curly's night club here three years ago and have since gone places in radio, are back home for the Follies. Their *Old Gray Bosser* in swing and *And Those Great, Big Beautiful Eyes* got big hand.

Ed Canale, funnyman diver, takes over for a few minutes of comedy patter with Barry to big applause. Gloria Callen, Follies star, was in the pool for her initial appearance. The girl has looks, ability and form galore.

Memory Lane, second production number, was on comedy side. Participating in the 16-girl line, dressed in various Gay Nineties costumes, and a male barbershop quartet singing oldies. Number is climaxed by Libonati Trio, father-son-daughter xylophone act. Brother and sister do some comic dance steps, while dad handles xylophone. Winds up in a fast jitterbug turn that has audience in the aisles. Act has to beg off.

Second diving act from the two high towers brings gasps from the audience, as Jimmy Patterson, June Brock, Patty Fairbrother, Marion Mansfield, Dorothy Ziegler, Earl Clark, Al Greene, Charlie Diehl and Whitley Clark perform their stunts. Barry takes spotlight to himself for his mimicry billed as *The World Today*. His impersonations got big hand. Funniest act on the bill was Larry Griswald, water clown, lively and breath-taking. Does a drunk on a diving tower. Griswald's act gets better and more thrilling each year. Uproarious applause.

Production number features the water ballet on surf boards and is highlighted

# GI's OK Billboard

WASHINGTON, July 22.—The army announced last Wednesday (19) that among the 180 magazines which it has okayed for distribution to troops without scrutiny, was *The Billboard*. BB was the only showbiz trade paper included in the list, which was the result of a survey conducted since last April among the soldiers in 17 army posts.

An actual sampling poll among some 250,000 GIs was conducted to compile this list and this sampling was combined with an analysis of sales in post exchanges as well as a study of the subscriptions taken out for and by the GI's overseas.

While GI interest in *The Billboard* might have surprised the general public, it was no surprise to amusement industry itself, since USO-CSI units and special service officers report having seen BB wherever they have been sent to entertain. The army announcement was just official recognition of *The Billboard's* standing with showbiz troops here and abroad.

## Quiz Bar for Canteen

FORT WORTH, July 22.—A quiz bar has been inaugurated as a weekly feature for the Teen Canteen, maintained for high school students. Each Friday night KPJZ will conduct a quiz from the soft drink bar at the canteen. Cash prizes will be offered for right answers.

Those who are quizzed will be taken from the dance floor between dances where juke box music is enjoyed. Occasionally the canteen hires an orchestra.

The canteen is sponsored by leading business and professional men and women as a solution to the juvenile delinquency problem.

# WCFL Program Labor's Example On How To Reach an Audience

CHICAGO, July 22.—Labor organizations in this area will have a new chance to bring their public relations messages to radio listeners by means of a series of programs now being planned by WCFL, local indie owned by the Chicago Federation of Labor, AFL. Station hopes to start sometime in September a weekly half hour dramatic series in which AFL leaders will be able to show how their activities prove the contention that "labor's gains are America's gains." Unique but understandable point of the entire scheme, however, is that because WCFL is owned by the Chicago Federation of Labor, and therefore AFL all the way, the CIO will not be given time during the series.

Kick-off of the plan will be a special hour's program on Labor Day. For this occasion, which will use a large dramatic cast and full-size orchestra, Studs Terkel, who is climbing to popularity here after a long tenure in Detroit radio, and Lou Schendel, president of the Radio Writers'

by Lu Cellia, exotic dancer. Her gyrations very good. Big hand. After she leaves stage, water ballet turns air-boards into frogs.

Miss Callen and partner, Howard Crane, do precision swimming to oldie club's offering of *Amor*. Very good. Ed Canale's diving maniacs turn the pool into a riot with their comedy. All the divers, men and women, take part in this one. Finale is salute to the armed forces. Penny Perry warbles *Goodnight, Soldier*, followed by *White Christmas*, as Christmas tree lights go on all over stage in prayer for the war's end and the boys' return by yuletide. Barry then does monolog on navy's part in war, and a dozen or more sailors attired in white come jumping of the two high towers into the water.

Theodore Duffield fireworks display winds it up. Prem had hardly 4,000 in stands because of chilly weather.

Jack Weinberg.

# Ina Claire Wins Tax Appeal On Biz Deductions

HOLLYWOOD, July 22.—Performers are getting their first break in the tax situation here now that California Circuit Court of Appeals has ruled that taxpayers have the right to deduct from their returns expenses which were incurred while on business trips. Decision was handed down when Ina Claire filed an appeal, after U. S. tax court refused deduction actress had made for expenses while away from home. Amount was \$4,630 and was deducted from 1939 return.

Result of decision of appeal court is expected to have widespread effect in showbiz, for new ruling would allow actors, directors, producers and execs to deduct their traveling expenses while on business trips.

# Ivory Ticklers Big Mex Stuff

MEXICO CITY, July 22.—There's a big demand in Mexico for piano thumpers. Every cabaret, cocktail lounge and restaurant has one, and they are running the juke a close second for popularity. Most tunes played are popular American numbers mixed in with the best of the Spanish ditties.

## CBC Shifts Three

TORONTO, July 22.—H. G. Walker, former prairie representative for the CBC, has been put in charge of the corporation's Dominion net. James Finlay succeeds him as prairie rep.

At the same time Ernest Morgan was moved to Toronto from his job as program director on the Coast to the newly created position of supervisor of exchange programs.

Guild, have written a history of labor in America from the 17th century to date. Script presents the thesis that, as well as fighting for its own gains, organized labor has crusaded for free education, women's suffrage and many other social advantages.

Howard Keegan, WCFL's manager, hopes that the format of the show will point out to AFL leaders here the public-relations merits of a labor program that holds listener interest with soap-opera drama. After the initial program, other AFL orgs, such as bakers, painters and bricklayers, will be given a chance to present their histories in the same manner. According to present plans, WCFL will denote the time and the unions will pay production costs for the series.

Radio leaders here view the planned WCFL series as another step toward the goal line which will be crossed when all labor organizations realize that, as well as time on the air and retain listener interest, they must have programs that are equal to, or better than, existing commercial airings.

# Billboard Caseys

NEW YORK, July 22.—Behind the stellar short-stopping of Joe Caisa of *The Billboard* and the superb third basing of Marty Schrader of *The Billboard*, neither of whom made more than three errors per inning, the trade press pulverizers overbathed the NBC ringers by the top-sided score of 15-14 before a cheering mob in Yankee Stadium today. Winning run was driven in by Iron-man Joe Caisa in the second inning when the score was two-one. Schrader threw John Royal, NBC v.-p., out at first base in the first inning.

Steaming into second base on a sensational steal in the first half of the first, Schrader was critically injured and rushed to Polyclinic Hospital by way of Toots Shor but not before he had put the trade team in a position to make a Garrison finish by committing two errors, thus allowing seven unearned runs for NBC.

Several others also played on the trade team. Paid attendance: 8.

# Club Booker Finds Spieliers OK for \$\$

CHICAGO, July 22.—James A. Roberts, booker and personal manager here, has just rounded out a list of adding a speakers' bureau to his list of activities, which gives him the distinction of being the first club date booker to specialize in the handling of speakers and lecturers.

Roberts entered the field because of the demand for this type of talent for dinners and luncheons. In less than a year's time, this new department has been responsible for 38 per cent of the total business of the office, receiving anywhere from \$100 to \$1,500 for a date. Depending on the celebrity and the occasion. It also has offered other agencies an opportunity to secure speakers for their special accounts.

Office's stable now includes Irving Pfaum, foreign editor of *The Chicago Times*; Preston Bradley, Arch Ward and Bob Becker, of *The Chicago Tribune*; Al Wynkoop, humorist; Art Briscoe, Margaret Dodd Brown, Suif Bengales, Dr. Gerhard Schacher, "Private" Leisand Strupson, James K. Thompson, P. Harold Orman and Dr. James C. Hollenbeck. In addition, Roberts also has been offering Uptown Close in this territory.

## Newark Stage Door Canteen Closed for Summer Fix-Up

NEW YORK, July 22.—The Newark (N. J.) Stage Door Canteen will close Sunday (23) for the rest of the summer for re-decoration and repairs which include the installation of a ventilation system.

Canteen has been open just over a year and has served 94,000 uniformed men. The American Theater Wing plans to reopen the basement bistro early in September.

## Long, New Yorker, July 31

NEW YORK, July 22.—Johnny Long and ark go into Hotel New Yorker here July 31, and not July 21 as was typographically mis-stated in Long's ad in last week's issue.

<b>STOCK TICKETS</b>		"Once this wild foundation is destroyed our democracy dissolves into anarchy."		<b>SPECIAL PRINTED</b>	
One Roll ..... \$ .75	Five Rolls ..... 2.50	<b>The Best Way To Get Your</b>		Each With Order, Prices:	
Ten Rolls ..... 5.00	Fifty Rolls ..... 17.00	<b>TICKETS</b>		2,000 ..... \$4.25	
100 Rolls ..... 80.00				4,000 ..... 4.82	
<b>ROLLS 2,000 EACH.</b>				6,000 ..... 6.81	
Double Guarantee				10,000 ..... 7.15	
				25,000 ..... 10.45	
				50,000 ..... 13.75	
				100,000 ..... 22.00	
				2,000,000 ..... 110.00	
				4,000,000 ..... 170.00	
				Double coupon, Double price.	

**SPECIAL PRINTED TICKETS**

RESERVED SEAT—PAD—STRIP COUPON BOOKS—RESTAURANT CHECKS—VALISE—BOOKS—AND ALL ALLIED FORMS.

**100,000 (\$22.00)**

409 LAFAYETTE ST., N. Y. C.  
82 W. WASHINGTON ST., Chicago  
615 CHESTNUT ST., Phila.

**ELLIOTT TICKET CO.**

# Fall Skeds Set With Regulars

## India May Be Sock Market Come Peace

### 100 KW Station To Help

NEW YORK, July 22.—Most significant development in the history of radio in the Far and Middle East, according to Art Feldman, Blue newscaster just returned from India, London and Algiers, is the erection by the All-India Radio Corporation and the British Ministry of Information of a 100,000-watt station in New Delhi. This station, said Feldman, is currently broadcasting only psychological warfare propaganda, but the trade thinks that it may be the forerunner of extensive broadcasting development in radio-backward India and a consequent market for American techniques and sets.

India at present is served by the most rudimentary of radio equipment, Feldman said. He told of the prevailing situation in which no telephone lines are available and all relays have to be accomplished for as short distances as 25 miles by low-power short-wave transmitters. With the coming of American troops to the country, attempts were made to install an American forces network similar to the one in operation in England, but it was nixed by the Indian Nationalists who hold all but two key posts (news director and chief engineer) in All-India Radio. One low-power station was installed in New Delhi, none anywhere else. However, the new 100,000-watt station, it is felt, represents not only a substantial step in improving the wartime India radio problem, but is also said to have tremendous post-war possibilities.

Several radio men queried, said that the big station at New Delhi there, particularly if BBC goes commercial in '46, will have something to sell. American sets, at cheap prices, can be sold to the Indians, and American know-how will be in great demand. Following this should come the demand for American products.

One figure in the trade said: "There (see *India May Be Sock* on page 9)

## CBS Prexy Visiting U. S. for Conference On Psycho Warfare

WASHINGTON, July 22.—Returning to the United States for what he described as a "very short" stay, William S. Paley, as a "very short" stay, William S. Paley, chief of radio, psychological warfare division, SHARP, arrived by plane from England Saturday (22), directly following a trip of inspection through the areas of the Normandy Peninsula occupied by Allied troops. Mr. Paley, who is on leave of absence to the Office of War Information from his position as president of the Columbia Broadcasting System, said that while here he will confer in Washington with officials of OWI and the War Department about further plans for the functioning of his section of the psychological warfare organization.

Paley likewise declined to make any comment on post-war broadcasting in the United States or the plans of CBS in this field. Paley doubted if it was proper for him to comment, in his present status, on his company's future activities, and suggested that such inquiries be directed to Paul W. Kesten, CBS executive vice-president, who is in charge of the company during his leave of absence.

## New CBS War Correspondent

HOLLYWOOD, July 22.—Tim Liemert, CBS staff announcer, has been made assistant to Wesley Edwards, network correspondent in Honolulu. Liemert will be given rank of war correspondent for the web in the Pacific Area.

### Editorial

## Dangerous Silence

WHEN several months ago Nathan Straus, new owner of WMCA, New York, announced that he would follow a policy of airing controversial issues, within certain limitations, many segments of the radio industry jumped on him and predicted the day when the crackpots, enemies of the nation and an assortment of pleaders for special causes would make of WMCA a sounding board for their ideas. Said Straus at that time: "We will try to make reasonably certain that purely partisan attacks will not go unmaneuvered and that no one will make statements over our station that are detrimental to the national welfare."

On July 7 a skadded speech by New York State Senator Fredric R. Coudert was censored on the grounds that it was a purely partisan attack on the administration instead of an expected patriotic oration. It also, said WMCA, stirred one of our allies. Immediately, that section of the press which seems to wait for a chance to lash out at radio and/or liberal thinking, seized upon the incident to make political and business capital. Telling its readers that this act represented typical radio operation under the New Deal-dominated FCC, Hearst's New York Journal-American implied that the only reliable source of information in the country was the newspaper, and even so different a paper as the staid New York Times said that Straus was in the wrong.

The political implications of the case do not concern us here. What does concern the industry is the fact that those who originally attacked Straus on the grounds that he would not monitor his material, are now strangely, almost vindictively silent.

To the radio industry, then, an ill turn is being done by its own members. For when a man stands on his rights as a station owner, and when he carries out his stated policy in a manner that is, in general, agreed upon by all the industry, he deserves the support of his colleagues. And even more than that, by its brooking silence radio is allowing itself, thru WMCA, to be slandered, reviled and held up as a horrible example to the reading public. By closing tight its oft-times vociferous mouth, the industry allows to be cuffed, beaten and slashed its most vaunted possession, the freedom to determine, within reasonable bounds, what will go on the air.

If the industry continues to hide in its corner, what Mr. Straus calls "the pressure groups that are trying to stifle our (radio's) freedom," will become again and again hoarse-throated in their slanders against radio.

WMCA is a New York indie. But webs, too, can be attacked. And the longer the silence on WMCA, the greater the nets vulnerability to these same attacks.

Precedents are dangerous things.

## Chi Sees Shift From Packages To Net Staff Talent Shows

CHICAGO, July 22.—Nets and stations here seem to be stopping the buying of package shows from talent bookers. According to one of the best-known bookers in town, three instances occurred in the past few weeks which indicate that nets and stations are compelling sponsors to use staff talent already on the nets' and stations' pay rolls. According to this same booker there is a possibility that unless this trend is reversed talent offices here will soon be selling no shows at all to radio.

Rule 12A of AFRA, passed in 1943, says that nets and stations can not handle talent, but it said nothing about packaging of shows by these same sources, so the move is entirely permissible and open and above board. Its principal implication is that eventually there might be no such thing here as the selling of talent to radio by bookers. Unless AFRA changes its rules, say bookers here, there is little that can be done to change existing conditions. In Hollywood the Artist Managers Guild has been strong enough, because of its affiliation with Screen Actors

Guild, to prevent such a move. Here the Entertainers' Management Association is not that strong.

### Must Use Staff

In one of the illustrative cases here, a sponsor was willing to use a variety package show suggested by a booker, but a station said that if a staff newsmen was not used the time could not be purchased. At a net just about the same thing happened.

The logical and understandable theories of the stations and nets seems to be this: If we package our staff talent we don't have to pay it much more than salary for commercial work. But, on the other hand, we can charge the sponsor for talent, and the difference will look good in the bank.

## Morgan Back on Maxwell Aug. 31

HOLLYWOOD, July 22.—New Frank Morgan show for Maxwell House will tee off August 31. Format of show is due to be mailed next week at Benton & Bowles when Morgan planes in from Mexico City.

No details of show have yet been set but it is expected that plenty of top talent will be included in the line-up so as to cut Morgan's burden.

While no one will get star billing except Morgan, there will be plenty of assistants on hand to be sure the show doesn't bog down. Whether half hour stanzas will be devoted to type of comedy Morgan used on Maxwell House last season or not will be decided upon at meeting next week.

## Senior Nets Really Tight

Savoy catching on with two others getting audiences; Sunday battle best

(Continued from page 3)

returning to CBS on that day. Frank Sinatra treks back on the following eve, August 16. Newsies for the fall that precede the B. & A. return are the Cudahy Packing Company show, Tins and Tim, which bows in August 7, for a cross-the-board swim from 8:15 to 8:30 and the KC Jamboes featuring Curley Bradley, cowboy singer over NBC. And on the Sinatra day (18) Jack Carson returns to his former time, 9:30 to 10 p.m.

The end of August sees Kay Kyser back on the air in the same slot as before, and the Davis-Haley Sealtest shindig pushing Edward Everett Horton off his summer spin. They're looking for a story saint to change the Joan Davis man-chasing character but they're worried that Joan, without a man to chase, may not be so plucky on the Hooperings.

### Starts in September

With August out of the way, the parade back really starts. Henry Aldrich slips in September 1, a little ahead of advance skeds. Major of the Town shifts to Saturday, September 2. On the third, The Great Gildersleepe lightens up Sunday's NBC evening; Edgar Bergen brings back the little wooden-head, Charlie. The Lux Radio Theater is skudded back the following night. Lockwood's Man Named X (holding down part of the Lux Theater time for the summer) hasn't caught on enough yet to assure its being shifted to another net spot, altho CBS hopes to hold the Lockwood account and expects that X may catch itself an audience. Scheidly will drop its sock The Doctor Fight, on the 6th for This Is My Best.

Truth or Consequences is set for September 9 with Ralph Edwards without current draft worries. Information Please gets back on NBC on the 11th. Columbia Presents Corwin, CBS ace sustainer, bows off September 5, and will be replaced by the Wrigley bank-rolled Service To the Front on the 12th. This is a shift from a Friday to a Tuesday show and is no doubt made because Corwin and is no doubt made because Corwin (See FALL SKEDS SET on page 14)

## CAB Goes After Producer Agent "Membership" Biz

NEW YORK, July 22.—The Co-Operative Analysis of Broadcasting organization this week tipped off the reason why program producers and talent agents have been receiving build-up mailings on the org. The co-op org that makes available the Crosley ratings has decided to sell the releases in the form of "memberships" to indie producers and agents, at the rate of \$75 a month. If the company buying the services does both producing and tapping of talent it will cost them \$100.

It's something new for the CAB to sell its services but George Allen, general manager of the group, did not think this shift in policy was worthy of a news release. "It's just," said Allen, "an expansion of our services."

The Hooper organization, on the other hand, has always sold producers or anyone desiring the Hooperings, the service, setting a figure that was in line with the earnings power of the authorizing organization. An exec of CAB explained that since Hooper was in the survey business, the figures naturally have always been for sale.

## 'Darts for Dough' Comes Up Out of Texas for Pepper

HOLLYWOOD, July 22.—Summer replacement for the Al Pearce show will be Darts for Dough, which tees off from here August 6.

Show was originated by Orylle Anderson and has been featured on a Texas network for several years.

Anderson arrived here July 24 to set up the show. Show will be bank-rolled by Dr. Pepper.

# Democratic Convention Scoop Show

## Nets & Indies Land Firsts

Radio reporters prove that the other fellow still can be beaten getting news

By Cy Wagner

CHICAGO, July 22.—"I think radio has done a marvelous job of covering this convention." These words, spoken by Senator Sam Jackson, of Indiana, permanent chairman of the 1944 Democratic National Convention, summarized all the praise voiced here by statesmen and lay listeners for the work done by the radio industry of the United States in its all-embracing description of the convention. With special pre-convention broadcasts from the Stevens Hotel, convention headquarters, and with later programs from the Stevens and from the Chicago Stadium, the hall in which the delegates met, radio, according to trade and neutral leaders, did a job equaled only by its coverage of the invasion.

Radio executives claimed the industry did a better job covering the Democratic Convention than was done during the broadcasts of the Republican conab here a few weeks ago. Proof of this, they say, was indicated by the scoops scored by all nets and some independents. The scoops and "firsts" came so fast that before the convention was over it became apparent that more than ever before, radio proved its superiority as a news disseminating agent.

With its ability to reach the public with news quicker than the newspaper, radio, of course, has an inherent advantage. But the way in which the industry used this advantage was the best indication of the work done by radio's news and special events men. One case, involving a news beat scored by the Cowles stations, KRNT, WNEK and KBO, is a good example. On Tuesday (18) at 9:30 p.m. the Cowles staff was able to interview Dick Mitchell, Democratic candidate for governor of Iowa. Mitchell described in essence the speech he intended to use in placing Henry W. Wallace's name before the convention for the vice-presidential nomination. At least 24 hours later this information was given to the wire services by CBS. The wire services, not having the information before, then used it for the first time.

### The Mutual "Beat"

Mutual had a case that was illustrative. Mrs. Olive Clapper, wife of the late Raymond Clapper, Representative from Pennsylvania and Secretary of Labor Perkins on one show. The wire services covered the broadcast and used information gathered there in later stories. These are just examples and many more could be cited for all the nets—NBC, CBS, Mutual and Blue.

Just a few other examples, however, prove conclusively that radio reached new importance as a news gathering medium during and a few days before the convention. For one show, CBS can take a bow. One of the most important questions discussed before the convention started was whether or not President Roosevelt was going to back Henry Wallace. Realizing this and discovering where Senator Jackson was going to read the contents of a letter from Roosevelt answering this question, CBS men, under the direction of Special Features Director Paul White, arranged to be there when Jackson read the letter at a press conference. Neither Jackson nor the newsmen knew that Bill Stocum had run a line and a mike into the room. When Jackson started to read the letter John Daly shoved the mike in front of his face, and the news went out to nation. When Henry Wallace arrived in town, CBS and NBC scored a joint beat. They had microphones at his first press conference, to the chagrin of the news- (See Dem. Conclude Scoop on page 4)

## More Radio Tubes For Rest of 1944

WASHINGTON, July 22.—At least 100 and possibly 200 per cent more radio tubes for civilian use will be manufactured and distributed in the last half of 1944 than in the first half, according to figures released Thursday (20) by the NAB. Between 95 and 40 per cent of the sharply increased production is expected to be shipped in July and August.

## Now It's "Real" Stories

NEW YORK, July 22.—Mutual preema July 31 a new seg called *Real Stories From Real Life* (3-3:15 p.m. EWT), featuring dramatizations of stories from *Real Story* mag. Show originates from WOR, New York, and is being backed by Hillman Periodicals, pub of *Real Story*.

Radio adaptations will be done by Frank Dehm, with Jack McGregor handling the producing chore until Joe Ripley returns from vacation two weeks after the preem.

## Jean Harstone to Kudner

NEW YORK, July 22.—Jean Harstone, until recently assistant director of network promotion for NBC, has joined the public relations staff of Arthur Kudner, Inc.

Last season Miss Harstone organized and directed the national campaign for NBC's *Parade of Stars*. Before joining NBC, she was for eight years an account executive for the McCann-Erickson Agency.

## Blue's Crew-Type of Coverage Gets Okay From Convention

Johnny Johnstone builds rounded news staff for Chi and gives it its own head to do a job—result is coverage that makes politics like it and makes listeners listen to Blue

CHICAGO, July 22.—One of the best radio jobs done at the 1944 Democratic National Convention, said many of the politicians at the Stevens Hotel, convention headquarters, was the work of the Blue Network's crew under the direction of G. W. (Johnny) Johnstone. Not of much importance now is what was done by Blue. But the plan behind it, the Johnstone plan, is of importance now and points a way to successful special events operation in the future.

Johnstone's plan based upon a theory of developing a newsmen's individual ingenuity and expression and having an expert for every conceivable fact of a major news event will be used at the Peace table and for every other important news event in the future. Johnstone even sees it as the plan of operation at some later date, of a crew of newsmen who will roam the country as a smooth-working team presenting a series of analytical, descriptive special events shows.

In Johnstone's crew at the Stevens and the Chicago Stadium, convention hall, were Baukhage, William Hillman, Lou Henderson, Henry Taylor, Cleo Roberts, Ray Henle, Walter Klernan, Martin Agronsky, Bryson Nash, Patricia Dougherty, Earl Odwin, and Harry Wismer. Baukhage treated farm angles; Hillman, foreign affairs; Henderson, domestic politics; Roberts, the serviceman's viewpoint; Taylor, interview; Klernan, human interest sidelights; God-

## Midwestern Commentators Bypassed at Conventions Despite Ability, Says Borroff

Newsmen Point to Swell Job by Mutual's Brickhouse

CHICAGO, July 22.—One fact brought out by the radio coverage of the 1944 National Democratic Convention, in the opinion of Ed Borroff, vice-president in charge of Blue Network's Central Division, was radio's mistake of not using more Midwestern commentators and newsmen. Borroff told *The Billboard* that up to now radio has not made a strong enough effort to develop men whose reactions to news events reflect the Midwestern mind and the Midwestern approach to problems of national and international importance.

Borroff admitted that men trained in Washington have much to add to a national convention. But he also stated that surely the nets should realize many highly competent newsmen are at work in the Midwest and should be used more extensively than they have to date. Borroff said he felt some of the Midwest's top newspapermen should have been given a chance to cover the show by radio. "Why is it," he said, "that for every news event of major importance we move in a staff of Eastern experts? Surely we could find trained newsmen out here."

### Peoria Man Steps Out

Proving that Borroff's theory was sound was the work done for Mutual by Jack Brickhouse, a product of Peoria, Ill., and Chicago radio. Brickhouse had the job of being the co-ordinating commentator for Mutual. His was the job of vocally tying together the efforts of

other Mutual analysts. Theirs were the specialized assignments. He was the emcee. Experienced newsmen, even those of competing nets, admitted that Brickhouse did one of the top radio jobs at the convention. He gave his reactions. He described the scene, as well as acting emcee. Using the Midwestern approach all the way, Brickhouse managed to keep his work simple and understandable, cosmopolitan radio row agreed. And Brickhouse has never been assigned to the Senate Press-Radio Gallery.

Admitting that nothing could be done at such a late date to get the Midwestern newsmen more into the convention radio picture, Borroff concluded with the statement that much could, and should, be done in the future. He said there would be many more important radio news assignments in the future and that something ought to be done to have the Midwest better represented. He firmly stated that he, anyway, would continue to work towards that end.

## Pathe Editor Says Film a Must on Shows

Claims Convention Proves It

CHICAGO, July 22.—For many years, believes Al Butterfield, Pathe News editor who was in charge of the newscast crew shooting film for NBC's television coverage of the Democratic Convention, television's best coverage of news will be done on film.

With a crew of nine men using five cameras, Butterfield shot 50,000 feet of film per convention day for WBNT, NBC's television station. Doing this, Butterfield learned much that will, he thinks, be applicable to television news shows of the future.

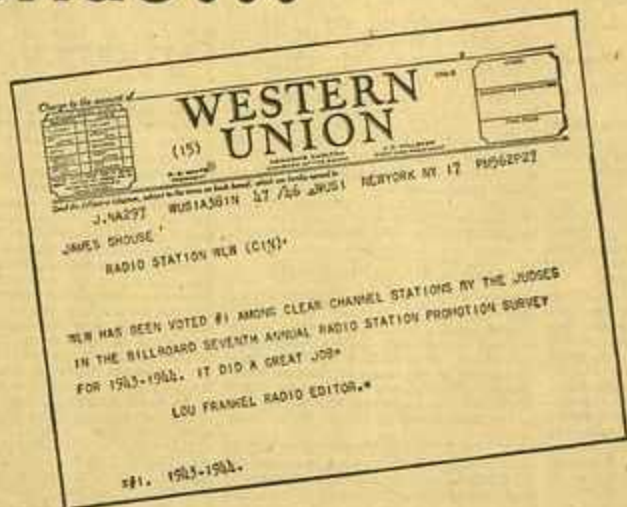
Butterfield said he thought film cameras will be used for television at least until electronic cameras weighing only a few pounds are developed. This, he believes, because only with small cameras can a complete job covering all angles be done. A few heavy cameras, even with telescopic lens, would not, he believes, be able to completely cover something like a political convention. His men, with small cameras were able to catch every important event at the convention no matter when it took place.

### Editing Important

The freedom which can be exercised in the editing of film, believes Butterfield, makes film cameras best suited for news coverage. It would be almost impossible, for example, to use a battery of television cameras under the direction of one man and have nothing missed. He would have to see what was being caught by all his cameras at once and then would have to cut in the right camera at the right time—an almost impossible task. But with film the best parts can be picked out in the cutting room and a smooth-running, all-embracing show put together.

The loss of time taken to ship, develop and edit film did not bother Butterfield. Only 10 hours after shooting time NBC (See Film Must, Says Ed on page 14)

# with pride...



following are excerpts from  
The Billboard of July 22, 1944:

"In announcing its Seventh Annual Radio Station Promotion Survey, The Billboard said: 'It's the promotional intelligence back of what you're doing and how you present it that will stir the committee to vote.'"

"WLW came down in front by virtue of over-all promotional excellence; both in appearance and content it was the superlative. It used a duo-three-pronged approach; program and audience, dealer and merchandising, agency and client. Showmanship and savvy were superb all the way."

"When it came to dealer promotion, WLW was way ahead of the field. This was point-of-sale promotion with a bang."

"The same intelligence was applied to the agency and client promotion."

"WLW simply sees its duty and does it with éclat, thoroughness and dispatch."

2

... it was Charles Munn who said: "Compliments are like perfume; to be inhaled, not swallowed". So we shall not permit our pride to drift into a feeling of complacency over something achieved... rather must we accept the honor as an inspiration, and a challenge.

#### WLW HONOR LIST

- 1936 • VARIETY  
"Special Citation for Program Originating Station"
- 1938 • VARIETY  
"Special Award for Program Originating Station"
- 1939 • VARIETY  
"Award for Nationally Exploited Station"
- 1940 • BILLBOARD  
"Outstanding Achievement in Radio Publicity and Exploitation"
- 1940 • GEORGE FOSTER PEABODY AWARD  
"For Outstanding Meritorious Public Service"
- 1941 • BILLBOARD  
"Outstanding Achievement in Radio Publicity and Exploitation"
- 1941 • VARIETY  
"For Patriotic Leadership"
- 1942 • VARIETY  
"For Promoting Better Understanding of War Issues"
- 1943 • ALFRED I. duPONT AWARD  
"For Outstanding Public Service"
- 1943 • VARIETY  
"Individual Enterprise on War Issues"
- 1944 • BILLBOARD  
"Outstanding Public Relations"
- 1944 • BILLBOARD  
"Clear Channel Station Promotion Award"

## WLW

The Nation's Most Merchandise-able Station  
DIVISION OF THE CROSLEY CORPORATION

## BBC Life Made Hazardous Thru Nazi Buzz Bombs

NEW YORK, July 22. — Buzz bombs have blasted BBC broadcasters to a point where the Nazi's new robots have seriously interfered with the corporation's personnel, sked, overseas operations, and home siring techniques, according to Jack Hootley, BBC's New York senior program operations manager, just returned from a five months' stay in London. Hootley said that the "stet" weapon has upset skeds to a point where working skeds have gone up as much as five hours and cut all outside recording work.

Altho the BBC does not contemplate moving out of the bombing area, Hootley did point to one instance when a robot hit one of the buildings while a Czechoslovakian communique was being prepared. The bomb hit two stories above, blew glass over the department, destroyed the sked and injured the staff. A new news report was brought in from a basic English department, translated and broadcast by a gauge covered announcer.

No work can be done out-of-doors, Hootley said, because Southern England is considered a front-line area and the same security regulations against live shows in the open air prevail as in Normandy.

The length of the alerts, sometimes five or six hours, he said, has upset working skeds to a point where it may take 18 hours to do an eight-hour job. Glass has become a weapon, and when an alert sounds, all personnel must move to a "security" area where crowding prohibits fast, efficient work.

Despite all these handicaps, Hootley said,

## Blue Preems Home Show Aug. 19 for Chef Boy-Ar-Dee

CHICAGO, July 22.—Blue Network will start a new home economist show on the complete net August 19. Program, to be sponsored by Chef Boy-Ar-Dee, will feature Beulah Karney on Saturdays from 10:30 to 10:55 a.m. (GWT) and will originate in Chicago.

The McKinley Agency, Chicago, will handle the show. Repeat to the West Coast will be aired at 1:30 p.m.

## "Light of the World" Staff Increased by Dr. Clinchy

NEW YORK, July 22.—Dr. Everett B. Clinchy, proxy of the National Conference of Christians and Jews, has been selected to fill the gap in the clerical advisory board for the CBS *Light of the World* show left by the recent death of Dr. James Moffatt.

*Light*, a dramatized version of the Bible, is under the supervision of Protestant, Catholic and Jewish clergymen.

## Brooks's 4 for Musicraft

NEW YORK, July 22.—Joan Brooks, CBS singer, has fulfilled one waxing commitment for Musicraft, with whom she has just signed a long-term contract. Backed by Jerry Bitlick and ork, Miss Brooks recorded *Someday, Somewhere; What a Difference a Day Made; If You Were the Only Girl in the World* and *Seven Days a Week*.

NBC is still doing an invasion coverage job that has received a great deal of praise from the public and even some from the press.

## Dem Conclave Scoop Show

(Continued from page 6)

paper and wire servicemen represented. After this conference one news photographer said, as he looked at his prints, "Where the hell is Wallace? All I can see are microphones."

### First Recorded Conference

WLS, local Blue affiliate, claimed a radio first, too. They were able to have a wire recorder present at a press conference conducted by Mrs. Charlie Tillett, a party leader. This, WLS officials and heads of company which made the recorder, claim was the first time a press conference has ever been recorded.

When the news of revolt in Germany flashed across the country, Jack Brickhouse, of Mutual, became the first radio announcer ever to address a national convention. Grabbing a dispatch carrying the news, he rushed to the platform and read it to the crowd at the Stadium.

Senator Jackson proved again and again he knew the important part radio was playing in the convention. At one time when the gallery audience was booing, he used his gavel to restore order and said, "I know you have the American right of expressing your feelings. But let us not forget that you are not the only ones following this convention. An audience of millions are listening to it in their homes. Consider that they are anxious to have this convention proceed. Let's give them a chance."

The fact that a major press conference was recorded and re-broadcast for the first time, plus the beats scored by CBS and NBC when they broadcast nationally the first press conferences of such

## Healy Heads New Tele Dep't for A. & S. Lyons

HOLLYWOOD, July 22.—New television department is being formed at A. & S. Lyons Agency, headed by Frank Healy, former RKO radio contact.

Healy, who takes over the new post, will also front for the radio department at the agency and arrange package deals for Lyons's clients. Healy was recently given discharge from armed forces.

major importance, caused much interesting speculation among the radio, press and the politicians at the convention. Some seemed to feel that from now on radio would have a better chance of broadcasting from important press conferences. Others turned thumbs down on the idea.

D. Harold McGrath, supervisor of the Senate Press-Radio Gallery, said radio would never be present at presidential or senatorial conferences. For one thing, he said, much of such conferences are off the record. And for another, a politician or statesman without a radio personality would be at a decided disadvantage.

Those who thought that some day the people of America would have a radio ringside at all major press conferences, said that it could be done and might bring about a day in which the man who knew how to conduct a press conference with radio production technique might be the most influential. They saw a future day with cues and many miles being used at press conferences. They saw a day wherein a man holding a press conference would have to come prepared to answer any question, for there would be no "off the record." This, it was said, would bring about more careful speaking on the part of our leaders. This, they said, would be good for the country.

### Heavy "Language" Coverage

Even as some at the convention were remarking about the work done by American radio, others commented about the large representation from the foreign-language press and radio both from this country and from abroad. Arrangements made under the directions of Charles Olson, former assistant chief of OWI's foreign language division, resulted in the accommodation of 45 representatives of domestic foreign language stations.

There were 75 from foreign language papers in this country and about 15 representatives from papers and networks outside the United States. BBC and CBC had a staff on hand. So did Reuters; Tass, the Russian news service; the Chinese news service and two Stockholm papers.

According to Olson, the dispatches from foreign newspapermen would undoubtedly be broadcast by stations in their home country. The opinions of the 75 newsmen from foreign language papers in this country undoubtedly would, he said, be utilized by OWI and other short-wave stations for propaganda and news broadcasts to foreign countries.

Officially recognizing the excellent work done by radio and the press at this convention and in the past, the Democrats put into their platform a plank favoring freedom of expression and communication. "We believe," read the plank, "in the world right of all men to write, send and publish news at uniform communication rates and without interference by governmental or private monopoly and that right should be protected by treaty."

## 6 MONTHS' HOOPERATINGS

BASED UPON PROGRAMS THAT MADE THE "FIRST FIFTEEN" DURING THE FIRST 6 MONTHS OF 1944 AND THE RELATIVE STANDING OF EACH SHOW EVERY TIME IT WAS RATED.

The programs are listed in order of their combined ratings for the year. Bob Hope, who achieved more firsts than any other broadcast, is No. 1. Fibber McGee and Molly, who held down the No. 2 slot in most ratings, actually doing better than a "two" average, is second. Eddie Cantor, who made the ratings only once and then only as No. 13, is the final program listed, No. 21.

PROGRAM	JAN	JAN.	FEB.	FEB.	MAR.	MAR.	APR.	APR.	MAY	MAY	JUNE	JUNE
	15	30	15	28	15	30	15	30	15	30	15	30
Bob Hope	1	2	1	1	1	1	2	1	2	1	Vacation	
Fibber McGee & Molly	2	1	2	2	2	2	1	2	1	2	1	
Aldrich Family	4	5	5	3	11	14	11	12	7	5	11	
Charlie McCarthy Jean Davis & Jack Haley	3	3	3	4	3	4	3	3	4	8	Vacation	
Lux Radio Theater	6	6	5	4	6	9	5	6	9	3	3	
Bing Crosby	7	11	10	12	15	15	14	15	9	11	8	
Jack Benny Frank Morgan & Fanny Brice	8	4	4	8	8	3	6	7	5	12	Vacation	
District Attorney Abbott & Costello	10	8	12	11	7	10	7	8	9	15	6	
Screen Guild Take It or Leave It	12	9	13	10	8	13	10	10	12	8	4	
Walter Winchell Kay Kyser (First Hour)	14	10	8	6	5	5	4	13	10	13	10	
Fred Allen	9	14	9	9	14	12	9	9	14	Vacation		12
Your Hit Parade	9	15	9	9	9	9	9	9	9	9	9	
Red Skelton Charlotte Greenwood	11	9	9	9	9	7	5	4	3	3	5	
Hildegarda	13	13	14	14	12	9	8	9	11	7	14	
Eddie Cantor	15	12	15	15	9	9	15	14	15	14	13	

\* Not on air in show rated.

— Indicates the program was not on the air at this time.

VACATION indicates that the program was off the air for the summer or for illness.

• Indicates that the program for this period did not make the "First Fifteen."

**RCA VICTOR**  
and other Record Companies use this 3x5" VISUAL record of song hits of over 100 publishers, plus old favorites. Includes lead sheets and lyrics of chorus.  
Samples free.

**TUNE-DEX**  
1619 Broadway  
New York 19

**PHOTO REPRODUCTIONS**  
Now doing work for FRANK SINATRA, EDDIE CANTOR, GUY LOMBARDI, HILDA 50—\$4.15  
FOLKLEY, etc. QUANTITY 100—\$6.60  
low as 5¢. Write for color list. R. 100—\$6.60  
ROSS PHOTO SERVICE, 165 W. 46, N. Y. 19



## No Time To Sell, 80 Wise Station Ops Just Visit

NEW YORK, July 22.—Agency men around town are registering pleasant surprise at the actions of some of the top station execs in the biz now making calls on the trade. Seems these men are coming in for a chat and chat, and acting as tho they had something to sell, even tho they haven't.

As one agency man put it: "It's a novel experience, those days, to have a station exec come by for a 'hello.' Mostly the boys, now that time is at a premium, ignore us. We know they haven't anything to sell but we also know that the boom isn't going to last forever."

Which is just why many a station owner, operator and commercial manager is making a long and arduous trip that means nothing financially. These people, they're in the smarter class, have long memories.

They cannot forget the days when they chased all over town to sign a contract for a spot announcement. They also cannot forget the days when they wooed and bowed to agency time buyers. Now that they've got hold of a banana they cannot get rid of those old memories.

They just gab about old times and the good days when there was time available. Also they talk about how sorry they are that they can't handle the business and pass along info and tips about what is available in the town.

It's a form of life insurance that time buyers like, especially these days when most station operators sit at home and take orders instead of selling. Only trouble, as one agency guy put it, "Is that enough stations aren't doing it. When the balloon breaks they're gonna wonder why they have no friends."

HOLLYWOOD, July 22.—Format of the Old Gold show has been set, according to J. Walter Thompson Agency, with Andy Russell staying on the air as a second lieutenant.

## Dr. I. Q., D. D.

OMAHA, July 22.—Mars Candy Bars' Dr. I. Q., the off-mike 32-year-old Jimmy McClain, who has just closed a six-week tour at the Paramount Theater here, has revealed that he some day will trade his "And a box of 24 Milky Ways to that gentleman" for a pulpit.

Saying he has not found radio work "completely satisfying," McClain disclosed that he has arranged with his sponsors to commute by plane from Chicago to the scenes of each week's broadcast without interfering with his studies at Seabury-Western Theological Seminary, Evanston, Ill. McClain hopes to complete his theological course in three years and then plans to take over the pastorate of a small church in the Kentucky hills.

McClain has been the I. Q. quizmaster for six years, having replaced the original quizzer, Lew Valentine.

## Von Zell Lands A. T. Hit Parade Slot

HOLLYWOOD, July 22.—Harry Von Zell has landed announcing berth for the summer on the *All-Time Hit Parade*, with Tommy Dorsey.

Show goes back to its old spot when Jack Benny takes up the time October 8. Von Zell will then step back to the Cantor show to handle commercials.

## Murphy a 1-Shot Crosby

HOLLYWOOD, July 22.—Contrary to rumors, no one has been set to replace Bing Crosby on the Kraft show, according to J. Walter Thompson Agency. George Murphy has been penciled in for the August 3 show but he will definitely not be a permanent fixture for the summer.

## Cantor Just Cantor on Air; 'Smile' Tag Out

HOLLYWOOD, July 22.—When Cantor show resumes in the fall, the tag, *Time To Smile*, will be dropped and the airer will be known as the *Eddie Cantor Show*.

Comic has new maestro in the person of Leonard Bues, who takes over September 27 in place of "Cookie" Fairchild. Cantor figures that with Bues's legit experience he should prove to be one of the best.

## INDIA MAY BE SOCKO

(Continued from page 5)

are 400,000,000 Indians. Very few of them have radios. However, post-war plans that have been offered them will probably raise their standards of living considerably. As their income rises, a potential market will be created. If radios can be put into their hands and decent programs given them with a signal like the one which this new station has, radio in Southern Asia will go places. The 100,000-watt should provide the opening wedge.

Feldman also told of a comparatively unpublicized Nazi propaganda station called Radio Metropole (after the Belgrade outfit) that has been doing one of the smartest of all the European propaganda jobs. This station, he said, has a "make-believe ballroom." Using Martin Block's stages one, two, three and four that has new pop records "almost as soon as listed in *The Billboard Pop Chart*" and a *World News Parade* that uses a very effective technique. *Parade* takes Allied news segs, picks out lines from them, which used out of contexts and along with other plucked lines, confirm with Nazi propaganda. The dubbed disks are then aired and the GI's hear familiar net voices giving out with the German line.

Radio Metropole also broadcasts a dramatic show hacking away at the same theories.

## Spot News?

NEW YORK, July 22.—The best clip-sheet writer in the world is not supposed to be able to get spot news into his org's flock production. That goes without saying, yet NBC's newspaper size clip sheet carried a feature about Alex Dreier this past week saying that Adolph Hitler would be assassinated before the end of the year.

The clip sheet was placed in the mail Friday, July 21. Hitler's life was almost bombed out Friday, July 21.

Trade hasn't yet figured out whether Dreier's underground connections tried to make Alex's story look good or whether he had an inside track and knew it was going to happen on schedule.

## KECA Becomes Blue's Aug. 1

HOLLYWOOD, July 22.—Final okay on the Blue Network purchase of Earle C. Anthony's KECA has been given by the FCC, with the web taking over active ownership August 1.

Green light has also been given by the WPB, and alterations started this week on the network's playhouse at Sunset and Highland. Until remodeling is completed, Blue will operate KECA from the Anthony Building.

Extensive local advertising campaign will be undertaken by the network to acquaint the public with the fact that the Blue has acquired ownership of the station.

## Roche Handling Young Show

NEW YORK, July 22.—Jack Roche, Young & Rubicam producer, is back from Coast to handle the Alan Young show for the hot months. Roche returns in time for the tee-off of *Duffy's Tavern* October 4 over the Blue.

# WFIL is proud of Billboard's Award!



## WESTERN UNION

STATIONS	
50 of 50 Stations	
100 of 100 Stations	
100 of 100 Stations	
100 of 100 Stations	

NB208 54=EJ NEW YORK NY 16 1206P

1944 JUL 18 PM 12 38

RADIO STN WFIL=  
PHILA=

WFIL WAS PHILADELPHIA'S ONLY BROADCASTER TO RATE AN AWARD IN THE BILLBOARD SEVENTH ANNUAL RADIO STATION PROMOTION SURVEY. THE JUDGES, CARLOS FRANCO (YOUNG & RUBICAM) LINNEA NELSON (J W THOMPSON) AND FRANK SILVERNAIL (BATTEN, BARTON, DURSTINE & OSBORNE) CITED THE STATION FOR DOING "A THOROUGH HOME MARKET PROMOTION." IT WAS AN UNUSUAL CONCENTRATED JOB!

LOU FRANKEL RADIO EDITOR.

# WFIL

560 KC

# Award Citation "Reasons Why"

## 12 Stations Honor Tabbed

Seventh annual kudos and the special station promotions that won nods

NEW YORK, July 22.—Twelve of the 111 entries in the Seventh Annual Radio Station Promotion Survey stood out as solidly that even the judges (Carlos Franco, Young & Rubicam; Linnea Nelson, J. Walter Thompson, and Frank Bivernell, Batten, Barton, Durstine & Osborns) did not vote them one of the 10 general awards, they all felt that only a special citation for each would justify the job done by the stations.

As a matter of record, all the 23 winning stations rated among the nation's top merchandisers of radio programs. They differ, only to a minor degree, in their promotional intelligence and their follow-thru.

Station KPO, which won its award for *The Best Job on the Pacific Coast in nearly every promotional effort*, went beyond the expectations of sponsors and ad agencies. When they promoted the pic *Behind the Rising Sun* they staged a ju-jitsu vs. boxer battle on the stage of the RKO theater, where the pic was to play and broadcast it thru by throw. They had James H. Young, the author, make "round-the-clock" appearances at shipyards, and in order to sell the promotional job that KPO was doing they staged a luncheon at the San Francisco Advertising Club at which Young and the star of the pic, Margo, appeared. This was that extra something—doing a good selling job for the sponsor—and then showing what KPO did to all the advertisers in the San Francisco area.

And the fact that KPO didn't stop with its promotion of commercial programs also added weight to its bid for promotion honors. There was the series, *Here's To Youth*, in which not one but 19 youth groups worked with the station to do a job in fight juvenile delinquency. And there was the Stanford U-KPO-NBC summer radio institute in which the station worked 100 per cent on eight individual courses of study and sold the idea to its listeners and the industry as well.

### KPO Did a Job

In every department KPO did a job. It developed a "Miniature Letter" campaign, it used posters, it developed special campaigns for its programs and it made itself felt in the trade and with the public. Special note should be made about the fact that KPO's job is one headed by a girl, Hrien Murray, sales promotion manager at the outlet.

The second clear channel special citation awarded by judges went to another net owned and operated outlet, WABC, CBS's key station in the East. Jules Dundas, promotional head of WABC, chose to submit, as evidence of the job WABC has done, just two campaigns—its Fourth War Bond and its Lots January selling job. The industry and the Treasury Department still feel the impact of the continuous selling of bonds that WABC did in the Fourth (KPO also did a top bond-selling job with Eddie Cantor and that was part of their presentation) and the Lots January series of articles that seem to have broken into every one of the stick magazines was really impressive. It's one thing to sell a program that's on the air at regular hours and it's a selling job of another color to build up an audience for a fem at 2:30 a.m. Station WABC did it not only during the period offered in the Seventh Annual Award but during the previous year as well. It was this continuous effort that motivated the judges to cite WABC for *A Tough Job Well Done in a Big City*.

### WHCU's Rural Job

Third slot among the special citations in this clear channel division went to WHCU, Ithaca, for doing *A Rural Job*

## Enforced Lapses

NEW YORK, July 22.—One of the most difficult assignments confronting the judges of The Billboard Seventh Annual Radio Station Promotion Survey was the necessity of erasing from their mental considerations any knowledge they had of promotional efforts that were not listed in the station's entry. Several outlets and at least one key station of regional we missed out on an award because they did not tell the story of some of the good things they had done.

Undoubtedly much of this was due to wartime man-power problems. But whatever the reason, some entries missed a prime opportunity to pick a pretty postcard.

The answer is simple. Let every promotion and publicity man start now a file for the next year's survey for which plans have already been laid. Then, when entry time comes, they'll not forget to tout their tooters about something worth touting about.

in a *Crisp, Commercial Fashion*. Most small stations are satisfied if they cover their own city and the cities directly around them, but WHCU proved that it was promotion-wise by doing its job in every area where it was laying down a signal. It tied up window displays in 60 stores in 27 communities and placed 150 posters per store—with each poster receiving at least a three-day display. CBS commercial shows rated 7,360 posters to the non-net commercial's 1,680. Window displays were just one medium used to sell the station and its programs.

Typical of WHCU's merchandising was the job done by the Rym Berry program for Babson Bros., Dairy Equipment. Five different kinds of printed matter, from a cattle weighing tape to post cards, were used to bring the story of Babson to dairy prospects.

WHCU's postscript to the effect that Babson is now a "round-the-year" sponsor was hardly necessary—but it did go to prove that merchandising what a station has does pay off—in other ways than thru a Billboard citation.

Last of the clear channel special citations went to Station WNYO for *Making New York a Better Radio Town*. The station has kept not only New York but all stations interested in public service programming on their toes, and the presentation by M. S. Novik for the station gave ample evidence of just what WNYO and its 234 affiliates were doing.

### Six Regional Citations

Whereas only four clear channel stations won special awards, there were six in the regional classification that rested laurels, which ranged from that presented to KSAL for its merchandising follow-thru to WHP for its program promotion.

Heading the list was Station WFIL of Philadelphia. This station always has been noted for doing an extra-point-of-sale-job. Where a normal station uses car cards, WFIL loves double spreads in the cars and bases a goodly size of its promotion not on network programs (although it does use top Blue programs for promotion) but its local haunts. For this reason the judges cited WFIL for *A Tough Home Market Promotion*.

Second among the regional specials was the award given to KSAL, Salina, Kan., for *Top Merchandising Follow-Thru*. Here is a station in the Middle West which is far away from most big centers to have been excused if it didn't do anything extra. Not only did it do more—but its presentation sold what it did beautifully. It took one program, Jack Armstrong, and followed thru practically until the judges were eating Wheaties—and when ad agency men are sold a product—that's news. One thing the KSAL presentation pounded home—a fact little thought of by nets and agency men—is that some stations (where there aren't four net stations in a town) double or triple the national rating of a show. The national rating of

Jack Armstrong is under 10; the Salina, Kan., rating is over 20. Proof that merchandising sells, especially if, as in the case of KSAL, it follows-thru to joint-of-sale.

### KRNT, the "Everything" Station

FOR the third regional channel citation the judges turned to KRNT, Des Moines, which submitted a folder for each type of station promotion and filled each folder full of evidence that KRNT used everything to sell.

The judges stopped at the KMBC, Kansas City, Mo., entry for a smile and a liberal education on how to create and sell a radio station trade-mark. KMBC presents itself as "the heart of America" and has created a series of characters, each of whom is a giant heart and each of whom has a specific job to do selling KMBC to the advertising fraternity and the public. Naturally, after the study they awarded a citation to KMBC for *Outstanding Trade-Mark Promotion*.

The Cowley job at WNAX, Yankton, S. D., was well known to the judges, but they left behind their previous knowledge of what the station with "the tallest tower in the world" had done and found in the station's two-fold entry (one devoted to the tower promotion and the other to the Midwest farmer job) ample evidence that the Cowley had taken a station in the middle of nowhere and made it synonymous with Midwest farming. The citation to WNAX reads: *Superb Rural Audience Promotion*.

One of the two local station citations went to WDSM of Superior, Wis., for its job of selling *Breakfast at Sord's*. It was such a complete job that the ad agency execs could only use the words—*Sig-Time Promotion is a Small Town Area to describe it*—and they did.

The second local station to rate kudos was WIBX, Utica, N. Y. This station decided to really cover a hot majority elec-

tion and sold the idea to Socony-Vacuum. It was a job as thoro as any done by a big network for a presidential sweepstakes. Because it did the job and sold it, the ad agency execs insisted that WIBX's award read: *Super Public Service, Covering a Majority Election, and that's the way it will be unscrubbed when it reaches Elliott Stewart, the exec v.p. of the station*.

### Half and Half Station

The final special citation goes to CKLW, America's half-and-half station—half U. S., half Canada. The citation which reads *Prime Promotion on Both Sides of the Border* was given for just that. CKLW, in Detroit, bought over 22,000 lines of ad space to sell itself. This wasn't as much as WJR spent locally, but since it was all planned by CKLW without an assist (WJR had a CBS hit on its ad budget) it was notable for an indie station. CKLW worked with Italian-Americans to help bring about a turn of events in Italy, it held post-war planning sessions for women, which in Detroit answered a need of thinking women, and it landed more publicity than any other station in the town. Detroit is a town that hasn't had a radio column in five years—so landing free space is a promotional achievement of no mean dimensions.

And in Windsor, Canada, it did a typical Canadian job, too—which is why it's one of the 22 stations which in 1944 have been tabbed the nation's promotion-wise 22.

The Seventh Annual Radio Station Promotion Survey has come to an end. In the works now is the tabbing of the job being done by ad agencies in the radio program promotion field, for it takes nets, stations, sponsors and ad agencies to make broadcasting the great showbiz industry that it is.

## It happened at 1220

THANKS TO CARLOS FRANCO, LINNEA NELSON, FRANK SILVERMAIL, WABC-1220

MOVIE from one side of town to the other, and makes you will locate you. Don change the merchandise of a radio station, and you can't simply have a little more. Working at that it's up to the job. You've got to get it, the friendly station, or get it, and you'll see it in a double campaign. So you can make an hour, with a 1220 advertisement.

Radio advertisement, merchandise, and more. It's longer than poster, but what's better, which you can't have. It's what's happened at 1220. This is not a radio station, it's a program. It's what's happened at 1220. It's what's happened at 1220. It's what's happened at 1220. It's what's happened at 1220.

As the Chicago Post at 1220, you can't have it. It's what's happened at 1220. It's what's happened at 1220. It's what's happened at 1220. It's what's happened at 1220.

THANKS TO CARLOS FRANCO, LINNEA NELSON, FRANK SILVERMAIL, WABC-1220

## Promotion Survey Tabs Net Follow-Thru With Affiliates

CBS garners 11 awards; NBC and MBS, 3, with Blue moving up with 5 tallies—no webless station broke into the "top 22" among selling stations

NEW YORK, July 22.—In selecting 22 radio stations to honor for outstanding achievement in audience and trade promotion, the judges of *The Billboard's* Seventh Annual Radio Station Promotion Survey inferentially paid tribute to the promotional staffs of the networks with which the top stations are associated.

Seven of the 22 honored stations are associated with the Columbia Broadcasting System. Five of the broadcasters are affiliated with the Blue Network, with one of the five sharing that affiliation with Mutual. Mutual, in turn, has two other stations which were tabbed for top merchandising and audience-selling ability. The Blue took second place among clear-channel outlets with WWOV, Fort Wayne, Ind., and the second slot also among locals with WGN, Newport News, Va. The senior network, National, one of them, KPO, pointing up again the terrific job being done by the NBC Pacific Coast network.

No unaffiliated station made the top 22, but one Canadian station, CJAT, Trail, B. C., ran ahead of all Canadian entries because of its complete job of adjusting its program service to the territory which it serves.

Not only did CBS numerically run away with the promotional survey, but three CBS-owned stations were cited, two for third place honors, and one, WABC, for doing New York's top promotion job—"A Tough Job in a Big City."

Among NBC's winning three was a first place in the clear-channel group, which was won by its Powell Crosley affiliate, WLW, which beyond the shadow of a judge's doubt rated first place promotion-wise throughout the nation. As mentioned before, the NBC owned and operated San Francisco outlet, rated as doing the best job on the Pacific Coast. The third NBC winner was little WGRV, a basic supplementary station of the network, which

sold itself and its network affiliation with an interesting entry entitled, *Dear Diary* (for details see "The Judges and Special Citations" in another section of this issue of *The Billboard*).

CBS made a clean sweep of the entire three places in the regional channel group and almost covered the nation with the three awards: the East with WEEB, Boston; the Middle West with WGAR, Cleveland, and the Rocky Mountain Region with KLEZ, Denver. Of the Columbia stations which rated, seven were basic network, three were supplementary, and one optional, indicating that all of the various classes of CBS affiliates were in there pitching.

Just as in the publicity poll, the follow-thru of web stations has been indicated this year by station winners, just so is the promotional follow-thru of the stations tabbed by their entries in the Seventh Annual Radio Station Promotion Survey. A network continues to be made up of individual stations from the sea-power indices to the clear-channel biggies. Unless all variety of broadcasting outlets are in there pitching it isn't hitting on all wats, and there's no doubt but that doing a top promotion job is part of perking at par in broadcasting.

NOW  
Exclusive on  
KFEL!



"My Views  
of the  
News"  
Sherlah Carter



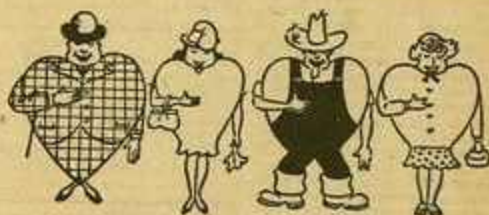
THANKS TO THE BILLBOARD

For Conducting the Seventh Annual Radio Publicity Survey in Which Radio Editors Voted KFEL the Number 2 Slot in the Denver Area.

GENE O'FALLON - KFEL Manager

Represented By JOHN BLAIR & CO.

FOR TOP AWARD BILLBOARD 7th ANNUAL PROMOTION SURVEY



IN BEHALF  
of Casey and Kitty, Kansan  
and Aunt Polly...

KMBC's trademark family for the  
Heart of America... KMBC thanks BILLBOARD  
for its citation as the  
"Outstanding Trademark Promotion"  
of 1943-44 in Billboard's 7th  
Annual Radio Station Promotion Survey.

K M B C  
OF KANSAS CITY

SINCE 1928, THE BASIC CBS STATION FOR  
MISSOURI AND KANSAS

# Fail To See Plenty of Air Pix

## Live Shows To Come From All

Programs and techniques to be tested every eve on one or more stations

(Continued from page 3)

Agency, Rothrauff & Ryan, WOR and RKO. All of these will try new stunts involving two-hour legit revivals (the first will be *Journeys End*, which will be televised in July-August), original two-hour musicals (Starr's *Boys From Suez*, September 7, will be the first experiment), movies, integrated into live shows to provide flashbacks and total color, and commercial participating shows.

CBS, which won't be selling equipment, is setting its guns on programming and techniques rather than equipment. The basic pattern into which the web's work will fall is one of three categories:

(1) An attempt to sharpen and improve some of the shows they have (*What You Remember?* and *Opinions on Tony* are the examples given by Manager Tony Miner); (2) format changes for the quiz and variety programs, and (3) a showcase, already being used, on which to try out new ideas.

### CBS Has Live Plans

In the first classification, the attempt will be to work out the camera, light and production problems, sharpen the formula and live the talk. Sets here will also get a big play. In the second, the never-lost-effective quiz format will get a thorough going over in the hope that a reliable pattern can be worked out. Three variety shows are currently getting a series of once or twice monthly airings. They are *Balletette*, *CBS Small Cafe* and the live show featuring the recently contracted Una Mae Carlisle. From those three experiments, Miner believes a workable format can be evolved. The third class, the showcase, will total 45 minutes each week. During that time chances will be given to drama, educational shows, disk jockeys (for daytime video that doesn't require full visual concentration and women's program shows like the *Letter to Margaret Arlen* (presented Thursday night and reviewed elsewhere in this section). Sets will continue its 8-10 Thursday and Friday sked.

A new lighting arrangement will be tried in an experimental portion of the studio, an area 30 by 25 feet, where the set-up will be worked over until satisfactory lighting can be achieved. Instead of the blue lipstick still in use throughout most of the country, CBS is trying a red-brown paste that is said to be a substantial improvement. Combined with a heavy theatrical make-up, and deep eye-shadow, it has produced effective results over the air, Miner says, and doesn't look so eerie to the studio audience.

**NBC Says Plans Not Definite, But—** Although both Vice-President John Royal and tele head John Williams have stated that NBC has no definite fall plans set at this time, the trade understands that the tentative NBC sked has been set as follows:

(1) Two evenings a week will be spent in televising special documentary 16mm news pix each to run between a half and three quarters of an hour. RKO-Pathe will provide the background shots from its files and NBC itself will make the special material. The appointment of Paul Ailey as video pic director is said to point the way to more movie making by the web.

(2) There will be, it is said, one musical show per week in the fall aimed at the long-hair audience. The purpose of the hair stunt, trade says, is the NBC-RCA belief that the upper income brackets will be, as before, the first to buy sets. The more money, NBC is said to think. (See *Plenty Pix in Fall* on page 14)

## Irna Phillips Tests Her Video Ideas on Radio Studio Audience

CHICAGO, July 22.—Theories which she hopes will eventually give her the secret to the successful daytime television serial of tomorrow are now being put into practice here by Irna Phillips on her three NBC dramatic shows, *Today's Children*, *Woman in White*, and *Guiding Light* (1 to 1:45 p.m. CWT).

Irna's theories, worked out with the collaboration of Carl Wester, co-owner of the shows, are built upon the premise that tomorrow's housewives are not going to be able to watch television shows constantly and still keep a family happy. So for the past two months, during which time a studio audience was allowed to watch a murder trial plot unfold, she has been trying to make her shows entertaining to hear and to see. With this writing and production plan used successfully for television, Miss Phillips believes she can keep an audience which would only hear a show for a while and see and hear it for another while, and thus everyone—sponsor, net, audience, and husband—would be happy.

### Audience, 15,000 in 2 Months

During these two months the serials have been geared to please the 15,000 who have attended the shows in NBC's studios and the listening audience, too. She has written sequences requiring action on the part of the cast. She has had the cast work without scripts part of the time. She has used simple sets.

The plan has worked perfectly. Contrary to many prevailing expectations the cast required only its usual daily hour of rehearsal, even when they didn't use scripts all the time. The studio audience has been pleased. The actors have been stimulated by the demands of the technique and the presence of a studio audience and have been giving better than

### B&K Plans Not Set

CHICAGO, July 22.—B. & K. Video, only tele outfit here, has substantial plans in the works for fall programming, but everything is in the idea stage now. Until the plans are definitely set, station refuses to go out on a limb with forecasts.

## Jurisdictional Dispute Hits "Process" Experimentation By RKO at Don Lee Video

### IBEW Stops IATSE—Web Says "It's the Unions' Problem"

HOLLYWOOD, July 22.—Labor dispute has temporarily halted RKO television activities over the Don Lee station WSKAO, but according to studio, plans for video experiments will go forward as planned. Trouble started when RKO wanted to truck equipment to Mount Lee, where telecast station is located, in order to run off some process shots. IBEW, which has been granted tele jurisdiction in this locality, stepped in when RKO wanted to bring up IATSE projectionists. Later union agreed to call off their men and at the last minute refused their projectionists permission to run films.

Question has arisen in the trade as to just what the situation is going to be if process shots are to be included in the general run of live telecasts, as IBEW has few projectionists in its ranks. With IBEW having jurisdictional rights in this area, it is expected that trouble may develop between this union and IATSE, which has most of the projectionists.

usual performances. Letters from listeners have attested to the fact. Commercials are often meant for visual as well as audio impact and demonstrations of the sponsor's products have been carried out during the reading of commercials. Ed Prentiss, master of ceremonies weaving the three shows together, has had this task, and, says Miss Phillips, the sponsor (General Mills) has been more than pleased with results.

### Three-Act Play Daily

In the days of television Miss Phillips believes her plan will give the home audience a three-act play daily. To do this she intends to have her characters used more interchangeably in the three shows. Therein will lie the principal similarity to a three-act play, and in this case it will be a three-act play using a small, inexpensive cast but losing no dramatic content.

This fall, it is planned that the three serials will be broadcast before an audience in one of Chicago's theaters. Then Miss Phillips plans to put her theories to a more stringent test.

### Carlisle, Sneed & Southern Sons Signed By CBS Tele

NEW YORK, July 22.—CBS tele has signed Una Mae Carlisle, singer-pianist; the Southern Sons, Negro quartet, and Ray Sneed, septa dancer, to do a three-week series of shows starting July 27.

Trade believes that the singing, following on the heels of Vera Massey's contract, is part of CBS's plans to get ready commercial shows for fall sale.

### Farnsworth To Issue Booklet To Explain Tele to Laymen

FONT WAYNE, Ind., July 22.—The Farnsworth Television & Radio Corporation will issue next week a many-colored booklet, *The Story of Electronic Television*, which is supposed to explain video to the man in the street.

This is the book written by Dick Hubbell while he was still with N. W. Ayer.

## Muggin' Is Nix For Air Vision

HOLLYWOOD, July 22.—Time-tried art of mugging will have to go thru a refining process before many pic leading lights and legit stars stand up under the all-seeing television camera video experts here believe. Mannerisms of prominent thespians may look okay from the fifth row but on a television screen even mild mugging in a close-up comes over as something reserved for the Dracula fraternity.

According to present standards video dramatic coaches believe that the best performers are those who can get force into their speeches without resorting to odd facial expressions for added emphasis. In close-ups the television camera picks up every movement. Sometimes a lift of the brows becomes a scowl and a slight movement of the lips a leer.

Even warblers will have to tone down the head-twisting grimaces that help sell a song to vaudeville night club customers and revert to a more casual style in putting their stuff across the video audience.

While most performers are easy to handle, it is expected that when the new medium begins to show promise and big names are attracted the trouble will start. Some in the trade believe it will be as tentative a day for trouper as it was when pictures found a voice.

Those who are playing along with television now will have the acting formula down pat when the big day comes but rapid inclusion of thespians from other branches of showbiz may throw the works out of gear. Old-timers will have to learn an entirely new set of rules and those who have played their characters with the voice without benefit of mugging will be in great demand.

Some of the top ether actors who have confined their acting to spots on comedy shows will have to tone down when they get before the television camera. Too many of them have grown careless with the passing years and are in the habit of going overboard in the mugging department to get a laugh from the studio audience.

### Set Post-War Mexican Video

NEW YORK, July 22.—Believing Mexico is due for terrific television use, Emilio Acasagarr, Mexico's leading radio and movie house owner, is here negotiating for post-war television material. Acasagarr, who owns the Alameda Theater and radio stations XEW-XIQ, plans to operate tele for the home and theater. He's talking to equipment manufacturers, program producers and networks. He wants sports as theater attractions if possible.

### First Movie-Tele House

WILDWOOD, N. J., July 22.—William C. Hunt, who reopens his newly built Baker's Theater next week, discloses that his house is the first motion picture theater in the country to make definite provisions for post-war television. House was rebuilt as a result of a fire last year. Hunt disclosed that in addition to projection booths, booths for television were also put up. The recent playhouse also claims a first in being the first movie house in the country to be entirely staffed by women—from manager all the way down to janitress.

### Transatlantic Call Changes

NEW YORK, July 22.—New producer and new director of the CBS-CBSG exchange show, *Transatlantic Call*, are Robert Heller and Rogers Brackett, recently assigned by the American outfit. Heller, who was Norman Corwin's assistant on the *This Is War* series, succeeds Leon Levine in the producing spot, and Brackett takes John Becker's directorial job.

## NBC Television

Reviewed Thursday (20) 8-8:30 p.m., 9-9:30 p.m. Style—Opera Newscasting. Sustaining on WNBC (New York).

The place of music in the video world has been a question mark for some time. Two opera bits (the first live program in some time from NBC) presented the case of long-hair music for the visual air this evening, and it left music's case where it was before the NBC airing. The reasons are very simple. Only consummate opera singers will be able to get by before the video camera, and none of the three "stars" of the evening would even pretend to have arrived at the stature of great yet. Both John Hamill and Lois Eastman, are nice youngsters with potential opera voices, but Hamill, as Rudolph, gave a typically stiff Met performance which was made stiffer by the tele camera, and Miss Eastman was an all-too-healthy Mimì (the first excerpt was from *La Bohème*). When the Eastman Mimì swooned it was the nicest fern pass seen before the cameras in a long time. It just went to prove that a new set of acting and make-up standards will have to be solved before the looker-in starts to believe what he's seeing.

Production wise, the camera work was adequate. Adequate is darned good for today's televising. The setting of the scene thru a commentator's reading the story of *La Bohème* from a book that was legible to the video audience was very effective, and the garret setting into which the cameras panned, after a still shot of the snow-covered roofs of Paris, had nothing of a tele set about it. It's disturbing to have the scene in which Mimì and Rudolph's candles both blow out just as tight as when both candles are supposed to be okay, but it was better that way than to have the scene played in a dim half-light. Dim half-light is had on the eyes of the looker-in today.

The credits on what appeared to be a miniature stage, the credits being on curtains that were pulled up one after another, were professional. If they heightened the artificiality of the entire proceedings that was not the fault of the idea, which can be used time and time again. (See NBC TELEVISION on page 14)

## TELEVISION REVIEWS

## DuMont Television

Reviewed Wednesday (19), 8:15-9:45 p.m. Style—Variety and films. Sustaining on WABD (New York).

DuMont's recent shows in general and tonight's offering in particular brings up the question of whether or not anything is being gained in this experimental period of tele. The same old production mistakes, the identical technical errors and the selfsame performers' blunders of 15 months ago are repeated week after week at 515 Madison Avenue.

Both the agencies and DuMont staffers have what appear to be convincing alibis—lack of adequate studio space, absence of replacements for vital equipment and no dough. There's a real scarcity of all these things. Imagination should be added to the list.

For example, the Charles M. Storm Agency is still using a "comic" professor as a muse. Tonight the hackneyed role was played by Jules Racine in *Gormogon Hall*. He brought entertainers to the screen with the regularity of a cuckoo clock. There was a hazy kind of idea behind his capers, based, as near as could be gathered, on the battle between long-hair and swing music. The prof tried unsuccessfully to control his students' yen for bounce.

With the exception of Robert Tower, *Follow the Girls* baritone, cast began its performances of classic numbers and, egged on by Sam Medoff's piano, went into swing and other modern versions. Thrush Eleanor Bauers, radio actress Amy Sedell, comic singer Anita Anton and dancer Bobbie Jean Bernhardt came on in quick succession. Of the group Miss Bernhardt made the best appearance. Her ballet that changed to an excellent toe shuffle would have been wholly entertaining had the camera matched her agility.

Camera work on close-ups of the others was better than average. Tower enjoyed a combination of light and camera that made for a clear, well-balanced pic. In his appearance, both his face and the (See DuMont Television on page 14)

## B&amp;K Television, Chicago

Reviewed Tuesday (18), 7 to 8:45 p.m. Style—News, variety. Sustaining on WBKB.

Tonight's show at WBKB hit a new high. Program content was varied and entertaining. Cast and production staff worked with close co-operation and efficiency. Everything went smoothly and with well co-ordinated timing. True, for a very short while the station had technical trouble when a generator went on the fritz and the picture became blurred and flickery. But that can be attributed only to the inferiority of present tele equipment and not to station neglect.

Gloria Swanson was the headliner of the evening. Altho her contribution consisted only of an interview. It was good television entertainment. She is more than telegenic. She is beautiful—potential material. Her life has been exciting enough to provide interesting subject matter for an interview. One thing apparent during this portion of the show is worthy of special comment, however. Miss Swanson, in spite of her many years on the stage and in the movies, was a little less polished than Fran Harris, the gal who interviewed her during this. Miss Swanson's first video appearance. Which only goes to prove that name stars are not always best equipped to do a tele job if they have no experience before the medium's cameras. To be good in television, you have to be experienced in television.

Running second to Miss Swanson in the race for top-ranking honors was Eugene Gerstein, "lawyer by trade, hypnotist by avocation." Gerstein was the first hypnotist ever to appear on WBKB, and judging by his work, he ought not to be the last. His hypnotizing of subjects whom he made act like children and split personality patients was eerie and interest-holding. The audience was sitting on the edge of their chairs, biting their fingernails before he had finished. A special bouquet should be given to the production staff for their part in Bern- (See B&K TELEVISION on page 14)

## CBS Television

Reviewed Thursday (20) 8-10 p.m. Style—Variety and films. Sustaining on WCBW (New York).

It is with great joy that report is made that CBS's tele quiz, for the first time within the memory of the oldest inhabitant of video row (not to be confused with Allen's Alley) entertained its audience. Credit for this amazing phenomenon goes to Quizmaster Ben Felner, who acted as tho he was actually taking an interest in the going-on; Producer-Writer-Director Frances Buss and a group of lively contestants.

To Mr. Felner: A deep bow for getting out of his usual delectums and keeping a rapid-fire stream of, if not funny, then amusing remarks moving. To Miss Buss: A mitt for several new questions with real visual interest. And to several members of the Simon & Schuster publishing staff: Thanks for being more than a set of storewindow dummies.

Major Cause of the improvement, aside from better talent clearance, were questions that showed Miss Buss's realization that she is working in a visual medium. One of them, really nothing more than a parlor game in which contestants knelt around a table and tried to blow a ball off into the others' faces, has lively movement and real interest for the viewer. Another, an adaptation of an idea tried several weeks ago, had the contestants pinning arrows on a map to try to locate the island of Yap. That, too, was fun to see.

On the debit side, it must be said that the problem of how to eliminate the entrance of participants from in front of the camera, with its consequent blurred focus, has still to be solved.

A new seg, Show Case, in which experimental programs will get an airing, started with this scanning. The first was *Letter To Margaret Arlen*, a rather talky bit that tried to solve women's problem thru the method of guest experts. It's a good idea, but for no longer than 15 minutes.

Vera Massey was on hand again with *Will You Remember?* Her usual songs and talk show that she maintains an evenly entertaining keel. The Gal was (See CBS TELEVISION on page 14)

# WESTERN UNION

A. H. WILLIAMS  
PRESIDENT

**SYMBOLS**

DL = Day Letter

NL = Night Letter

LL = Deferred Cable

ML = Cable Message Letter

See Bulletin

HB20 16 1 EXTRA=CHARLESTON WVIR 18 1207P

LOU FRANKEL

RADIO EDITOR BILLBOARD MAGAZINE=564 BROADWAY

FOUR SINCERE THANKS TO THE TIME BUYERS AND BILLBOARD FOR

WGK'S THIRD STRAIGHT BILLBOARD AWARD=

JOSEPH B MATTHEWS      MANAGER      WGKV.

WGKV;

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

Represented Nationally by  
**JOSEPH HERSHEY MCGILLVRA, Inc.**



# Name Bands Are Set for Fall

## Cugat Cuts 100 - Side E. T. Series

To Coast After Mex

NEW YORK, July 24.—Xavier Cugat and his ork tomorrow wind up a series of transcription sessions for World Broadcasting, which started July 7 and during which maestro and his crew cut 100 sides, doing as many as 15 sides per day, some days. All the while the band was carrying on with its Waldorf-Astoria stint and doing its Wednesday Dubonnet radio show (Wednesday 26, is last show of Dubonnet deal). The Latin-American maestro wasn't fiddling around. Sessions were directed by Leonard Joy, and many tunes featured Del Compo vocals and choir.

WE transcriptions will be issued as a Cugat package of 20 15-minute shows, five times per quarter hour. Deal calls for Cugat to get an advance big enough to cover crew's recording time, with a little left over, plus royalty arrangement of 25 per cent of the sale price of the series to any station or sponsor. Cugat is protected in his World contract on any straight commercial radio deal he may land. If maestro's next regular sponsored air job is for a ciggie sponsor, for instance, World series may not be sold to any other ciggie maker.

Cugat leaves for Cuba Thursday (27) a.m. and will head from there to Mexico, Cuba-Mex jaunt is primarily a vacation, the maestro will conduct Mexican Symphony Ork on several dates. Original arrangement to take five key sidemen from his own band down to Mexico with him was axed because Mex Musicians' Union wouldn't permit Cugat sidemen to work down there. Bob Diamant, leader's big manager, will round up the band and have them on the Coast September 1. Band will play Ciro's and make pix out there. Won't return East until January of 1945.

## James Sets High For Aragon, 11G

CHICAGO, July 22.—The record for a one-night stand at the Aragon Ballroom this year was hit by Harry James when he brought his crew here Friday (14).

Over 7,500 trumpeters crowded into the spot, ringing the cash register for approximately \$11,000. Fans paid \$1.50 per to hear the leader and virtually turned this weak spot, which has always centered to straight dancing, into a hot fiery, keeping the maestro in a swinging mood practically during the entire evening.

James was at the Aragon in April, last year, hitting a high for the year at that time.

## James Booked Back East

NEW YORK, July 22.—Harry James is scheduled to play Frank Dalley's Terrace Room not later than November 14 of this year. He can go in either that date or the week previous, and stint is for two weeks. He must also play two weeks by May, 1945. James played the room some time back, but this coming engagement is not an option, but a new contract that was drawn up between James and Dalley.

It's understood that if James doesn't play the date by November 14, he will pay Dalley an agreed sum for each week he misses. Altho unconfirmed, sum is said to be between \$5,000 and \$10,000. Dalley wouldn't comment. Same deal goes for the two weeks coming to Dalley before May, 1945. James is also slated to play the Hotel Sherman, Chicago, some time this year, altho date isn't known.

## One In, One Out

NEW YORK, July 22.—William Morris band department seems to have a fix on it. No sooner does one member come back from a sledge of illness than somebody else has to call in the medical.

Willard Alexander, head of the dept., just returned from a five-month illness, and now Bill Burnham, who handles locations, has been out, sick for the past week.

## B. Goodman Looks at Orks --New Band??

### Band Spot Tour Starts Talk

NEW YORK, July 22.—Benny Goodman made the rounds of the hotels playing bands last week with his little black book. According to leaders who said "hello" to B. G., he's eying several men in various bands, tantamount to rebuilding his own outfit. Humorous part of story came out when at least two leaders went over to Goodman's table and said, in effect, that he (Goodman) could take anyone he wanted—they had subs who were just as good. Of course, Goodman couldn't see their crossed fingers.

Paramount Theater, which has a commitment from Goodman to play there again, having done a stint last September, has been talking to the clarinetist about an engagement to take place either in October or November. Nothing definite has been set.

## J. Dorsey Cuts "Dream"

### For Decca August Issue

HOLLYWOOD, July 22.—Jimmy Dorsey and ork waxed Noche Duranda (And So I Dream) for Decca this week. Record is set for early-August release. Tune is Peer's Southern Music.

# PALLADIUM'S POST-WAR PUPS

## Cohen Planning Ballroom Chain

### National hoofery network notion cues chain chit-chat in trade—all maybe

HOLLYWOOD, July 22.—Maurice Cohen, prey of the Palladium here, revealed plans this week for a post-war Coast-to-Coast chain of danceries, built and operated along the same lines as the mammoth Hollywood spot. Naturally, neither materials nor man power for putting the plan into effect are available at the moment, but Cohen and the Palladium dough boys seem to have gone at least a little beyond the dream stage.

Maurice T. Perrine, industrial building consultant, has been retained by the Palladium interests, and will make a survey of ballroom sites in 14 key cities

## Many Orks Back to Spots They Played Last Season

Lifting of record ban would solve final problem of orchestra leaders—theaters, hotels, fill books for fall season with few taps remaining

(Continued from page 3)

news most ork leaders could bear at the present day. When it comes there will be rejoicing on all sides, because this remains the chief cranium pain for the name boys.

### Who'll Be Around

It's pretty much of a settled fact as to who is going to be around, now that the draft board has made up its mind over 28's. A look at the coming New York sked, shows repeats for many names that played hotel spots last year at almost the same time. For example, Vaughn Monroe goes into the Hotel Commodore September 28 for 10 weeks. He was there same time in 1943. Count Basie is going back into the Lincoln Hotel some time in November (date not actually set); and Frankie Carle, who received his first break at the Hotel Pennsylvania in New York last year, goes back there September 3, following Woody Herman. Later follows Les Brown, present band, starting August 21. Teat about Carle following Herman, is that same band follows Herman on the Old

## Dozen Trumpeters For Two-Month Job

NEW YORK, July 22.—Speaking of difficulty of keeping sidemen, Tony Pastor's brass section at Hotel New Yorker has taken an awful beating.

No less than 11 (count 'em) trumpet players have been in and out of the section since band has been at the spot past couple of months. Topper comes when Pastor leaves hotel end of July and loses Al Beck, lead trumpet man, who wants to stay in town because his wife is giving birth.

Gold show starting October 4. Herman took the show over for the summer starting July 28, for 11 weeks. It's the show that Carle got and gave up for the summer.

Guy Lombardo comes home to the Roosevelt Hotel, Johnny Long, who has played the lot shows at the New Yorker for the past couple of years, starts at that same spot at the end of July and will coast into September. Maria Kramer's hotels, the Lincoln and Edison, both are tentatively set. Dean Hudson and Chris Cross respectively, are there now, and only known returnee is Basse, who goes into Lincoln later on in year. Eddy Howard, Midwestern leader who made his first entrance into the East this summer, playing Frank Dalley's Terrace Room in Newark, N. J., comes back into the place this fall, and also goes into the Hotel Baltimore.

The shows mentioned bands are slated to lose dough at the places, taking over because of the well-known prestige and air time gained from the spots. It's known that James lost \$15,000 or thereabouts in his six weeks at the Astor early this summer. The Carles, Longs, Monroes, et al, are again losing dough, but as the past proves, it's worth it in one-nighter and theater returns.

### Theater Prices Not Up

Speaking of the theaters, according to the bookers, the price of bands hasn't jumped much above last season. That's radically different from last year and the annum before. But bands are getting anywhere from \$7,000 up for a week's work as a gander at the coming fall list shows—top names get top prices.

New York Capitol is only theater that has bookings up to first of the year. Gene Krupa's new band opened there Thursday (20) and will probably stay two months. He's setting close to \$10- (See NAME BANDS SET on page 22)

In which Cohen plans Palladium carbon copies. Tho it will be unquestionably a number of years before any such national chain of ballrooms actually operates, the Palladium's plans are looked upon by the trade as one more indication of the boom in the ballroom phase of the band biz, which can be looked for come V-Day. (Other indications of this trend were covered in the "Ballroom Biz Booming" story in the July 1 issue of The Billboard.)

### Trade Interest Aroused

Trade is also doing some plain and fancy speculating on the reasons for and the ultimate outcome of the Palladium Coast-to-Coast chain-idea. It is an open band-and-music biz secret that one of the motivating factors behind the recent purchase of near-by Casino Gardens by Tommy and Jimmy Dorsey and Harry James (Wayne Dillard, formerly operator of the Pacific Squire Ballroom, San Diego, is also in on the deal) was the band leaders' dissatisfaction with the short moola the Palladium was dishing out to top names, considering the kind of business the spot does. Bookers, managers and orkmen are watching with considerable interest the effect of the band leaders' new, hotter competition to the Hollywood dancery. Sonny Dunham is at the Palladium now, and will be followed by Henry Busse, Woody Herman and Stan Kenton, while the line-up

skedded for the Casino Gardens (name incidentally will be changed to Colonades) is Charlie Barnett to follow Tommy Dorsey; then Harry James and Jimmy Dorsey.

### Will Others Compete?

If the Palladium operators eventually control 14, or even a few less, top ballrooms in key cities, some segments of the trade figure they may be even tougher on band dough than they have been in the past. There is some music-row gossip to the effect that the ballroom operating band leaders may be laying plans for a chain to compete with any such network set-up by Cohen and his cohorts. No facts, however, to bear out such gossip have yet been divulged.

If the Palladium national chain actually develops, and if it is followed by other Coast-to-Coast ballroom chains, leader-operated or otherwise, there is little question that such hoofery networks would bring about some changes in the band biz. Independent operators (even tho a number of them have operated sectional chains in the past, as witness Cy Shorman in New England) will face new and sterner chain competition. The new and managerial offices, such as Music Corporation, General Amusement Corporation, William Morris, Frederick Bros. and others would probably take steps to protect their interests, and a fine time would be had by all.

# Mr. Operator—KEEP COOL

WITH THESE

## HOT WEATHER NICKEL GETTERS

ON

# FEATURE RECORDS

By the Band You'll Hear More in '44



Just Completed  
9 Weeks at  
Frank Dailey's  
TERRACE ROOM

Opening  
July 30th  
ARAGON,  
Chicago

# EDDY HOWARD

## AND HIS ORCHESTRA

★

### SINCE YOU WENT AWAY

EDDY HOWARD VOCAL

### I CAN'T HELP IT

EDDY HOWARD VOCAL  
Feature Record #1004

### FORGET-ME-NOTS IN YOUR EYES

EDDY HOWARD VOCAL

### COME OUT! COME OUT!

ROY EAST VOCAL  
Feature Record #1003

Order Your Records Direct From  
MODERN MUSIC SALES CO.

Exclusive Distributors to Juke Box Operators

433 WEST 45th STREET

NEW YORK 19, N. Y.

Personal Direction: W. BIGGIE LEVIN

Exclusive Management: MUSIC CORPORATION OF AMERICA

## ON THE STAND

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

### Ray Benson

(Reviewed at Pump Room, Ambassador East Hotel, Chicago)

THIS band is made to order for any class spot, excelling in danceable music that has become a favorite with the patrons of the Pump Room. Benson clicked at the Shark Club, New York, during his three engagements there with a modified society style that makes for tarp appeal.

Instrumentation is centered around the piano and sax (3) section, backed by the soft tones of the muted trumpet, as well as skin-beating and bass fingering. Benson at the piano adds a good lift to the melodies with his fine keyboard technique. Sells well with the customers. Arrangements are handled by Frank Monico (bass) and Jack Baddeley (tenor sax). Book includes many show tunes and Latin American numbers. Interested in performances are Afro-Cuban laments, sambas and boleros. Library also includes French and Spanish tunes.

Repertoire is an asset as it offers a set up that pleases all types of dancers. Vocals are done by Frank Fleming, who handles the show tunes and ballads, and Lon Lewis, who specializes in French and Spanish. Novelty is Benson's ability in associating various tunes with people and playing them upon their entrance into the room. Appearance of group is smart, and boys have pleasing personalities.

Jack Baker.

### Red Saunders

(Reviewed at Club De Lisa, Chicago)

DRUMMER RED SAUNDERS puts a lot of enthusiasm into his job, vim and spirit that is conveyed to the other members of his band and to the customers as well. Instrumentation, four reed, two brass, and three rhythm, "Strump" Whitlock, good as hot trumpeter, also handles vocals.

The orchestra gets a lot of jump into hot music but manages to make it dance music, too. A competent job of playing for the show in this vicinity proves the aggregation considerably more than a group of anxious-to-play individuals. Swing numbers were not neglected in keeping with the spot, but current pop tunes were as well done as Saunders' originals, *I Don't Know* and *It Makes Me Blue*.

Playing the De Lisa for some months, the orchestra may move to a Loop spot in October.

Larry Nixon.

### Henry Jerome

(Reviewed at Plantation Room, Hotel Dixie, New York)

HENRY JEROME, orchestra, which changed over from exclusive out-and-out swing some three months ago, appears headed for a commercial spot in the band world for the first time in its career. Present group, which numbers 13 instrumentalists, counting the trumpet-blowing maestro, dish up a not-too-complicated brand of music and consequently audiences get a break both for dancing and listening.

It's the latter factor that's the biggest asset here. Jerome has only one other trumpet player beside himself, but has four trombones, four reed and three rhythm. He figures to get plenty of melody out of lead horn, backed by slide horns and axes. It works, and when band doesn't blow, Jerome comes up with a combo that approaches something that spells moola. It's the old story; too much musician's music, no dough; pay more attention to melody and listener's untrained ears, and the cash register gets a chance to ring.

High spot in the evening's performance is a complete set of oldies, which band does well. There's nothing spectacular about the arrangements, musicians or leader's horn blowing, but when they concentrate on playing dance music the germ of a commercial idea is heard. Biggest flaw in the band's present make-up is the lack of another trumpet, which means that leader has to help make up the brass section. This also means that he plays a good deal of horn, as is other leaders who handle horns, only Jerome isn't in their class.

If he were to add another horn he could do less playing and concentrate on fronting, giving band more personality, which it could stand. Vocalists are Bea Abbott, gal who broke into his short time ago with Boyd Ruetburn, and Buddy Stewart, who acts as tho he is making his singing debut with the band. Latter is a loss on the floor in manner of presentation but his voice isn't bad. Miss Abbott is a cute chick who will improve with more experience. Her voice is true and pleasant.

Show, featuring Dale Roberts, female comedienne, is held over, and gal continues to draw big hands for her impersonations. She has talent, but material could stand pruning.

Paul Bacon.

## MUSIC GRAPEVINE

Asel Stordahl, Sinatra's arranger and musical conductor on radio and record work, will also conduct all The Voice's numbers in MGM's *Anchors Aweigh*. . . . Bob McGrew and orchestra in fourth season at Broadmoor Hotel, Colorado Springs, Colo. . . . Eddie Heyman signed to write lyrics to Morris Gestal's music for United Artists' *High Among the Stars*. Lieut. Bob Crosby, now at the marine base at Camp Pendleton, Calif., will take a band to the South Pacific in September. . . . Les Brown's band, *On a Sentimental Journey*, due for release by Mayfair Music. Leader collaborated with Bud (Once in Awhile) Green and Ben Homer on the tune. . . . Hal Wasson orchestra will have completed 26 weeks at Club Royale, Savannah, Ga., when he closes there September 9. . . . Baron Hugo band moved at Totten Point, Acaburda, Mass., for rest of season after winding up a 26-week run there July 14. . . . Sammy Cahn tune, *I Sipped Her*, skidded for Gene Kelly hooding spot in MGM pic. . . . Dick Byron stepped out of the Broadway Meltime choir last week to push-hit for Ronald Graham, kayoed by asthma.

Most requested numbers on WOY's Hill Country hit parade last week were "Chime Bells," "I'm a Coward With Old Glory in My Heart," "Oklahoma Lullaby," "New San Antonio Rose," "Nashville Blues," "Columbus Stockade Blues," "Yesterday's Tears," "Cleaning My Rifle," "When My Blue Moon Turns to Gold Again" and "Precious Jewell." . . . Bob Abbott, former Boyd Ruetburn and Herb Fields thrush, to Henry Jerome. . . . Lennie Garment, featured tenor saxman with Jerome, drew 1-A rating.

Xavier Cugat paid Val Olman \$200 for Holiday for Strings arrangement. . . . Johnny Richards has added thrush Reathia Stevens to his orchestra which is doing a little better than breaking even—an accomplishment for an unknown band starting out in these parts. . . . Formosa, South American music and bookie pub, going into his as rep for U. S. pub. . . . Scott Sherock, Heidis trumpeter who starts out with his own organ in October, will have three trombones, three trumpets; five sax, four rhythm and ten vocalist.

### "Thrill" for Dorsey

Tommy Dorsey and orchestra report to MGM this week for *Thrill of a Romance*. . . . Barry Wood offering a two-week vacation on his Connecticut farm to person giving information leading to his signing a lease for a New York City apartment. . . . Andy Russell waxed *Te Quiero Dilete* for Capitol. . . . Jack Austin organ in 10th week at Child's Paramount Restaurant, New York.

Woody Herman's former drummer, Frankie Carlson, has joined Lew Gray's orchestra at Zucca's, Hermosa Beach, Calif. . . . Lieut. Harry Tyl, known in FBI territory, staged jungle jam session for American forces about 75 yards from the Japs recently. The beasts evidently felt the music soothing — they didn't shoot. . . . Max Steiner starts recording his originals, "The Conspirators," for Warner's this week.

### From "Coast to Coast"

Red Norvo, currently at Downtown Club, New York, inked for long run at





# PART 1—The Billboard Music Popularity Chart

Week Ending  
July 20, 1944

## SONGS WITH MOST RADIO PLUGS

The following are the leading songs on the basis of the largest number of network plugs (from New York outlets WJZ, WFAP, WABC and WOR) for the past week. Position in the list is an indication of a song's "most played" status, since all songs are listed alphabetically.

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

TITLE	PUBLISHER
A Fellow on a Furlough (F)	Block Amor (F)
An Hour Never Passes	Melody Lane
And So Little Time	Shapiro-Bernstein
Apple Blossoms in the Rain (F)	Lincoln
Come Out, Wherever You Are (F)	Southern
Every Day of My Life	T. B. Harms
Going My Way (F)	Paramount
Goodnight, Wherever You Are	Burke-Van Heusen
How Many Hearts Have You Broken?	Advanced
I Don't Want to Love You	Chelsea
I Dream of You	Embassy
I'll Be Seeing You	Williamson
I'll Get By (F)	Berlin
Is You Is or Is You Ain't? (F)	Leeds
It Could Happen To You (F)	Famous
It Had To Be You (F)	Remick
It's a Crying Shame	Morris
Kentucky	BMI
Let's Sing a Song About Susie	Harms, Inc.
Long Ago (And Far Away) (F)	Crawford
Milkman, Keep Those Bottles Quiet (F)	Feist
Pretty Klitty Blue Eyes	Santly-Joy
San Fernando Valley	Morris
Some Day I'll Meet You Again (F)	Witmark
Some Peaceful Evening	Campbell-Porgie
Sweet and Lovely (F)	Feist
Sweet Lorraine	Mills
Swinging on a Star (F)	Burke-Van Heusen
Time Waits for No One (F)	Remick
Together (F)	Crawford
Too Much in Love (F)	Barton

## BEST SELLING SHEET MUSIC

This compilation is based on weekly reports received from leading sheet music publishers and dealers in important sheet distribution centers in the United States. (See source list on first column.) Songs are listed according to their popularity nationally, with the sectional hitness to the date. (M) Song in hit musical. (F) Song in film musical.

POSITION Last Week (W.)	TITLE	East	Mid-West	South	West Coast
1	1. I'LL BE SEEING YOU Williamson	1	2	1	1
2	2. SWINGING ON A STAR (F) Burke-Van Heusen	2	1	3	3
3	3. LONG AGO (AND FAR AWAY) (F) Crawford	4	4	4	2
4	4. AMOR (F) Melody Lane	3	5	2	5
5	5. I'LL GET BY (F) Berlin	3	3	5	4
6	6. TIME WAITS FOR NO ONE (F) Remick	7	6	9	9
7	7. GOODNIGHT, WHEREVER YOU ARE Shapiro-Bernstein	—	7	6	7
8	8. I'LL WALK ALONE (F) Morris	5	—	—	6
9	9. MILKMAN, KEEP THOSE BOTTLES QUIET (F) Feist	—	9	7	8
10	10. IT HAD TO BE YOU (F) Remick	6	10	—	—

### Other Sheet Music Reported in Best Selling Lists by Sections

EAST: New York: Always Hurt the One You Love—Sun Music Company; A Fellow on a Furlough (F)—Block; MIDWEST: Some Day I'll Meet You Again (F)—Witmark; SOUTH: San Fernando Valley—Morris; Some Day I'll Meet You Again (F)—Witmark; WEST COAST: How Blue the Night (F)—Robbins.

## "HARLEM" HIT PARADE

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

POSITION Last Week (W.)	TITLE	Artist	Label
1	1. G. I. Jive	Louis Jordan	Decca 8659
2	2. Straighten Up and Fly Right	King Cole Trio	Capitol 154
3	3. Cherry Red Blues	Cootie Williams	Hit 7084
4	4. Till Then	Mills Brothers	Decca 18599
5	5. Is You Is or Is You Ain't? (F)	Louis Jordan	Decca 8659
6	6. When My Man Comes Home	Buddy Johnson	Decca 8655
7	7. My Little Brown Book	Duke Ellington	Victor 20-1584
8	8. I'll Get By (F)	Ink Spots	Decca 18579
9	9. Body and Soul	Coleman Hawkins	Bluebird 35-0825
10	10. I Can't See for Lookin'	King Cole Trio	Capitol 154

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORD SOURCES: Atlanta: Cox Prescription Shop, Beverly Hills, Calif.: Martindale's, Birmingham: Jordan's Radio Shop, Louis Fitts Dry Goods Co., Boston: The Melody Shop, Bridgeport, Conn.: Gilman Music Store, Hayward Dry Goods Co., Whiting Radio Service, Baito, Mead., Drebbels Music Co., Chicago: Goldfist Brothers, Hudson, N. J.: Lyon & Nealy, Marshall Field, Sears-Roebuck & Co., Wurlitzer's, Cincinnati: Song Shop, Steinberg's, Inc., Willis Music Co., Wurlitzer's, Denver: Century Music Shop, The May Company, Charles E. Wells Music Co., Des Moines: Davidson Record Co., Dan Morley Music Store, Fort Worth, Tex.: Kenzie Bros., Furniture Co., Hollywood: Music Shop, Music City, Hollywood House of Music, Jacksonville, Fla.: Butler's Record Shop, Los Angeles: The May Company, Louisville: Stewart Dry Goods Co., Miami: Richard's Shop Co., Burlington, Inc., Milwaukee: J. B. Bradford's Music Store, Merton Music Co., Broadway House of Music, Newark, N. J.: G. & R. Record Shop, Radio Shop of Newark, New Orleans: Louis Gramavid Co., Inc., New York City: Center Music Store, Liberty Music Shop, Gallery Music Shop, Rabson's Music Shop, R. H. Macy & Co., Abraham & Strauss, Inc., Broadway Record Co., Philadelphia: Downside Record Shop, Alex. A. Gellman, Highpoint Record Shop, Pittsburgh: Volkwein Bros., Inc., Portland, Ore.: Metz & Frank Co., Raleigh, N. C.: C. H. Stephenson Music Co., Joseph E. Tilson Co., Richmond, Va.: Gary's Record Shop, Walter D. Moses & Co., Corley Record Co., St. Louis: Acollan Co., St. Paul, Minn.: Mayflower Novelty Co., Salt Lake City: E. G. M. I. Gramophone Shop, San Antonio: Alamo Plaza Co., Washington, D. C.: George's Radio Co., Westwood, Calif.: Music Shop.

## Lucky Strike HIT PARADE

CBS, Saturday, July 22, 9-9:45 p.m. EDT.

TITLE	PUBLISHER
1. I'll Be Seeing You	Williamson
2. Swinging on a Star (F)	Burke-Van Heusen
3. Long Ago (And Far Away) (F)	Crawford
4. Amor (F)	Melody Lane
5. I'll Get By (F)	Berlin
6. Goodnight, Wherever You Are	Shapiro-Bernstein
7. Sweet Lorraine	Mills
8. And Then You Kissed Me	Miller
9. Milkman, Keep Those Bottles Quiet (F)	Feist

And the Following Extras: Darktown Strutters' Ball, Sweet Georgia Brown, I've Got Rings on My Fingers and Bells on My Toes, and Dark Eyes.

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLER SOURCES: Atlanta: Cable Piano Co., Boston: H. N. Homeyer & Co., Chicago: Carl Fischer, Inc.; Gemble Hinged Music Co., A. C. McHenry, Cincinnati: Song Shop, Willis Music Co., Denver: Charles E. Wells Music Co., New Angeles: Morse M. Freeman, Inc., New York City: Music Dealer's Service, Inc., Ashby Music Supply Co., Myer Music Corp., Carl Fischer, Inc., Music Sales Corp., Phoenix, Ariz.: J. J. Newberry, Co., Pittsburgh: Volkwein Brothers, Inc., Portland, Ore.: Metz & Frank Co., San Antonio: Southern Music Co., San Francisco: Pacific Coast Music Jobbers, St. Louis: St. Louis Music Supply Co.

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

Hollywood Radio Room, starting in October. . . Joy Caylor adding trombone and sax to her all-gal ork, bringing the crew to 18.

Lee Brown will plug his statement's tunes Tuesday (25) at the Hotel Pennsylvania. Pianist Jeff Clarkson, arranger Frank Comstock and vocalist Gordon Drake will have their songs played. . . Matt Pelkonen Music Company has brought out "Tear Drops From the Sky," written by Pelkonen, Eugene Wellman and Corp. Jack Adams.

Andrews Sisters Hymn Singers  
Andrews Sisters will sing three hymns with Minneapolis Symphony during the ice festival. . . Paul Sawtell scoring Pearl of Death and House of Fear for Universal. . . Herb Fields has replaced through Dottie Reed with Lorrin Lynn, and lead trombonist Bruce Blake with Bill Grazow. Grazow moved over from Harry James.

### Barnet Calls TD "Boss"

Charlie Barnet at Tommy Dorsey's ballroom, Colonnades, for three week-ends, including Saturday swing shift. . . Lennie Hayton banded the MGM ork in recording session with Judy Garland. . . The Interests, cled by Roger Edens and Kay Thompson, waxed for Zigfield Polka. . . Jimmie Lunceford ork leaves Hollywood August 2 for series of one-nighters which will take them to New York.

### It Can Happen to Everybody

Mitch Ayres, Art Kassel, Bob Chester, Boyd Rubens, Jo Stafford, Bing Crosby and Dinah Shore will record "It Could Happen to You" from Paramount's "And the Angels Sing" thru a deal worked out by Sidney Korshak, at Famous Music. . . Bill Snyder, leader at the Mayfair Room, Chicago, has teamed with his sid partner, Jerry Chidzen, for series of double-piano concerts at Purdue University.

Vincent Lopez plays some one-nighters, including Hershey Park, Pa., and Pleas-

ure Beach Park, Bridgeport, Conn., after New York Strand engagement. . . Hay Herbeck opens at Muehlebach Hotel, Kansas City, Mo., August 11. . . Julie Styne and Sammy Cahn will cled tunes for Dave Wolper's new musical, tentatively called *Have a Good Time*. Robbins will publish the music.

### 52 Weeks Solid

Emil Coleman and ork wind up shooting at Universal this week and go into Hollywood Macambo for year's engagement. . . Josh White waxed "Motherless Child," "Prison Bound," "Fare Thee Well," "Work Blues," "Lass With the Delicate Air" and "When I Lay Down and Die Do Die" for Asch Records. . . Gene Kardos into Roseland Ballroom, New York, for two weeks, while Gene Altoun and ork vacation. Band will alternate with Clyde Lewis.

Harry James ork on vacation before opening at Tommy Dorsey's Hollywood Ballroom July 28 for five week-ends. . . Amy Arnell, former Tommy Tucker vo-

calist, in acting role in *Early To Bed* at Moevye Theater, Newark, N. J. . . Bus Molen, pianist, featured in *Rooshore* at Plantation Club, Nashville. . . Ed Fishman returns to Coast this week after short bit trip to Frederick Bros., New York office.

### More "Canteen"

Jimmy Dorsey cut his one-night tour short to check back into Warner Bros. studio for added scenes of "Hollywood Canteen." . . Carol Melina, winding up a 10-week run at the Palace Hotel, San Francisco, will finish out the season as result of option pick-up. . . Vera Tully, New York MCA receptionist, to Manassasville for two-week vacation. . . Teddy Williams named musical supervisor on WB's "The Cam is Green."

Joshua Johnson, boogie-woogie pianist, cut 90 sides for World and Decca, of which 12 were his own numbers, soon to be published by Northern Music. . . Hal Pearl, intermission organist at Aragon Ballroom, Chicago, is sharing broadcast with Art Kassel over WGN-MBC.



Victor's sensational romantic vocalist sings the song that's tops with the dough-boys. It's *Lili Marlene*—successor to *Mad'moiselle* from Armentières and greatest song of World War II. Sure to be a terrific coin-getter. On the reverse Perry sings about the distaff side of the army in a toe-tapping tune titled *First Class Private Mary Brown*. Order Victor Record No. 20-1592.

# MAKE HAY WITH KAYE!



Sammy Kaye, the Maestro of Swing and Sway, records two numbers that are packed with coin appeal. Better get yours right away.

**VICTOR RECORD** **HAWAIIAN SUNSET**  
**NO. 20-1590** **Vocal by Marty McKenna**  
**Vocal by Tommy Ryan**

Listen to "The Music America Loves Best" Saturdays, 7:30 p.m., EWT, Blue Network.

BUY MORE WAR BONDS

THE TUNES THAT NAB THE NICKELS ARE ON  
**VICTOR**  
 AND BLUEBIRD RECORDS

RCA Victor Division

Radio Corporation of America, Camden, N. J.



## PART 2—The Billboard

### BEST SELLING RETAIL RECORDS

This compilation is based on weekly reports received from leading retail record stores in key retail cities. (See column in Part 1.) Songs are listed according to their popularity nationally with the sectional listings to the right. Record marking the hit record is in best sale. (M) Song in Last Week. (F) Song in First Week.

NATIONAL		East	Mid-west	South	West Coast
POSITION	LAST WEEK				
1	1. I'LL BE SEEING YOU Bing Crosby—Decca 18595 I Love You (M)	2	2	1	2
2	2. SWINGING ON A STAR (F) Bing Crosby—Decca 18597 Going My Way (F)	1	1	2	9
3	3. I'LL GET BY (F) Harry James-Dick Haymes—Columbia 36676 Flatbush Flanagan	4	7	4	1
4	4. I'LL BE SEEING YOU Tommy Dorsey-Frank Sinatra—Columbia 20-1574 Let's Just Pretend	7	4	7	10
10	5. G. I. LIVE Louis Jordan—Decca 8659 Is You Is or Is You Ain't? (F)	6	—	3	—
4	6. AMOR (F) Bing Crosby—Decca 18600 Long Ago (And Far Away) (F)	3	6	—	—
7	7. HIS ROCKING HORSE RAN AWAY (F) Betty Hutton—Capitol 155 It Had To Be You (F)	—	—	6	7
8	8. GOODNIGHT, WHEREVER YOU ARE Russ Morgan—Decca 18598 Loulou (F)	—	3	—	—
9	9. LONG AGO (AND FAR AWAY) (F) Jo Stafford—Capitol 153 I Love You (M)	—	—	—	3
7	10. AMOR (F) Andy Russell—Capitol 156 Day After Forever	—	—	—	4

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

EAST: Long Ago (And Far Away) (F)—Helen Forrest-Dick Haymes, Decca 25317; Long Ago (And Far Away) (F)—Bing Crosby, Decca 18600; You Always Hurt the One You Love—Mills Brothers, Decca 18599; I'll Walk Alone (F)—Dinah Shore, Victor 20-1584.

MIDWEST: Long Ago (And Far Away) (F)—Bing Crosby, Decca 18600; Time Waits for No One (F)—Helen Forrest, Decca 18600.

SOUTH: Some Day I'll Meet You Again (F)—Ink Spots, Decca 18579; I'll Get By (F)—Ink Spots, Decca 18579; How Blue the Night (F)—Dick Haymes, Decca 18604; You Always Hurt the One You Love—Mills Brothers, Decca 18599.

WEST COAST: I'll Walk Alone (F)—Martha Tilton, Capitol 157; It Had To Be You (F)—Betty Hutton, Capitol 155; It Could Happen to You (F)—Jo Stafford, Capitol 158.

### MOST PLAYED JUKE BOX FOLK RECORDS

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

POSITION	LAST WEEK				
4	1. Is You Is or Is You Ain't? .....	Louis Jordan	.....	Decca	8659
2	2. So Long, Pal .....	Al Dexter	.....	Okeh	6718
3	3. Too Late To Worry ..	Al Dexter	.....	Okeh	6718
4	4. I Can't See for Lookin' ..	King Cole Trio	.....	Capitol	154
5	5. Soldier's Last Letter ..	Ernest Tubbs	.....	Decca	6088
—	4. Hurry, Hurry .....	Lucky Millinder	.....	Decca	18809
—	5. Texas Blues .....	Foy Willing	.....	Capitol	162
—	5. Cherry Red Blues .....	Cootie Williams	.....	Hit	7084

### ADVANCE BOOKINGS

BLUE BARRON: Blue Moon, Wichita, Kan., July 28-Aug. 2.  
 FRANKIE CARLE: Palace Theater, Columbus, O., Aug. 8-10.  
 BENNY CARTER: Rainbow Rindovu, Salt Lake City, July 31 (2 weeks).  
 JOY CAYLER: Starline Ballroom, Wildwood, N. J., Aug. 11-17.  
 BOB CHESTER: Eastwood Gardens, Detroit, July 28-Aug. 2.  
 AL DOLAN: Camp Helen, Palacios, Tex., July 26; Naval Air Station, Corpus Christi, Tex., 27; Army Air Field, Marfa, Tex., 28; Chamber of Commerce, El Paso, Tex., 29; Army Air Field, Alamogordo, N. M., 30; Army Air Field, Pecos, Tex., 31.  
 JIMMY DORSEY: Dream Bowl, Vallejo, Calif., Aug. 9; Auditorium, San Jose, Calif., 10; Auditorium, Stockton, Calif., 11; Auditorium, Sacramento, 12.  
 FREDIE FISCHER: Warfield Theater, San Francisco, Aug. 8-14.  
 HORACE HEIDT: Palace Theater, Cleveland, July 28-Aug. 2.  
 WOODY HERMAN: Million-Dollar Pier, Atlantic City, Aug. 5 (week).  
 ART KASSEL: Lake Club, Springfield, Ill., July 29 (2 weeks).  
 SAMMY KAYE: State Theater, Hartford, Conn., Aug. 4-6.  
 STAN KENTON: Conroy Island, Cincinnati, Aug. 1; Idora Park, Youngstown, O., 2; Buckeye Lake, O., 3; Juyland Park, Lexington, Ky., 4.  
 JOHNNY LONG: Hotel New Yorker, New York, July 31-Oct. 1.  
 CLYDE LUCAS: Playground, Booklyn, Aug. 7; Playground, Jackson Heights, N. Y., 8; Fox Park, Bronx, N. Y., 9.  
 JIMMY LUNCEFORD: Sweets Ballroom, Oakland, Calif., July 30; Auditorium, Oakland, Calif., 31; Riverside Park, Phoenix, Aug. 3-11; Auditorium, Tucson, Ariz., Aug. 5.  
 ABE LYMAN: Oriental Theater, Chicago, July 28-Aug. 2.  
 TONY FASTER: Cuytime Oak Park, Baltimore, Aug. 2; Palomar, Norfolk, Va., 3.  
 GEORGE PAXTON: Roomland Ballroom, New York, Aug. 8-Oct. 2.  
 LOUIS PRIMA: Million-Dollar Pier, Atlantic City, Aug. 9.  
 JAM SAVITT: Golden Gate Theater, San Francisco, Aug. 9.  
 JACK TEACABDEN: Trilaxon Ballroom, Southgate, Calif., Aug. 1 (2 weeks).

# Music Popularity Chart

Week Ending  
July 20, 1944

## MOST PLAYED JUKE BOX RECORDS

### Going Strong

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

1. I'LL BE SEEING YOU (14)—Bing Crosby (John Scott Trotter Ork.) Decca 18595  
(Tommy Dorsey-Frank Sinatra, Victor 20-1574; Louis Prima, Hit 7083; Hildegarde, Decca 2329); Billie Holiday, Commodore C-553.
2. I'LL GET BY (15)—Harry James (Dick Haymes) Columbia 36698  
(Link Wray, Decca 18599; The Four King Sisters, Bluebird 30-082); Jan Garber, Hit 7079; Kitty Carlisle, Decca 23320; Billie Holiday, Commodore C-553.
3. G. I. JIVE (13)—Louis Jordan Decca 8659  
(Johnny Mercer, Capitol 141).
4. SWINGING ON A STAR (10)—Bing Crosby (John Scott Trotter Ork.) Decca 18597  
(Grey Rain, Hit 7086; Freddie Slack, Capitol 160).
5. AMOR (4)—Bing Crosby (John Scott Trotter Ork.) Decca 18608  
(Andy Russell (Al Sack Ork.), Capitol 156; Xavier Cugat, Columbia 36718; Eric Madriguera, Hit 8033; Percy Faith, Decca 23344; Wayne King, Victor 20-1587; Lawrence Welk, Decca 4444).
6. YOU ALWAYS HURT THE ONE YOU LOVE (9)—Mills Brothers Decca 18599
7. LONG AGO (FAR AWAY) (12)—Helen Forrest-Dick Haymes (Camorata Ork.) Decca 23317  
(Perry Como, Capitol 153; Jo Stafford, Capitol 153; The Three Suns, Hit 7095; Guy Lombardo, Decca 18602; Jan Garber, Feature 1002; Bing Crosby, Decca 18606).
8. I'LL BE SEEING YOU (8)—Tommy Dorsey (Frank Sinatra) Victor 20-1574  
(See No. 1)
9. LONG AGO (FAR AWAY) (3)—Bing Crosby (John Scott Trotter Ork.) Decca 18608  
(See No. 7)
10. SAN FERNANDO VALLEY (19)—Bing Crosby (John Scott Trotter Ork.) Decca 18586  
(The Four King Sisters, Bluebird 30-0824; Johnny Mercer, Capitol 150; Johnny Long, Decca 4457; Jan Garber, Hit 7079).
- MILKMAN, KEEP THOSE BOTTLES QUIET (11)—Ella Mae Morse (Dick Walters Ork.) Capitol 151  
(Woody Herman, Decca 18603; The Four King Sisters, Bluebird 30-0824).
- AMOR (2)—Xavier Cugat (Carmen Castillo) Columbia 36718  
(See No. 5)
11. I'LL WALK ALONE (1)—Martha Tilton Capitol 157  
(Mary Martin, Decca 23340; Dinah Shore, Victor 20-1586; Louis Prima, Hit 7083)
12. GOODNIGHT, WHEREVER YOU ARE (8)—Russ Morgan Decca 18598  
(Blue Baron's Ork, Hit 7081; Mary Martin, Decca 23340)
13. STRAIGHTEN UP AND FLY RIGHT (6)—Andrew Sisters (Vic Schoen Ork.) Decca 18606  
(King Cole Trio, Capitol 154)
14. I LOVE YOU (15)—Bing Crosby (John Scott Trotter Ork.) Decca 18595  
(Eric Madriguera, Hit 7077; Jo Stafford, Capitol 153; Perry Como, Victor 20-1569; Jan Garber, Feature 1001; Wilbur Evans, Decca 23337).
15. LONG AGO (FAR AWAY) (2)—Guy Lombardo (Tony Craig) Decca 18602  
(See No. 7)
16. HOW BLUE THE NIGHT (3)—Dick Haymes (Emil Newman Ork.) Decca 18604  
(Bob Chester, Hit 7088)
17. DON'T SWEETHEART ME (17)—Lawrence Welk (Wayne Marsh) Decca 4434  
(Blue Baron's Ork, Hit 7080; Tex Granda, Deluxe 5005)
18. IS YOU IS OR IS YOU AIN'T? (1)—Louis Jordan Decca 8659
- AMOR (3)—Andy Russell (Al Sack Ork.) Capitol 156  
(See No. 5)

### Coming Up

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

1. PRETTY KITTY BLUE EYES—The Merry Macs Decca 18610
2. G. I. JIVE—Johnny Mercer (Paul Weston Ork.) Capitol 141
3. TIME WAITS FOR NO ONE—Johnny Long (Patti Dugan) Decca 4459

### Territorial Favorites With Juke Box Operators

The following records are reported as favorites in various territories as indicated in reports to The Billboard from leading juke box operators.

- IT'S LOVE, LOVE, LOVE—Guy Lombardo Decca 18589  
(Toronto)
- MEMPHIS BLUES—Harry James Columbia 36713  
(St. Louis)

## Happy Days Again: 12-18 Remotes for Hudson & Howard

NEW YORK, July 22.—Last week for some band leaders around town was like old-times, so far as remotes are concerned. Due to stand-bys last-minute cancellations, etc., Dean Hudson at the Lincoln and Eddy Howard, who departed Frank Dalley's Terrace Room Thursday (20) had themselves a windfall.

Hudson, who usually gets about five shots a week, got 11 wires, all before 1 p.m., which gave the contact men a feast. He had seven MNS and four CBS wires, Eddy Howard was on six times Saturday (15) and 12 times the rest of the week, giving him 18 shots in all. It was just like the old Meadowbrook and Glen Island Casino days before the war when bands got over 20 wires a week.

## Sammy Kaye Recovers; Rejoins Ork July 27

NEW YORK, July 22.—Last three days of Sammy Kaye's stint at the Capitol Theater, ended Wednesday (19), was done without leader, who was out ill. Band was balanced by Billy Williams, vocalist, during Kaye's absence.

It was fifth week for band, which had done hefty bit at the house, registering close to \$60,000 last week. Ork is off on vacation until 27th of this month, when it goes into RKO-Boston for a week. It plays New England, then comes into Hotel Astor here August 9.

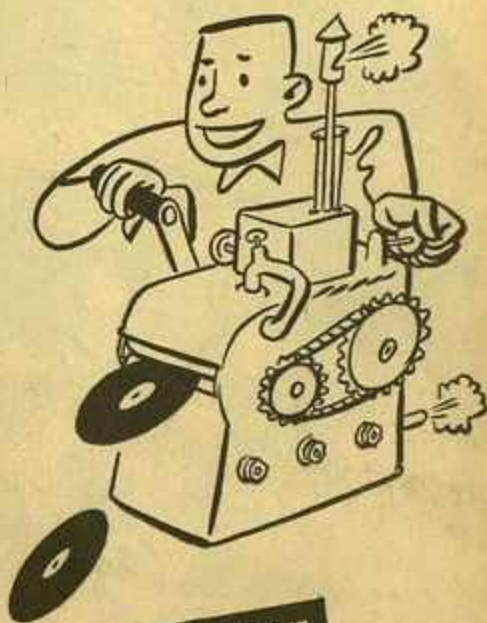
Kaye's feature, "So You Want To Lead a Band," was dropped during Kaye's absence. He'll rejoin band in Boston.

## Hudson Into Lowe's State

NEW YORK, July 22.—Dean Hudson's ork skedded to go into Lowe's State early in August. Band is currently at Hotel Lincoln here for an indefinite stay. Band cut 15 transcriptions for Langworth last week.

# more

NEW and WONDERFUL releases!



IT'S TOMMY TUCKER TIME

Dear Old Pal of Mine  
Whisper that You Love Me

col. 36728

HORACE HEIDT presents FRED LOWERY

Whispering  
Estrellita

col. 36727

COLUMBIA  
RECORDS



## "HE GOT A NEW DECCA RECORD AND HE'S TAKING NO CHANCES!"

This coin machine operator may be overdoing it a bit, but DECCA records are precious! Demand has grown because everybody likes the kind of entertainment DECCA delivers—newest tunes, big-name bands, popular vocalists, smart arrangements. And war shortages limit the supply.

We've had to "ration" the available supply of DECCA hits. That means you may not get all you need—but you're sure of getting your fair share!

So until the war's over make your DECCA records work harder for you. Switch them around from machine to machine and keep all your locations satisfied!

**DECCA**  
DISTRIBUTING CORPORATION



EXECUTIVE OFFICES: 50 WEST 57th ST., NEW YORK 19, N.Y.



# PART 3—The Billboard

## RECORD POSSIBILITIES

These records and songs show indications of becoming future nationwide hits in the near and ever receding future. Selections are based upon radio performances, sheet music sales, information from music publishers on the relative importance of songs in their catalogues and upon the judgment of The Billboard's Music Department.

**SWINGING ON A STAR ... Bing Crosby (Williams Brothers' Quartet-John Scott Trotter and Ork) ... Decca 18597B**

This is a typical example of why the gemmer sells and continues to sell year after year. He kicks the devil out of this number and leaves nothing—well almost nothing—for anyone else to do with it. The Williams Brothers do an assist that's something to talk about and the entire dicking is ace. This should sell well up into the hundreds of thousands and garner enough nickels to pay for the clinkers that land in every juke box.

**BOLERO AT THE SAVOY ... Gene Krupa and His Ork ... Columbia 36728**

Krupa is hot news these days and while this wailing is pre-disk ban there's enough of Krupa in it to carry it right along into the too disco. Krupa opens and carries the platter almost all the way thru with a pleasant assist by Anita O'Day on the vocals. Skin beating by Krupa has always been a fine art—and two and a half years hasn't aged this platter at all. Across the counter and on the automatic turntables this is going to sell, but solid.

**COME OUT, COME OUT, WHEREVER YOU ARE ... Eddy Howard and Ork (Vocal by Roy Baat) ... Feature 1003-A**

Eddy Howard has been fairly solid in the Mid-West for sometime and this dicking should serve to do some platter selling for him in the East where he's been playing lately. There's a nice rhythm and some solid orchestration in this number and the vocals by Roy Baat are far better than the usual band vocalizing. While Eddy Howard may not sell this, the notes that are on the disk will—for nickels and everything.

## POPULAR RECORD RELEASES

(From July 20 thru July 27)

### AMERICAN WALTZ MEMORIES

ALBUM	Paul Lavalle	Musicraft 62
A Kiss in the Dark	Paul Lavalle	Musicraft 294
Always	Paul Lavalle	Musicraft 297
Beautiful Ohio	Paul Lavalle	Musicraft 296
Let Me Call You Sweetheart	Paul Lavalle	Musicraft 297
Missouri Waltz	Paul Lavalle	Musicraft 296
Remember	Paul Lavalle	Musicraft 295
That Naughty Waltz	Paul Lavalle	Musicraft 295
Wonderful One	Paul Lavalle	Musicraft 294

### COME OUT, COME OUT, WHEREVER YOU ARE

Eddy Howard	Feature 1003
DANCE WITH A DOLLY (With Evelyn Knight (Camarata Hole in Her Stocking)	Ork ... Decca 18514
DEAR OLD PAL OF MINE	Tommy Tucker (Den Brown) ... Columbia 36728

### TOMMY DORSEY, STARMAKER

ALBUM	Tommy Dorsey	Victor P-150
Everything Happens To Me	Tommy Dorsey (Frank Sinatra)	Victor 20-1577
Little Men With a Candy Cigar	Tommy Dorsey (No Staffed)	Victor 20-1578
Nose But the Lonely Heart	Tommy Dorsey (Tommy Dorsey)	Victor 20-1576
Not So Quiet, Please	Tommy Dorsey (Buddy Rich)	Victor 20-1579
Oh! Look at Me Now	Tommy Dorsey (Frank Sinatra, Connie Haines, Pled Pipers)	Victor 20-1578
Swing High	Tommy Dorsey (Ziggy Elms)	Victor 20-1577
Swingin' On Nuthin'	Tommy Dorsey (Sy Oliver and Jo Stafford)	Victor 20-1579
Will You Be Mine?	Tommy Dorsey (Connie Haines)	Victor 20-1576

**ESTRELLITA (MY LITTLE STAR) ... Horace Heidt (Fred Lowery) ... Columbia 36727**

### FORGET-ME-NOTS IN YOUR EYES

Eddy Howard ... Feature 1003

**GOOD NIGHT, SWEETHEART ... Kitty Carlisle (Harry Sosnik Ork) ... Decca 23347**

**I CAN'T HELP IT (IF I LOVE YOU) ... Eddy Howard ... Feature 1004**

(See Pop Record Release on page 96)

### Lou Martin-Fred Coots Tune Pubbed by Maestro

NEW YORK, July 22.—Lou Martin has now launched his latest song, *What Are You Gonna Do With All Your Money?* thru his Martin Publishing Company. He and J. Fred Coots collaborated on the tune. The leader, who until last month conducted the show band at Leon & Eddie's, is rehearsing a new 11-piece outfit. After establishing something of a record with a nine and-a-half year stay at the 62d Street spot, Martin wants to play dance music.

He plans to work with the band for a couple of months before taking on job. In the meantime he's devoting his time to the publishing firm.

### Eddy Howard Will Be Back

NEW YORK, July 22.—Eddy Howard, whose ork left Frank Dalley's Terrace Room Thursday (20), is slated to do an

### Writing Waiter

NEW YORK, July 22.—Irving Berlin once said the United States was made up of 130,000,000 composers. Here's an example: Waiter at Hotel Dixie's Plantation Room named Buddy Butler got a hold of Hank Elmon, piano player with Al Trace's band, and tore off a tune *Short and Squatty Sgt. Lee*. *Mayfair Music* is publishing. It's Butler's first opus.

other stint at the same room later in this year. Altho date hasn't been actually set, it will be sometime in November, which will mark leader's second appearance in the East with his band.

After playing Dalley's, he's inked for a New York theater and hotel. Laties said to be the Biltmore, but confirmation is lacking.

# Music Popularity Chart

Week Ending  
July 20, 1944

## POPULAR RECORD REVIEWS

By M. H. Orodener

### FRANK SINATRA (Victor)

"Night and Day"—FT; V. "The Lamplighter's Serenade"—FT; V.

It was just three years ago that Tommy Dorsey's arranger and the band vocalist teamed for a couple solo sides on the Bluebird label. It was an association that has carried on to this day, with Alex Stordahl still creating the orchestral settings for Frank Sinatra. While the records created little or no interest in that day, the record company now has the chance to clean up on what was once only a wild bet. Standing on his own, Sinatra was at his best in making the "hot valentines" confessions contained in Cole Porter's "Night and Day." The romantic urge is just as pronounced in its spinning at this later day. Matching the lyrical delight is his singing for Hoagy Carmichael's "The Lamplighter's Serenade." It's pass piping all the way, with Stordahl's scoring for the silky strings setting a fanciful stage for the voice.

The music boxes are ripe for an overflow of nickels with Frank Sinatra needing, particularly for the everlasting "Night and Day" favorite.

### CLAUDE THORNHILL (Columbia)

"Moonlight Bay"—FT; VC. "There's a Small Hotel"—FT; VC.

Altho the call to arms cut short his career before his band had a real chance to catch on, this re-issue of Chief Petty Officer Claude Thornhill is bound to create a fresh wave of more pronounced enthusiasm for the brand of music he created. The full-bodied voicing of the instruments, sprinkled with the maestro's own Shilohway distinction, creates a sense of full satisfaction for both the listening and the dancing. The incentive is pronounced on both scores for Peter Wenrich's personal, "Moonlight Bay," and for the Rodgers and Hart familiar, "There's a Small Hotel," from the "On Your Toes" musical of old. A marked rhythmic beat, peppered with the maestro's pianology and the trumpeter's noodling niceties, makes for brightness in the case of "Moonlight Bay," while the mood-inspiring characteristics of the band are more developed for "There's a Small Hotel," which has Thornhill spreading ivory stardust on the keyboard. On both counts, smooth vocal versions are entered by the well-knit blends of a mixed quartet, The Seawalkers.

The music of Claude Thornhill, with its richness and fullness, is well-adapted for juke box use, and operators should find plenty of encouragement for the "Moonlight Bay" evergreen.

### THE FOUR TONES (A-1 Records)

"I'll Follow You"—FT; V. "Do, Do Baby"—FT; V.

Another newcomer to the needling fraternity, A-1 Records, comes to the fore with attractive vocal calculations offered up by the Four Tones, stolid male quartet. Boys possess fine voices, blended well, with true singing in high commercial order to attract attention to the new label. It's a cross between the Mills Brothers and the Ink Spots in their singing, retaining the better techniques of both in accenting the sustaining harmonies to bank the solo singer, and in the bass singer talking out the lyrics. The zooming bass notes of the singer keeps the rhythms steady and pronounced, and it's restful and effortless singing all the way. "I'll Follow You" is a pleasant ballad of merit, with the Four Tones taking it in good stride, while "Do, Do Baby" accents their rhythm singing qualities.

The singing of the Four Tones, particularly for "I'll Follow You," packs much merit for the phono play, and the music ops could well tempt the possibilities of their platterings.

(See Pop Record Reviews on page 30)

## FOLK RECORD REVIEWS

(Hillbilly, Race, Cowboy Songs, Spirituals)

By M. H. Orodener

### CLIFF CARLISLE (Bluebird)

"Lonely"—FT; V. "Blue Dreams"—FT; V.

Singing in the tradition of the great outdoos, Cliff Carlisle, joined by the top tenoring of Little Tommy, makes for rustic ecstasies in the dust-dying for "Lonely." Accompanied by string bass and guitar, and taken at a bright tempo, it's the supplication to think of me when I'm old. "Blue Dreams" a pleasant dream song serenade, is taken by Carlisle on his own, with fiddle and guitar providing the accompaniment, and keeping the tempo ever bright. While the label credits Carlisle with yodeling, such designation creates confusion since the spinning is devoted to the straight up-and-down singing. Both sides should also serve the music box operators well away from the urban locations.

## G.I.'s Hit "Hit Kit"; Prefer Nickel and Dime Lyric Mags

WASHINGTON, July 22.—Lots of raised eyebrows around music biz this week when word came down that Hit Kit (pop song collections) was being dropped from the army library service free list and would no longer be sent to soldiers overseas. In some quarters Kit had been looked upon as a sure-fire means of building widespread G. I. interest in pop music, which might ultimately be reflected in heavy post-war sheet sales, etc.

Decision to drop Kit came about as a result of a combined poll and survey of soldiers' preferences for magazines and periodicals. Poll-survey was conducted by War Department, started April of this year. Army asked soldiers in 17 United States posts with total population of 250,000, and G. I.'s in a number of overseas bases to state their periodical preferences. Also checked sales of magazines at army post exchanges and made a study of Magazine Publishers' Association figures of subscriptions taken out by soldiers. Army claims that out

of the 28 "pony" editions (Hit Kit was included among these) which were being sent to soldiers' canteens, seven did not make the new preferential list as determined by the poll, and would consequently be dropped. Kit was one of the seven.

What makes the set-up even stranger is that while the Kit was not included in the G. I.'s preferential list, six privately published, commercial lyric magazines were. These are Broadcast Songs, Hit Parade, Radio Hit Songs, Sing Songs, Song Hits and Song Parade.

The compilers of the tunes to be included in the Kit, of course, had the run of the publishing field and could pencil in the hit tunes of any publisher. The lyric magazines, on the other hand, each have contracts with individual publishers or groups of publishers and can run in their sheets only the lyrics of tunes controlled by the pubs with whom they have deals. This, of course, means that the Kit should and did have many more

(See G.I.'s Hit Hit Kit on page 22)

**STANDARD RECORDS**  
"TUNES THAT NEVER GROW OLD"

FOR THE BEST IN

# POLKAS

Ask your local jobber for a complete Standard Record Catalog or write to

**STANDARD PHONO CO.**  
163 WEST 23rd STREET, NEW YORK 11, N. Y.

## Ray Benson To Get 17½¢ At Baker Hotel, Dallas

CHICAGO, July 22.—When Ray Benson completes its engagement at the Pump Room here he will add four men to his unit and play eight weeks at the Baker Hotel, Dallas. Reported price for band on Dallas date is \$1,750 per week.

Following the Baker Benson is taked into Roosevelt Hotel, New Orleans, with 14-piece band. Leader is having string arrangements made for his book preparatory to Dallas date.

## Brown Re-Signed for Penn; Good Pix Dough, No Pix

NEW YORK, July 24.—Les Brown, doing good biz at the Hotel Pennsylvania, will return to same spot sometime next year, exact date not yet set.

Oak, which came in July 3, leaves in August to play theaters in Midwest and then bows into Sherman Hotel, Chicago, November 8. Contract signed today for

## Feather's Blues

NEW YORK, July 22.—With the big comes the little! Altho some Victor royalty checks were way up in five figures, some were in three figures and divided by a decimal point, yes.

Probably smallest Victor check last half went to Leonard Feather, who wrote Dinah's Blues. He got munificent sum of \$1.81 from the company.

coming Penn stint.

Brown, who is under contract to Paramount Pictures, has collected \$18,000 for four weeks and band put in on the lot but never appeared in a picture. This took place earlier this year. If he isn't used by November 3, Brown will get \$14,000 more, making \$32,000 in all, without doing a lick of work for it. He's on a two to three-week notice call from the studio.

**De Luxe RECORDS**  
GOING STRONG!

**BILLY ECKSTINE**  
WITH "DE LUXE" ALL-STAR BAND  
"GOOD JELLY BLUES"  
No. 2000 "I STAY IN THE MOOD FOR YOU"  
Collector's Series, List Price, \$1.00.

ALSO AVAILABLE  
No. 5000—"DON'T SWEETHEART ME" and "TOO LATE TO WORRY, TOO BLUE TO CRY"  
No. 5004—"HAVE I STAYED AWAY TOO LONG" and "SWEETHEART, I STILL REMEMBER"  
Featuring "TEX GRANDE" and His "RANGE RIDERS"  
LIST PRICE, 75¢.

USUAL TRADE DISCOUNT; Prices Exclude Federal, State or Local Tax.

**DE LUXE RECORD DISTRIBUTING CO., LINDEN, N. J.**

Some Folks Like Their "Corn,"  
Others Like Their "Swing,"  
If It's Dixie, Sweet or Hot,  
What the "Hill" Will No Plays  
EVERYTHING.

## NOW ON TOUR

↓  
**Tiny HILL**  
AND  
HIS ORCHESTRA



"America's Biggest Bandleader"

Personal Management

**FREDDIE WILLIAMSON**

**CENTRAL BOOKING OFFICE**

200 N. Wabash Ave. CHICAGO

Attractive  
**DANCE**  
ORCHESTRAS  
★ POSTERS CARDS

AN IDEA FOR YOUR NEW CARD

112 reproductions of billings created by us for America's Leading Orchestras including Earl King, Woody King, Cab Calloway, etc. MAILED FREE. Positive Proof we serve business. Call by this class by using CENTRAL ANY PORTS. Write now for date book and samples. (Illustration Dance Posters)

**CENTRAL SHOW PRINTING COMPANY**  
MASON CITY, IOWA

## WANTED

Plano, Bass Drummer, 1st and Tenor Sax.  
Must be A-1 and sober. Join July 28.

## ACE BRIGADE

324 Grove Ave. WYOMING 15, OHIO

COLORED BANDS AND  
**ORCHESTRAS**

Attention of potential employers, clubs, etc. We represent 20 to 150 piece groups. Pro-sessions, HILL, White & FLORENCE, etc.  
**FERGUSON BROS. AGENCY, INC.**  
218 N. BROADWAY, HOUSTON, TEX. — 6627 FRI

South's Newest Bandman  
**BILL BAKER**  
And His First Recording Studio Masters  
The Band On That Makes a Big Name.  
Nativity Entertainment in York.  
Personal Management  
**AL GURBINE ATTRACTIONS**  
Division of Gurbine Service  
618 Oakdale Bldg. New Orleans, La.

Band Bands, Licks, Orchestras, Rink Mops, Mops  
Lovers, get this new song titled

## "I LOVE TO ROLLER SKATE"

Coming Out  
With Teller Graham Star's picture on front cover.  
Big new field in recordings. 84 cents. See poster by  
T. A. Hill only by  
**ART M. GRUBIN, Box 1170, Hollywood 28, Calif.**

# Name Bands Set for Fall; Many Return to Old Spots

(Continued from page 15)

000. Horace Helot follows, then Tommy Dorsey, both bands will get from \$10,000 to \$15,000 straight salary as New York theaters refuse to play on percentage. Theaters throughout the rest of the country do, but that's because, for the most part, they keep orks a single week, while in New York bands are in for a hefty stay.

## Longer Runs

That hefty stay is more pronounced today, because the length of run on a Broadway pic is gradually becoming longer and longer. Whereas, a couple of years ago, a three-week run was good, today, 10 weeks doesn't create too much of a stir. Consequently, if a band gets a break and goes in with a good pic and a half decent salary, there's a good chance of coming out with some real change. Capitol's two remaining bands that are set are Jimmy Dorsey and Xavier Cugat, but no dates are known.

Paramount has Vaughn Monroe coming in August 9, with Mitch Ayres and Andrews Sisters opening September 3. This will go as far as the end of October, when there's a possibility that a new Benny Goodman band may take over. Roxy has Duke now, with Fred Waring making his first theater appearance in some years, August 1. Roxy execs don't know when show will change, and only other set date for the place is Count Basie who comes in around first of the year. Basie played the house last year and did a good job, and he's getting a substantial increase over last year's check. Strand has Tommy Tucker coming in August 4, only known booking.

## Niteries Take Orks

New scene on the horizon for bands is recent change in policy at the Copacabana. New York niteries, now playing Shep Fields. Band isn't making any dough at the place, but it's a prestige booking and a New York spot. Abe Lyman follows Fields, opening in September, with George Olson coming on in December. Lyman may do a double at the Strand while in. Fact that booking is successful is known, in that Fields is slated to come back next spring. Although other New York niteries spots have signified their intention of using name bands, there's always the fact that success in one place starts a trend—and so bookers may see name bands vying with each other from niteries spots. Of course, Dave Walper's Hurricane has used Duke Ellington who is slated to play the place for 10 weeks this fall or winter some time. He owes the spot that time, having moved out this summer when his fall off due to the 30 per cent tax. And across the street from the Hurricane is the Zanzibar, which has signed Cab Calloway, starting early in August. He'll hang over into the fall.

## Chicago Spots Set

In the Chicago area, the Oriental Theater has Les Brown, Lawrence Walk and Gene Krupa for one-week stints starting October 27; Charlie Spivak plays the Chicago Theater week of September 1, then heads into the Circle, Indianapolis; Palace, Youngstown, O., and Palace, Columbus, O. Jerry Wald goes into the Hotel Sherman August 11 to September 7.

Les Brown plays the Riverside, Milwaukee October 27 and comes back to Chicago to the Sherman in November. Woody Herman's dates include the Palace, Cleveland, week of September 24, after which he heads for the Palladium in Hollywood. Sonny Dunham, Frankie Carle, Jimmy Dorsey, Stan Kenton, Clyde Lucas, all appear in the Midwest during the fall season.

## Dates Inked on the Coast

Palladium has lined up three bands for the fall season. Henry Busse September 2, followed by Woody Herman October 17. Stan Kenton opens there November 27. Harry James may play place around January 1. Tommy Dorsey-Harry James' new Colonades, where T.D. is now playing week-ends, has inked Charlie Barnet, Harry James and Jimmy Dorsey, all dates aren't set as yet.

Jan Savitt will be playing during the fall at the Palace Hotel, San Francisco, going in August 19. Lionel Hampton takes stand at Trianon September 27. Frankie Hawkins goes into the Plantation November 2, while Henry King and

ork make the Biltmore Hotel starting August 14. Earl Hines follows Count Basie into the Plantation some time in October. Freddy Martin continues at the Cocoanut Grove at the Ambassador Hotel, Los Angeles, thru the fall.

## James To Make Pix

While on the West Coast, Harry James will make pix for MGM, going to work soon on Cobbees and Kings. However, he's slated to make his way back east in the fall, having a contract with Frank Dalley for his Terrace Room in November, and also one with the Hotel Sherman, Chicago, some time this year. On pic side, Harry Romm, of General Amusement Corporation, is slated to do a pic in the fall featuring Will Osborn's band.

Freddy Slack is set to make two pics, one for RKO and the other for Universal. Lionel Hampton, now out doing one-nighters, heads into Hollywood some time in October to work for Warner. Louis Armstrong, Jimmy Dorsey and Carmen Cavallaro are also on the WB lot for Hollywood Galaxies. Les Brown is on two-week call from Paramount before November 1, and Tommy Dorsey is slated to do another for MGM.

## Miami Spot Buils

Switching to South, it appears as the Miami Frolies Club will become a must spot for bands to play, pay is high, and already top bands are slated for spot. Spot is booked by General Amusement, which splits commissions with other agencies handling bands not belonging to GAC. Clyde Lucas, Jerry Wald, Jack Teagarden, Stan Kenton, Sonny Dunham and Abe Lyman are in till the first of the year starting in October.

## One-Niters Better

One-nighter situation throughout the country is bound to be a top coin earner for many bands. This is made partially possible thru Harry James' recent 14-day jaunt, on which he got \$84,000 from 10 one-nighters. He took out \$11,000 from Hershey, Pa., on one night alone. Although other bands won't make that much on one-nighters, the net to leaders looks like plenty of the long green.

Along the same line, college proms which were once a constant source of lost, and which almost dropped out of existence due to the war, may come back in the fall. Although nothing definite has been indicated, there is talk that many places that used to run dances for the boys, and are now rooming houses for some branch of the service, may resume as halls in the fall.

## Back From Wars

Band leaders who will come back on the scene this coming fall include Rudy Vallee, who was recently discharged from the U. S. Coast Guard. He's going back into radio. Artie Shaw has been given a discharge from the navy, and will be around with a band. He may do a pic and also a radio show, and at the same time tour theaters. Shimmy Brinn is out of the army and will resume with Bob Hope on the latter's radio show. Fred Waring is set to do a new radio show, once-a-week, for a new sponsor. And, of course, all bands will get their continued radio coverage from Coca-Cola's spotlight band show and remotes from hotels.

All in all, band picture this fall, providing disk ban remains the same, will keep orks stepping to make up for the known scarcity of bands. A few new ones will make their appearance, for example, George Paxton, who comes into the Roadland Ballroom in August for a skedded 10 weeks; Johnny Morris, new drumming with Tony Pastor, and Billie Rogers, gal trumpet player, who is going into Pelham Health Inn in August with a new combo.

Transportation problems are sure to come up, along with sidemen being lured away by bigger offers, but for the most part, bands will make plenty of dough this coming fall. Even without records. And if the ban is settled, many top grosses of the past will fall by the wayside in bunches.

Marie Hannibal, secretary to MCA's Harry Moss, vacationing. . . Robbins has published *Navy Air Song*, with music by Peter DeLore and lyrics by Lieut. Arthur Kurian.

## Bandboy to Barn

NEW YORK, July 22.—Dean Hudson is losing his bandboy, Harvey (Tex) Hopgood, who opens at the Village Barn this week. While most bandboys are teen-agers, nuts about bands, Hopgood is in his 30's, stands six feet and did a hillbilly and magic act up till four months ago when he came to town with Hudson.

## Herbert Suit Tests 1909 Copyright Law

NEW YORK, July 22.—A second suit testing the 1909 Copyright Law as it refers to mechanical rights of songs composed before the enactment of the law, has been brought in Federal Court.

This suit, by the heirs of composer Victor Herbert, asks royalties for phonograph reproductions made by leading record companies in three separate sections. Complaint alleges that the 1909 law gave writers rights not previously held, and asks compensation on the basis of these rights. Current suit is based on song, *March of the Toys*. Previous, yet untried, action, is on composition *Toyland*.

## Nat Towles 1-Nighters Set

NEW YORK, July 22.—Nat Towles and his 15-piece Jump band have been signed to a three-year contract by Howard Sinnott of GAC. The Midwest territorial ork recently toured with Marva Lewis and has just cut *You Send Me, Baby, Kansas City Minnie, I Would If I Could* and *Supps* for Decca.

Sinnott has the colored crew solidly booked from August 12 to September 12 thru the south. Opening date will be in New Orleans. Up to now Towles has operated as an indie.

Irene Mills and Joe Timmins are set for vocals with the ork that is booked for \$600 to \$800 per on the tour.

## Prima To Play Frolies

NEW YORK, July 22.—Louie Prima ork will open at the Frolies, Miami, August 15 for three weeks, moving from there to New Orleans, leader's home city, where a week at the St. Charles Theater has been inked. Ork will play string of one-nighters en route to Florida, starting at Million-Dollar Pier, Atlantic City, August 9. Two Coca-Cola shots will be done on the road.

## GAC Lines Up Frolies Orks

NEW YORK, July 22.—Frolies Club, Miami, has been set for band engagements from September 10 to March, 1945, with General Amusement handling all dates. Clyde Lucas, Jerry Wald, Jack Teagarden, Stan Kenton, Sonny Dunham, Abe Lyman, Jimmy Dorsey, Sammy Kaye and Tommy Tucker all set.

GAC splits commission with MCA on dates for Lyman, Kaye, Tucker and Teagarden.

## GUS HIT "HIT KIT"

(Continued from page 21)

real hit tunes than any single one of the lyric books, but still the G. 2's liked the Kit, and okayed the lyric sheets. And this despite the fact that they got the Kit on the cuff, and have to ante up a nickel, or in most cases a dime for the lyric mags.

Opinion around the Alley on the peculiar turn of affairs is expressed largely by shoulder-shrugs, and range from acclamations that the Kit was badly handled right from scratch, to fancy explanations about how the lyric mags are all dressed up with pix of glamorous gal band singers, name leaders, etc., while the Kit was a pretty straight and, some say, deadily dull-looking job. No salesmanship. Out of the 120 mags which the army gys voted onto the preferential list, almost 80 were comic books. Maybe what the Kit compilers should have done was make a deal with Superman, or anyway, Dick Tracy.

## BOB POWER

AND HIS ORCHESTRA

On location with Uncle Sam  
for the duration

# More Tax Talent Booked; Lounges See Better Biz

NEW YORK, July 22.—The plague of non-tax talent which hit lounges after April 1 seems to have run its course, according to cocktail agents. Spot after spot, they say, has decided to experiment with tax talent in the hope that the 20 per cent bite won't affect his as much as it was feared.

Among the first to bring back vocals and dancing is the Stuyvesant Hotel, Buffalo. On August 3, management will open its dance floor and hire a couple of acts to keep Lou Lang Trio (now current) company. Place is also hiring a small rumba combo to spell Lou Lang.

The Crystal Cocktail Lounge, Troy, N. Y., is another place that is bringing the warblers and the canaries back. The Music Bar, Schenectady, and Burke's Log Cabin, Utica, and the Elwood Club, Paterson, are other lounges which have tried to give customers just music. They have come to a decision that music by itself isn't enough.

New York spots which are on a non-tax basis also have plans to bring back taxable talent but prefer to see what the month of August brings with it. Some lounges, say agents, are doing so well with non-taxable talent that they see no reason for changing. But there are many others who feel that a little dancing and singing may help customers loosen up.

If all night clubs do a big biz (as ops expect) then lounges will not hang back too long. In any case trade expects cocktail lounges to do a terrific business in the latter part of the year.

## 2 New Cocktail Rooms Open On South New Jersey Shore

ATLANTIC CITY, July 22.—Two important hotel cocktail rooms were added this week to the South Jersey resort scene.

Here in Atlantic City, the Hotel Knickerbocker opened up a holiday room featuring the Adrian Rollini Trio, with Lee Barrett for songs. At neighboring Wildwood, the Wildwood Manor Hotel unshuttered its new Surf Room, featuring the Three Aces and a Queen.

## Cocktail Pianist on Air With Symphony Ork

NEW YORK, July 22.—Charlotte Tristine now at the Cocktail Room, Park Lane, Buffalo, has been invited to become a guest pianist with the Buffalo Symphony when it goes on a Coast-to-Coast hook-up August 8.

## Di Cicco Wins 8-Month Date

DETROIT, July 22.—Prize contract for eight months at the swank Penobscot Club, only sky spot in town, went this week to the Johnny Di Cicco trio, with Jane Palmer, vocalist. The unit played briefly at the same spot, and subsequently worked the Uptown Grand Terrace Casino. The new contract is on a sliding scale, opening for two months at one figure, followed by a raise, and another raise at the end of five months.

## Blue Room Sans Dave

NEW YORK, July 22.—The old Dave's Blue Room in Long Branch, N. J., has just had its face lifted and the word "Dave" removed from the marquee. Spot now being run by a couple of real estate lads connected with Clark-Robinson, of New York, have hired Al White (ex-Arrowhead Inn, Saratoga) to produce and manage the room. Place has just hired a couple of new canaries, Blue Drake and Jean Campbell, who will deliver between dance sets.

## OFF THE CUFF

### East:

ANDREW DUPONT begins at Doc's, Baltimore, August 1. . . HURST AND O'MALLEY set for the Martinique Club, Wildwood, N. J., Aug. 3. . . SANDOZ DEEMS MAJORS start at Park Lane, Buffalo, July 31. . . KAY ARDEN TRIO now at Jay's, Asbury Park, N. J., on a six-week paper. . . SANDY WOLF, ex-CIA lounge per center, now with an advertising agency. . . GEORGE CARDINI starts cocktail sessions at Aquarium, N. Y., Aug. 8. . . HAL BLACK QUARTET open at Rose Room, Newark, Aug. 1. . . BAXTER AND WHITE now current at spot. . . GENE CEDRIC (ex-Pala Waller) just closed at Panther Room, Chicago, and opens at Lou's Germantown Lounge, Phila., July 31. . . BETTY CARPENTER set for Music Village, Phila., Aug. 1. . . BILL PIHRO and the Three Smoothies current at Pal's

## Reviews

### Hal Leaming and His Shoreliners

(Reviewed at the Preview, Chicago)

The Shoreliners are strictly a rhythm group, consisting of Hal Leaming on the electric harp; Harold Olivo, piano, doubling on violin; Frank Whitehead, bass, and Westly Howe, guitar.

Music is subdued, leaning to the melodic side, with a mood inspiring touch. Arrangements vary from pop, ballads, old favorites to Latin American tunes, and are dished out in ear-pleasing and toe-ticking style. Lads all come in for neat solo work. Leaming holds the spotlight with his unusual fingering on the harp. Olivo plays tricks on the violin, as well as doing a good job on the keyboard. Whitehead's bass pounding shows fine technique and Howe has a neat style in selling his guitar.

Combo makes a smart appearance and are well suited for any spot. They work hard, and their playing and showmanship holds attention. Jack Baher.

### Jimmie Flora

(Reviewed at Pennsylvania Hotel, New York)

Jimmie Flora's trio is starting its fifth year at the Pennsylvania with a sizeable following of friends. Helene Schulman, violin, and Billy Stack, guitar, work well with Leader Flora whether he uses accordion or turns to the piano. Flora also plays solovox, but was not heard with this instrument.

Playing in the Cafe Rouge as relief band this trio kept the dancers going, mainly with rumbas and Viennese waltzes. In the cocktail room of the hotel a much more varied style was demonstrated, with many request numbers ranging from semi-classical to current pops.

Both Schulman and Stack handle vocals competently when regulations do not prohibit.

The unit is okay for class-spot cocktail rooms, and all three have showmanship on the stand. Flora's friend-winning smile being a decided asset.

Larry Nason.

### Airlane Trio

(Reviewed at Terrace Room, Hotel Dixie, New York)

Three-piece combo, Hammond organ, guitar and accordion, headed by Tony Lane on the stringed instrument, stir up plenty of music. There's no frill, fun or fury about the playing; just plenty of listenable, well-filled-out chords and phrases, and the result is way up in the pay-off side.

Ralph Prince, accordion; Al Young, organ, and Lane, are competent as soloists and accompanying harmonists on their respective instruments. Happy feature about the ensemble is the drifting away from flashy stuff to just solid music that makes a good cocktail lounge a better one. Here the trio do more than justice to the room and to themselves.

Combo runs the gamut of selections, playing everything, and all well. They play both for listeners at tables, and over the bar which is set beneath the musicians. Payees at either end of the room have no trouble hearing, and what they hear is plenty okay. Paul Recan.

WILLIAM MORRIS AGENCY  
WHO'S WHO  
BIG Little  
ATTRACTIONS  
COCKTAIL ROOMS • SMALL BANDS • NAME ATTRACTIONS

## MEADE LUX LEWIS

Recognized King of the  
BOOGIE-WOOGIE  
PIANO  
DOG'S COCKTAIL LOUNGE  
Baltimore, Md.

America's Most Unusual  
Instrumental and Vocal Duo

## LEO & EDDIE

LEO at the Hammond Organ.  
EDDIE at the Hammond Novachord.  
35 CLUB, Paterson, N. J.

## BERNIE HELLER

### TRIO

29th RECORD BREAKING WEEK  
at FAMOUS BAR, Akron, Ohio

DYNAMIC

## MARVELLE MYLER

One of the Midwest's Finest  
Piano Entertainers  
Rio Cabana Club, Chicago, Ill.

## ART TATUM TRIO

Piano-Bass-Guitar

currently  
3 Deuces, N. Y. C.

WILLIAM MORRIS AGENCY  
NEW YORK • CHICAGO • HOLLYWOOD  
CRAIG FAYE • PAUL SAID • EMERSON GARDNER

## RED AND CLAIRE CLARK

THE MR. AND MRS. OF SONG REQUESTS  
"YOU NAME IT AND WE'LL PLAY IT"  
(75TH WEEK)  
GOLD FRONT CAFE, Chevy Chase, Mich.  
Mgt. Frederick Bros. Music Corp.

## MARIA KARSON'S

Musicales  
HELD OVER!  
PLAINS HOTEL

Cheyenne, Wyo.

Not Just Another Cocktail Unit  
But  
America's Ace Small Band  
Playing Music for Dancing and Listening  
Pte. Mgt. Dick Stevens, MCA



Sharon MacLean Luise

## REG. D. MARSHALL

AGENCY  
ORCHESTRAS - ATTRACTIONS  
6671 SUNSET BLVD.  
HOLLYWOOD 28, CALIFORNIA

Stands for "special" personal representation. Write  
WIKI SPECIAL - PIAL - JEAN ROSE - July 1944  
SPECIAL ATTRACTIONS, Inc.  
48 West 48th Street, New York 19, N. Y.

The Original One Man Band  
VINCE "Blue" MONDI  
The World's Smallest Orchestra  
New York City

The ROYAL-AIRES  
Instrumental-Vocal-Entertaining Trio  
Santa Barbara, Calif.

The Treat of the Nation  
Blended  
Voices  
Instrumentalists  
DALE SISTERS  
Philadelphia, Pa.

Tell-Tuneful-Terrific  
MOLLY CRAFT  
Versatile Singing Pianist  
Philadelphia, Pa.

In Demand Everywhere  
The OWEN SISTERS  
The Nation's Most Popular Girl Trio  
Wildwood, N. J.

Sweetheart of  
Piano and Song  
AUDREY THOMAS  
Cincinnati, Ohio.

"Dorothy Bonnell of Song"  
MARIA LOPEZ  
N. Y. C.

DON SEAT  
Quintette  
4 Boys and a Girl  
Trio in Music and Song  
Baltimore, Md.

THE STEWART TRIO  
featuring  
BETTY STEWART  
America's Favorite Girl Virtuoso Artist  
Cure City, Baltimore, Md.

ARTIE RUSSEL  
and His Orchestra  
Dance Music-Show Music-Entertainment  
New York City

New "Tins"-A One-Man Show in Head  
"TINY" DAY  
Entertaining Organist and  
Accordianist  
Currently U. S. O. Camp Shows Over Seas

# CLUBS HIKE FALL BUDGETS

## Nitery Ops Are Optimistic; Big Bucks for Best Acts

New York leading clubs plan bigger and better shows with more money paid than ever before—AGVA reports all clubs closed by tax are planning to reopen

(Continued from page 3)

sections. But once they are out of the way gross should amount to record highs.

The Zanzibar is another club which seems to feel that it is over the hump. Carl Erbe says that while business is not all it would like it to be, it is certainly not bad. Grosses are up, but unlike the Latin Quarter, net hasn't kept pace. Nevertheless, the Zanzibar also feels that fall activity will jump and is spending \$2,000 a week more for talent than it did a year ago.

### Big Shows on N. Y. East Side

But it nitery his and plans on the West Side look up for the fall, plans don't hold a candle to what some of the East Side spots are planning. The Copacabana, with a hit running into the high-four figures, had its act days with the 20 per cent bite. But, as it pointed out, it has never cut its talent coin. A Sophie Tucker, a Joe E. Lewis or a Bert Wheeler builds a budget. Such acts cost anywhere from \$3,000 to \$5,000, not counting the rest of the cast, costumes, scenery, etc. Yet, so optimistic is the Copacabana for the rest of 1944 it is planning to bring back not only the Traskers and Lewises for more dough, but its recent name-hand booking is not just a one-shooter, but the beginning of a new policy.

If Copacabana's 1944 talent plan involves dough, what it expects to put on the line for 1945 becomes terrific in comparison. Booking so far in advance is, of course, possible but in showbiz it is improbable. Yet the Copacabana is dickering with Fannie Brice, Frances Langford (when back from USO) and Mae West (in even *Catherine Was Great* fields). An authoritative source even admitted that Bing Crosby had been offered \$10,000 by the Copacabana, the fact is granted that likelihood of the groucher getting seat for a night club date is small.

Cafe Society Uptown also looks forward to the fall with confidence. Billie Holiday's place is, according to him, not only holding up but is better than last year. Josephson, like

## Donegan, Bates and Cab With Zanzibar

NEW YORK, July 22.—The new Zanzibar show set to open August 10 will have Dorothy Donegan, Peg-Leg Bates, Sister Tharpe and Fay Canty in addition to Cab Calloway's act.

Spot will be re-estimated and an extra wire will be put in. A Mutual wire is now in. Booking will be done by Calloway, who Wes Wee Marquette will intro to the back leader.

Irving Carroll's act will stay on as the second outfit.

## Doc Marcus's New Nitery Set for Sept. Opening

NEW YORK, July 22.—A new night spot is scheduled to open in September under the aegis of Doc Marcus (who doesn't know about it yet) and Carl Erbe.

Nitery, an East Side spot, will be called Doc Marcus's Clinic and, according to Erbe, will not take reservations but "appointments." Place will be run on the lines of the 12 Club but with more character of the Dorothy Dix rules of decorum. In addition to Doc Marcus, who will sport an operating gown and do gags and bits of his in medical jargon, there will be three or four additional acts plus two small acts.

Proser, is also a big-name op. He, too, sees this fall as a record-breaker. In Cafe Society Downtown, however, Josephson says his operation is a lot different. The whole bill as his downtown spot doesn't cost him as much as one act (a Jimmy Savo or a Hazel Scott) uptown. Results is that while downtown grosses are smaller, nets are bigger than at the uptown spot.

The Versailles, possibly the worst hit of the East Side clubs with a big-show policy, is also planning to travel heavy-sugar talent in the fall. In April, May and June, grosses at the Versailles took a shattering. Expenses were cut to the bone and for the current show spot went in for low budgets. But even with the cut down, Nick Pronski admits talent cost ran around \$10,000. For the autumn, however, the room expects to raise its talent budget to \$15,000. Dwight Fleke will come in, and with him will come additional acts.

### D. C. Tronka To Reopen

In Washington Helen Hamilton's Tronka is another casualty of the high tax. On September 5 spot will open with Joe E. Lewis to see how things work out. If enough customers come in the Tronka will go back to names and will again be a big talent buyer.

In Chicago, the Chez Paree, operating on the same basis as the Copacabana in New York, is also putting big money up for top talent. And like the ops in New York, Chez management feels that fall hits will be way up.

In the Northwest Oregon ops had been hit hard by a combination of factors. The tax, naturally, took a heavy toll, but what hurt almost as badly was the local law forcing rooms to close at midnight. But recently the latter restriction was lifted permitting clubs to remain open until 2:30 a.m. Oregon ops now state they, too, will put on shows that will run into big figures.

### All Spots To Reopen

Matt Shulvey, AGVA head, says that there won't be a spot bow closed on account of the tax that won't be open in the fall. Performers who have been thrown out of work when the tax shut down nitery are back in the running. More than 1,000 acts have gone back since the 20 per cent figure went into effect. And before the year is over this figure should grow by leaps and bounds. Agents are also unanimous in saying (See **CLUBS JACK UP** on page 24)

# Entertainment Industry Exemption From WMC Rule Covers All Show Business

## Clubs, Radio, Theater, Restaurants—All Included

NEW YORK, July 22.—The exemption of men in the entertainment field from the provisions of the War Man-Power Commission referral system as granted in the New York City area is of considerable importance nationally. Present in the July issue of *The Billboard*, the ruling specifies that all men employed in the entertainment industry will not be required to get permissions from the War Man-Power Commission when they want to change jobs. As long as the worker stays in the entertainment field no permits are required. Workers leaving es-

## Names and Nags

NEW YORK, July 22.—Abby Greisher insists that following is true and cites himself as the guy it happened to.

Seeing he was outside of the HKO Building and the boys in the lobby were all hot and bothered about a hay ester called Music Hall, Abby, who can tell a hunch if properly approached, put five bucks on the horse. It paid off \$10.40.

That same afternoon he went out to the National Raceuit plant to talk showbiz with the cracker makers and discovered that the guys there were putting their dough on another carriage puller called Miss Hiscuit, Greisher, who was already hunch-conscious and by this time was rolling in moola, placed his favorite hockle and played the horse across the board—five bucks worth.

"'N' wadda ya think happens?" exclaims Abby gleefully. "It paid \$16.10 to place 'n' \$8.20 to show."

## A. C. Earle Sold As Site for Stores

ATLANTIC CITY, July 22.—Warner Bros.' Earle Theater, originally opened in 1926 at a cost of \$1,000,000 to give the resort a de luxe vaude house, but turned out to be a turkey, was sold by the movie chain last week to the Southwestern Market Company, which proposes to raise the building and improve the site with new stores. House is located away from the boardwalk on Atlantic Avenue, resort's main business thoroughfare. Purchase price was \$135,500.

Warners reopened the house in the spring for a policy of picture revivals. When first opened in 1926, house played the first-run flickers plus big-time vaude, but with little success, and darkened about a dozen years ago. Later, house was leased for legit, burlesque and even for grand opera. Most successful operation was two years ago when the army air forces used the theater as a lecture hall.

Earlier this month, Warners peddled its Earle Theater building, Philadelphia, to the W. T. Grant chain stores, which will raise the building to set up a department store on the site.

## Blind Date to Capitol

NEW YORK, July 20.—Blind Date, radio show, which has been playing the HKO houses in the East, is scheduled to come to the Capitol, New York. The package with Ariens Franzen will open at the Metro Flanaghous after Horace Heidt run is finished.

## Live Talent Returns to 3 Philly Clubs

### Nabe Nitery Shows Back

PHILADELPHIA, July 22.—In spite of poor after-dark business, and with cooling systems failing in face of the heat wave, past week marked a spurt in nitery activity. As a result, this week sees the return of floorshows to three nabe niterys, cut down originally because of the federal tax.

Tom O'Byrne has returned floorshows to his Cadillac Tavern, with Dick Thomas heading a show that takes in the Two Zephyrs, Judy Wilbur and DeTrotter and Mimi. Joe DeStefano, in buying the Yacht Club, jinks the musical bar polley and returns floorshows to the spot, with Haps and Taps topping the first revue. Sun Ray Gardens, which also junks the floorshows in favor of the musical units, brings the floorshow polley back, with Agnes Willis returning as emcee.

Benjamin Franklin Hotel shutters its Garden Terrace August 26 for alterations, reopening September 5. Fall date will find the return of floorshows to the hotel rooms, management figuring on bringing in another new show. Slaters recently closed an 18-month run there. Frank Palumbo's theater-restaurant, closed for the hot months, indicated that reopening will be September 4, with a name floor policy to force again.

## City of N. Y. Seizes Clubs in Tax Dispute

NEW YORK, July 21.—Owners of New York niterys are huddling with attorneys in an effort to come up with an answer that will remove the "custodians" now installed in their clubs and avoid payment of sizable sums claimed due on account of city sales tax. Saturday (21), at dinner hour, officials of the city of New York moved in on a number of local spots, including the Star, Copacabana and La Vie Parisienne, demanding payment of claims for alleged shortages in city tax. When club owners refused to ante up forthwith, the city technically took over the operation of the clubs and installed a custodian as representative and protector of the rights of the municipality. Big squawks from club owners is that custodians collect back an hour, which owners must pay.

Claims come after many weeks auditing nitery books and, according to city officials, are based on law giving city breakage. Clubs estimate tax to even cents in collecting from customers, and in past are reported as having paid city per cent on total sales. The difference between collection and payments or breakage, is said to be basis for present claim.

Bill to Stork is \$186,000, covering six years back. Copacabana check is \$70.

## Last Frontier Books Name Acts for Season

LAS VEGAS, Nev., July 22.—Ramona Room of Hotel Last Frontier here is taking no chance on talent and is booking well in advance.

Handled by Maxine Lewis, acts to play the spot include Ethel Blunt, opening August 4; Low, Hite and Stanley; Loria Lee, and Stewart and Lee, August 18; Miss Lewis will appear on the show opening September 1, with the Cappy Bardi Boys. Harry and Polly Carroll are inked for October.

Dave Apollon and Company and the Duncan Sisters are also slated to play the spot soon.

essential industry to come to the entertainment field must go thru the prescribed routine.

### Affects All Branches of Industry

The additional clarification not only includes all branches of the industry, but what is equally important takes in everybody who has anything to do with the business, no matter how remote. Stagehands, carpenters, set designers, waiters, bus boys and kitchen help; in fact, anybody who contributes anything (See **Industry Exemption** on page 24)



## NIGHT CLUB REVIEWS

### Grand Terrace, Chicago

Talent policy: Dancing and floorshows at 11, 1 and 3. Production: Vivian A. Taylor. Management: Charles A. Taylor. Prices: Minimum, weekdays, \$1.50; Saturdays and Sundays, \$2.50.

The opening show at the Grand Terrace, dark for past three years, didn't seem to click with the audience when caught. The entertainers strived to please they lacked the punch that makes good entertainment, which was probably due to the quick opening and lack of rehearsal.

Headliner Billie Holiday failed to dish out in her regular style. Sing two numbers, *In My Solitude* and *No Love, No Nothing*. Came back for an encore of *Do Nothing Till You Hear From Me* and only received a fair applause. Gal appeared as if she was singing because she was under contract and was glad when she left the floor. Two Aristocrats, dance team, did a fair ballroom routine but lacked color and rehearsal, which resulted in many mistakes.

Jessie Davis, tapster, however, proved that he was a good dancer, executing intricate steps and clever splits. Everett (Baby) Seal added some comedy with his pantomime and clowning in a blackout number, supposedly built around a what happens in a clip joint. Panto was only fair and didn't impress. Two Bits of Rhythm, gal tap duo, did a neat job of dancing. Worked hard and gave the show its badly needed action. Marie Hayes, fan dancer, offered a nice fan novelty and then broke into a hot jungle routine. Lonnie Johnson, singing guitarist, warbled *I'll Get By* as well as a recent number. Led bowed off to a nice band. Charles Calloway also came in for some warbling. Did *Lonely Way To Spend an Evening* as the backing for a production number.

darlings of Rhythm, all-girl ork with (See GRAND TERRACE on page 27)

### Oval Room, Copley Plaza, Boston

Talent policy: Dance band and floorshows at 8 and 11:30 (Saturdays, 10:45). Owner-operator, Hotel Copley Plaza (Newton L. Smith, managing director). Publicity: Herbert Frank (Hershon-Carfield Agency). Prices: \$2 minimum; \$1 cover after 10.

While quite suitable in general aspect for a plushy atmosphere, the new show at the Copley Plaza, featuring ex-ballet dancer Bernice Parks as a singer, and tap dancer Johnny Mack, is definitely low-voltage entertainment. Billed as "The Fashion Plate of Song," Miss Parks is perfectly dressed for the room and makes a stunning appearance in highly chi-chi togs. Johnny Mack's stylized taps are fine.

Miss Parks reveals at once her training as a dancer. She moves frothy and easily about the stage sometimes carrying a hand-mike. She even indulges in a few "grinds" that would do credit to a burly queen. But she is overdressed (green satin Empire period gown, for instance) both for her torchy numbers she sings and for her style of deportment, which should be toned down for the Oval Room.

Vocally Miss Parks is well equipped. Her voice has good range, from clear soprano to a low throaty contralto. But she falls into parlando occasionally and she needs some coaching. Fine litery voice and personality, however. Follow the *Girl* made a good, swingy opener, and *Sugar Hill* was pretty tentative. As with several of her numbers, it is an over-extended production. Another example is *Victory Garden*, a miniature production about a pansy government agent. It was both dull and in bad taste. *Do It Again* was a poor selection for the town's classiest spot. Embraceable You was better, but made overly showy. Miss Parks hits

## Percenter's Require Licenses In NYC, Says Commish Moss

Must take out employment agency permits and commissions for job-getting can't run over 5 per cent—AGVA says 10 per cent okay for extra services

NEW YORK, July 22.—Unlicensed fee splitters are in for a flock of headaches once Commissioner Paul Moss catches up with them, it was learned last week. There are many per centers running offices in New York without an employment agency paper, under the assumption that the law doesn't apply to them. Among these are some of the late talent agencies, whom, it is said, feel that the services they offer need not be covered by any New York City permit.

Chief reason for failure to get a license is the difference in commission permitted. The AGVA franchise, for example, says in effect that agents can charge up to 10 per cent. Commissioner Moss's office says no more than 5 per cent can be the bite. AGVA says the added 5 per cent is for added services.

City Gets List of Agents  
Vincent D. Calenda, legal advisor to the Department of Licenses, admitted

the high spot with a 100 per cent register in *I Wanna Get Married*. Here she would give Gertrude Nelson a run for her money. Arrangement was swell.

Johnny Mack's style is still in flux; hence he dances with snatches here and there of Astaire, Robinson, Jack Donohue and other greats. But his technique is clean and sure, his routines nicely varied and his style pleasantly unburied. Routine with drum sticks sets well with audience. Impression of Bill Robinson dancing to *Tee for Two* very neat.

All told the show is mildly diverting, the not completely satisfactory. Harry Green's ork competently supplies tunes, both for show and dancing. Bill Riley,

that a drive to bring unlicensed fee splitters into the fold is underway. The first step has already been taken when Calenda requested Mortimer S. Rosenthal, associate counsel for the AGVA, to furnish him with a list of unlicensed agents. Rosenthal said that no agents are issued franchises without a city license. He admitted, however, that there are a number of per centers who do not have such licenses, explaining that many of these got their AGVA franchises long before the city required them to have licenses.

According to Calenda, an unlicensed agent besides facing a jail sentence or fine, also has no standing in court. An act of his can leave him at any time no matter what contracts have been signed. More than that the act can flatly refuse to pay such an agent and the agent will have no redress in a court of equity.

Everybody Needs a License!

Occasionally a lawyer, voice teacher or personal manager gets jobs for his clients. For some reason, says Calenda, these people feel they need no license. "If there are any such, they can stop disillusioning themselves."

He also pointed out that a license taken out now, tho it may avoid future penalties, doesn't protect agents for deals in the past. No matter how long an act has been with an agent, no matter what kind of a paper has been signed, if the agent didn't have a license at the time deal was made the act can walk out and all the agent can do is yell "I've been robbed."

License costs \$25 a year plus \$1,000 bond.

# LIONEL KAYE

"THE DAFFY AUCTIONEER"

Assisted by KATHLEEN IRELAND

★ A LAUGH RIOT ★

Week July 6, Loew's State, New York City

July 21-22-23, State, Hartford, Conn.

Week July 27 "NOW" Loew's Capitol, Washington, D. C.

Billy Rose, DIAMOND HORSESHOE  
Lou Walters, LATIN QUARTER  
Earl Carroll, HOLLYWOOD REST

Thanks  
For The  
Offers

RETURNING IN NOVEMBER

2 weeks LOEW'S CAPITOL, Washington, D. C.

4 weeks LOEW'S CAPITOL, NEW YORK CITY



To: JESSE KAYE and Entire Personnel, LOEW'S STATE, N. Y. C.

"THANKS A MILLION"

Attorney  
LAWRENCE GIBBS  
1450 Broadway, N. Y. C.

Exclusive Management  
MILES INGALLS  
Assoc. JOE FLAUM









# Bookings Indicate Top Fall Road

## Travel Aches Won't Cut In

Theater Guild and nearly every top stem producer has plans to tour shows

(Continued from page 3)

perennial *Blossom Time* and *Student Prince* troupes. A tour of Gilbert and Sullivan rep., headed by Florence Ames and Kathleen Roche, is also scheduled, as is also a traveling *Merry Widow* troupe. *Sons O' Fun* will road it again, and there will be a No. 3 company of *Ten Little Indians*.

On the Shubert schedule, too, is a first-class revival of De Koven's *Robin Hood*. Everett West may do the title role. However, it has not yet been decided whether this one will be booked for the road or come in for a Stem stay. Road plans for the *Polles* are likewise status quo. Later depends on willingness of Milton Berle to take to the high road.

Max Gordon's fall start begins with the reopening of *Over 21* at the Case Theater, Detroit, August 27, and later moving it in for a stay at Chi's Harris. His newbies, which of course, will give the road a pre-Broadway break, are Ruth Gordon's *Journey to a Star* and *The Little George Appleby*.

George Abbott's office announces that in addition to the No. 3 *Kiss and Tell* company, currently holding forth in Chi, and the No. 3 troupe, which is finishing a Detroit stand prior to heading for Washington and Baltimore, there will be a Coast company cent out in September. No. 4 troupe will start from New Haven, Conn., head south and then west.

### "Cora Is Green" on Shelf

Up to the moment, Herman Shustlin is stymied for a road show. He would send out *The Cora Is Green* if Ethel Barrymore were available. Unfortunately for a Cora tour, the latter has signed up for the lead in the Guild's *Embroidered Heaven*. But the Shustlin office is keeping its fingers crossed. *Heaven* might not make the grade. And if it shouldn't—well, Miss B., they say, has told them to keep Cora wrapped up in cellophane for her.

The booking of Oscar Berlin's No. 3 *Live With Father* company for Washington, as of August 13, has been cancelled. The opening date is now set for Boston about September 1. Berlin will not be satisfied with less than a bang-up troupe and has been dickering for certain names. He hopes to have the casting completed within the next few days. Tour will cover New England and then make for the Coast via Philly and Chi. Some new territory will be covered.

Dave Wolper will not concern himself with the hinterland for the present. There will be no second company of *Follow the Girls*. Eventually, he will move the show to Chi, but believes he has at least another Stem year in the bag before he has to think about that. Currently, he is concerning himself with *Men to Sea*, which Eddie Dowling is directing for a September 11 unveiling at Ford's Theater, Baltimore. Philly will get it for two weeks and Boston maybe for three or four more before *Sea* comes in. Also, there is the new musical, *Use a Good Time on the* (See Bookings Indicate on opposite page)

### New Semi-Pro Strawhat

BOSTON, July 22.—Another strawhat has entered the New England sweepstakes. Russ Offhaus, Bub radio gabber, has taken over the Oceanide Theater. Magnolia, ritzy summer resort, and is presenting revivals with semi-professional company, Monday, Tuesday, Thursday and Friday nights. No matinee. *Ascent* on Youth opened July 17. *Goodbye Again* follows July 24.

## Medico Farce Aims At Stem Showing

CLEVELAND, July 22.—*Sons of Quiet*, hospital comedy scripted by Dr. Leon Dembo, children's specialist here, appears likely for fall production on Broadway. Author and chief of local backers were in New York last week, interviewing producers interested in staging farce. Understood that Mike Todd has inside track.

*Sons of Quiet* was presented at Hanna Theater here three years ago by amateur cast. Despite inferior staging and acting, comedy turned away people last two days of short run. Since then, Dembo has polished up the script, and local friends have anted up more than \$20,000 for early production.

Dembo has written other plays, but this is first to reach production stage. *Quiet* treats hospital life with a humorous twist, the first play about medicine that doesn't emphasize the serious overtones.

## Heat Let-Up Juices Hub B. O.

BOSTON, July 22.—The weatherman was kind to theatergoers in the Hub this week. So, *Three's a Family* prospered at the Colonial, and the Cambridge Summer Theater gross hopped a couple of points.

Altho no money was lost on it, *Family's* \$7,000 last week was dangerously close to the nut. This week's take rose to better than \$8,500, with six now selling until August 5. At Cambridge, *Oh, Boy*, revival of 1917 musical by Jerome Kern, F. G. Woodhouse and Guy Bolton, starring Patti Pickens, did a fine \$3,250.

Boston actress Mabel Acker makes a comeback in *The Little Forces* opening Monday (24), with Jean Muir following July 31 in a new play by Shriani Quinn, *Here's To Us*. Several troupes are to be made up at Cambridge in the next month.

Still no definite bookings for the fall season here, but more than 25 shows are mentioned to open before the last week in October.

## Markova, Dolin Prove Concert-Terp Pull Again

(Continued from page 4)

the pair an ovation. It is possible that the forward-slanting stage at the stadium may have put them under some handicap for the first two numbers. In any event, their opener, *Grand Pas De Deux* from *The Sleeping Princess*, seemed effortful on the lifts and too carefully over-stylized in Markova's accents and decents. Dolin's act, *Solo*, preceded by an over-long ork intro, didn't help much either. It is repetitious and tiresome.

However, when Markova soloed *The Swan* in memory of Paviola, dancing it, incidentally, for the first time in New York, things began to pick up. Markova is exquisite in one of the most difficult of ballet patterns. Terp lovers should bow thanks to Pukine for giving her permission to bring it to life again.

The second stanza of the program continued the build-up. Markova and Dolin paired in the familiar waltz-duo from *Les Sylphides*, which they have made one of the bright spots of Ballet Theater productions. Both appeared to have overcome any stage difficulties and gave a splendid performance. Finale was the *Blackbird* duet from *Aurora's Wedding*. It teamed them in sequences in which both excel, altho Monday night's performance was the first time they had done them together in this country. The combination was close to perfection and deserved the ovation it received. The musical background throughout was furnished by the Philharmonic Symphony Orchestra under the baton of Antal Dorati.

Dolin and Markova leave immediately for the Coast to join the Ballet Theater, which will tour the West Coast for the rest of the summer. Troupe comes east in late September for a fall season at the Met. Contrary to previous reports Markova and Dolin plan to take a leading part in the B.T.'s autumn terzetti. Later, they will go into rehearsal for Billy Rose's *Seven Lively Arts*.

Bob Francis.

## 'Henry the Eighth' May Be the First of Billy Rose's Operas To Hit Main Stem This Fall

### "Seven Lively Arts" Opening in No. 2 Slot

NEW YORK, July 22.—It is still a toss-up which of Billy Rose's double entry in the fall legit sweepstakes will come to the Stem post first. However, according to the latest bulletins from the Rose office, *Henry the Eighth* will bow in early in November and *The Seven Lively Arts* a few weeks later. Both are classed as Rose magnificos, top-heavy with names, with *Henry* budgeted at \$150,000 and *Arts* at \$250,000.

Casting of the two leading male roles for *Henry* is yet undecided. Basil Rathbone has been wanted for Cardinal Wolsey and Charles Laughton for Henry. Laird Creger, Frederic March and Claude Rains are also possibilities. Marta Abba will handle the leading fem assignment. Margaret Webster will direct and Robert Edmund Jones will do the sets. Rose is anxious to get into rehearsal about September 18, and is dickering for a Stem house for it now.

*Arts* cast will be headed by Beatrice

Lilla, Bert Lahr, Alicia Markova and Anton Dolin, Gracie Fields, Richard Haydn, Russell Swann and John Charles Thomas have been spoken of for additional spots. Cole Porter will do the songs and Jay Sommer, Nathaniel Curtis and Norman Corwin the sketches. Igor Stravinsky will contrive a ballet and Agnes De Mille is being bid for the choreography. Hazard will stage and sets will be by Norman Bel Geddes. Rehearsals slated to begin October 2 for a Philly opening, November 8, at the Forrest. Ziegfeld Theater prem is tentatively set for December 7.

Nellie Bly, Emily Brady and Money, Money, Money are still definitely on the Rose production list, but will take a back seat until *Henry* and *Arts* are main stemmed. Office plans to keep Curwen Jones sticking around at the Broadway Theater at least until the end of the year. So it is more than likely that the Stem will see three major Rose productions running concurrently.

## No "Stars" Shine In New Showcase

NEW YORK, July 22.—The notion behind *Stars of Tomorrow*, which unveiled Wednesday (19) at the little Main Theater, could be a good one. A vaudeville show, run on the principle of a glorified *Amateur Night*, with the customers encouraged to raise or cheer as will, might be acceptable, even if not particularly novel summer entertainment. It could also, as the title implies, be a spring board for little people and unknown acts to bigger and better things thereafter.

Apparently this combination is what *Stars* sets out to be. Via lobby signs, it may be assumed that the performers get nothing or next to it for doing their stuff on the stage. It's a case of a hope and a prayer for future rewards. Unfortunately, both are nebulous, because a certain amount of talent is a pre-requisite for a paying job behind the foots—and talent is something of which *Stars* is woefully short.

On the other hand, it falls equally short from a customer point of view as a revival of the old-fashioned, burlesque *Amateur Night*. If it were carried out in the rough-house groove of heckling, hooks and gags on the performers, it might be fun. However, *Stars* plays itself as a straight vaude show with mimes, Jim McGarry, merely introing the acts with an occasional wisecrack. McGarry, incidentally, is one of the few bright spots in the proceedings. The actors for the most part take themselves seriously enough to be pathetic. And it is hard to jeer when someone is up there trying, but just doing it very badly.

So, whatever producer Jules Denes had in mind has missed the boat on both counts. Denes, who is reported to be a Viennese refugee, is obviously a newcomer to Stem matters. He may be forgiven something on that account, but he has yet to learn that it takes more than a stage and a curtain to put on a show.

Out of some 15 numbers on the program there might be four or five which could have a chance of building themselves into a club date or a vaude program. Any of them would need considerable polishing to make the grade. Top of the list would be *Chico*, a very smart pup, which could develop into a smart variety act with improved salesmanship from his master. Young Oathleen Kova shows distinct chanting promise and with a little experience would be a mite asset for a good band. Nash Austin, billed as a winner in the John Golden recent talent quest, shows club possibilities as an impersonator. There could be local spots also for Ross Morral and Maria Karolyi in Viennese or Magyar cabarets.

However, it isn't likely that *Stars* is going to put any of them anywhere. Because unless Denes puts some steam and imagination into his show, nobody is going to sit thru it long enough to see 'em. As it is *Stars of Tomorrow* will hardly set up any new constellations.

Bob Francis.

### Chi "Gander" Notices Mixed

CHICAGO, July 22.—Harold J. Kennedy's *A Gander for the Gander*, which opened Tuesday (11) at the Blackstone after a short tryout elsewhere, received mixed notices, ranging from the veteran Claudia Cassidy's Tribune scintillating remarks to youthful Ann Marsters' *Herald-American* strappy praise. While most of the critics found plenty of bugs in the show, the first-nighters, a typical Good Night, Ladies audience, registered approval. Strictly a summer-weight comedy, the show is good hot-weather entertainment.

Nat Green.

### Calif's Last Barn Lights

SAN FRANCISCO, July 22.—Hillban, California's only surviving summer theater opened its fourth season Friday (14) at San Mateo, with the Pacific Coast premiere of *The Acts of Our Teeth*, directed by Robert Brauns.



CLOUDS OF SMOKE

and Many Other Amusing, Mystifying Tricks From Finger-Tips and Empty Hand

Just reach into the air, and produce clouds of smoke—hundreds of them. With your hands together, and give your audience a genuine snowfall. Spin ribbons three to five feet long.

ENJOY THE THRILL

of holding your audience spellbound with your professional skill. It's so easy, it's so entertaining, it's so sensational.

M. C. REGAN LABORATORIES, Canton, N. J.

GIRLS WANTED with just a little experience to do Strip Numbers. Top salary. Year-round work. Write or Wire Joseph Allen. EMPRESS THEATRE, 540 Woodward Ave., Detroit 26, Mich.

WANTED BURLESQUE PEOPLE Long season demand. Write—Wire—Call ABE FORD, 220 Tremont St., Boston, Mass., Phone: Hubbard 9125

NEW MAGIC BOOKS AND TRICKS Purchase Them at the World's Largest Fun Store



Isely's ANTI-GRAVICO NEW ORIGINAL. YOU GOOD TO BEER. YOU'LL LIKE IT. USE ANYWHERE—ANY TIME. MYSTIFY YOUR FRIENDS.

FRESH FISH TRICK A LONG STRIP OF PAPER, 8 BY 24 INCHES. EASY TO PRINTED. "FRESH FISH SOLD HERE TODAY" is torn into small pieces with accompanying Curley Pastor and fish restored.

OTHER GOOD TRICKS

- ANY CARD CALLED FOR NINES. No betting or penetration. Always ready. Price \$1.00
BEWITCHED HANDKERCHIEF. The handkerchief that unties its own knot. Price .75
BIRTH OF A FLOWER. A red ribbon changes to a flower for your head. Price 1.00
CARD WATER AND ICE TRICK. Ice does not bloom a card. Water will. Price .50
CHINESE STICKS. Black sticks. White tips. Easiest ever to handle. Price .50
CIGARETTE FROM NOWHERE. A cigarette mysteriously appears in mouth. Price .50
COMEDY HAT TRICK. Piece of paper on top and bottom in a hat. Price 1.50
EGG PRODUCE HARD REVEALING. For easily revealing any number of eggs. Price .50
HANDKERCHIEF VANISHER. Shift rubber soap. Will take you away freely. Price .50
IMMORTAL CIGARETTE. A cigarette broken in 6 pieces and then restored. Price .75
MAGIC COIN BOX. A magic coin forced in box to face in another box. Price 2.00
MAGIC LIGHT BULB. A light bulb will light up when held in your hand. Price 1.00
MAGIC MILK GROUP. A few drops in water looks like milk. 8 oz. bottle. Price 1.00
NEW SALT TRICK. Salt mysteriously from one hand and appears in the other. Price 1.50
OBLIVION WAND. Rise, falls or drops upon command. A new principle. Price .50
PENCIL TRICK HANDKERCHIEF TRICK. A clever pencil trick for close up. Price .75
PENETRATION CARD. Show both sides of card and then push a pencil thru. Price .50
RED RIBBON. Wonderful feature chosen cards hidden by red ribbon. Price .50
REPEATING HARBITS. An unlimited number of rabbits are easily produced. Price 1.50
RUBBEN RIBBON CARDS. Chosen cards will rise as a ribbon is pulled on. Price 1.50
RUBY RUBY TRICK. A quick escape from rope securely tied around neck. Price .50
SELF CLOSING MATCH BOX. The box mysteriously closes when opened. Price .50
SIMPLEX OUT ROPE TRICK. One of the best. Four phases of rope supported. Price 1.00
STEEL BALL AND YUB TRICK. A steel ball floats and falls in a tube. Price .50
THUMB TIPS. Best simulated. Correct high action. White they last only. Price .75

IT'S FREE. Our July 1944 MAGIC LIST. Containing Over 400 Tricks and Tricks.

THE EAGLE MAGIC FACTORY (The Firm That Treats You Square) 606-B THIRD AVENUE SOUTH MINNEAPOLIS 2, MINN.

Magie

By Bill Sachs

EKKIE COCHRAN, now in his 14th month overseas for USO, hopes to gain the distinction soon of being the first American pro magician to return to the European Continent since the war began, now that he is slated to journey to the French invasion sector to entertain the fighting kids.

Vocco and Spitzer Back From Coast

NEW YORK, July 23.—Rocco Vocco, of NYC, and Henry Spitzer of Morris Music, returned from trips to the Coast last week. Vocco, while on the Coast, secured several film secrets, titles of which were carried in a recent issue of THE BILLBOARD.

Canadian-ASCAP Peace

NEW YORK, July 22.—Recent discussions between ASCAP and Canadian Performing Rights Society over certain matters concerning public relations appeared to be settled last week.

Y. Friday night, after which the latter entrained for Cincinnati en route East.

BERT HASLEY, the "tipsy triester" from out San Francisco way, now on the wind-up of a two-weeker at the Primrose Country Club, Newport, Ky., was a visitor at the magic desk last Friday (21).

JOHNNY PLATT, Chicago rabbit hider, is due in New York July 31 to embark soon for an off-shore tour for USO Camp Shows.

AL SHAPPE (C. J. Brown), stationed at the army air base, Sioux City, Ia., typewrites that he caught Clifford's Ghost Show (Clifford Ackermann) at the base July 14, and found it highly enjoyable.

CHICAGO, July 22.—Al Turner, editor of Nile Life magazine here for the past six years, has been appointed director of advertising and publicity of the Stevens Hotel.

Burlesque Notes

By Uno

BOBBY MORRIS, Joyce Bazzelle and Lionel Murray are with a USO unit now in Porto Rico, and Palmer Cote, with another, playing Africa and Italy.

JACK BECK again managing the Globe, Atlantic City. Rudy Kahn is assistant; Harry Harrington, ex-comic, ticket taker; "Judge" Eddie Shafer, stage manager, and Bernie Frerber, supervisor.

HARRY FARRON, owner and manager of the Liberty burly stock, San Francisco, keeps his talent in good cheer by allowing a week's vacation with pay to those in his employ one year.

BENNY (WOP) MOORE closed at the Republic, Ocean View Park, Norfolk, and opened July 31 for two weeks at the Casino, Toronto.

LOU MEYER at Dorney Park, Allentown. . . . CAESAR AND ROSITA appearing at the Charles Club, Baltimore.

HOTEL OLMSTED Cleveland, Ohio FRANK WALKER, Mgr. Home of Falson and Hanna Theatres Stars in Cleveland

"Home of Showfolk" Rates Reasonable HOTEL HAYLIN CINCINNATI, O. Owner Vice G. A. Opera Place Phone Main 6790

WANTED Burlesque Performers Specialty and Semi-Nude Dancers Write PRESIDENT FOLLIES San Francisco 2, Calif. E. SKOLAK, Mgr.

CHORUS 14 1/2th 1st Floor, \$1.25; Bros. 75¢; Gentry 1.00; Betty, \$2.50; Ethelwanda G-Singer, \$10.00; Irma, \$1.50; Faye, Evaluator, \$1.50; other Accommod. See For Details. C. GUVETTE, 340 W. 45th St., N. Y., City 10.

New Engaging Burlesque People in All Lines for Coming Season. MILTON SCHUSTER 127 N. Dearborn St., Chicago 2, Illinois





# BIZ BEATS '43 FIRST HALF

## Conklin Nears Calgary's Top

Frolicland within \$300 of all-timer of '41—crowds out till 1 a.m. at close

CALGARY, Alta., July 23.—At the record-gate Calgary Exhibition and Stampede, July 10-15, Frolicland of the Conklin Shows came within \$300 of the all-time midway mark set by the Conklin here in 1941, said President J. W. (Patty) Conklin. The show is, of necessity, cut to 12 railroad cars this year.

Swimcade, managed by Alie Phillips, and the Moon Rocket were the top grossers. Before tearing down for the hop to Regina, Frolicland was operated at the closing until 1:30 a.m. because of waiting crowds.

Weather was perfect except for a few high winds. The fair set an attendance record by an increase of 12,228, and plans are already under way for an addition to the grandstand and other improvements.

### Regina Figures Grow

REGINA, Sask., July 22.—Opening days at Regina Exhibition, July 17-22, topped grosses, as compared with other years, for Frolicland of the Conklin Shows. President J. W. (Patty) Conklin reported that on the first day, Children's Day, adult business showed an increase of 100 per cent. Gross on the second day was ahead 28 per cent.

Severe dust storm on opening day kept down trade from kids, but an increase (See Regina Opener's Zoom on page 35)

## Peaks for Page Bring Up Takes

HUNTINGTON, W. Va., July 22.—Since their opening the J. J. Page Shows have set some new gross records this season, and some spots that previously had been just fair have turned out excellently, said R. E. Savage. Top-biz spots have included Johnson City, Tenn.; Appalachia, Va.; and Harlan, Middleboro, Hazard and Fleming, Ky.

Fleming was the July 4 date and crowds grew nightly, Independence Day and Saturday giving record results, while last week in Paintsville, Ky., over 6,000 amusement-hungry patrons milled and spent until the gong sounded at 1 a.m. Sunday.

In Huntington, first spot in this State for the show in over nine years, opening brought satisfactory crowds. The help situation, although good for the first 10 weeks, is on the decline now, but new help is beginning to arrive. Concession row has new arrivals nearly every week. Minstrel Show and Hollywood Revue have been taking top honors. In the ride division it has been the Ride-O, Chair. (See Page Reaches Peaks on page 34)

## Sutton Chalks Best Still Date

DE KALB, Ill., July 22.—Great Sutton Shows playing Galeburg, Ill., July 10-15 chalked the biggest week for a still spot since organization of the show. Saturday gave largest gate receipts for any single night, reported Jack Woods. Committee of the VFW Post there cooperated fully and support was given by city officials.

Two new shows added and arrival of new new blue canvas have completed line-up on the midway. Mr. and Mrs. Jack Smith added their toy shop and Whitley Minnear and family added two concessions. Lieut. Frank M. Sutton Jr. (See Sutton's Champ Still on page 35)



ON THE MIDWAY of the Frank Burke Shows before a record crowd began to gather for the War Show in El Paso, Tex., July 4 these showmen and an ex-showman got together. Left to right: Corp. Al Sweeney, former auto race promoter and circus press agent; Harry Gold, ball game operator; Bob Berkshira, co-owner of amusement center in El Paso with Pete Kortez; Frank Burke, owner of the Burke Shows; Mrs. Frank Burke; Denver Kid Curley, cigarette gallery operator, and Jack Carswell, hoop-la operator.

## SLA Ups Activity For Fund Raising

CHICAGO, July 22.—Showmen's League of America has been exceptionally active this year in fund raising in connection with the war effort. Its Red Cross activities, under leadership of J. C. McCaffery, have already resulted in contributions of nearly \$3,000 this year, and the more recently inaugurated Mustering-Out Fund campaign, which has been in progress only a short time, has brought in more than \$3,000, with more coming in every week.

President Floyd E. Gooding, who is directing the Mustering-Out Fund drive, has enlisted co-operation of many leading outdoor showmen and before the campaign is over a tidy sum will be assured for distribution among League members in the armed forces when they return to civilian life.

## West Coast Registers Banner 4th Trade

EUGENE, Ore., July 22.—Playing Buckaroo Days and July 4 Celebration in Klamath Falls, Ore., for the 13th consecutive year, West Coast Victory Shows had the biggest July 4 week in their history, reported Special Agent Ed Kemp. Celebration committee was headed by (See West Coast 4th Best on page 35)

## Smith Rings Up 40% Hike Over 15 Weeks; Free Gate Pulls 'Em

SCALP LEVEL, Pa., July 22.—A 40-per-cent hike in grosses marked the 15th week of the season for the George Clyde Smith Shows in Conemaugh, Pa., July 9-15. Manager George C. Smith said that with a free gate attendance had topped that of other years by far in the same territory.

Shows, rides, and about 40 concessions are transported on 12 trucks and semis. Since the opening new fronts have been added with modernistic lighting. Shows and rides are office owned and newly painted. Bobby Kork, show operator and publicity agent, left to join the J. O. Weir Shows. Staff includes George Clyde Smith, owner-manager; Prince Omwah, secretary; Paul Goodman, sound system; Frank Code Jr., lot superintendent; Clarence E. Seitz, chief electrician, mail and The Billboard sales agent.

Shows are Oriental Vills, Happy Wars, manager; Lew Moore, front; Marjette, Stella Dallas, Bobbie Sultins, Clara Barnett, Ella Cinders and Kiddle Gown dancers. Circus Side Show, Dave Gorman, manager; Harry Stewart, front; James Johnston, tickets; Patay Lee, juggler; Mue. Armina, mentalist; Esie, fat girl; Prince Edward, magician; Mrs. Dave Gorman, sword swallower; Ooo-ooo, the bird girl, annex. Gay Nineties. (See Smith Grosses Up 40% on page 34)

## BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

—By Starr De Belle

Heart Balm, Ind.  
July 22, 1944.

Dear Editor:

The personnel of this midway is famous for its big heartedness and trust in its fellowmen. Our golden rule is: "It is more blessed to give than to receive." When a member of this troupe dies you can bet two to one that he passed away from an over-enlargement of the heart. Our company doctor reported some 50 cases of "sympathetic nervousness." We are believers in: "There isn't an ailment that kindness won't cure." Dinner time in the cookhouse almost always winds up in a near-riot over whose turn it is to pay the checks. Often the cookhouse operator won't take anything because of

our people's willingness to pay for everybody.

I have yet to see the bosses refuse an employee anything that he or she may ask for. They may not get it, but they are never refused. Big-hearted Pete Ballyhoo is noted for his kind-heartedness. When he saw one of his bare-footed ride boys looking longingly at a pair of shoes in a store window the sight brought tears to his eyes. The scene touched his heart so strongly that he had to walk away or break down. When I said, "trust in our fellowmen." I was referring to the fact that none of our concessionaires are bonded and can leave at any time without notice, as long as (See Ballyhoo Bros. on opposite page)

## Cavalcade Peek Has Big Leadoff For Aqua's Run

MINNEAPOLIS, July 22.—Bismarck turned out well for Al Wagner's Cavalcade of Amusements, July 11-15, said William B. Naylor, publicity director. Heavy country billing did the trick and crowds were on hand nightly. Children's matinee Saturday was one of the best of the season. Show train was loaded by Sunday afternoon and made the run over the Northern Pacific to Minneapolis, arriving Monday afternoon.

Unloading started at daybreak Tuesday and practically every wagon and ride was given new paint for the preview showing Thursday, under auspices of the annual Minneapolis Aquatennial. About 4,500 were at the preview, shows and rides did good business and there is a long concession line supervised by A. J. (Whitley) Weitz.

Visitors here included Senator William E. Dahlquist, who highly approved the midway which will play his fair at Thief River Falls, Minn., next week. Show will then make the long jump to North Montana State Fair, Great Falls, with Billings and Butte to follow. Two big street parades during the Aquatennial celebration are expected to bring big turnouts to the showgrounds. There is to be a big matinee each Saturday of the engagement. Radio and newspapers have been used extensively. Mrs. Hattie Wagner got plenty of help for the cookhouse for the first time this season. Several ride men and other workmen joined the crew. So far the show has been lucky so far, as weather is concerned, losing only three days since opening at East St. Louis.

## Conklinites Dig Up Sweet Sum To Aid Muster - Out Fund

REGINA, Sask., July 22.—While the Conklin Shows were playing Regina Exhibition this week President J. W. (Patty) and Vice-President Frank B. Conklin "went around" the midway of their Frolicland Tuesday and in two hours raised over \$1,500 for the Mustering-Out Fund of the Showmen's League of America and for the American Red Cross.

"Nearly all of the donors are members of the League and they join us in the opinion that the plan conceived by S.L.A. President Floyd E. Gooding is most deserving of support," said President Conklin. "The donors felt that they could well afford their contributions and were glad to participate in this movement and there will be no effort to apply pressure to get funds from the rank and file of our organization."

"Of the amount contributed, \$1,000 will go to the Mustering-Out Fund and \$500 will be given to the American Red Cross."

Donors were J. W. (Patty) Conklin, \$150; Frank B. Conklin, \$150; Al Kauf- (See Frolicland Feeds Fund on page 34)

## Crash Damage Stalls Alamo on Texas Run

ABILENE, Tex., July 22.—Movement of the Alamo Exposition Shows from Fort Worth to Abilene was one of the worst in the history of the show since becoming motorized, reported Ted Quarter. The truck used to haul the kiddie ride and to pull the office was struck by a bus. The crash resulted in wrecking the bus and the show equipment, the office being damaged most. Several trucks didn't arrive till Monday night, so opening was postponed until Tuesday, when a good crowd came out.

Curly Maynor has charge of the Ferris Wheel. Mr. and Mrs. Jack Nickolls. (See Crash Delays Alamo on page 36)





**JOHN QUINN**  
Owner-Manager

**MRS. JOHN QUINN**  
Secy.-Treas.

**VICTOR CANARES**  
Gen. Representative

**E. C. MAY**  
Special Agent

# WORLD OF PLEASURE SHOWS

**BILL POSTELWAITE**  
Supt. of Rides

**LEON ELLIOTT**  
Chief Electrician

**C. H. DROEGE**  
Billposter

**BERT GEYER**  
Scenic Artist

## "MICHIGAN'S LARGEST AND FINEST MIDWAY"

Mellen's Lunch <b>C. F. Mellen</b> <b>C. J. McCarthy</b>	Crispy Corn and Candy <b>Mr.-Mrs. Van Zile</b> <b>Mr.-Mrs. Pence</b>	3-Concessions-3 <b>Mr.-Mrs. J. R. Carroll and Dickie Sue</b> <i>Third Season With a Fine Show</i>	Hoop-La <b>J. J. Richards</b> <i>Already Booked for Next Year</i>	4-Concessions-4 <b>Mr.-Mrs. F. J. Wozniak</b> <i>Strictly for This Show</i>	Palmistry <b>Mr.-Mrs. R. F. Keating</b> <i>Predicting Big Things for This Show</i>
Color Game <b>Al Kelly</b> <b>Don Bishop</b> <i>Doing All Night</i>	Rotary Merchandisers <b>Mr.-Mrs. Warren Murphy</b> <i>First Season and Satisfied</i>	2-Concessions-2 <b>Danny Corr</b> <i>With It and For It</i>	6-Concessions-6 <b>D. W. Leslie</b> <i>Having a Fine Season With Real Showfolks</i>	2-Concessions-2 <b>Sam Solof</b> <i>Good Enough To Be With and For</i>	5-Concessions-5 <b>Forrest Poole</b> <i>Second Season With This Outstanding Show</i>
Photos <b>Mrs. Thelma Elliott</b> <i>Having a Big Season</i>	5-Concessions-5 <b>Mr.-Mrs. Wm. Postelwaite</b> <i>Five Years With the Aristocrat of Michigan and Satisfied</i>	Frozen Custard and Jewelry <b>Mr.-Mrs. LeRoy Crandell</b> <i>Best Wishes to Our Son, Richard, in the Service</i>		3-Concessions-3 <b>Happy Adams</b> <i>Swell Show, Swell Folks, Swell Season.</i>	Pitch-Til-U-Win <b>Mrs. A. Troul</b> <i>Taxic (Agent)</i>
WILD LIFE UNBORN REPTILE FARM	Pennants <b>George Ankrim</b> <i>Your Name on Hats, Pennants, Emblems. Buy More Bonds</i>	De Luxe Bingo <b>Mrs. John Quinn, Owner</b> <i>Jack Walsh Ernest Abbott</i> <i>Oliver Ferryman James Beaulrie</i>		Silo Drama <b>R. V. Ritz</b> <i>Best Wishes To All My Friends</i>	Fun House <b>Chas. VanArsdale</b> <i>Glad To Be With Michigan's Best</i>
Playland Arcade <b>K. C. Ries</b> <i>Second Season With the Best</i>	Parisian Follies French Casino <b>F. W. Miller</b> <i>Always Pleading</i>	Krazy Kab Kompany <b>S. A. Baker</b> <i>With It and Contented</i>	Circus Sideshow <b>Chas. H. Hodges</b> <i>My Best Season</i>	Pony Ride <b>Mr.-Mrs. R. A. Kelly and Family</b>	<b>THE RIDE BOYS</b> <i>With It and for It. Rain or Shine.</i>
Silver Streak <b>Harry Whalon</b> <b>Tom Brooks</b>	Merry-Go-Round <b>Addo Riker</b> <i>Twin Ferris Wheels</i> <b>Troy Scuggs</b>	Tilt-A-Whirl <b>Ted Arthur</b> <i>Spitfire</i> <b>Art Krause</b>	Rolloplane <b>Lloyd French</b> <i>Octopus</i> <b>Earl Gerhart</b>	Kiddle Autos <b>Ernest Barger</b> <i>Miniature Train</i> <b>Dale Kelly</b>	Compliments of <b>Chas. A. Lenz</b> <i>Showmen's Insurance Man</i>

We invite correspondence from outstanding attractions for our 1945 tour



**WHEELS  
OF ALL KINDS**Tickets—Paddles—Laydowns  
Complete KENO Outfits**CARNIVAL SUPPLIES AND EQUIPMENT  
GAMES, STRIKERS, ETC.**Still Available  
**EVANS' BIG PUSH**

Write for Catalog

**H. C. EVANS & CO.**

1520-28 W. Adams St., Chicago 7

**SNOW CONES  
POPCORN SUPPLIES**We have a complete line of Snow  
Cone and Popcorn Supplies. Buy  
your supplies this year from the  
source that gives you all three:Top Quality! Low Prices!  
Same Day Service!Price Lists Gladly Sent Upon  
Request**Gold Medal Products Co.**

318 E. Third St., Cincinnati 2, O.

**SHOW  
PRINTING****POLITICAL****CIRCUS - CARNIVAL**

BANNERS - POSTERS - GIGS - T-SHIRTS - BALLOONS

Type, Engraving, Litho, Book Design for All Countries

WRITE FOR RATE BOOK AND PRICE LIST

**CENTRAL**

SHOW PRINTING COMPANY - MASON CITY, IOWA

**BIG ELI FERRIS WHEEL NO. 12  
FOR SALE**Completely rebuilt, perfect condition. Alls Chalmers  
Flyer Eng. Unit, 1200. Can be seen by inspection,  
15,000.00. Have 2; unable to get help. Also  
have International Tractor and 20 Ft. Scow-  
Trailer to load same on, for \$1,500.00 each.  
Come and look it over, per route.**L. C. McHENRY, CRESCENT AMUSEMENT CO.**Clinton, Tenn., This Week;  
Lake City, Tenn., Week July 31.**H. F. HARVEY SHOWS**

Open early in August.

Playing Arkansas, Mississippi.

Will book Rides and Shows with own transportation.  
All Concessions open. Chick  
Rosen, Pete Henrich and all people with me  
last year, get in contact with me. All replies:

120 Coleman St., Cleveland, Miss.

**WILL PAY SPOT CASH**Late Model 7 Car Tiltwhirl or Streamlined  
8 Car Whip, with or without transportation.  
Consider Caterpillar Ride, late model. No  
junk. Wire per route.**Crescent Amusement Co.**Clinton, Tenn., This Week;  
Lake City, Tenn., Week July 31.**WILL BUY FOR CASH**Roll-o-Plane or Octopus; must be in  
first-class condition.**TURNER BROS.' SHOWS**

Ft. Madison, Ia.

**GASOLINE BURNERS AND TANKS**

All Makes, Parts and Service

**I. SCHORE**

119 Chambers St. New York City



HARRY ALLEN LINIGER, son of Mr. and Mrs. Paul Liniger, Gatesville, N. C., formerly of Liniger Bros.' Shows, recently graduated from Harlingen (Tex.) Army Air Field aerial gunnery school, receiving a diploma, pair of aerial gunner's wings and a promotion in grade. His address is Harry Allen Liniger, 346701ST, APO 16209, care of Postmaster, New York.

Mrs. Nelson was ill during the date in Oswatimie, Kan.

NEXT time you see a foreman trying to put up a ride without any help, pretend that you don't see him and don't ask: "How're you doing?"

FORMER girl-show operator with Al Wagner, Art Lewis, Ralph Decker, Eddy Bros. and Frank West, and player of club dates in New York, Boston, Chicago, Detroit, Cleveland and other cities, Peggy Murray, member of the Carstans and AOVA, is seriously ill at 204 Northeast Second Avenue, Miami, reported her husband, R. O. (Bob) Murray.

VISITING the W. S. Curl Shows at Golf Manor, Cincinnati, were Mr. and Mrs. Leo Becht and children and Mr. and Mrs. James Lucas, taking a week's vacation at Lauterback's Grove, Cincinnati. Mr. and Mrs. J. Y. Randolph, Green's United Shows, visited Harry and Sunshine Lewis. Fritz Evans, agent for Lewis, left to pick cherries in Michigan.

TEX PETTA, The Billboard sales agent of Green's United Shows, reported good business for the Aurora, Ind., engagement ending July 15. From the front Fred Haynes, with his public address system, is telling about Capt. Billy Sells, free set. All rides have new paint. Popcorn, snowball, cotton candy and photo gallery concessions are getting excellent play. New Death Valley Show, owned by Captain Sells, is doing okay.

WHILE the Sunset Amusement Company was in Muscatine, Ia., Mrs. T. M. Henderson, assisted by Mrs. K. H. Gorman, Mrs. Harry Lamm and Mrs. Tom Fleming, surprised Mrs. Robert Conzils with a baby shower at the Muscatine Hotel July 12. Show women attending were Mrs. W. O. Weaver, Maydean Weaver, Eloise Marchbank, Mrs. Lucille Bunch, Mrs. Buddie Wagoner, Nedra Kyle, Mrs. Jack Thomas, Mrs. Tom Brewer, Mrs. Floyd Kyle, Mrs. Louis Keyes, Mrs. Billie Keyes, Mrs. Mary Cunningham, Mrs. Minnie Strause, Arlene

**Word Wedding**

IN his fifth season on the staff of the Johnny J. Jones Exposition, now co-organized by E. Lawrence Phillips and Morris Lipsky, Louis Rosenberg comes up with this one: "Should American relations with Russia continue to be friendly after the war and should the Jones show decide to play that territory, it would be very simple to arrange the owners' names like this: PHILLIPSKY. That ought to please the Russians."

**"First Things First"**

Our first responsibility is to the men at the Fighting Fronts and our policy of 100% co-operation with Uncle Sam as evidenced by the award of the Army-Navy E pennant for our "all-out" war effort.

At this time we regret that it is impossible to accept civilian orders until the end of the war. Then we will be able and happy to take care of your canvas needs.

**POWERS & CO.**

MANUFACTURERS OF

**CANVAS GOODS**

PHILADELPHIA, PA.

CHICAGO, ILL.

**OCTOPUS ROLLOPLANE FLY-O-PLANE**

World's Most Popular Rides

**EVERLY AIRCRAFT CO., Manufacturers, Salem, Oregon****CRESCENT AMUSEMENT CO. WANT**

3 Big Dates—Clinton, Tenn.; Lake City, Tenn.; Oak Ridge, Tenn.  
Biggest U. S. Gov't Project in South. Over 150,000 People Working.  
With 10 Fairs, Closing Armistice Day.

WANT Independent Shows with own equipment. Circus Side Show, Animal, Wildfire, Unborn, Girl Show with three or more Girls. Will buy Girl Show Banners and Top. Colored Performers and Musicians, Comedian to feature. Trombones, Trumpet, Sax, wire Doc Anderson. Salaries paid by office.

RIDES: Will book or pay cash any late Ride. Rolloplane, Octopus, Tiltwhirl or Whip, Dual Loop-o-Plane, Ride Help that can drive semi trailers, Second Men for Twin Wheels, Chairlans. If you drink, don't answer.

CONCESSIONS, who what you have, we can place you. Sell exclusive Custard, Novelties, Lead Gallery. Want Penny Arcade, Hit Striker, Rumper, Pitch Tilt Win, Hoopla, Kotaries, Seals Age. Will buy Tripod Scales.

Address L. C. McHENRY, Mgr.

Clinton, Tenn., This Week; Lake City, Tenn., Week July 31; Oak Ridge, Tenn., Aug. 7. Fairs Start Asheville, N. C., Last Week in August.

**THE WORTHY SHOWS, INC.****"America's Second Best"**

Want for Gowanda, N. Y., Firemen's Convention, Week of July 31 to August 5 and for Caledonia, N. Y., Fair, August 8 to 13.

Rolloplane, extra Ferris Wheel or any other Ride other than those we have. Cookhouses, Stock Concessions, High Striker. We hold fence to fence contract.

Address MARTIE SMITH, General Agent

Niagara and Ontario St., Buffalo, N. Y., Week of July 24 to 29

**BISTANY'S GREATER SHOWS WANT**

For four made in Jacksonville, Florida, different locations, where able route are working night and day, starting August 5. For following date already booked. All winter's work, all fairs. Those listed now give preference. Delbert State Fair, Jacksonville; American-Landis Fair, Buffalo; American-Landis Fair, Gainesville; Ocala Fair, Ocala; White and Colored Fairs, Dania Fair, Pompano Fair, Melbourne Fair, West Palm Beach White & Colored Fairs; All Florida; then seven weeks around Miami. We have fairs booked until middle of April, 1945. Riders: Two Major Rides with transportation. Prefer Roll-o-Plane, Spit Fire and Tiltwhirl. Shows have tent, stage and seats for complete Mounted Show with Band. Riders out of office. All winter's work. Doc Anderson, Jimmy Simpson, Johnson Show with Band. Riders out of office. Good proposition for Ring, Cook House and Grab. For Sale—2000 Cook House, complete. Will book same on show. Firm House or Tenny Turley, brand new. Nothing like it on the road today. Good money make. Forward owner must sell at a sacrifice at once. Leaving for the armed forces. In question form. Help: Ferris Wheel and Merry-Go-Round Performers. Top salary and hours. Also Let Men. All winter's work for everybody. Any other Ride Help that want twelve months' work with top salaries. Will pay cash for small Rolloplanes and Motorcycles; must be in good condition. Write or wire L. M. BISTANY, Fernandina, Florida, the week.

**ATTENTION, ALL SHOWMEN  
COMMUNITY AMUSEMENT PARK**

Across from main entrance to Kentucky State Fair, Aug. 28 to Sept. 4. Have space for Rides that don't conflict. Shows of all kinds. Country Store, Slum Joint, String Game, Hit-Striker, Guess Weight and Age, Stock Joints of all kinds, X on everything booked. Write F. J. BENNETT, Amusement Park, Queen Avenue at Central, Louisville 5, Ky.

WHERE THE CROWD IS YOU WILL SEE THE BIGGEST HIT ON THE MIDWAY  
**"KNOCK THEIR BLOCKS OFF"**  
*It's more popular today—It's big business*



- ★ Easy to set up
- ★ Throwing distance, 14 feet
- ★ Big life size figures, 56" high
- ★ Coats are padded
- ★ Flashy colors
- ★ Portable

**RUSH YOUR ORDER—TODAY**  
 Each Game (1 figure) ..... \$ 49.50  
 Your Choice of 3 figures ..... \$124.50

*Illustrated Circular With More Details on Request*

**FRENCH GAME & NOVELTY MFG. COMPANY**  
 1437 NORTH 16TH STREET (Since 1920) MILWAUKEE 5, WIS.

Hendrickson, Mrs. Buddy Charnes, Mrs. Drollinger, Mrs. Freda Hennah, Anna Mae Tandy and Mrs. Ola Kingston. Special guests were Mrs. Minnie Garman, mother of K. H. Garman, and his niece, Joan Marcoe.

**WORTHY SHOWS** closed a successful week in Medina, N. Y., July 15, playing to one of the best attendances this season. All rides and shows did near-capacity business, said F. J. Lewis, Batavia, N. Y., also proved a winner. Nightly swarms of Was Bonds are proving popular. In Buffalo last week auspices were Allied Societies of St. Valentine's Church, with a date for Riverside Post, American Legion, to follow. Willbur Leworthy, son of H. K. Leworthy, badly cut by glass in Batavia, is improving.

It isn't surprising that showmen use a lot of equipment this wind and rain. We have noticed that they leave their tents and rides outside in all kinds of weather.

**J. A. METTLER**, fourth vice-president of the Pacific Coast Showmen's Association, made a hole in one at the Balboa Golf Course, San Diego, which has a sports course, reported A. J. (Irish) Whalen, concessionaire, who witnessed the feat. Mettler, accompanied by Whalen, Jimmy Smith and Capt. Bill T. Metlock test pilot for Consolidated Aircraft, laid a perfect ace shot on the 108-yard eighth hole. The San Diego Union and J. Jessop & Sons presented Mettler with a sterling silver badge and a membership in the Hole-in-One Club.

**GLADYS JACOBS**, Byers Bros.' Shows, was surprised with a birthday party on July 11 given by her husband, Bobby. After opening her gifts a chicken dinner was served eliminated by a large candle-lit cake decorated with the Stars and Stripes. Those attending included Mr. and Mrs. Carl Byers, Mr. and Mrs. Miller Adams, Mr. and Mrs. Glenn L. Hyder, Mr. and Mrs. Howard, Punk Hill, Mr. and Mrs. Whitely Woods, Mr. and Mrs. Cotton Ella, Mr. and Mrs. Slim Griffith, Mr. and Mrs. Freddie Bates, Jack Edwards and Chester (Uncle) Wambold.

**MANY** gifts were received at a baby shower in honor of Mrs. Donald Walker, daughter of Mr. and Mrs. Zeke Gleason, June 29 in Flagstaff, Ariz., and given by Gerie McCarthy, Yellowstone Show. Show members attending included Mr. and Mrs. Tony Spring, Mr. and Mrs. W. U. Bussay, Mr. and Mrs. E. L. Hovenden, Mr. and Mrs. M. W. Heath, Mr. and Mrs. Monte Hall, Mr. and Mrs. Zeke Gleason, Mr. and Mrs. Jimmie Dupree, Mr. and Mrs. Roy Goforth, Mr. and Mrs. O. B. Simmons and family, Mr. and Mrs. Charles McCarthy, Mr. and Mrs. W. S. Neal, Mr. and Mrs. Hank Mueller, Mr. and Mrs. Delbert Norton, Lois Hyers and daughters, Mrs. Steve Miller, Mrs. Lara Miller, Mildred Warren, Christine Elasm, Anna Taylor, Mickey Ekey, James Gleason, Edna Moore, Fingers Scott, William Williams, Bill Farrar, Tom Vaughn and H. Margot. Refreshments were served. Pet, Donald Walker is stationed at Camp Butler, N. C.

**STEPHEN'S SHOWS** had the largest business in their history at the July 4 Celebration in Oceola, Ia., and the date in Victor, Ia., was far above that of last year, reported Delmar Harridge, Mechanicsville, Ia., date was lost due to a mix-up about use of the lot after the show had pulled in. Report from Anamosa, Ia., adds that the Nelson brothers have had good takes since joining with their barrel of fun and candy floss. Mr. and Mrs. Albert Powler and niece are giving their share of business. Harold Gray replaced William Phelps as foreman of Kiddie Ride. Bud and Cora Whitney and Bob Wheeling, assistant, are doing okay with the corn game. Buddy and Harry Whitney purchased the office truck and will use it as stock truck.

### Not Clear

**TALKER** (making an opening on a front at a small fair)—"Ladies and gentlemen, inside this long stretch of canvas we have freaks of every description. There are Oink Oink, the hog boy; Bull, the elephant-like man; Gee Haw, the mule boy, and Baa Baa, the sheep-haired man." An aged dandy in the tip tipped up: "Mister, what you'll done got in it, is the die de stock burn?"

### Huh?

WHEN a First-of-May's father visited, he asked: "Son, what are your environments?"

**O. C. BUCK Shows** in Fort Edward, N. Y., July 19-15, had a big winner for rides and shows, while concessions only had a fair picky, reported Roy F. Feugh, press agent. In Yorkville, N. Y., last week, under auspices of the fire company, opening was a surprise, with attendance far beyond expectations. The lot, also played by the show last year, has been enlarged to about twice its former size. Recent arrivals are Mr. and Mrs. Avery Wheelock, candy floss and two games; Mr. and Mrs. John Schiario, with novelties, and Cliff Young, magician, in the Slide Show with Jimmie Hurd.

**F. E. KELLY**, general agent, reported this roster for the Bixby Greater Shows, playing in Florida: Leo M. Blatany, owner; Mrs. Vi Blatany, secretary-treasurer; Patty Finnerty, business manager; F. E. Kelly, general agent; Arthur Carver, superintendent; S. B. Mills, foreman of Merry-Go-Round; Roy Delauter, foreman of Chairplanes; Willie Brown, foreman of Octopus; Willie Terrill, foreman of Ferris Wheel; Roger Ormsback, foreman of Kiddie Ride; Ella Carver,

**BUY WAR BONDS NOW BUY WAR STAMPS NOW**  
 AFTER THE WAR BUY A NEW  
**TY-T-A-WHIRL**  
 In the meantime keep your old rides safe with the original builder's parts.  
**SELLNER MFG. CO.** Faribault, Minnesota

**FLAVORS**  
 FOR ICE BALLS, ICE CREAM, FROZEN CUSTARDS AND DRINKS  
 A Complete Line of Flavors, Certified Colors, Citric Acid, Various-Lily Ours and Safety-Edge Tin Season.  
 WRITE FOR SAMPLES AND PRICES.  
 All Flavors Guaranteed to Comply With Pure Food Laws.  
**PURITY EXTRACT MFG. CO.** 2101 Franklin Avenue, St. Louis, Missouri

**J. F. SPARKS SHOWS WANTS**  
 FOR GERMANTOWN KENTUCKY FAIR, AUGUST 8-12  
 AND BALANCE OF SEASON, INCLUDING  
 MIDDLE TENNESSEE DISTRICT FAIR, LAWRENCEBURG, TENN.  
 NORTH ALABAMA STATE FAIR, FLORENCE, ALABAMA  
 JACKSON COUNTY FAIR, MARIANNA, FLORIDA  
 BAY COUNTY FAIR, PANAMA CITY FLORIDA

Legitimate Concessions of all kinds, including Long Bangs Gallery, Jack Smith, answer. RIDES—Will bank one or two nice Kiddie Rides.  
 WANT Grand Shows with own equipment. Fat Show, Life or Unborn, Big Snacks, Sellman and Moss Smith, answer. WANT Ride Help on all Rides. Prefer those who drive semi. Place Performers and Musicians for Minestrone. Salary out of office.  
 All replies J. F. SPARKS, Salem, O., this week; Newark, O., July 31-Aug. 5.

**BOMB THE JAPANAZI**  
 Takes the place of Balloons as Dart Game, keeping repeats wherever operated. A Top Money-Getter for the Fair. A real color flash that tops all other Dart Games. Send 3c stamp for illustrated circular.  
**FRANK H. WELCH**, 735 East Main St., Rochester 5, N. Y.

**ROYAL EXPOSITION SHOWS WANT**  
 To join on wire spider and reliable Wheel Operator that can drive semi, Second Man on Merry-Go-Round. Have openings for Frozen Custard, Popcorn, Candy Apples, small Cookhouse or Crab (Mickey Martin, answer), American Palmetto, Penny Arcade, Animal Show, Kiddie Rides, Octopus or Bull-o-Plane. Address:  
 This week, Valdosta, Ga.; July 24 to Aug. 5, Moultrie, Ga.  
**MANAGER, ROYAL EXPOSITION SHOWS.**  
 P.S.: Deacon Sechrist, wire J. P. Bolt.

**WANTED—COOKHOUSE HELP—WANTED**  
**JOHNNY J. JONES SHOWS**  
 LONG LIST OF FAIRS, NO LOST TIME.  
 Dinner Cook that can do pastry. Griddle Men, Waiters for Din Down Crab, Dishwashers, Crab Tent Help, Kitchen Help, K. V. SMITH, BLACKIE MARTIN, POP EYE WILSON, CHARLIE BRANDT, BERT NIMMERICK, LOUIS WALTON, W.M. F. (CURLY) SMITH, SLIM LINDSEY or any of the saltiners. This week, Lima, O.; next week, Muncie, Ind., first fair. Wire or come on. **GEO. REINHARDT.**

**RIDES WANTED**  
 for  
**PHIL LEMAY'S NEW AMUSEMENT PARK**  
 IN THE HEART OF TAMPA, FLORIDA, the cosmopolitan city of the South. Soldiers, sailors and defense workers big. Get in on the ground floor. This is a proven money spot. No tawdriness or help headaches for the duration. Can place good clean Concessions. Write me what you have.  
**BILL CORBETT**  
 P. O. Box 1633 Tampa 1, Florida

**WANT CONCESSIONS**  
 Pop Corn and Snow Cone, Slum joints. Vera's Cross wants Agents for Ball Game and Slum joint. Will book or buy for cash Roll-o-Plane with transportation; must be in A-1 condition. Second Men for Rides, top salary.

**STANDARD SHOWS**  
 Alvaston, Wyo., week 24th; Thermopola, Wyo., week 11st.

**WANTED TO BUY FOR CASH**  
**Various Kiddie Rides**  
 If you have Photo and N. BOX D-268, The Billboard, Cincinnati 4, Ohio.

**SECOND-HAND SHOW PROPERTY FOR SALE**  
 \$40.00 Wax Torture Subject, Pen Neck, Glass Case.  
 \$25.00 Ruth Taylor Life Size Wax Head and Dress  
 Figure on Electric Chair.  
 \$50.00 Life Figure Rudolf Valentino in Costume, with Wax Head and Hands.  
**WELLS' CURIOSITY SHOP**  
 12 Strawberry St. Philadelphia, Pa.

**POPCORN SEASON SUPPLY**  
 Bags, Carboys, Oil, Salt, Cones.  
 Address: BOX 412, care The Billboard, 300 Arcade Bldg., St. Louis 1, Mo.

**WILSON FAMOUS SHOWS WANT**  
 Performer on TILLY and WHEEL, also other Little Help. Offering for Artists on Stock Shows. Week July 23rd, Chickasha, Ok.

**Anyone Knowing Whereabouts of MONROE McPEAK**  
 Notify his brother, Hare good news for him.  
**R. E. McPEAK**  
 Alamo Street LUBBOCK, TEXAS



high fire dive, free attraction; Ruby Delauter, front gate. Concessioners: Patsy Rostana, five; agents: Barbara Boxiana, Edmund De Luce, Al Seizer, Eddie Allen, Cappy Martin, Sol Ady and Wayne Willet, manager; George Larkin, one; Al De Luce, one; Nick Shamack, two; Mr. and Mrs. Mike Beldera, two; F. E. Kelly, two; agent, John Kelly; Ray Delauter, one; Mr. and Mrs. Zaccini, two; Greene Nichols, four; S. B. Mills, one; R. A. Gordon, diggers; Stutzman, photo gallery; F. Smithy Martin, front gate, and The Billboard sales agent.

AT a gala birthday party tendered Sis Cook, the penguin girl, on the night of July 15 in the Johnny J. Bejano Side Show top of the World of Today Shows in Rock Island, Ill., a buffet dinner was served in charge of Vernon Stokes, chef of the Bejano Side Show. A huge birthday cake adorned the center table and the guest of honor was recipient of many gifts, which she opened while perched on a high chair, with assistance of Katy Moas, assistant in Red Ounn's cookhouse, while the gang sang *Happy Birthday*. Among those present were Mr. and Mrs. L. C. (Curley) Reynolds and their nephews, Lyle Wells and Jackie Benjamin; John J. Bejano, Louis and James Chavanna, Jackie Kantell, Mr. and Mrs. Paul Bejano, Harry Leonard, Homer Sharan, Ted Vining; Moas, the alligator girl; Blise Osenbaugh, George Terch, W. J. Lindsay, Mr. and Mrs. Paul Wills; Mr. and Mrs. Charles Bimol, Mr. and Mrs. W. E. Moss, Mr. and Mrs. J. Feterman and Helen Feterman, Jessie and Dick O'Dell, Dick Kaboge, Bob Portery, Glen West, George Holly, Cecil Sanner, Neil Sostado, Ethel McCoy, Pee Wee Parker, Pearl Murrell, J. K. Ross, and Duke, night watchman.

### In the Armed Forces

EVERETT EUGENE BALLEW 8 1/2, former ride foreman for several years on Byers Bros.' Shows, is in the Southwest Pacific.

SERVING in the South Pacific area and recently receiving a promotion to



T/CORP. CARL J. LAUTHER JR., army ordnance department, Camp Bowie, Texarkana, Tex., spent his first furlough in 15 months visiting his father, operator of Carl J. Lauther's Oddities on the Johnny J. Jones Exposition, when it played in Youngstown and Akron, O.

boatwain mate, first class, is A. E. Bryant, who pens, "Sure enjoy *The Billboard* and pass it along to others who were on the road."

CORP. CHARLES S. FORD, 88240071, with Martin's United Shows before entering service, has been overseas for the past 16 months with the Army Air Force in North Africa and Italy. His address is APO 620, care of Postmaster, New York.

SGT. JOSEPH A. MILLS, former carnival showman, is now somewhere in England, and Ernest Byfield, Chicago hotel man, who is now a war correspondent, recently ran across Mills at a bomber station. Byfield reports that Mills, a member of the Showmen's League, told him: "Talk about show business! This is really the greatest show on earth. It's really starting to get exciting."

WABASH  
4-H  
FAIR

Aug. 1-2-3-4

INDIANA  
WANTS

LEGITIMATE CONCESSIONS  
OF  
ALL KINDS

ROCHESTER  
4-H  
FAIR

Aug. 8-9-10-11

W. G. WADE RIDES

ARGOS, WINAMAC, RENNELAER FAIRS TO FOLLOW

Can place Ferris Wheel and Merry-Go-Round Foremen.

Wire C. D. MURRAY, Carleton, Mich., July 25-30.

### ALLEN & NICKERSON SHOWS WANT

For the following proven money spots—Middleport, this week, followed by Ironton, Portsmouth, O.; Maysville, Ky., then Fifteen Weeks through the South.

CONCESSIONS—All get in touch with us. W. (Strawberry) Sallust wants Roll-Downs, Razzle and Six Cat Agents; work every week.

SHOWS—Will book any Show except Snake, 25%. If you want to get your winter's bankroll get in touch with us.

ALLEN & NICKERSON SHOWS, S. W. Nickerson, Manager.

### FAIRS—FAIRS

Rising Sun, Indiana, Aug. 15 to 19, American Legion and 4-H Club Fair; Jackson County Free Fair, Brownstown, Indiana, Aug. 21 to 26.

WANT 2 large Cook Houses for Brownstown. Also Bingo, flashy Photo Gallery, any Stock Concessions. Shows: All open except Mechanical and Snake at 25 per cent plus tax. Slides: Will book Tilt or Octopus. Want to buy factory-built Kid Auto Ride, must be A-1. Want to buy Squawker or Crunt for Snake Show. We carry one of the strongest drawing Free Acts on the road, Capt. Billy Sell's Performing Lions. All replies:

GEREN'S UNITED SHOWS

Liberty, Indiana, July 24-29

### J. R. EDWARDS SHOWS

WANTED WANTED  
FOR FIREMEN'S JUBILEE WEEK AT WILLARD, O., AUGUST 7 TO 12.

Shows and Legitimate Concessions of all kinds. Can place Tilt-a-Whirl, Roll-o-Plane. Experienced Ride Men, come on. Address all mail and wires to J. R. EDWARDS SHOWS, Byesville, O.

### CITY RIDES WANT

Small Cookhouse or Crab, also legitimate Concessions of all kinds (no Grift) for a route of proven spots in Georgia and South Carolina, all under strong auspices on uptown locations.

### FOR SALE

FUN HOUSE—Portable Allan Hirschell RO-LO Fun House, like new, 60 ft. front. MINIATURE TRAIN—Gasoline driven locomotive and two cars, complete with track. LIGHT PLANT—4 1/2 K.W. D.C. gasoline plant, in good condition.

All of the above priced to sell.

Address: JOHN T. TINSLEY, City Rides, 22 E. Court St., Greenville, S. C.

### WANTED SHOWS

10-in-1, Big Snake, Monkey Show or any Show of merit for 10 weeks of Ohio Fairs, commencing Lucasville Fair, Aug. 2-5; Pikeeton, O., Aug. 8-12.

HOWARD BROS.' SHOWS

(Home Address) Millfield, Ohio

Advertising in the Billboard since 1905

## ROLL FOLDED TICKETS DAY & NIGHT SERVICE

★ Absolute Accuracy ★ Dependable Delivery ★ Finest Workmanship  
★ Best of Materials ★ Perfect Packing ★ \$50,000.00 Bonded Guarantee

CASH WITH ORDER PRICES - SPECIALLY PRINTED - SIZE 1x2			
10,000	\$7.15	50,000	\$12.75
20,000	8.80	60,000	15.40
30,000	10.45	70,000	17.05
40,000	12.10	80,000	18.70
90,000	\$20.35	250,000	\$48.75
100,000	22.00	300,000	55.00
150,000	30.25	500,000	88.00
200,000	38.50	1,000,000	170.50

Above prices for any wording desired. For each change of wording and color add \$3.00. For change of color only, add 50c. No order for less than 10,000 tickets of a kind or color.

STOCK ROLL TICKETS	WELDON, WILLIAMS & LICK
2000 PER ROLL	FORT SMITH, ARK.
1 ROLL.....75c	TICKETS SUBJECT TO FEDERAL TAX MUST SHOW NAME OF PLACE,
5 ROLL.....3.50	ESTABLISHED PRICE, TAX AND TOTAL. THEY MUST BE CONSECUTIVELY
AD ROLL.....50c	SUBMITTED FROM 1 UP UNTIL 200,000 HAS BEEN REACHED.

### GET ONE OF THESE GREAT SHOWS FOR THE FAIRS, PARKS OR CARNIVALS JAP ATROCITIES

In the DEATH MARCH ON BATAAN AND THE INVASION with 8 small banners, one 8x16, two 8x12's. Great show built that makes the hair stand up. 25 extra costumes. Great wall on carnivals and expositions. \$139.00 per day, on Saturdays and Sundays in parks with \$450.00 first day opens at Carlin's Park, Baltimore, Md. John J. Cullin plans. "I am perfectly satisfied."

ONLY \$540.00 or with the 22 viewing boxes in 2 beautiful cabinets, ten feet long; also complete set up wiring, lighting, etc., only \$995.00.

### OUR GREAT "BOUQUET OF LIFE" SHOW

Order \$1200.00 a week at Rockers Lake Park; better than \$2,000.00 a week at Cedar Point, Sandusky, Ohio, and several of the carnivals. Only \$850.00, or with complete frame work, 3 cabinets, etc., 40 feet long, 3 banners, etc.

ONLY \$675.00  
Send 50%, Remainder Collect. Order Now or Write for Info.

### CHAS. T. BUELL & CO.—Newark, Ohio

### ROTORILL—AMAZING NEW COMBINATION—ELECTRIC FOUNTAINS

Man—This is DYNAMITE! New revolutionary ROTOGRILL cooks delicious sandwiches by electricity. No Grease. No Smoke. Action dispenser. Also Junior model. Completely portable. Low cost. Every set comes with large oval-shaped JEMCO PATTY MOLD. Recipe sandwiches in wax paper. Economy bought by most markets, drug stores, lunch counters everywhere. The middle NOWIT JEWELL ELECTRIC FOUNTAINS are portable illuminations. Decorated. Durable. Set in boxes and covers. Also large Color Change Fountain. Est. 1539. Send 10¢ for color and literature.

Jewel Elec. & Mfg. Co., 216-BB W. Kinzie St., Chicago, Ill.





# RINGLING ROUTE SHAPING UP

## Quarters Hum For New Tour

### Who Is To Blame? Or an Act of God?

By Pfc. Wally Beach

While Home on Furlough From Camp Polk, La.

Plan is to play stadiums starting next month—get fireproofing compound

SARASOTA, Fla., July 23.—Preparations are being made at the quarters of the Ringling Bros. and Barnum & Bailey Circus here to again take to the road and play in stadiums, ball parks, fairgrounds, etc., without its top and its main. Some of the spots where the show is scheduled to appear are the Rubber Bowl, Akron; Cleveland Stadium, Buffalo Stadium, University of Detroit Stadium and Soldier Field, Chicago. The Big One will use about 60 cars for transportation. Alfred Court's act will not be in the program.

Opening date is tentatively set for Nippert Field, University of Cincinnati, August 2 and 3.

Spokesmen for the circus on Thursday said a carload of canvas flame-proofing compound was en route here from the W. K. Hooper Company, Baltimore. It is planned to fireproof the Slide Show top, which will be the only tent to which the public will be admitted, and all side-walls to be used by the show when it resumes its tour. The show will also fireproof side-walls on dressing and horse tents to be used by the personnel. This fire-proofing compound had not been available to the circus until this time. It has passed the Board of Underwriters' specifications and was recommended by the Bureau of Standards in Washington.

### Receiver Names Smith

First section of the circus train arrived here from Hartford, Conn., shortly after noon on Tuesday and the second and third sections followed shortly thereafter. The first had elephants, working personnel and cookhouse. Second, consisting of Pullmans and private cars, carried executives and performing personnel and the third had pots, wagons, etc. Everybody came here with the exception of 33 men, who were left in Hartford, called as inquest witnesses.

Upon arrival, George W. Smith, general manager, had no statement for inquiring newsmen, but said that a conference had been under way during the four-day train ride in which Robert Ringling, president, Pat Valdo, program director, and Roland Butler, general press representative, had figured. James A. Bailey, vice-president, was equally silent about the future of the show, but hinted that there would be no delay concerning work.

In Hartford all big-top stakes were left in the ground, and all wagons that were burned were left there, including two light plant units. Smith was appointed general manager of the show by the receiver, Judge Edward S. Rogie, in Connecticut, and is accountable only to the receiver.

### Executives Mull Plans

F. Beverly Kelley, director of the show's radio publicity department, in an interview with newsmen, in speaking for Robert Ringling, George W. Smith, and remainder of the executives, said that every possible speed would be employed to place the show on the road; every performer will construct his own equipment; the band will remake its own stands; aerialists will repair and reconstruct their looses.

He added: "There are many gaps that cannot be told, not because we are trying to hide the gaps, but we simply don't know yet where we stand. The tentative plan of the circus is that we will never go out under a main tent of canvas until a suitable fire-proofing process has been discovered and the cost is within the reach of the circus. As to the future, the plan now, according to Robert Ringling, is to reconstruct the same arena that we will use when the tour is started again. Here in quarters (See *Ringling Route Shaping Up* on page 45)

SPRINGFIELD, Mass., July 23.—The tragedy that struck the Ringling circus has caused much comment in regard to who is at fault. Naturally, because people are upset, they blame the circus. When you stop to think it over, the city can be blamed for not being cautious enough to check the safety of the big top or keeping a city fire truck on the lot. Circus officials didn't want such a catastrophe to happen any more than anyone else did.

Those people who blame the circus never stop to think that this disaster will cost "The Greatest Show On Earth" huge sums, that it caused sadness among the performers and workmen, that the heroic efforts of many of the employees saved many lives. Take, for instance, those employees who were in the big top at the time the fire started. Instead of the stampeding crowd to the (See *WHO IS TO BLAME* on page 46)

## Stockton Is Another Red One for Polack

STOCKTON, Calif., July 23.—The Shrine date here at Civic Memorial Auditorium July 10-16 was another red one for Polack Bros' Circus. This spot is 30 miles from Sacramento, where Polack appeared for nine consecutive years, which probably had a great deal to do with the tremendous business. George Jackson, recorder of Ben All Temple, Sacramento, attended every day.

It was a pleasant engagement from every standpoint. The city newspaper, The Stockton Record, and Stations KWG and KGDM were most liberal. Three days in Santa Rosa and three in Eureka following the local date and the show's California tour is over for this year. Show will then make the long trek to Seattle. Promotion in Stockton was under direction of Jimmy Blain.

## Athol To Inspect Tents

ATHOL, Mass., July 23.—To avoid any chance of a fire breaking out when Hunt Bros' Circus comes here July 26, tents will be thoroughly inspected. Fire Chief Ernest L. Smith said. Canvas will be tested as to inflammability and exits will be ordered unobstructed at all times, the chief said. The announcement was made after a conference with selectmen, who issued the license.

## WON, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Paradox—The Show With a Leaf of Gold

By Starr De Belle

Wheat Hub, Pa. July 23, 1944.

### Dear Editor:

For the first time in its history the Won, Horse & Upp Circus is playing in Pennsylvania. During the past week our route was in a circle, with the towns only two miles apart and with the last town only two miles from Monday's stand. We are Sundaying here, an inland spot. Knowing the drawing power of different shows in this locality, the co-owners decided to play each of the burgs under a different title. This was easy to do because our wagons are not lettered.

Last Monday we played under the Condon & Marsh European Circus title. That show had billed the burg as a country route, so we used the title. Our billers merely changed the dates and added, "Coming Here," with lamp-black. It was a paper-saving set-up for the show, altho we heard some squawks over not having the advertised herd of elephants. That night Manager Upp announced that another circus would be at Circle Center, which was our next

## Restrictive Laws Should Not Ban Circus, Avers CFA Head

AKRON, July 23.—The Circus Fans' Association, said Tom Gregory, national president, deplures the apparent decision on the part of some city officials and other agencies to foster restrictive legislation as a result of the Ringling fire tragedy in Hartford, Conn., which would put circuses out of business.

"A number of newspaper clippings coming to my desk," he said, "indicate that such action is contemplated in some quarters. To enact laws which would ban the circus would be a very grave injustice to circus management, employees and artists and to the American public. The distinctive and outstanding brand of entertainment offered by the circus is necessary now, more than ever, as a recreation and relaxation outlet for the overworked millions who are bearing the brunt of the home-front war production effort."

### Many Claims Unfounded

"Any claims of negligence on the part of circus officials are not founded on fact," he declared. "The circus management is more interested than anyone else in protecting the public and its property against any such occurrence as that in Hartford."

"Everyone in the circus world, as well as those outside, is heart sick over this catastrophe. Time, however, heals all such wounds of the heart and mind. I am sure that cool heads will prevail and that the public will not permit the circus to be banned, but rather will insist that it be helped by every measure that will insure the safety of those who want to enjoy the thrills of the big top."

"When one thinks of the thousands and thousands of circus performances

which have been given without any incident of this kind occurring during a performance it seems that this tragedy was due to a cruel fate, and particularly unfortunate in that the fire started the moment it did. Just a few minutes later and the runway to the cat-out arena would have been removed from the hippodrome track and there would not have been this barrier to escape for so many persons."

### Get U. S. Formula

"The stand on the part of the Circus Fans' Association to keep the circus going is backed by such prominent influential members as Past President Melvin D. Hildreth, Washington. "After the Iroquois fire in Chicago," said Hildreth, "theaters were not closed, but exits improved and asbestos curtains authorized. After the train wrecks of a few months ago the radio signal system was developed. So, too, with the circus, we should ask that the War Department release to the tent makers its formula for fireproofing canvas. We should not close the circus, but we should, of course, advocate improvement in public protection."

## Bad Weather Dogs CB Show; Biz Is Terrific

MANKATO, Minn., July 23.—Despite bad weather and muddy lots Cole Bros. Circus has been packing them in and turning 'em away at nearly every Minnesota stand. Late arrival in Virginia and terrible condition of lot necessitated canceling of the matinee. Night house was packed, and over 3,000 turned away. Hibbing, with show only half an hour late for the matinee, was good for two big houses.

Bemidji gave the show the first dry lot in nearly two weeks. Capacity house at the matinee was treated to a thrill when a miniature tornado descended upon the lot 30 minutes after the show got under way. Cookhouse was blown down, and one middle-piece in the menagerie was ripped into shreds. When quarter poles in the big top began to rise off the ground, Col. Harry Thomas gave the crowd a quiet warning, requesting them to leave the tent orderly and wait outside until the storm had subsided. About half the people walked in an orderly fashion from the tent, while the remainder stayed inside. The fury of the blow was spent in about 10 minutes, the people returned, and the performance continued. Night house was capacity. Grand Forks, N. D., was big.

Moorhead, Minn. (Sunday, 16) was a repetition of Kokomo, Ind., a year ago. (See *Cole Bros. Is Terrific* on page 47)

## Spartan Aids in Disaster At Port Chicago, Calif.

SAN FRANCISCO, July 23.—In the naval disaster at Port Chicago near here July 17 the spotlight of attention was focused on the outdoor show business in the form of valuable assistance that was given by the staff of Spartan Bros' Circus with West Coast Victory Shows that was playing there. The explosion caused over 300 deaths.

Charles Camp, manager of the circus, hooked up its light plant and furnished power for national broadcasts and to light the scene of the disaster and came in for much comment in the press and over the national radio chains. Camp, aside from performing rooster service in the midst of the desolation, was interviewed over the networks and gave a vivid first-hand description of the explosion.

(See *WON, HORSE & UPP* on page 47)







# N. E. MEET PULLS THROUG

## Fun Reigns at 1-Day Session

Swaps, deals between ops only biz discussed—good eats, social confabs

FITCHBURG, Mass., July 22.—The 16th annual midsummer meeting of the New England Section of National Association of Amusement Parks, Pools and Beaches, held at Whalom Park here Tuesday (22), was one of the largest gatherings in the history of the organization, with registrants from all parts of New England, from as far south as Baltimore and as far west as Chicago.

The meetings were primarily social get-togethers, the only business discussed being swaps and deals between park owners, ride operators and concessionaires. Good eats and outdoor fun were largely the order of the day.

Whalom Park management and personnel went all out to provide a good time, with everything the park had to offer being "on the house." At the luncheon session, Henry G. Bowen, president of the New England Section and head of the Whalom Park Amusement Company, received the word that he had just become the father of a boy. From then on Bowen was busy peering out (See Throng at N. E. Meet on page 89)

## Toledo Funspots Up 15% Over '43

TOLEDO, July 22.—Attendance at Toledo's two major parks, Walbridge and Willow Beach, is running about 15 per cent ahead of 1943, the managements have announced.

At Forest Park, 15 miles east of Toledo, on U. S. Route 30, business is off 25 per cent, due principally to the tightening of gas rationing. Only one ride, the Merry-Go-Round, is operating this season. The roller rink and concessions have been doing a fair Saturday, Sunday and holiday biz.

## Elitch Fire Origin Remains a Mystery

DENVER, July 22.—Origin of the disastrous fire which destroyed the Old Mill ride at Elitch's Gardens here, July 16, with the loss of six lives, still remains a mystery. Fire, police and military authorities have joined with the district attorney in probing the fire. Assistant Fire Chief Patrick J. Byrne said the cause of the destruction may prevent the cause from being known.

District Attorney James H. Burke said that the Old Mill had been inspected by city authorities on several occasions and passed as conforming to fire regulations. A. D. Gurtler, Elitch's manager, said he is positive the cause of the fire wasn't defective wiring because the wiring was inspected in the spring. He also pointed out that there was little wiring in the Old Mill. "We didn't burn much electricity," he said. "Dim lighting was part of the entertainment. There were a few spotlights."

Gurtler also stated that there was little inflammable material among the displays. The only thing in the sets that would catch fire was the curtains along the back wall, he added. Elitch's employees declared that inflammable sections of the scenery were sprayed with a patented fireproofing liquid material. Manager Gurtler said that no plans have been made for rebuilding the concession.

No difference in attendance at Elitch's has been noted by officials, and there has been no lessening of customers at the other rides and concessions in the park.

## Numerous Chi Operations Prove Kiddieland Idea Sound Venture

CHICAGO, July 22.—The kiddieland park idea, while far from new, still offers exceptional opportunities to operators who are willing to start small and grow.

For years such spots have been successfully operated on the outskirts of large cities, but there still are hundreds of locations throughout the country that could be developed into paying businesses.

### Chi Spots Successful

Chicago has 10 or 12 kiddielands, most of them clean and successful enterprises. One or two spots have made the mistake of letting greed get the best of their judgment and have run afoul of the law for allowing games which were adjudged of a harmful nature. But, aside from these minor exceptions, Chicago's kiddielands are of a high caliber, with nothing of an objectionable nature and everything conducted on a businesslike basis. A number of the spots started as mere pony tracks, located on main highways traversed by thousands of motorists. Gradually they added a Miniature Train, a Merry-Go-Round and other rides, along with refreshment stands.

### Clicking on Coast

A man who had conducted a store near a Chicago kiddieland for years made a visit to Los Angeles. He and his wife liked the West Coast so well that they decided they would like to live there. Casting about for some business to engage in, he remembered the kiddieland back home. Visioning the possibilities in a kiddieland in a Los Angeles suburb,

## Ocean Beach Near 1943's Total Gross

NEW LONDON, Conn., July 22.—Good weather over the last week-end brought gross receipts at Ocean Beach Park here close to \$90,000, with still half the summer to go. Ocean Beach is near the \$200,000 gross total for the season of 1943. Fourth of July week-end attendance figures were 78,000 and receipts were \$20,000.

The season's big success has been the upticks restaurant in the Gam building, managed by Atham and Chris Tamvakes. They are paying the city \$2,000 plus 10 per cent on all over \$30,000. Business is tops this season, in spite of the handicap of admission charge to the beach as well as a parking charge. City Manager Edward B. Henkle tried to get the beach board to ditch the admission fee at night but failed because of the opposition of Ezekiel Spitz.

## CONY ISLAND, N. Y.

By Uno

LUNA PARK—Harold J. Greenberg, who portrays Hitler in the sketch at Passio's Opera House, has figures to prove he has been hung 537 times up to July 18, and still lives to tell the tale. Talkers outside, to be different, proclaim the show as being "buzzy" with the result that the crowds flock in to verify the "hoax." . . . Joe Jacobs and Bernie Williams have returned to Abe Beskin's gas game. . . . Harry Hornick, talker, has left the circuit for the Opera House. . . . Sybil Davis doubles as checkroom girl and general manager. Manager Phil Pates is her featured customer. . . . Charles Hich, circus attendant, has written the lyrics, and James H. Muller, the music, of two new ditties, We're On Our Way to Toledo and When the Last Shot Is Fired. . . . Louis Spertling and Hyman Barn, with Zeke Wolf, have the weight scale concession on the midway.

Daniel P. Woolley, OPA head, laid down the law about high prices last week when

he bought a piece of property, returned to Chicago, sold his business, bought a Miniature Train and a couple of other rides and shipped them to L. A.

It was already mid-season, so the man decided to open before he had his rides set up, with only a pony ride. He opened on Sunday and grossed \$185 on the ponies alone. Since that time he has put his rides into operation and has built up a highly profitable business.

## Weather, Contests Aid Toronto Spot

TORONTO, July 22.—Sunnyside Beach last week had its biggest biz so far this year. Perfect weather the past two weeks has beckoned thousands to the park and concession cash registers have been ringing merrily, with rides and other attractions getting a like pay.

Two preliminary beauty contests have been a drawing card. First week (26-30) had three contestants chosen nightly for the "Miss War Worker of 1944" finals which took place at Toronto Police 62d Annual Field Day at Sunnyside last Saturday (15).

Last week (3-7) preliminaries for the "Miss Toronto" contest were held. Each evening three winners were selected and awarded \$40, \$30 and \$15. Finals came up on Toronto Police Day at the Canadian National Exhibition here. Competitions between military forces will be additional to the police games, with the local bluecoats and Detroit policemen competing.

## Inclency Crabs Biz in N. Y. Area

NEW YORK, July 22.—Storm warnings and threatening skies kept down attendance at most of the beaches and amusement parks in the New York area last Sunday (18), in spite of the continued heat wave which has been upping attendance records at all outdoor spots for nearly a month.

Sunday's attendance at Coney Island, \$90,000, and the Rockaways, \$60,000, was not far from normal but outlying spots such as Orchard Beach, with 40,000, and Jones Beach only 30,000, were harder hit.

Violent storms broke in late afternoon, sending crowds home early. Storm sewers at Coney Island were overtaxed by the downpour and Surf Avenue, the main street, was flooded.

Coney Island's only de luxe hotel, the Half Moon, has been taken over by the navy to be used as a convalescent station.

complaints necessitated investigation. Ordered nickel plain sodas and ice cream cones and dime hot dogs. Fifteen promoters of rooming houses and 42 laundries, shoe repair shops and other community services were fined for violations of OPA regulations July 19. . . . Internal revenue agents were busy July 15 advising all shows and exhibits, where an admission fee prevails, to establish stabilized prices and get out jamming in order for an easier determination of the total 20 per cent tax additions. Which may precipitate a general meeting of all such ops so that definite prices will prevail all around.

STEEPLECHASE PARK—For the first time in the history of the park, and that dates back 40 years, there is no music because, as management explains, of labor shortage. As a consequence, ballroom has no dancing, and members of old-time fife and drum corps which opened (See CONY ISLAND, N. Y., on page 39)

## Excelsior Tops '43 10% on Par With Record '42

EXCELSIOR, Minn., July 22.—Despite record rainfall thus far this year, Excelsior Park, 30 miles from Minneapolis, is celebrating its 30th season with business 10 per cent better than for the same period in 1943 and on a par with 1942, the park's record year. Since the park began daily operation, May 10, business has been good. Week nights have been off, while week-end business has been big. The ballroom operates on Fridays, Saturdays and holidays only.

Excelsior management is headed up by Joe Colihan and Fred W. Clapp. Rudy Shogran is ballroom manager, booker and publicity man. Charles Sampson is in charge of refreshments. Employees number 100.

Park operates 10 rides, a farmhouse, two other walk-thrus, 18 games, two arcades, five refreshment stands and one restaurant. (See Excelsior Topping '43 on page 69)

## San Antone Victory Augments, Repaints; Biz Continues Nifty

SAN ANTONIO, July 22.—Victory Park here, under the management of A. (Booby) Obadal, continues to chalk up good business. A new farmhouse and several rides have been added to the line-up, with the entire park and all riding devices repainted during the past several weeks.

The Moon Rocket, feature ride, is managed by Whittle Beloit. A. Fisher has built a new kiddie ride and installed it in one of the permanent buildings. New free acts every two weeks and a \$100 War Bond giveaway every Thursday night kept the crowds coming.

Mrs. Cleo Graves, owner of the cook-house, suffered a bad fall and is under a physician's care. During her absence her husband, John Graves, is in charge. Blackie McLenore, concession operator, and his wife moved to Corpus Christi, Tex., to visit Blackie's father, who suffered an accident recently. Willie Jacobs, assisted by Judie Jacobs, is operating five concessions at Victory, while Dave Stevens added two more last week, making a total of eight he is now operating here.

## Cincy Coney Talks Post-War Planning

CINCINNATI, July 22.—That the management of Coney Island here is developing an extensive post-war planning program came to light Wednesday (12) when Paul O. Hill, nationally known architect, conferred with Edward L. Schott, Coney president and general manager. Hill has been working on designs for remodeling the Steamer Island Queen and considerable new construction at the park, Schott disclosed.

It is planned to enlarge and streamline the Island Queen at a cost of about \$250,000. A new Roller Coaster, larger and longer than either of those now at Coney, will be built, and Moonlight Gardens ballroom will get a new front, in addition to other improvements. The bathhouse at the swim pool will be enlarged and there will be many replacements to catch up with obsolescence. The entire program, as tentatively planned, will involve an outlay of nearly \$1,000,000.

Schott pointed out that, due to war conditions, Coney, for the first time since the present company has been in operation, has not built any new amusement device during the past two years. It had previously been the policy to provide at least one new ride each season.



## Chronic Kickers Plague AC Ops, Hamid Plaint

ATLANTIC CITY, July 22.—A counter-offensive was launched last week on the City Commission-Chamber of Commerce drive for improving the "tone of the Boardwalk." George A. Hamid, president of Hamid's Million-Dollar Pier, claims that the pier proprietors—his and Frank P. Gravatt's Steel Pier, are the victims of chronic kickers and municipal authorities acting on their complaints.

"If every Tom, Dick and Harry can complain and interfere with the operation of our business and what we do inside of our institutions for which we pay a large license fee to operate, plus paying tremendous taxes," Hamid wrote in a letter to the Chamber of Commerce, "maybe it is about time the piers began to complain about the conduct of other institutions."

"It seems that anyone who has a grievance or a complaint to file about anything at all on both piers do, immediately we are summoned by some official or a sergeant or a policeman and told that we cannot do this and that and the other."

Hamid's letter prompted a clarification by the Chamber of Commerce of its drive to eliminate Boardwalk noise and tone up the wooden way in general. Disclaiming any intention on the part of the Chamber to meddle or interfere with "anyone's business provided it is legitimate business," the Chamber declared that "in a general way, we are certainly for avoiding noisy things on the Boardwalk."

The action of the Chamber followed a recent meeting of the board of directors, at which time it was charged that the tone of the beach and Boardwalk was being allowed to deteriorate. It was also charged that there was too much nudity permitted on the Boardwalk and streets, too much noise and some distasteful shows.

## Lift Out-of-Bounds Order at Va. Beach

VIRGINIA BEACH, Va., July 22.—An out-of-bounds order banning army and navy personnel from this resort since June 28 was lifted last week. The order, which resulted from a water shortage at the resort, stifled Fourth of July weekend servicemen crowds. Ocean View, not affected by the water shortage and consequently not placed under service ban, benefited with an unusually heavy uniformed patronage.

The Norfolk public works department pushed construction of additional pipe lines to Virginia Beach, enabling the city to take 35 German prisoners of war, and by the week-end had improved the situation to the point that army and navy officials raised the ban.

Some squawks were heard during the ban by reason of the fact that while all enlisted men were barred from the beach, officers were permitted to visit the exclusive Cavalier Beach Club, now operated for them.

## Roy Staton Reopens Okla. City Funspot

OKLAHOMA CITY, July 22.—Springlake Park has reopened after two years of absence of such entertainment from Oklahoma City, due to lack of manpower. Roy Staton is Springlake operator.

Roy Cowan and band provide music for dancing at the park's Casino. For the time being park will operate only three nights a week.

The rides are also in operation, including the big Roller Coaster. Soft drinks are sold, but no beer. Swim pool is also in operation.

## Swimming Pool Manager FREE AT ONCE

Outdoor or Indoor Pool  
Write or Wire T. J. QUINCY  
365 W. 46th St., New York, N. Y.

## Atlantic City

By Maurice Orodener

ATLANTIC CITY, July 22.—Louis St. John, general manager of Central Pier, has installed open-air entertainment for the first time. An attractive Pan-American patio on the ocean end of the pier has been set up for the showing of *A Fiesta*, unit featuring girls, music, dancing, color and gaiety a la Latin America. Shows are continuous from 7:45 p.m. to midnight, with admissions at 10 cents and a half price for children and servicemen.

First move by the resort's new planning commission was a recommendation that immediate steps be taken to halt erosion along the beach front of the Inlet section. It is estimated the work will cost \$300,000, with the State contributing half.

Frank P. Gravatt's Steel Pier has returned the Modern Minstrels, directed by Frank Elliott, to its Music Hall programs. Daddy Dave's Children's Playhouse, presenting an all-live cast, is another pier feature to return recently.

Frank Gravatt has booked in a steady parade of name attractions for his Steel Pier, including Abbott and Costello, Earl Carroll's Yentles, Ray Kinney's *Scissors From Heaven*, Perry Como, Marion Hitt—(See ATLANTIC CITY on page 55)

## Fons Lake, Detroit, 65% Under Peace Par

DETROIT, July 22.—Fons Lake Park, suburban miniature, is being operated this season by the owner, Stanley J. Pons, for the first time in four years. Miller L. Crowder, who leased the park last season, is slated to go into the army, and Mrs. Crowder, who was co-manager, is now in Florida.

Fons reports business about 65 per cent under the peacetime level of four years ago, the last year for which he has accurate records. He attributes much of it to the leasing out of the property during that time. Business, however, is running ahead of 1943, with Fourth of July showing a slight improvement over the last Fourth. Lack of any form of public transportation within two or three miles, and the location, about four miles from the city limits, have hampered this play spot under gasoline rationing.

Pons is acting as manager himself, with Mrs. Millie De Witt managing the bathhouse and restaurant. The dance hall is closed this season. No rides are in operation here this year. Installation of new rides and concessions are planned for post-war, Pons says.

Business at Kona Lake, operated by Elmer F. Cote, on Grand River Road, 34 miles northwest of Detroit, has picked up 35 per cent over last season. This reflects a consistent growth during the past three years, Cote says. Mrs. Cote is resident manager, while her husband manages the Rollerdoms Park in Detroit's west side.

## Biz Solid for Lewiston Unit In 9th Week at Edgewater

DETROIT, July 22.—Harry Lewiston's Frank Show is now in its ninth week at Edgewater Park here to good business. Attraction is located opposite the pavilion and free-seat stage and draws from entire park patronage. Front is flashed in new pictorial paintings and neon signs, with an open lobby, and performance is presented on elevated stages.

Program includes the following: Axel, accordion; Bo-Bo and Ki-Ki, pinheads; Carlos, puncture-proof man; Frisco the Wonder Dog and Kitty Lee; Mme. Zindra, mentalist; Laurelio, man with the revolving head; Pat Ryan, human pin-cushion; Moxella, flexible lady; Carl Davenport, midjet strong man; Jo Fernandez, fire worker; La Rosita, sword swallower; the Kalua, Hawaiian musical act; Tiny Cowan, fat boy; Grace McDaniel, mule-faced woman. In the annex are Geraldine, alligator girl; Billie Burke, emcee, assisted by Mrs. Lewiston, who directs the snake act.

Staff is as follows: Harry Lewiston, owner-manager; Rose Lewiston, assistant manager; Johanna Bittler, cashier; Harold Henrich and Elmer McDaniel, ticket sellers; Jola Grass, ticket taker; Ed Thweatt, attendant.

## Revised Bulletin "F" Gives Data To Dope Depreciation

WASHINGTON, July 22.—The revised Bulletin "F," recently released by the Treasury Department, supersedes Bulletin "F," revised January, 1931, and *Depreciation Studies*, published January, 1931, and contains information and statistical data relating to the determination of deductions for depreciation and obsolescence, from which taxpayers and their counsel may obtain the best available indication of bureau practice and the trend and tendency of official opinion in the administration of pertinent provisions of the Internal Revenue Code and corresponding or similar provisions of prior Revenue Acts.

It does not commit the department to any interpretation of the law which has not been formally approved and promulgated by the Secretary of the Treasury.

Taxpayers and officers of the bureau are cautioned against reaching conclusions in any case solely on information contained herein and should base their judgment on the application of all pertinent provisions of the law, regulations, and other Treasury decisions to all the facts in any particular case.

The estimated useful lives and rates of depreciation indicated in this bulletin are based on averages and are not prescribed for use in any particular case. They are set forth solely as a guide or starting point from which correct rates

may be determined in the light of the experience of the property under consideration and all other pertinent evidence.

### Amusement Parks

Amusement park structures are generally frame buildings, while both wood and steel are used for the equipment. A 20-year average life is considered reasonable. Lives of the principal items are indicated as follows, with average useful life given in years:

Boat ride, 15; boats (power and row), 10; carrousel, 15; caterpillars, 8; coaster (See *Depreciation Dope* on page 80)

## CAPT. ANDERSON

and his

### ANIMAL CIRCUS

extend sincerest thanks to  
**BILL MILLER and  
BILLY JACKSON**

for a very pleasant summer  
season at  
**LUNA PARK, CONEY ISLAND, N. Y.**

## Whalom Nears Its 1939 Attractiveness

FITCHBURG, Mass., July 22.—Whalom Park, where the 16th annual midsummer meeting of the New England Section of NAAPPB was held Tuesday (18), is an attractive play spot on the shore of beautiful Lake Whalom.

Park is not quite so impressive as it was prior to the hurricane of 1939, which leveled most of its grove of towering pines, leaving just enough standing to give an inkling of its former beauty. However, new trees have been planted. Funspot is owned by the Fitchburg Trolley Lines and is actively managed by Harold D. Gilmore, veteran park man, who also has several rides at Piasaur Beach, Bridgeport, Conn.

Whalom is well laid out and all rides and buildings are of solid construction and neatly painted in uniform color scheme of white and green. Major buildings are a large ballroom, roller skating rink, bowling alley and Penny Arcade. Rides are the Comet Coaster, Dodgem, Custer Car, Air-Planes, Bug Whip, Loop-o-Plane, Pretzel, Caterpillar and Merry-Go-Round. There also is a small kiddieland.

An unusual feature is its summer theater, with a resident stock company putting on a season of Broadway plays. Of frame construction, the theater is extremely well built and embodies many unique architectural features.

Two bathhouses serve the beautiful bathing beach. Red Cross swim and lifesaving cruises are well attended.

Name bands are featured in the ballroom every Monday, when available. Local acts provide music on Fridays and Saturdays. Roller skating is popular and the Whalom Skaters' Club stages an annual *Roller Polka*, which tours rinks in nabe cities.

## PARK CONCESSIONAIRE WANTS LOCATIONS OR WILL BUY SMALL PARK

Will place 6 or 8 legitimate Game Concessions in an established park or resort for the 1945 season. 20 years' experience. Best of reference. BOX D-246, The Billboard, Cincinnati 1, O.

## NOW PLAYING THIRD BIG MONTH B. FASSIO'S

### "HITLER AT THE END OF A ROPE"

LUNA PARK OPERA HOUSE, CONEY ISLAND, N. Y.  
ALLAN R. JONES, Box 669. BEN FRANKLIN, Gen. Mgr.

## Pool Operators...

Your pool is a community institution. Develop prestige and patronage through Daily Spot Announcements via your local stations. Have you forgotten of Inexpensive Radio Spot Announcements to advertise your Pool? Radio is a constant reminder to the listening audience. Sell your Pool via Inexpensive Radio Spot Announcements. For the latest news in Radio see our Radio Section.

## THE OLD RELIABLE CIRCUS HARRY DeDIO

with  
**SADIE ALICE**  
at LUNA PARK, CONEY ISLAND, N. Y.,  
for the Season.

NEW STAINLESS STEEL AUTOMATIC CONTINUOUS BRINE FREEZER — THE FINEST

### CUSTARD MACH. EVER BUILT

\$1,250 — 3650 Cash, Balance C. O. D.

If in Doubt Will Demonstrate for Buyer.

New International Frozen Custard Mach. Co.

17 E. 27th St., Tel. Tolson 4755, Indpls. 5, Ind.

### FOR SALE

PENNY ARCADE, completely equipped; PENNY PINCH and PICTURE HITTO. Located in State Street. REASONABLE. Write for full particulars. BOX 601, The Billboard, 2304 Broadway, New York 18, N. Y.

## GOOD USED RIDES

Or Have You Any To Sell?  
**BERTHA GREENBURG**  
Hotel Kimberly, 74th St. & Broadway, New York

# Class A Exhibits Go to Gate Highs

## Regina Takes Up at Opener

Grandstand, mutuels figures in lead—B-C revue, Frolicland are pullers

REGINA, Sask., July 22.—Figures for the first two days of Regina Exhibition July 17-22 showed a 25 per cent increase at main gate and grandstand. Mutuels were up 40 per cent on the second. Livestock entries were down slightly, but there were increases in heavy and light horse classes. Other exhibits were up. Judges enthused about the excellent quality of stock.

On the opener, Kids' Day, President J. W. (Patty) Conklin of Frolicland, reported adult business up 100 per cent. On the second day there was a 25 per cent increase. A severe dust storm on the first day cut into kids' box on the midway, but a slight increase was shown, especially on rides.

Run from Calgary to Regina via the CPR was in freight service, owing to war travel restrictions. Show arrived here at 5:45 a.m. Monday and, except for three attractions, everything was going strong by 1 p.m.

D. C. Coleman, chairman, and president of the Canadian Pacific Railway, officially opened the fair after having been made an honorary Indian chief in a ceremony on the grounds. Barnes-Carruthers grandstand was more popular than ever.

## Calgary Gain Totals 18,328

New attendance top starts improvements for '45—B-C has record grandstand

CALGARY, Ala., July 22.—Attendance on the last day of Calgary Exhibition and Stampede, July 10-15, set an all-time high and the gate record for the week was shattered by 18,328. Saturday night's grandstand crowd was biggest in history.

Preparations are already under way for a larger and improved fair in 1945. Grandstand now seats 18,000 and, owing to the tremendous demand for afternoon and night tickets this year, an addition will be built to the stand.

Conklin Shows Frolicland reported a terrific week. Except for a few heavy winds, weather was perfect. Midway operated until 1:30 a.m. at the closing because of dense crowds. The 12-car show came within 500 of the all-time record for Calgary Exhibition set by the Conklins in 1941, said President J. W. (Patty) Conklin.

## Will Clear Puyallup Plant

PUYALLUP, Wash., July 22.—Things look brighter for resumption of Western Washington Fair here in 1945. It was been off the books since Pearl Harbor. Army engineers in Seattle have announced a call for bids to remove 307 barracks and other buildings used until recently to house American-born Japs before being sent to relocation centers. A. E. Bartel, secretary-manager of the fair association, said that also bids were to be opened by the army late in July. This would not provide time in which to prepare the plant for a fair this fall.

## B-C Unit Flies From Calgary To Edmonton for Troop Show

EDMONTON, Alta., July 22.—Thru efforts of Brig. Gen. Dale V. Gaffney, of the Alaskan Wing, Army Transport Command, and Fred H. Kressmann, general representative of Barnes-Carruthers, arrangements were perfected July 15 in Calgary, Alta., by which entertainment was furnished for American and Canadian troops and their families stationed in Edmonton last Sunday afternoon in the arena on Edmonton Exhibition grounds.

Accompanied by Special Officer John W. Carrager, Special Services Department, three C47 transports were flown to Calgary Sunday morning and picked up the company of 40 people and their baggage, costumes, props and two crates with the Pallenberg bears and all of Pallenberg's props. Edmonton was reached in one hour and five minutes and the show went on at 3:30 p.m., after the entire group had been guests of Brigadier General Gaffney in the sergeants' mess hall.

These performers took part in the show, which was witnessed by over 5,000 of the combined troops; Pallenberg's Educated Bears, Tien Tai Lul Troupe, Eight Lucky Girls; Marilyn Foster, prima donna; Gisela Wittich, contralto; Ten Charm Singers; Izzy Cervone, musical director; Three Limberettes; Irene Vermillion and her company, consisting of

Kermit Dart and Lyn Duval; Lester Harding emceed the show and Fred H. Kressmann handled details with the Army Transport Control.

After the performance the entire company were guests at the officers' mess, explained at 7:45 p.m. and were flown to Regina, where they arrived at 10:22 p.m. to appear at Regina Exhibition, which followed Calgary Exhibition. This was the first time that an entire unit used planes, especially for moving trunks, boxes, props and animals, such as bears. Kressmann believes the idea has great feasibility as a means of transportation after the war.

## Peters Will Succeed Van Atta at Carthage

CINCINNATI, July 22.—Clarence A. Peters, business man and horse fancier, was elected secretary of Hamilton County Agricultural Society July 19 at a meeting of the board of directors called by Former Gov. Myers V. Cooper, president. Peters, who will also be manager of the Carthage Fair, succeeds D. E. Van Atta, who has been secretary eight years and resigned because of pressure of business and lack of man power in his own enterprises. He will remain a member of the board and chairman of the speed committee.

Peters, owner of Westridge Farms, has been in charge of the fair's show horse department many years and will still have charge of that department.

Van Atta, who has been secretary since the death of D. L. Sampson and has been a member of the board about 20 years and one time its president, reported that about 85 per cent of exhibit space for the '44 fair had been reserved and all concession space sold.

## Allentown Spending \$20,000

ALLENTOWN, Pa., July 22.—In a policy of keeping building, shrubbery and roadways in first-class condition, Secretary M. H. Beary said Allentown Fair Association was making about \$20,000 worth of improvements which are expected to be completed before Labor Day. Alterations are being made in the hotel on one corner of the grounds. Roadbeds are being treated with a natural asphalt. The half-mile track is being conditioned. Besides five regular employees, a dozen or more men are in painting and carpenter work.

## Ohio State May Resume for '45

COLUMBUS, O., July 22.—Ohio State Fair here may be resumed next year, said State Agricultural Director John T. Brown.

He is also chairman of a committee seeking a new site for the State Fairgrounds and said the spots under consideration had been narrowed to "only a few." He asserted that once the site was acquired it would not be necessary to wait until all buildings are completed before holding a fair. "The fair could be held in tents if necessary," he said.

The State Fair was discontinued after army air forces took over the present grounds. It since has been proposed to acquire new grounds because of the neighborhood congestion in the present area.



## AGRICULTURAL FRONT

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

### II

#### Feed

**DURING** the three months ended January 1, 1944, the first three months of the current feeding year, disappearance of feed grains was the greatest on record for that period. Disappearance of feeds was also high during the next three months but at a slightly lower rate than in the January-March period a year earlier. Present indications are that feed disappearance is continuing at a relatively high rate compared with an average of former years, but slightly less than at this time in 1943.

Sufficient supplies of feed grains are in the country as a whole to carry thru until new-crop grain is obtainable although they are not evenly distributed. It is expected that by October 1 stocks of feed grains will be at the lowest level for that date since 1927. Supplies of feed for next year, of course, depend mainly upon production this year. By-product feed production continues about the same as last year or slightly above, and supplies,

while not able to completely satisfy demand, are in a relatively better position than that of feed grains.

A bright spot in the feed picture is the present prospect for crops, pastures and ranges. The extreme dryness of last fall and early winter was followed by an unusually wet February, March and April. Although cool weather delayed good growth during March and April, warm weather and the favorable moisture conditions in recent weeks over most of the country are expected to produce good grazing and forage. In addition, prospects for crops have improved considerably.

Late-spring milk and butterfat prices to farmers averaged higher than a year earlier. Sharp increases in feed prices were not offset by the higher prices and government payments. The milk-feed ratio in May was 1.27 as compared with 1.30 a year earlier, while the butterfat-feed ratio were 25.1 and 24.7 respectively. However, it is likely that milk- (See Agricultural Front on page 53)

## Ky. State Moves To Downs Plant

Noted race track is new site—extended horse show and Jones midway are set

LOUISVILLE, July 22.—Headquarters of Kentucky State Fair board have been moved from the fairgrounds to Churchill Downs racing plant, where the 1944 fair will be held, said President Elliott Robertson. He also announced that the Horse Show would run six days instead of four as in the past. Show will close with the grand championship \$10,000 five-gaited stake.

F. W. Curran, Louisville, was named chairman of the advisory committee to the Horse Show management, and George Swinebroad, Lancaster, was made emcee and announcer. These judges were announced: Claude Pemberton, Elizabeth Town; W. G. Greenwell, Shelbina, Mo.; Thomas M. Wilson, Bowling Green; Vin Robertson, Fordsburg; Homer Murray, Woodburn; Douglas M. Davis, Lexington, and Col. N. Butler Briscoe, Fort Knox.

Johnny J. Jones Exposition will be on the midway again.

## Hillbilly Show Grosses Zoom

CHICAGO, July 22.—Hillbilly shows booked by the WLS Artists' Bureau are looking to new highs at fairs this year, reported Earl Kurta, who said the bureau would have a tremendous year. Up to July 8, he said, 213 contracts had been signed as against 161 at the same time last year.

The Hillbilly group that played North Dakota State Fair, Minot, grossed \$9,700 in a one-day appearance, matinee and night. At Bottinsau, N. D., the one-day gross was \$3,600 and at Jamestown \$4,800.

"Growth of the popularity of hillbilly shows is astonishing," said Kurta. "The demand for shows continues to increase and everywhere they draw record crowds."

## Jamboree Tops Own Record at Opening

CINCINNATI, July 22.—WLW Promotions, Inc., Boone County Jamboree has started the season with new records.

Two years ago it set a new mark for opening day at Bartholomew County Fair, Columbus, Ind., with a gross of \$2,003.70.

Last Sunday this was topped at the Columbus opener by a take of \$2,461.63. Director Bill McCloskey said that prospects are that the Jamboree will go to new highs this season.

## Okla. City Tightens Gate

OKLAHOMA CITY, July 22.—A big mail-order business and adoption of the "Everybody Pays" policy mark preparations for the 44 Oklahoma State Fair here, said Secretary-Manager Ralph T. Hemphill. About 100,000 bargain-price tickets at 40 cents are on sale until July 31. One ticket admits to outside gate or afternoon grandstand and two will admit to night grandstand. Because of the tax being paid, they are not accepted for box seats. Regular prices are to be 60 cents afternoons and \$1 at night; children, 35 cents. Manager Hemphill said even members of the association must buy tickets this year. Barnes-Carruthers will again present the grandstand shows, and the Royal American Shows will be on the midway.

# 1944

*as predicted has been the Greatest Season  
in the history of the Amusement Parks*

We have supplied, weekly, since Memorial Day, 29 Amusement Parks successfully in spite of numerous obstacles. We are now prepared for what we expect to be the best fairs season since 1941.

**KEEP BUYING BONDS ★ KEEP PUSHING FOR VICTORY**

*It is with a great deal of pleasure that we welcome back  
to the fold the following fairs:*

VERMONT STATE FAIR, Rutland  
MAINE STATE FAIR, Skowhegan  
SHERBROOKE, QUEBEC, FAIR  
HALIFAX, NOVA SCOTIA,  
CELEBRATION  
BANGOR, Maine

ESSEX JUNCTION, Vermont  
COBLESKILL, New York  
ALTAMONT, New York  
CORTLAND, New York  
LITTLE VALLEY, New York  
LOCKPORT, New York

ERIE COUNTY FAIR, Hamburg, N. Y.  
GREAT BLOOMSBURG FAIR,  
Bloomsburg, Pa.  
THE GREAT FREDERICK FAIR,  
Frederick, Md.  
SOUTHSIDE FAIR, Petersburg, Va.

DELAWARE STATE FAIR, Harrington, Del.

FLEMINGTON FAIR, Flemington, N. J.

(And Many Others)

Watch for the biggest event in the east,  
featuring the Grand Circuit Harness  
Racing,

**NEW JERSEY STATE FAIR**

Trenton, N. J., week of September 10th.  
Plus one of the biggest grandstand  
stage shows in the east.

*George Hamid*

Faithfully serving  
American and Canadian  
fairs for over 22 years.

## GEORGE A. HAMID, INC.

10 ROCKEFELLER PLAZA, NEW YORK, N. Y.

HAMID'S MILLION DOLLAR PIER  
ATLANTIC CITY, N. J.



NEW JERSEY STATE FAIR  
TRENTON, N. J.



WHITE CITY PARK  
WORCESTER, MASS.

# COMEBACKS SWELL ROSTER

## More Set To Go Than Since '41

Some big and many smaller annuals back in line—attraction bills strong

(Continued from page 3)

government and civilian agencies for victory and post-war plans.

Big patriotic revues for grandstands, free acts and midway attractions have naturally been in unprecedented demand and bookers have extended themselves to provide for this market. Professional and labor man-power shortages appear to have been overcome in large measure and some pretentious programs are being held. The office of Defense Transportation's green light for travel of show companies and individual acts recognized the demand for these adjuncts by fair-goers, who themselves and their forebears have advanced the valuation of the fair industry for more than 100 years.

### In Drydocks for Duration

Still in government use and not

available for fairs this year are the plants, or portions of them, of the State fairs in Springfield, Ill.; Indianapolis, Ind.; Des Moines, Detroit, Sedalia, Mo.; Syracuse, Raleigh, N. C.; Columbus, O.; Salem, Ore.; Nashville, Dallas; Richmond, Va., and Tampa, Fla.

Other major plants still in Dominion use are those of the Canadian National Exhibition, Toronto; Central Canada Exhibition, Ottawa, and Vancouver (B. C.) Exhibition. The crack tree fair in Tonla, Mich., has been deferred again because of war conditions with a strong local slant. Brockton (Mass.) Fair, called off last year, will be revived and all plans for it are about set. Bangor (Me.) State Fair will come back this year. Some buildings of Eastern States Exposition, Springfield, Mass., will not be released by the government in time to provide for a '44 fair.

"Originally we rented the major part of the grounds and buildings to the War Department as a quartermaster depot," said ESE General Manager Charles A. Nash. "This depot is still occupying the premises."

"At a somewhat later date the various State buildings, with the Junior Achievement Building and New England Grandstand Building, were rented to the War Department for use by a military police battalion for training purposes. These particular buildings have now been vacated and the contracts thereon canceled. However, this is only a small part of our physical layout and until the major portion of the grounds and buildings are released by the quartermaster there is no chance of an exposition."

### States Are Set To Go

Among larger fairs that are all set for '44 are Alabama State Fair, Birmingham; Mobile (Ala.) Gulf Coast Fair, Houston County Fair, Dothan, Ala.; Arkansas Livestock Show, Little Rock; Colorado State Fair, Pueblo; Danbury (Conn.) Fair; Harrington (Del.) Fair, held successfully this week; Southeastern World's Fair, Atlanta; Exchange Club Fair, Augusta, Ga.; Georgia State Fair, Macon; Western Idaho State Fair, Boise, and Eastern Idaho State Fair, Blackfoot; Des Moines (Ia.) State Fair, and those in Kansas, Olney and Taylorville as representative of a long list scheduled.

Anderson (Ind.) Free Fair, which again broke records July 3-8, apparently is profiting by the fact that the State Fair in Indianapolis has lapsed during the war. The fairs in Muncie and La Porte have been kept going and are among the many successful Hoosier annuals that never faltered. Iowa's roster also has held up and only here and there have any fairs of consequence dropped out. Des Moines State Fair will be in abeyance for the duration but North Iowa Fair, Mason City, is in the running. The two majors in Kansas, the State Fair, Hutchinson, and Kansas Free Fair, Topeka, have been leaders in wartime presentation and exact augmented displays and entertainment features this year.

Kentucky State Fair, Louisville, is among the comebacks this year. Although the regular grounds are still in military use, the racing plant at noted Churchill Downs, home of the Kentucky Derby, has been obtained and officials are working on layouts for a full-fledged State annual. There will be more elaborate offerings at Louisiana State Fair, Shreveport, where there has been no lapse since the war began. Bangor Fair also comes back in Maine and numerous

others are slated, including Showhegan Fair, Cumberland and Frederick, Md., continue to go along, altho Hagerstown is marking time for the duration.

### More Ready in Michigan

Figures are up in Michigan on the number of revivals, altho the Detroit State Fair and Ionia Free Fair are still casualties. Such annuals as those in Hillsdale, Saginaw and Traverse City are prepping for another big period. Minnesota State Fair, St. Paul, is another that has continued uninterrupted, altho of necessity hampered by war conditions. The Gopher State boards again contribute a long list of dates including stand-bys like Rochester and Owatonna. After much internal turmoil Mississippi State Fair, Jackson, continues and fairs are again carded for Meridian and Tupelo. Rapidly coming to the fore and no doubt aided by the lapse of the State Fair in Sedalia, Ozark Empire District Fair, Springfield, Mo., is again on the tapis. The crack North Montana State Fair, Great Falls, and Midland Empire Fair, Billings, Mont., will again have major exhibits and attractions.

Nebraska State Fair, Lincoln, again heads a pretentious roll of annuals for which dates have been set. All-Star-Ann will have its livestock show in Omaha. Keene and Plymouth are among those set in New Hampshire and in New Jersey the Trenton State Fair and Flemington Fair are still going strong. New Mexico State Fair, Albuquerque, continues its development and is progressing, despite handicaps in carrying out extension plans. New York's list is impressive again, with healthy county annuals listed of the type at Altamont, which observes its 50th anniversary; Gouverneur, Hamburg and Minerva. Among the Turf-bred regulars will be Goldensboro, Greensboro, Rocky Mount and Wilson, N. C. Among North Dakota fairs those in Pasadena, Cando and Langdon and the Minto State Fair went over big.

### Ohio Seeking New Site

A new site is in the making for Ohio State Fair, Columbus, which will not be resumed until a commission finally decides upon a new location, the old plant still being in military usage. About 88 Buckeye boards have lined up their annuals, including the well known in Dayton, Wapakoneta and Lancaster.

Among a dozen carded in Oklahoma are the sturdy State Fair in Oklahoma City and Free State Fair in Muskogee. Tulsa will hold a stock show only. In Pennsylvania the York Inter-State, Allentown and Bloomsburg fairs again will lead the van of the 48 to be held. Reading continues in abeyance. In Allentown the board is making improvements to the tune of \$20,000, to be completed by Labor Day. Charles W. Swoyer, Reading, secretary of the State association, believes all Pennsylvania fairs will go well and that displays of produce will be larger than ever. Early fairs in Red Lion and Sellersgrove more than lived up to expectations.

South Carolina State Fair, Columbia, only State active in that section of the Atlantic Coast, goes on again with all contracts made. Among the dozen and half others will be those in Anderson, Florence, Orangeburg and Spartanburg. South Dakota State Fair still sticks in Huron and Mitchell Corn Palace will try to top his all-time record of '43. Chattanooga and Lawrenceburg, Tenn., carry on with a dozen more, but the State Fair in Nashville and the Knoxville Fair are off for the duration. Texas fairs have been hard hit, cancellations following that of the State Fair in Dallas, which may be able to resume in '45.

## Fair List

A list of fairs and expositions will be found in the List Section of this issue.

### Continue Unbroken Runs

Utah State in Salt Lake City will be more pretentious this year and half a score of county events are prepping. In Vermont the usual annuals in Rutland and Essex Junction are set. New grounds in Richmond, Va., must be lined up before Virginia State Fair can be held again, as the old plant has been put to other uses. Danville, Petersburg, Staunton and Suffolk are ready for '44. A half dozen in West Virginia will be led off by Marlinton Fair.

Wisconsin State Fair, Milwaukee, will continue its unbroken run. With one of the heaviest schedules in the nation, Badger excels are going in strong for exhibits and attractions and at least one Monroe County Fair, Tomah, will present a combat show by the 70th Dietrich Camp McCoy. Among the 75 odd fairs sure to open are those in Chippewa Falls, La Crosse and Superior.

Western Canada Class A and B Fairs had unusual success this season, both as to attendance and receipts, some high marks being broken or tied in Brandon, Calgary, Regina and Saskatoon. In Eastern Canada good prospects are in sight for Leamington and Lindsay, Ont., and Quebec City and Sherbrooke, Que.

## KNOX COUNTY FAIR

ENDXVILLE, ILLINOIS  
AUGUST 7 THRU 12, 1944  
Free Shows, Monday and Saturday  
New Booking Concessions for Independent Shows  
Have Baked Rides and Shows  
Address:  
CARL L. MORGAN, Supr. of Concessions  
89 S. Broad St.

## WANT CARNIVAL

### CASS CO. AGRI. FAIR

Aug. 25-26-27, Cassopolis, Mich.  
Also Concessions of all kinds  
HARRY B. IBBOTSON, Sec., Cassopolis, Mich.

## Fair Secretaries— Celebration Committees:

We can furnish you with information for your Grand Stand Shows, Free Attractions, etc.  
TELL US WHAT YOU WANT!  
GROVER L. ROSE ATTRACTORS  
4345 Paul Brown Bldg., ST. LOUIS 1, MO.  
Day Phone: Chestnut 4374  
Night: Valley Park 141

## WANTED A GOOD CARNIVAL

To play Farmer's Fair, Clintwood, Va.,  
Sept. 7-9-9.  
Contract wanted.  
LEONARD M. MULLINS, Emv.

## Switzerland County Fair

Fairview, Ind.  
August 30-31-September 1-2  
The Only Free Fair in Southern Indiana.  
LE ROY ROSE, Secy.

## CARNIVAL WANTED

### Labelle Co. Free Fair

August 29 to September 1  
WIRE WRITE TELEPHONE  
Joe A. Carpenter, Oswego, Kan.  
Only Fair Within 40-Mile Radius.  
10 Miles From Kansas Ordnance Plant.

Selden - THE STRATOSPHERE MAN - A MARVEL ..... EVEN FOR PERFORMERS! by Bob Berch

FEW WEEKS STILL OPEN!

Get Selden's high swinging pole act for your show this year. Put punch and zest into your program. Give spectators something to talk about  
... it's good publicity for you!

PERMANENT ADDRESS  
CARE OF THE BILLBOARD  
CINCINNATI 1, OHIO

COPYRIGHT 1944 BY  
THE STRATOSPHERE MAN, INC.

BUY  
A LITTLE  
BOND  
TODAY

It's Selden NOW AS ALWAYS!

## Around the Grounds

**SEASIDER, Ia.**—At the 1944 Eskader Fair there will be horse racing on two afternoons and the Twin River Shows will be on the midway.

**MEXICO CITY.**—The government is erecting a \$500,000 building here to be used solely for exhibition purposes. Annual industrial show and similar events will be booked there, starting in 1945.

**PESSDEN, N. D.**—The 1944 Wells County Fair had receipts about 20 per cent higher than ever before, said E. W. Vancura, secretary. A total of \$2,100 in premiums was paid during the four days.

**ST. JAMES, Minn.**—State Draft Horse Show and State 4-H Colt Club Show will be held in conjunction with the 1944 Watonwan County Fair here because State Fair barns are in use for war work. Secretary Hubert Hansom said there would be large entries and that they would be confined to Minnesota-owned horses.

**PLYMOUTH, N. H.**—Mrs. William J. Neal, acting secretary of Plymouth Fair Association, said substantial increases in all premiums at the 1944 fair had been voted by directors. Special attention was given to increases for boys' and girls' 4-H Club work and for groups and hobby shows. Acts have been booked for afternoon and night performances.

**HUMBOLDT, Ia.**—Humboldt County Fair will be reopened this year after being closed for the past two years because of the war, said Walter E. Crissey, secretary. Grandstand and other buildings are being repaired. There will be free acts and horse racing. First Humboldt County Fair was held for one day in 1858. It continued each year in Dakota City until 1868, when it was moved to Humboldt.

**TOMAH, Wis.**—Two features of Monroe County Fair will be harness racing on Sunday and a combat show Tuesday afternoon presented by the 76th Division from Camp McCoy. Pillboxes are to be built on the grounds and a demonstration of their capture will be a highlight.

### Available Immediately

For Fair and Celebration. Just closed "Alaskan Stevedore," Collins, Chicago.

**HAMMOND'S  
ESKIMO TROUPE**  
Perms. Address: Aurora, Nebraska

### RITA and DUNN

The Unfinished Queen and King of All

••• HIGH WIRE ACTS •••

Featuring their highest impression about as the wire with a spectacular and brilliant display of fireworks. Now booking fairs, fall festivals, street celebrations, etc. Address:

See The Billboard, Cincinnati 1, Ohio

### St. Louis County Fair

**PROCTOR, MINN.**  
WANT RIDES AND SHOWS FOR  
AUGUST 24-27, 1944  
Write A. J. SUNQUIST, Sec.  
Proctor, Minn.

### WANT CARNIVAL HENDERSON COUNTY FAIR

SEPTEMBER 6-7-8  
Only fair within 40 miles radius. WLS entertainment. No charge for Concessions.  
RALPH BUTLER, Sec., Broughurst, Ill.

### FOR SALE

2 KEENEY'S FORTUNE \$250.00 EACH

2 BALLY'S '41 DERBY \$275.00 EACH

Send 1/2 down, balance C. O. D.

**AUTOMATIC COIN MACHINE CO.**  
809 Poydras St. New Orleans 13, La.

### WANTED

Grandstand Attractions — Revue — Band — Other Acts.

**HUNTSVILLE, ALA.**  
September 6 Through 9  
MARIE DICKSON, Sec.

### SECRETARIES OF FAIRS, PICNICS, ETC., CONTACT HARVEY THOMAS AGENCY

For latest of every kind, Annual Acts—Yachtboating—Circus—Bunch & Zoo—High Act—Musicians—Girl Revues. HARVEY THOMAS, 162 N. State St., Chicago. Phone: Dearborn 2024 or Keynote 8591.  
Wanted—Acts, Exhibitions, Picnics.

On Tuesday, Army Day, every man in uniform will be admitted free at main gate and grandstand. Badger State Shows will be on the midway.

### AGRICULTURAL FRONT

(Continued from page 55)

feed ratios will be more favorable than last year throughout most of 1944, while butterfat-feed ratios will become more favorable during the last half of 1944. New dairy production payments announced by the War Food Administration reduce milk payments 15 cents per cwt. and butterfat 2 cents per pound during most of the summer. The May-August rates are 35 to 65 cents for whole milk and 6 cents for butterfat. But from September, 1944, thru March, 1945, payments will be increased 25 cents per hundredweight on milk and 4 cents per pound on butterfat.

Under WFA authorization increasing sales quotas of fluid cream, fluid milk by-products, and ice cream during May and June, civilians will get more of these products. The measures were designed to facilitate full utilization of anticipated larger-than-usual seasonal increases in milk production. Civilian supplies of butter and American cheese were expected to be larger during May and June of this year than a year earlier and also larger than in the first quarter of 1944. Allocations were 120 million pounds of cheese, as compared with 90 million pounds in the first quarter, and 432 million pounds of butter, as compared with 410 million pounds in the first quarter. Evaporated and condensed milk allocations remain unchanged.

Total production of manufactured dairy products, milk equivalent basis, made a greater percentage increase from February to March this year than at any time since 1926. This was a result of more-than-seasonal increase in milk production in that period, plus limitations on fluid milk and cream sales which prevented the usual seasonal increase in sales of those products.

### Poultry and Eggs

Egg production in the first third of 1944 was 9 per cent larger than the previous record of a year ago, and 56 per cent above the 10-year average. The seasonal peak has passed and a continuing decline has started which will estimate in the seasonal low point in November. The late winter and early spring rate of culling of laying flocks was unusually low, but a considerable increase over last year is expected by early summer. Increases are anticipated in egg prices during the summer-fall period this year over the same period last year. The War Food Administration has authorized its agents buying current-receipt eggs to pay 27 cents per dozen instead of 25 cents as formerly provided.

Supplies of both poultry and eggs have been at record levels thus far in 1944. Farm prices for chickens in mid-May were 24.4 cents per pound live weight, compared with 24.7 cents a year ago. Average feed costs to farm poultry ration on May 15 were 13 per cent more than on May 15, 1943. There were 464,876,000 chicks and young chickens of this year's hatching on farms May 1, about 1 1/2 per cent less than a year earlier but 35 per cent above the 10-year average. Indications are, however, that there will be a much smaller hatch for flock replacement purposes in the May-July period this year than last.

### Livestock

Heavy receipts of hogs for slaughter in late April caused hog prices of support-weight range to drop to support levels at most markets. Large daily carry-overs of unsold hogs at principal markets were common with a weak demand for hogs at support prices. Consequently carry-overs were made up of hogs in the support price range so that some and butcher hogs lighter than or heavier than support weights suffered large price discounts. To remedy this, good and choice butcher hogs weighing 180 to 200 pounds were included in the support price program beginning May 15.

Hog prices are now likely to improve until most of last fall's 48 million pig crop has been marketed, altho the freeing of pork from ration points will increase the demand for hogs. Large marketings are anticipated thru September 30, when the support price will be lowered from \$13.75 to \$12.50 at Chicago, and will apply to good and choice butcher hogs weighing 200 to 240 pounds (or 180 to 240 lb. if the emergency support price extension remains in effect that long) instead of the 200 to 270-pound weight range supported for the largest part of 1943.

## THE WLW BOONE COUNTY JAMBOREE

Continues to break all attendance records

This famous No. 1 Rural Show smashed the opening day record at the Columbus, Indiana Fair in 1942—and then smashed it again in 1944.

★ ★ ★

Now Booking for 1945 Fairs:  
**WLW on PARADE**  
**WLW JAMBORETTES**  
**WLW BOONE COUNTY JAMBOREE**

Write, wire or phone Mgr. Bill McCluskey



DIVISION OF THE CROSBLEY CORPORATION

Phone CHerry 1822

140 WEST NINTH STREET, CINCINNATI, OHIO

## ARE YOU READY FOR THE FAIRS?

Best Money-Making Grind Store

### "HIT-A-JAP DART GAME"

Jap heads painted on sewerboard, cut the same size as balloons. Can be worked all the ways that balloons are worked. Flash yellow and black. It's a come-back game with Darts. Takes 50 heads to flash a 408 background of Celotex. Has proven a real money-maker.

SET OF FIFTY — \$25.00

PLASTIC VEIN \$28.60

DARTS \$28.60

GROSS



**CORK GALLERY MEN, GET HEP**  
SHOOT A JAP. Full Size Figures; number on back of each Jap. This is only for those who have cork guns. WE HAVE NONE. Initiators, Beware. \$55 per set of 100.  
A Ray Oakes Original

PLEASE DO NOT SEND FOR SAMPLES. SEND FOR CIRCULARS.

RAY OAKES, P. O. Box #106, Brookfield, Illinois

## BLOOMSBURG FAIR

Pennsylvania's Big County Fair

SEPTEMBER 25-26-27-28-29-30, 1944

Attendance In 1943 — 175,000

THREE BIG SPECIAL DAYS

Tuesday-Friday — Children's Days, Saturday — Thrill Day.

Good Space Open for Refreshment and Merchandise Concessions.

Shows and Rides — JAMES E. STRATES

CARL FLECKENSTINE, Supt. Concessions, Bloomsburg, Pa.

### ATTENTION, CONCESSIONAIRES

Want Seales Man and Can Use More Legitimate Concessions Except Rings.

## NIAGARA COUNTY FAIR, LOCKPORT, N. Y.

JULY 31 TO AUGUST 5 — 6 DAYS AND 6 NITES

Hamid's Big Revue and Acts — Hollywood Hot Drivers — Horse Racing.



# Amber Light on for Industry

## Trouble Ahead Seen in Skate

Campaign on to solve what is declared hefty problem open to all in business

By Victor J. Brown

First President of the Roller Skating Rink Operators' Assn. and President of Dreamland Arena, Newark, N. J.

THERE'S trouble ahead! Not the kind that you can lay your finger on, like poor service in the checkroom or bad rhythm in the organist. These can be corrected in your own rink. The trouble that I can see affects the entire industry. It must be fought by the entire industry, for it can bring back the vicious cycles that have plagued roller skating since it became something more than a sidewalk sport. The trouble that I see is in the skate.

To clearly understand our newest plague it is necessary to look at a panorama of roller skating since the first skates were invented. Original roller skates were wheels attached to some sort of a plate that neither permitted nor produced an edge. It is noticeable that the public of those days did not take to roller skating. Why? Because the very thing that gives a skater a thrill was lacking in the first skates—leaning, circles (edges) and effortless glide. During the 18th century a half hour's skating was as tiring as four hours' walking and with no additional thrills.

### Plimpton Appealed to Public

Roller skating did not amount to anything socially or economically until the advent of the Plimpton skate in the 19th century. Here was something that appealed to the public—a skate with action; in fact, practically the same skate we have today, except that in those days there was action in the skates and no one had thought of the idea of tightening

the action bolt to the point of taking the action out of the skate.

Don't think that this is the only great boom roller skating has ever had. After the Plimpton skate was brought out skating was popular, too. In fact, it was more popular than that it is now. Where we skate 1,000 to 1,500 in a season now, they skated as many as 5,000 then. What killed the booms in those days? 1. Bad operation of rinks. 2. Lack of something to interest the skater after he had learned to straight skate.

Today we can and have overcome bad operation and we have the finest set-up of skate dances and figure skating in the world, but we can still lose. The return to sidewalk skates is the greatest enemy skating has ever faced. I know that many of you will shrug your shoulders and say, "So what?" I know most of you are making more money than you ever made in your lives and you are entirely convinced that as long as the BSROA keeps skating before the public as a major sport you will continue to go to the bank every day with a good-sized "bundle." I wish I were as sure as you are.

### Keep Dancers on "Action"

About four years ago Perry B. Rawson called my attention to the infiltration of the tight skate and the fake skating. We discussed the matter at length and wondered how to fight it. It looked like a tough fight, because all the figure-skating champions were on the tight skate and Fred Bergin and Bob Martin were going around the country advising skaters to lighten up the action and do a better loop or a better "axe." The worst part was that they were getting what they thought were results. Perry and I agreed that the only course to pursue was to try and keep the dancers on "action" and hope that Bergin, Martin and Company would prove to themselves that they were on the wrong track.

Two years elapsed and Fred Bergin reported to me and to the board of control of the BSROA that he was making progress but that he had not been able to put all the pieces of the jig-saw puzzle together. He was continuing to work on it, however, and he said at that time that he was sure Perry B. Rawson was right, but that it was going to take some time to prove it as far as figure skating was concerned. Bergin made a couple of attempts to show figure skaters that, instead of covering up their bad body positions by tightening the skate, they should try learning to control their bodies and leave the skate action flexible. He couldn't go too far at that time, however, because he did not have all the answers for three, loops, brackets, spins and jumps that were necessary to prove to skaters who were carrying off gold medals by the carload that they were wrong. We had to wait.

### Problem for All Industry

This spring Fred Bergin reported that he was ready to answer all the questions of the figure skaters but that the plague had become so widespread that it would now take a very great effort to stamp it out. Perry Rawson had been ready and waiting for four years. He was even carrying on a one-man campaign for the dancers alone. Bergin and Rawson both asked me to help and I agreed to lend all the support possible to get the skaters of America back on roller skates and off of sidewalk skates.

It isn't only a problem as far as champions are concerned. If it were, we could train new champions and forget about the old. That would be easy. The problem is saturating the entire industry and it belongs on the shoulders of 1. Skate manufacturers. 2. Rink operators. 3. Skater employees. 4. Professionals and all amateurs who would like to join the crusade for preservation of the sport.

The education that will keep roller skating where it belongs must be far-reaching enough to affect those who walk into rinks for the first time. They are usually handed a skate that is much too tight and whose action hole is so small that the truck bongs against the action bolt and kills the flexibility. We tell them that they are in for three hours of enjoyment and they find that they are in for three hours of labor. They have really got to want to learn to skate to go thru that. Do you know that only one out of five of them return? What business could stand a

turnover like that? None—and roller skating is no exception.

### Support of All Is Needed

My hobby has always been the government angle of roller skating, as witnessed by my years of work as president of the BSROA and member of the board of control. I have given all that up to put my efforts into this campaign. I'm going to confine myself to getting rid of the sidewalk skate as vigorously as I worked to promulgate good skating and good rink operation, and I am going to ask for the support of every rink operator, not only those who are members of the BSROA but every rink operator, regardless of affiliation.

Perry B. Rawson's book on skate dancing on a flexible action is already on the market. Fred Bergin is writing one on figure skating that is bound to revolutionize this branch of the sport. The figure tests are being revised so that the decks will clear for the final campaign to preserve roller skating as a sport long after those of us who are now in it are gone.

I want to see the flexible, narrow skate that is now known as the dance skate, on figure skaters as well as dancers. I want to see the same skates with clamps on them in the skate room so that our new crop will get three hours of enjoyment instead of labor. That's going to be my job, for Rawson will take care of the dancers and Bergin will take care of the figure skaters. When we say flexible we don't mean changing. I don't want to see the industry return to the days of cut rubbers. That would be just as bad as the tight skate. Our goal is in between these two.

### Pro Schools in Campaign

I know that I have the support of the BSROA, for men such as Bill Brown, its

president, and Fred Martin, its secretary, and the membership as a whole are too progressive to turn their backs on anything as important and evident as this. In fact, I know that Bill Brown, thru his head professional, Irene Dagg, is working along the same lines. I want the support of the entire industry so that we may get the job done that much more quickly.

The professional schools of the BSROA will be dedicated to the campaign this year. Attend them. Bring all your arguments with you and when you go home make up your mind to join the crusade. The Eastern School at Gay Hades in New York City is on July 31-August 5. The Western School at Medford, Wash., is on August 21-28 and the Midwestern School at Arena Gardens, Detroit, is on September 4-9. Here's the motto: No more sidewalk skates! Tight skates are for shooting! Flexible skates are for skating! Don't be a skooter; be a skater! Back to roller skating!

## ATLANTIC CITY

(Continued from page 49)

ton and Victor Mature in the coast guard's *Fers and Spers* revue. Among the bands lined up are Tommy Tucker, Sammy Kaye, Tommy Dorsey, Gene Krupa, Glen Gray and return engagements for Bob Chester, Harry James and Frankie Caron.

Mack Wilson, Philadelphia theatrical press agent and theater manager, is back again handling the publicity and advertising for Hamd's pier.

Louise Atterbury is featured with the outdoor circus at Steel Pier's Ocean Stadium.

At near-by Ocean City, the city-sponsored orchestra of 50 pieces, led by J. Fred Manne, is playing to capacity audiences nightly at the Ocean City Music Pier.

For a third week-end in a row, the resort entertained a crowd of holiday proportions—Saturday and Sunday (14-16), when crowd here was estimated at 200,000. The July crowds are running almost twice as great as last year.

## REWOODING

All White, Hardest Grade of Rock Maple

FRANCIS J. BALDWIN

Manufacturer of Hard Maple Wheels

REWOODING EXCLUSIVELY—NO RETAIL

FRANCIS J. BALDWIN

240 S. Diamond St.

Ravenna, Ohio

Established February, 1930



QUALITY

RICHARDSON BALLBEARING SKATE CO.

Established 1884

3312-3318 Ravenswood Ave., Chicago, Ill.

The Best Skate Today

No. 321 DUSTLESS FLOOR DRIP  
Changes the air, providing a snug grip with less noise and lower maintenance costs. \$4.00 per pair. \$3.75 per pair, in 5 gal. containers. Tread 25% with extra balance C. G. D.  
GAGAN BROTHERS  
444 Second St., Everett, Wash.

### ATTENTION

Rink Operators! Now is time to have your skates checked. We have genuine Coleman Pucks. Also we have urethane shoes for sale. Also retined shoes. Ball Bearings, \$1.75 per 1,000. Also all kind wheels and parts to repair your skates. Send in for full particulars.

### JACK ADAMS

1471 Boston Road, Bronx, N. Y.

Patrolite Skate Bracket or Brush Pin, 60¢ Ea. U. S. Royal Skates Valves Skate Emblems, can be seen on Skaters, Jackets, etc. of 12, 25¢ Ea. 25, 30¢ Ea. 50, 17 1/2¢ Ea. 100, 15 1/2¢ Ea. Red-White-Blue Buttons with Soldier, Sailor, Girl Skaters, name, address list, 25¢ lots, 5¢ Ea. 500 lots, 4¢ Ea. 1000 lots, 3¢ Ea. Hockey skates with extra metal, \$1.25 Ea. 4 1/2 dozen with order.

### RESLER

70 Farnth St. NEW YORK 2

## SOMETHING NEW FOR ROLLER RINKS

... CLEVER ADVERTISING ...

A genuine, aromatic Cedar Wood Brooch Pin with name of your Rink—for men and women. Can be used as prizes, giveaway or sold. Cedar Wood believed by millions to bring health, long life and physical power.

Price \$30 Per Gross

25% Deposit With Order.

MILLER CREATIONS

Office: 6228 Kenwood Ave., Chicago 37, Ill.  
Factory: 2772 Lincoln Ave., Chicago 14, Ill.



## WANTED FOR CASH PORTABLE ROLLER RINK

COMPLETELY EQUIPPED IN GOOD CONDITION

L. SOLOMON

3375 PERSHING AVENUE  
SAN DIEGO 4, CALIFORNIA













Alabama

Atalla—Ezrahan Co. Fair Assn. Sept. 24-25. F. V. Logsdon.
Huntingham—Alabama State Fair. Oct. 2-7. R. H. Mcintosh.

Arkansas

Arkadelphia—Clark Co. Fair. Oct. 6-7. George S. DeWa.
Hollywood—Mississippi Co. Fair Assn. Sept. 24-Oct. 1. J. Mill Brooks.

Colorado

Ferrie—Colorado State Fair. Aug. 28-Sept. 1. Frank H. Meade.
Rocky Ford—Arkansas Valley Fair & Rodeo. Sept. 8-9. Carl Holder.

Connecticut

Berlin—Berlin Orange Fair. Sept. 16. Janet Thomson 259 White Bl. Hartford.
Danbury—Danbury Fair. Oct. 1-9 (tentative). George M. Newlin.

Delaware

Harrington—Kent & Sussex Co. Fair. July 24-29. Ernest Haughey.

Florida

Gainesville—Community Fair. Oct. 21-Nov. 4. H. F. Zetserov.
Marianna—Jackson Co. Fair. Week of Oct. 18. J. M. Sims.

Georgia

Albany—Am. Legion Fair & Livestock Show. Week of Oct. 18. P. H. Williams.
Americus—Gunter Co. Fair. Week Oct. 18. O. C. Johnson.
Athens—Southeastern World's Fair. Sept. 23-Oct. 9. Mike Denton.

Idaho

Boise—Western Idaho State Fair. Aug. 31-Sept. 4. Frank Keenan.
Pocatello—Cassia Co. Fair. Aug. 24-26. Saul H. Clark.

Illinois

Alton—Edwards Co. Fair Assn. Sept. 1-8. Loy L. Thread.
Ash Grove—Meyer Co. Agril. Soc. Aug. 29-Sept. 1. John W. McFarland.
Anna—Anna Fair. Aug. 21-23. J. F. Norris.



1944 FAIR DATES

Orange—Cumberland Co. Fair. Aug. 21-26. W. E. Freeman.
Orleans—Vocational P. F. A. Fair. Sept. 7-8. Charles Rodd.
Harrisburg—Baldwin Co. Agril. Assn. July 24-29. Mrs. D. Pearson.

Pennell—Crawford Co. Fair Assn. Sept. 2-8. S. J. M. Dearinger.
Mount Carmel—Mt. Carmel Fair Assn. Aug. 7-11. Roy Fraley, West Salem, Ill.
Mount Sterling—Brown Co. Fair. Aug. 1-4. Walter I. Manny.

Indiana

Abers—DeKalb Co. Fair Assn. Last week in Sept. Fern & Morr.
Boonville—Boonville Fair Assn. July 31-Aug. 5. Albert G. Derr.
Boswell—Benton Co. Fair. Aug. 23-25. Leonard Lowman, Earl Park Ind.

Rockville—Parke Co. Fair Assn. Aug. 13-18. Earl G. Swain.
Rushville—Wash. Co. Agril. Assn. July 26-Aug. 4. E. R. Privett.
Gallatin—Wash. Co. Farmers & Merchants Pro. Fair. Aug. 19-18. Harold Voytes.

Iowa

Ackley—Four-County Fair. Nov. 27-29. Joe W. Goble.
Aledo—Dallas Co. Fair. Aug. 17-19. Roger W. LeBlond.
Albia—Monroe Co. Agril. Soc. Aug. 30-31. Chas. O. Greenlee.

Centerville—Appanoose Co. Fair. Aug. 25-26. Al M. Farber.
Central City—Lincoln Co. Fair. Aug. 10-13. T. W. Lewis.
Colesburg—Linn Co. Fair. Aug. 18-19. H. M. Duncan.
Coon Rapids—Four-County Fair. Aug. 30-Sept. 2. Joe King.

Hampton—Franklin Co. Fair Assn. Aug. 23-24. Glenn D. Craighead.
Hartley—O'Brien Co. 4-H Show. Aug. 21-22. Frank W. Ekmann, Primsbar, Ia.
Independence—Buchanan Co. Fair Assn. Aug. 14-18. H. O. Oates.
Keosauqua—Van Buren-Jefferson Co. Fair. Aug. 2-11. Arthur J. Seore.

National—Clayton Co. Fair. Aug. 29-Sept. 1. J. L. Luzzo, Garfield, Ia.
Newport—Wayne Co. Fair Assn. Aug. 23-24. Glenn K. Randan, RFD 1 Ames, Ia.
Northwood—Warsh Co. Fair. Aug. 14-18. Courtney Laver, Mauly, Ia.

Oskaloosa—Southern Ia. Fair Assn. Aug. 14-16. Clyde A. Hanna, New Sharon, Ia.
Pawnee—Big 4 Agril. Assn. Sept. 1-4. A. S. Burdick.
Shiner—Owassa Co. Livestock Show. Sept. 5-8. S. D. Robinson.

Kansas

Athens—Central Kan. Free Fair Assn. Aug. 21-29. Ivan Robinson.
Allen—Lincoln Co. Fair. Sept. 6-9. I. M. Luffin.
Anthony—Anthony Fair Assn. July 21-29. C. F. Morrison.
Auburn—Auburn Orange Fair. Oct. 6-7. Mrs. Ina Sellers.

Clinton—Coffey Co. Fair. July 31-Aug. 4. Carl N. Henning.
Converse—Intergate Agril. Aug. 28-Sept. 2. Jack Robinson.
Colby—Thomas Co. Fair Assn. Aug. 15-18. J. B. Kuka.
Columbus—Cherokee Co. Agril. Assn. Free Fair. Aug. 21-26. Ernest Osterlund.
Omaha—St. Louis—Cassway Herman Fair Assn. Oct. 13-19. H. H. Gline.

Overbrook—Ozark Co. Fair. Aug. 23. Dwight Payton.
Richmond—Richmond Free Fair Assn. Aug. 23-25. John H. Hecoberry.
Rush Center—Rush Co. Fair Assn. Aug. 29-Sept. 1. Hog Peterson.
Salina—Saline Co. 4-H Fair. Aug. 30-Sept. 1. H. W. Miller.
Sedan—Chautauq Co. Free Fair. Oct. 6-7. Carl Ackerman.

Kentucky

Alexandria—Alexandria Fair. Sept. 3-4. J. W. Shoemaker.
Brookland—Brookland Fair. Aug. 9-12. W. O. Yaden.
Hazard—Mercer Co. Fair. July 24-29. John J. Farran.
Harrison—Laurel Co. Fair. Aug. 21-26. Ellis Aaber.
Louisville (Churchill Downs)—Kentucky State Fair. Aug. 29-Sept. 4. John C. Wehrley.



Lockport-Niagara Co. Fair, July 21-Aug. 2, F. E. Pears.

Lowville-Lewis Co. Agril. Soc. Aug. 14-15, Cyril L. Seymour, RFD 1, Turin, N. Y.

Marysville-Minotia Fair, Sept. 12-13, Fred D. Baldwin.

Palmyra-Palmyra Union Agril. Soc. Sept. 28-30, Ray Covertse.

McConohely-Morgan Co. Agril. Soc. Sept. 7-9, Ray G. Smith, Route 2.

Madison-Richland Co. Agril. Soc. Sept. 1-2, H. H. Reynolds.

Marquette-Washington Co. Agril. Assn. Sept. 2-6, I. E. Apple.

Medina-Medina Co. Agril. Soc. Sept. 7-9, H. H. Reynolds.

Middleport-Melro Co. Agril. Soc. Aug. 28-30, J. Chas. Redford Jr., Minerva, O.

Millsboro-Millsboro Co. Agril. Soc. Sept. 2-3, H. C. Logsdon.

Miner-Miner Co. Agril. Soc. Sept. 1-2, J. A. Taylor.

Mohawk-Mohawk Co. Agril. Soc. Sept. 7-9, H. H. Reynolds.

Monaca-Monaca Co. Agril. Soc. Aug. 21-23, H. B. Kelley.

Morrisville-Morrisville Co. Agril. Soc. Sept. 12-13, Fred D. Baldwin.

Morrisville-Morrisville Co. Agril. Soc. Sept. 12-13, Fred D. Baldwin.

North Carolina section listing various county fairs.

Ohio section listing various county fairs.

Oklahoma

Anadarko-Caddo Co. Fair Assn. Sept. 13-15, Tom M. Moran.

Oregon

Canby-Clarkamas Co. Fair, Aug. 31-Sept. 2, J. P. Tidwell, Jennings Lodge, Ore.

South Carolina

Anderson-Anderson Fair, Oct. 30-Nov. 4, J. A. Mitchell.

Pennsylvania

Allentown-Allentown Fair, Sept. 13-23, M. H. Beary.

South Dakota

Clear Lake-Deuel Co. Fair, Sept. 21-23, Fred Seeger.

Tennessee

Alexandria-DeKalb Co. Fair, Aug. 30-Sept. 3, Rob Ray.

Texas

Corpus Christi-Corpus Christi Live Stock & Agril. Show, Sept. 12-15, Rudi G. Dilgard.

Utah

Farmington-Davis Co. Fair, Aug. - De- Love Nichols.

Vermont

Barre-Orleans Co. Fair, Aug. 17-18, F. C. Brown.

Virginia

Abingdon-Southwest Va. Fair, Aug. 22-23, G. V. Rooken.

Washington

Spokane-Spokane Co. Fair, Oct. 6-8, J. R. T. Martin.

West Virginia

Marionette-Norfolkham Co. Fair, Aug. 28-30, F. C. Allen.

Wisconsin

Antigo-Lafayette Co. 4-H Club Round-Up, Aug. 11-13, Ira V. Goodell.

(See LIST on page 77)

# BIG FAIR SEASON STARTING

## More Spots Than Usual

Pre-season signs suggest big trade for concessionaires but mdse. is still short

CHICAGO, July 22.—With more than 1,000 State, district and county fairs preparing to get under way in the next two months, concessionaires, both on organized carnivals and of the home guard, are reported busy stocking up on merchandise to cope with the unusually large play that seems in the offing. Of course, carnivals can't hold crowds when June Pluvius sets up, but experience so far this season in that lush spending crowds are thronging midway in many cases despite downpours. This pre-fair season experience points the way to fair attendance of unprecedented proportions, and despite (See Fair Season Started on page 68)

## MERCHANDISE TRENDS

CHICAGO, July 22.—Reports on merchandise outlets during the first week in July suggest that trade has become practically normal for the season. There was a drop in sales just before and during the holiday. Many retail outlets report that the buying public is already interested in fall merchandise. Dun & Bradstreet reported retail sales generally to be up 9 to 12 per cent over a year ago for the week following July 4. The wholesale markets in New York were still reported to have a good number of buyers, many of them returning to follow-up previous purchases. Furs are reported to be attracting much attention.

The specialty trade is giving much attention to the announced plan which WPB will follow in returning to the manufacturer of civilian goods. A few specialty items in the first list of 184 items are included. The program presumably started July 15, and each week for a certain period will find new steps toward making civilian goods from now

on August 15 is to be the big date, and small plants will be favored in the new plans.

### Huge Demands Predicted

James H. Carmine, vice-president in charge of merchandising for Palco Corporation, predicted that sales of durable goods will leap to about \$14,500,000,000 in the first post-war year. Since 1941 there has been a "virtual vacuum" in the field of radios, refrigerators, automobiles, air conditioners and other durable goods, but particularly in the electrical appliance field. This demand will be emphasized as soon as manufacture is resumed, and should guarantee an era of good business for the industry. Carmine estimated that there will be a backlog of demand for radios of 20,000,000 to 25,000,000 sets, which compares with the industry's peak production of 15,000,000 units in 1941. Demands for refrigerators and air conditioners will be proportionately high, also. Carmine, speaking before members of the appliance industry in the Furniture Mart here in Chicago, added that it will take months even to stock distributors and dealers with their demands for durable goods.

### Gadgets Patented

A number of novelty gadgets have been patented, and their appearance in the novelty merchandise field will be of interest to distributors. Consistent with the big future of the post-war era, manufacture of these items will create huge demands in consumer outlets. Among some of the items released by the patent office are non-skid ice-cream dishes, which have built-in cones in the center with the job of ice cream conveniently placed on top; a new type of match which is windproof so that the match head, which is placed on a fire-proof cone, is inserted in a cigarette and when the cigarette is rubbed against a surface it becomes self-lighted; with the popularity of leg make-up comes another item which makes artificial seams for legs; and a baby bottle, built-in with a thermometer that registers "too cold." (See Merchandise Trends on page 72)

## Model Makers Form Trade Group; Plan Educational Set-Up

MILWAUKEE, July 22.—About 125 representatives of firms making models of airplanes, boats and trains met here recently and formed a trade association to be known as the Model Industry Association. This was the fourth annual convention for the group, and the government has already given official recognition to their products as being of the essential war industries, according to leaders in the trade.

The delegates discussed plans for a big educational program which will emphasize the possibilities of using models in schools. Trade leaders said the government had used these models to train men in the services, which was sure proof that schools could use them for the same purpose.

It was reported that schools and clubs throughout the country have become interested in models as an educational hobby. Trade members are very enthusiastic about plans for the post-war period and say that the new organization will begin to acquaint the country to the many uses of model plans, boats and other devices.

## Find Jeweler Guilty For Boosting Prices

MINNEAPOLIS, July 22.—The first criminal information filed on the sale of luxury items was made here by OPA against a jewelry firm, Joseph Beugan, president and treasurer of Morris Credit Jewelers, pleaded guilty in the District Federal Court.

OPA charged that Beugan was selling his Swiss movement watches over costing in December and January, and that in some cases prices had been boosted to as much as \$25 above OPA regulations. Before sentence is passed the case will be referred to probation officers for further investigation.

CONCESSIONAIRES! NOVELTY STORES!

# ORDER NOW!

HERE ARE SOME OF OUR FAST-SELLING ITEMS!

No. 503—Red, White and Blue Plastic Bar and Heart with hand-made lettering of Rolled Gold Plate Wire on Sterling Silver base. Available with "Mother," "Sweetheart" or "Wife" inscriptions. \$9.00 Dlx.

No. 512—Round Gold Plated Locket, Genuine Ocean Mother of Pearl top with Insipula and Wire Work. "Mother," "Sister," "Sweetheart" and "Wife" inscriptions available. \$12.00 Dlx.

No. 494—Genuine Mother of Pearl Bow and Heart with Wire Work of Rolled Gold Plate on Sterling Silver base. "Mother," "Sister," "Sweetheart" or "Wife" inscriptions available. \$6.00 Dlx.



No. 820—3 Color Engraved, Gold Filled Heart Locket, Pearl Mother, Sterling Silver Gold Plated Neck Chain. \$26.00 Dlx.  
Same Locket as above with sterling silver gold-filled Neck Chain. \$30.00 Dlx.

ORDER TODAY!

## NECK CHAINS ★ ANKLETS IDENTIFICATION BRACELETS

18" Sterling Silver Neck Chains	\$ 5.40 Dlx.
18" Gold Plated Sterling Silver Neck Chains	6.00 "
18" Gold Filled on Sterling Silver Neck Chains	7.20 "
Sterling Silver Anklets, Carded	6.75 "
Gold Plated Sterling Silver Anklets, Carded	7.20 "
Gold Filled on Sterling Silver Anklets, Carded	9.50 "
No. 709—Light Identification Bracelet	45.00 "
No. 708—Medium Identification Bracelet	54.00 "
No. 710—Heavy Identification Bracelet	72.00 "

1/3 Deposit, Balance C. O. D.—Send For Catalog!

## TREND CREATORS

1265 BROADWAY NEW YORK, N. Y.

## CONCESSIONAIRES AND CHURCH BAZAARS

We have a complete line of

### STUFFED TOYS

NO. 791



FOR IMMEDIATE DELIVERY  
PLUSH BEARS • PANDAS • FUR DOGS • DOLLS AND NOVELTIES

Mayfair Merchandise Co.

16 West 23rd St., New York 10, N. Y.

Phone: Gr. 9-1180

"WAYNE PRODUCTS"

## RED HOT BINGO SPECIALS!

NEW LOW PRICE ON BRAND NEW, POPULAR

## METALLIC-FINISH SMOKERS

#700 WAS \$1.85

22" High! Worth \$3.50!

Price drastically cut for clearance!

Order NOW while limited supply is still available!

[ A FEW MORE OF OUR MANY OUTSTANDING VALUES ]

4 Pc. Bazed Ruby Saled Set Dlx.	\$15.00
Step On Cam	\$1.50
Vegetable Bin	Dlx. 24.00
Step Ladder Kitchen Stools Dlx.	\$6.00
Assorted Cookie Jar	Dlx. 36.00
3 Pc. Carving Sets	Dlx. 7.25
5 Pc. Knife Set	Dlx. 12.00
Keq Liqueur Set	Dlx. 12.00

NOW ONLY \$1.25 Ea.

#601 WAS \$2.00

NOW ONLY \$1.35 Ea.

Many other items too numerous to mention. Send for descriptive bulletin & catalogue. All the above mentioned merchandise for immediate shipment.

25% Deposit With Order, Balance C. O. D. If It Can Be Had Casey Has It. Tell Us Your Needs.

TELL IT TO Casey YOUR DEPENDABLE SOURCE OF SUPPLY  
1132 S. WABASH AVE. • CHICAGO



# RINGS

WHITE STONE ENGAGEMENT, WEDDING AND NOVELTY

A display of these rings has sparkle and class. Immediate delivery. Best assortment of the most common sizes in each color ordered. Be sure to order by number.

Order No. A-625. \$9.00



Order No. A-625. \$9.00



Order No. H-223. \$9.00



Order No. H-223. \$9.00



Order No. H-223. \$9.00



Order No. H-223. \$9.00



Order No. H-223. \$9.00



Order No. H-223. \$9.00



Order No. H-223. \$9.00



Order No. H-223. \$9.00



## Dallas Show Tops With Buyers and Biz

DALLAS, July 22.—The idea that substitute materials in novelty and gift wares were about the only merchandise obtainable for sellers of gift wares was completely dispelled here at the fall exhibits of the 10th Allied Gift and Novelty Show, held at the Adolphus Hotel July 3-7. The fall show, directed by W. H. Johnson, opened with more than 130 exhibitors, displaying some 600 lines of widely diversified merchandise. The exhibits of merchandise, presented by manufacturers, distributors and sales companies, were so extensive that the showings were spread out over the main ballroom, Parlors D, E and F of the mezzanine floor, and onto the entire seventh, eighth, ninth, tenth and eleventh floors of the hotel.

W. H. Johnson, show chairman, said: "The wild buying in search of goods to meet customer demand noted up to six months ago, had disappeared from the fall gift show." Discussing the current trend in gift buying Johnson said: "The victory stuff is out. Buyers have found the public don't want it, so they are waiting patiently for the quality articles to appear again, instead of buying with their eyes closed."

Popular priced items in costume and military jewelry predominated the display of jewelry sections. Gift items for men in the service were widely displayed. They included such items as billfolds, money belts, military caps, letter cases, photo holders, cigarette cases, fountain pen sets, lighters, tobacco pouches, and utility and furlough bags.

Running concurrent with the Allied show was the Dallas Gift Show held at the Baker Hotel. More than 100 exhibitors occupied the mezzanine and three floors of the Baker. Excellent crowds attended the entire five-day showing, according to Fred Danda, director of exhibits for the Dallas show. Dates for the spring shows have not been scheduled.

## FALL SPECIAL SOUVENIRS



No. 46X15  
Double Sweetheart Guard Pin. Mother of Pearl Centers, Guard Chain Attached to Pin. Supplied With Any Design Branch of Service Insignia. 14 Kt. Gold Plated, Each in Gift Finish Box.  
Per Doz., \$6.00

- No. JB-1  
Sweetheart Double Heart Pearl Pin With Larger Pearl Slide Locket Attached. Gold Plated, Each in Gift White Satin Box. Can Be Had With Any Insignia Desired.  
Per Doz., \$16.50
- |         |   |      |         |
|---------|---|------|---------|
| No. 123 | SEA SHELL RELIGIOUS FRAMES, Assorted Shades                       | Doz. | \$ 7.20 |
| 101     | LARGE 4" METAL REX ROUND COMPACTS                                 | Doz. | 15.00   |
| 305     | ALL AROUND ZIPPER WALLETS, Morocco Grain                          | Doz. | 12.00   |
| 242     | NATURAL STEER HORN ASH TRAY                                       | Doz. | 3.75    |
| 1070    | PLASTIC HORSE ON GLASS ASH TRAY                                   | Doz. | 1.50    |
| 20      | CLOTH YACHT CASE, Royal Green                                     | Doz. | 2.00    |
| 744     | WOOD LEAF TRAY, 4 1/2" inches                                     | Doz. | 2.00    |
| 723     | LARGE WOOD LEAF TRAY, 6x10 1/2" inches                            | Doz. | 7.50    |
| 16X97P  | PEARL GOLD PLATED ON STERLING LOCKET, Complete With Chain and Box | Doz. | 24.00   |
| 68      | PLASTIC ROLLER SKATING PINS                                       | Doz. | 1.20    |
| 79      | LARGE BALANCE CRUCIFIX SHELL LAMP                                 | Doz. | 24.00   |
| 665     | LARGE KING CONCH SHELL LAMP With Crucifix                         | Doz. | 24.00   |
| 60      | SCALLOP SHELL LAMP With Fisher Boy or Mermaid                     | Doz. | 15.00   |

Send for Illustrated Folder of Other Souvenir and Gift Items 25% Deposit With Order, Balance C. O. D.

**Goldfarb Novelty Company**  
"THE HOUSE OF SERVICE"  
33-37 EAST 17TH ST., NEW YORK 3, N. Y.

### EARRINGS



Order No. H-223. \$6.75



Order No. H-223. \$6.75



Order No. H-223. \$6.75



Order No. H-223. \$6.75



### LITHOGRAPHED IN BEAUTIFUL COLORS!



Over 2 million boys are building model planes today. Thousands of service men are learning to fly planes. They ALL want a set of these colorful pictures of the planes that are now making history. A complete description of the plane is printed on back of each picture, also identification instructions. Packed 24 pictures in an attractive "self-mailer" envelope and two dozen airplanes in a counter display box as illustrated.  
PRICE TO STORES, \$3.60 PER BOX PREPAID!  
ATTENTION! JOBBERS & DISTRIBUTORS!  
Rush 25¢ for sample packages and quantity prices TODAY. This item is a fast seller and big money maker. Immediate Delivery!

**D. B. ROBBINS & CO.**  
122 W. 42nd St. NEW YORK 18, N. Y.

### BIG PROFIT SPECIALTIES!

Complete Line of . . .  
Dice — Fountain Pens — Lighters — Plastic Novelties — Poker Chips — Combs — Handkerchiefs (Men's and Ladies) — Patriotic Items — Medium Priced Jewelry — Leather Goods, Etc.  
Write or Wire for List of Over 200 Other Popular Items We Carry.  
**GORDON MFG. CO.**  
110 E. 23 St., Dept. C. NEW YORK 10, N. Y.

### FINE WATCHES

MEN'S & LADIES' And Novelty Jewelry. Wholesale Only.  
**MARLENE SALES**  
105 N. Clark St. Chicago 2, Ill.

## MERCHANDISE YOU ARE LOOKING FOR

CAREFULLY SELECTED BINGO ASSORTMENTS  
Many New Items—Many Hard To Find Items—Practical—Novel—In Demand.  
ORDER A SPECIAL DEAL—BE CONVINCED—\$25.00, \$50.00, \$100.00 UNITS

GLASSWARE	SLUM GIVE AWAYS	NOVELTIES
Over 100 Feature Items, including Ruby, Green, Golden Silver, Crystal Reception, \$5.00 to \$12.00 Gross.	Over 100 Red Hot Specials From 75¢ to \$3.00 Per Gross. Not the Regular Run—but Plenty New, Popular in Demand.	Hats, Lids, Ties, Hat Bands, Coinc Buttons, Chinese Snakes, Balans, Soapops, Pocket Knives, Lighters, Charm Key Chains, Table Novelties, Toys, Pennants, Souvenirs.
Order by Assortments. \$20.00, \$40.00, \$75.00 Units	Order by Assortments. \$10.00, \$25.00, \$50.00 Units	

LIMITED STOCKS STILL AVAILABLE  
Blankets, Lamps, Smokers, Bar Sets, Khamalware, Cutlery, Toy Pottery Ware, Luggage, Tumbler Sets, Mirrored Chests, Paints, Color Chests, Plastic Boxes, Prissy Headed Yowl Sets, Fur Animals, Etc.  
SAVE TIME—DON'T WRITE FOR LISTS—PLACE ORDERS FOR SAMPLE UNITS. 25% DEPOSIT WITH ALL ORDERS. BALANCE SHIPPED C. O. D.

IMPORTANT  
To Obtain the Proper Listings, Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.  
**ACME PREMIUM SUPPLY CORP.**  
3333 LINDELL BLVD., ST. LOUIS 3, MO.

## BINGO SUPPLIES

NEW SUMMER PRICES

Write or Wire for Catalog  
**JOHN A. ROBERTS & CO.**  
235 Halsey St. Newark, N. J.

## FUR COATS

ORDER FROM OUR 1944 CATALOG  
1946 Catalog Ready Soon.  
The present conditions have delayed the printing of our 1944 catalog. You can continue to buy with assurance from our current up-to-the-minute 1944 catalog. Complete line of furs that are right. Coats, Jackets and Skirts in all furs. CATALOG FREE. IMMEDIATE SHIPMENT.  
**H.M.J. FUR CO.**  
150-B W. 28th St., New York 1

## BINGO

SPECIALS ★ CARDS  
TRANSPARENT MARKERS  
Write for Bulletin

AMUSEMENT INDUSTRIES, Box 2, DAYTON 1, OHIO

EXPANSION WATCH BANDS  
Mail for reservations. Gold Filled for Sterling Silver. \$2.00 each. \$7.00 Silver. \$10.00 Gold. \$15.00. \$20.00. \$25.00. \$30.00. \$35.00. \$40.00. \$45.00. \$50.00. \$55.00. \$60.00. \$65.00. \$70.00. \$75.00. \$80.00. \$85.00. \$90.00. \$95.00. \$100.00.  
PAGE DISTRIBUTING SERVICE  
408 Hittred Street BROOKLYN 27, N. Y.

## WOOD JEWELRY



White for our New No. 44 & 45  
Illustrated Price Lists Over 100 Items  
**CHARLES DEMEE MFG. CO.**  
116-E WALNUT ST. MILWAUKEE, WIS.

## HAND MADE

## FRINGED PILLOW TOPS

Size 20"x20"



STYLE #1210

MADE OF RAYON  
SATIN and TAFFETA  
**\$5.25 a dozen**  
In Gross Lots

Sample Dozen

**\$6.00 a dozen**

Deposit 25% — Balance C. O. D.

Made in effective, contrasting colors in any of the following verses: Mother, Sweetheart, Sister, Wife, Mother and Dad, Friendship, Forget Me Not, Remember Me, God Bless Our Home.



STYLE #195

Pillow Tops can also be furnished of any Branch of the Service.



STYLE #1200

**LEROCK  
PRODUCTS CORP.**  
55 E. 11th St., New York 3, N. Y.

## FAIR SEASON STARTED

(Continued from page 44)

merchandise shortages, help and other commonplace wartime headaches, concessionaires are set to give fair-goers plenty of attractive merchandise to take away from their midway stands.

Increased number of fairs that are operating this year also affords more opportunity to the concessionaires. The Uncle Sam still is using a number of the State plants, a few more of the State annuals will be operating this year as against last. Big increase in added starters this year is dominated by the county groups. Largely thru public demand and the example of success set by the fairs in that class operated in 1942-'43, scores of boards voted last winter to get into the game again. Most of them felt that by permitting lapses they had been overlooking a significant period for operation and an opportunity to do their bit for wartime morale. Sponsored events supplies are following the same cue and probably more than double the 1943 totals.

Minnesota again heads the 1944 year fair list with approximately 95 fairs scheduled. Ohio has 83, Wisconsin 73, Nebraska 71, Iowa 63, Illinois 62, Pennsylvania 57, Kansas 53 and Indiana 44. Ontario heads the Canadian province list with 37 events scheduled, with Quebec at 19 and Saskatchewan with 12 following. (See List Section this issue for complete fair lists.)

### Shipping Troubles

Shortage of paperboard and containers is having its effect on shipments of goods to concessionaires. A survey of merchandise houses here reveals that firms are licking this problem, but that buyers can do much to relieve it by returning cartons to suppliers so that more goods can be shipped in them.

Supply of merchandise, however, is better than would normally be expected in times like these. Of course, concessionaires don't have the wide variety of low-priced items to choose from, but wartime substitutes crammed full of eye-appeal are still to be found. With the Pres-

### SHINE IN THE DARK!

## LUMINOUS FLOWERS

By Nite Glow



Large Gardenia with Bud	... \$3.00 Doz.
Special Gardenia with Bud	... 4.00 Doz.
Super Special Gardenia with Bud	... 6.00 Doz.
Fine Medium Gardenia with Bud	... 4.75 Doz.
Small Gardenia with Bud	... 2.75 Doz.
Small Gardenia without Bud	... 2.25 Doz.
Double Gardenia (Cottage)	... 4.50 Doz.
Triple Gardenia	... 4.00 Doz.
Roses	... 3.50 Doz.
Sunflowers	... 3.50 Doz.
Triple Tea Roses	... 3.50 Doz.
Hair Bows on Cords with Luminous Gardenia	... 8.25 to 8.00 Doz.
Double Roses (Hand Decorated)	... 4.00 Doz.
Triple Roses (Hand Decorated)	... 5.00 Doz.

Also Assortment of Luminous Religious Figures—Write for Circular.  
1/3 Deposit, Balance C.O.D., F.O.B. N. Y.

## Nite Glow Products Co.

100 W. 48th St., NEW YORK 10, N. Y.  
Madison 2-3794

### PLASTIC CHARMS

for your Shm Prices

Buy them direct from us

We manufacture and sell more CHARMS than anyone else in the whole world.

Charms in Bulk — \$2.50 per thousand

Shipping on 5th Grade — \$1.50 per thousand

F.O.B. New York

\$1.25 deposit with order — balance C.O.D.

Made in U.S.A. by

**SAMUEL EPPY & CO.**

223 HUDSON ST., NEW YORK 11, N. Y.

### MAGIC RACES

All racebits touch & some are off. See them run to test.

### BIG PROFITS

Fast seller. 48 Races. \$1.00. Low quantity prices. Sample free.

**BARKLEY COMPANY**

Green Hill Place DRYDEN 8, N. Y.



#1284—Mexican Silver Charm Brooch, Complete with 7 Charms. Special, \$1.35. Individually boxed ..... \$1.50



#1284—Heavy Mexican Silver Identification Brooch—Special \$4.50. Per Doz. \$51.00.



#1844—Sterling Insignia Ring.  
Each ..... \$1.25  
Sterling Insignia Ring.  
Locket Top, Each. . . 2.00

#1915—Corgoose 3-Stone Ear Rings  
In assorted colors. An outstanding  
value! Per Dozen Pairs—\$5.75.



## TUCKER-LOWENTHAL CO.

5 S. Wabash Ave.

Chicago 3, Illinois

## Midwest Merchandise Co., Kansas City, Mo., Specials

Note—Read every line of this ad as there are many new items listed

No. 807—Babona, Large Blue, Red 9018 with Tinted Head. Grs.	..... \$27.00
No. 808—Cores, Swappers, Ass'd. Colors. Grs.	..... 12.00
No. 811—Cores, Pattern, Med. Weight, 2 Pcs. Construction. Grs.	..... 24.00
No. 636—Ear Bobs, Ass'd. Shapes and Colors, Plastic, Pr. on Card. Grs.	..... 8.00
No. 800—Bandier Pin Wheel, Lg. Flamy Toy with Black—a Proven Seller at Carnivals, Shows and for Streetmen. Grs.	..... 11.00
No. 467—"Pie Up" Crk, Lg. Size, 13 1/2" x 9" Inches, Beautiful Artistic Skating, Set of 12 in Envelope. Doz. Sets	..... 1.50
No. 743—Patriotic and Military Insignia Lapel Clips, Each with 3 Colored Card—an Outstanding Item. Grs.	..... 1.35
No. 791—Egg Ball Here Lapel Clips, Same as Above, Each on Card. Grs.	..... 1.35
No. 801—Color Jewelry, Highly Polished, Lg. Assortment, Each on Card. Grs.	..... 18.00
No. 803—Charm Aprons, Full Size with Bib, 2 Pockets. Doz.	..... 2.00
No. 1019—Six Military Seven-Piece Pillow Top. Ass'd. Titles, Special Job Lot, All Clean New. 1 Doz. Doz.	..... 3.00
No. 1915—Silk Topp Only for Pillows, Same Description as Above, 22 Inches Square, Ass'd. Bright Colors, a Real Intermediate. Grs.	..... 9.00
No. 1930—Balloon Darts, Pure Latex, White Only, 5 Inch. Grs.	..... 2.00
No. 1932—Special Import Show Assortment, 20 Grs. in Carton, No Loss Sold. Per Grs.	..... .75
No. 881—Special American Made Gum, Assortment, 12 Grs. 12 Kinds for	..... 15.00
No. 882—New Section Cap Flag Holders, Complete With 46 Flag. Grs.	..... 12.50
No. 883—Sewing Kit, Complete with Needle, Thread, Silencers, Etc. Grs.	..... 15.00

Order from this ad, sending 25% deposit. We have on hand for immediate delivery a complete line of Souffle Toys—Odds—Picture Stationery. Write for our New Catalog No. 44.

**MIDWEST MERCHANDISE CO.** 1010 BROADWAY KANSAS CITY, MO.

## FOX TAILS IN STOCK!

Fitchmen, Carnival and Fair Workers, here at last are the well-known HMJ Fox Tails you've been waiting to grab up! Cash in this season with these largest, bushiest, genuine fox tails while they last. Tails come with two string cards (with or without "come saying" cards) to tie to autos, motorcycles, bicycles, cars, etc. Send for free price list, or send \$1.00 for the samples of 5 various sizes. Stock going fast . . . better rush your order for immediate shipments!

**H. M. J. FUR CO., 150 W. 28th St., NEW YORK CITY 1, N. Y.**

## This four colored HONOR ROLL

Already framed, stands on table or hangs on wall. Every Soldier, Sailor, Marine or WAC a proud buyer. \$4.50 per dozen. Send 75 cents; will mail you a sample post prepaid. GOOD NUMBER.

PILLOW TOPS, \$6.50 and \$7.00 Dozen.  
ARMY PENNANTS, \$12.00 per Hundred.  
Handkerchiefs, Dog Chains and Handmade WOODEN COMPACTS AND CIGARETTE CASES. SOUVENIRS OF ALL KINDS.

25% DEPOSIT WITH ORDER. SEND FOR PRICE LIST.

**WORLD ADV. NOVELTY CO.**  
122 E. 23TH STREET, NEW YORK 10, N. Y. PHONE: GRAMERCY 5-2174

## ATTENTION! GADGET WORKERS

### STAINLESS STEEL SPIRAL SLICERS

On August 1st our Stainless Steel Spirals will be ready—just in time for the fall fair season. Every Slicer guaranteed to work without bending or adjusting. Screws properly centered and securely welded. \$10.00 per gross. Quantity prices on request. Deposit of \$3.50 per gross required—balance C. O. D. Send your order today.

**W. A. CLEMONS**  
4454 N. WOODBUFF MILWAUKEE 11, WIS.

## SENSATIONAL OFFER

Now, Beautiful Simulated ONYX RINGS to retail for only 25¢. Hundreds of thousands sold retail for \$1. 1 Do. Assorted GOOD LUCK CHARMS, FIGURINES, STATUES, ETC., or Beautiful Display Cards. Sizes: Small, Medium, Regular and Large.

SIMULATED  
"ONYX"  
RINGS  
25¢



WORTH A DOLLAR!

FORBES, DISTRIBUTORS, CONGRESSMEN—Here's your chance to clean up! They'll still on hand. Rush your order now!  
\$18 GR. 1/3 dep., balance C. O. D. 8 Dec. Sample Order—\$10 Cash with Order.  
CANDIDATE RING OUT SOON!  
FACTORY ASSOCIATES, INC.  
500 FIFTH AVE. N. Y. 11, N. Y.

denial election campaigns in the offing, a note of timeliness will be added to many a midway by flashing of campaign pennants, badges, buttons, bumper cards, etc. Old reliables like Hawaiian leis, plaster animals, frog tails, yachting caps, plaster plaques, billfolds, ash trays, etc., are to be had as is variety of U. S. made slum.

Lucite dresser sets, compacts, identification bracelets, whitetone rings, framed pictures, cigarette cases, etc., will flash many stands. While bingo operators aren't planning to flash as many household appliances as in peacetime, still they are finding suitable substitutes in lunch kits, decanters and tea sets, glass coffee makers, book-end, mixing-bowl sets, powder boxes, sunglasses sets, etc.

Idea of framing an entire stand with variations of one type them has proved successful for many concessionaires who are adapting wartime products to such specialized uses. Luminous flowers are now available in many different styles and are a swell flash to attract night-time patronage. In addition to gardenias, roses, sunflowers and other cottage combos, glow-in-the-dark pictures, statues, crucifixes, etc., are used to round out the flash on the stands. Red, white and blue items are still pulling strong too. Service flags and banners, swapper sticks, batons used along with hunting knives and other similar items are clicking. Stands using a south sea island motif with sea-shell brooches, pins, necklaces, ash trays, earrings, etc., are still going strong. Jewelry stands have a wide variety of items to display ranging from wedding and engagement rings to various types of attractive wood jewelry.

As always experienced concessionaires are maintaining that it's the stand with a flash that will get the big play, and old-timers are taking advantage of every opportunity to make their joints the focal point on the midway for fair-goers that through them.

## THE REAL McCoy



\$3.95 Each

In lots of 25 or more each shipment. In smaller lots, \$4.15 each. Price in P. O. B. Kansas 0147. In cash deposits with order, balance C.O.D. or round in full. Tell whether to ship freight or express.

Howard Co.'s TREASURE CHEST is the hottest sensation of 1944. It's brand new, hot off the mill and ready to go. 50 illustrated 10-cent pictures. Deal taken in \$5.00; with order; excellent profit for seller and dealer. It's knock-out of genuine value, fun and variety. LET'S GO—ORDER TODAY! DO IT NOW!

730 Baltimore Ave. HOWARD CO. KANSAS CITY 6, MO.

## SPECIALS

THIS WEEK ONLY

Sold in 5 Gross Lots Only

- |   | Per Gross |
|---|-----------|
| Kam Royal Cigarette Lighters  | \$39.00   |
| Mystery Key Ring  | \$1.00    |
| Translucent Cigarette Cases, Assorted Colors                          | 20.00     |
| Manical Harms   | 7.00      |
| John Handkerchiefs  | 5.00      |
| Batty Bubbles   | 8.50      |
| Pin Tasse   | 11.00     |
| Wagon Tattlers  | 9.50      |
| Smoker's Fun Shop   | 208.00    |
| Maple Light Bulbs   | 140.00    |
| Cigarette Lighters  | 2.00      |
| 1/2 Deposit With Order, Balance C. O. D. All Prices F. O. B. Detroit. |           |

## Border Novelty Co.

408 Woodward Ave. Detroit 26, Mich.

## For ANY type of MILITARY SUPPLIES

Write for Our Free Complete List.

MANHATTAN GLOVE & NOTION CO.

27 ORCHARD ST. NEW YORK CITY

## WALLETS

Genuine Leather Wallets, Zipper Wallets, 3 way and 2 way around and other styles. Straight Zipper Wallets, genuine Mother. Immediate delivery on all orders. Send \$10 for sample assortment.

## SUPREME LEATHER PRODUCTS

17 West 20th St. NEW YORK 11, N. Y.

## FOOTBALL BUTTONS and PENNANTS

HAVE STOCK FOR ALL MAJOR TEAMS Also Can Make Up Special Orders

## MILITARY PENNANTS STILL GOING OVER BIG

BIGGEST NUMBER OF THE SEASON FOR BALL GAMES, PARADES, STOCK JOINTS CAN MAKE SPECIAL PENNANTS FOR PARKS, CONVENTIONS SEND \$1.00 FOR SAMPLES OF PENNANTS

DEWEY & ROOSEVELT CAMPAIGN BUTTONS 50 Lines, \$3 per 100  
6 1/2 IN. PLAQUES—PIN UP GIRLS; PATRIOTIC, RELIGIOUS SCENES, \$24.00 Gross  
5 IN. PLAQUES—SPECIAL CLOSE OUT PRICE PATRIOTIC, RELIGIOUS SCENES, \$15.00 Gr.  
50 LIGNE FLAG BUTTONS WITH INSCRIPTION "LONG MAY IT WAVE," \$3.00 100

Yacht Hats	..... \$22.50 Grs.	Circus Brides, Military Buttons, 70 Lines	..... \$ 4.00 100
Spanish Hats	..... 24.00 Grs.	Assorted Plastic Pins for Badges	..... \$9.00 to 12.00 Grs.
Discus Hats	..... 21.00 Grs.	30 In. Parade Banners	..... 15.00 1000
Small Hats	..... 2.25 Grs.	Western Plastic Jewelry	..... \$8.00 to 12.00 Grs.
Large Hats	..... 6.25 Grs.	3 1/2 In. Comic Buttons	..... 10.00 100
Comic Bands	..... 1.75 100	24 Line Comic Buttons	..... 4.80 100
Comic Buttons	..... 22.50 1000	Ray Rogers Buttons	..... 3.00 100
Yacht Head Swapper Bikes with Sail	15.00 Grs.	Gene Aitkin Buttons	..... 0.00 100
Whips	..... 19.00 Grs.	Notion of all kinds for Badges.	

## KIM & CIOFFI

916 ARCH STREET

PHILADELPHIA, PA.

## NEW!! NEW!! NEW!!

DON'T MISS OUT ON THIS ITEM. BIGGEST CAMPAIGN NUMBER IN YEARS.



Leather Elephant or Donkey Will Sell on Sight

Good for Drug, Cigar or Souvenir Stores, also Newsstands and Streetmen.

Send \$1.00 for Dozen Samples Postpaid.

\$10.30 per gross

KIM & CIOFFI 916 ARCH ST. PHILADELPHIA, PA.

## PREPARE FOR THE FAIRS!

### FOX FUR TAILS

Very small 3c and 4c Each  
12 Inch. Ea. 10c  
15 Inch. Ea. 12 1/2c  
Extra Large 15c  
Very Large 20c

With Snappy Sayings or Assorted colored

LOOK OVER OUR LINE OF DE LUXE SCOTTIES of Real Fur in 22x17" — With Colored Ribbons. Asst. Colors \$3.00 Each

### SLUM ANIMALS

Small Standing and Sitting Dogs, Cats, Ducks, \$1.25 Gross.  
Hat Bands, Assorted Snappy Sayings, \$2.00 per 100.  
Small Hawaiian Lids, Assorted Colors, \$3.50 Gross.

NO CATALOG  
**CARNIVAL NOV. CO., INC.**  
30 West 3d St., New York, N. Y. We Manufacture All Advertised Items

## AT LONG LAST

### 1c and 10c "Good 'n Fresh" Candy

AGAIN AVAILABLE TO LIVE DISTRIBUTORS

10¢ Cellophane Bags, Good Air's ..... 65¢ Doz. Net  
1¢ 120 Count Boxes, Good Air's ..... 65¢ Doz. Net

F. O. B. Chicago. Limit Per Order, 1000 Dozen Bags and 100 Boxes. No C. O. D.'s, Please. Terms: Full Net Cash With Order. Write for Full Details.

**CASTERLINE BROS., 2030 Sunnyside Ave., Chicago**

## CATALOG FREE

Toys Giftware Lucite Dresser Sets Novelties Metal Compacts Salesboards

**DIVERSO PRODUCTS COMPANY**  
610 North Water Street Milwaukee 2, Wisconsin

## FUR COATS

### JACKET—CHUBBIES

LARGE assortment of NEW 1944 outstanding erudition. Perfect quality. Excellent workmanship. Distinctive. Best of the fur of all time at popular prices. Earn EXTRA MONEY in your spare time selling Furs in your friends and neighbors. Send TODAY for our New Illustrated Catalog and Price List. It's FREE!

**S. ANGELL & CO.** Manufacturing Furrier  
234 W. 27th St. (Opp. S.I.), New York 7, N.Y.

## MEXICAN JUMPING BEANS

\$10.00 Per Lb. (3000)  
4.50 Per 1000  
1.00 Per 100

Every one guaranteed. Novelty Mail boxes, \$2.95 per 100. 50¢ with order, Balance C. O. D.

**NATIONAL CYCLE & NOVELTY CO.**  
724 So. San Pedro St., Dist. 14, Los Angeles, Calif.

## LADIES' FULL FASHION HOSE

40 Gauge 78 Denier Real Sheer, "Grade A" made of a very high grade Rayon Silk Stock, sizes 8 1/2 to 10 1/2. 50¢. Assorted Latest shades. \$1.20 per Dozen Pair; for Sample Dozen add 25¢ postage.

**FALLS CITY MERC. CO.**  
NEW ALBANY, IND.

# BIG CATALOGS SHOW TRENDS

## FREE—LEVIN'S 1944 CATALOG—FREE

With an Order Selected From This CONCESSIONAIRES' PRICE LIST

### American-Made Slum

	Gro.
Paper Flag Bow Pin	\$.90
Plastic Thimbles	1.20
Lead Pencils, Full Length	1.44
Bean Flowers, 10 in.	1.00
Jitter Beans, 200 Pack, Box	1.70
White Metal Wedding Ring	1.00
Plastic Charms with Tassels	1.10
Transfer Pictures	.30
Comic Hat Bands, Per 100	2.00
Comic Pennants, 1 1/2x2 1/2 in.	.75
1 1/2" Comic Buttons, Per 100	2.25
2" Comic Buttons, Per 100	4.00
Mirror Memo Books	4.50
Monkey Mirror, 2 1/2x3 1/2 in.	2.95
Pat. Goggles, Carded, Per 100	.90
Colored Pin Clips, Per 100	.60

### Ball Game Merchandise

10" Car Tails w/ Comic Card, Per 100	\$4.90
9 1/2" Fox Tails w/ Ribbon Ties, Per 100	10.75
12 1/2" Fox Tails w/ Ribbon Ties, Per 100	12.75
16 1/2" Fox Tails, Per 100	16.00
Yacht Caps, Junior Sizes	24.00

### Bingo Merchandise

	Each
Wood Frame Glass Tray, 9x17"	\$1.00
Stoneware Casserole, 6 Pack Ctn.	2.16
Stoneware Cookie Jar, 6 Pack Ctn.	2.40
Gold Frame Mirror, 11x14 in.	1.25
Wood Mag. Rack, Walnut or Maple	1.15
Vacuum Type Glass Coffee Maker	.98
Drip Type Glass Coffee Maker	.93
Plasta, 4-Piece Ref. Set	1.10
Colored Pictures, Wood Frame, 16x20"	1.10

Prizes F. O. B. Terre Haute, C. O. D. Orders Must Be Accompanied by 25% Deposit. Hundreds of Other Articles of "Wanted Merchandise" Are Shown in Our Latest 1944 Catalog—Write for Your Copy Today.

LEVIN BROS. Since 1886 Terre Haute, Indiana



## FLASH EYE-APPEAL

### 15 JEWEL MILITARY STYLE WRIST WATCH

- Yellow Gold Rolled Top
- Stainless Steel Back

This Watch is An Exceptionally Thin Model That Will Sell Very Fast. ORDER NOW WHILE THEY LAST.

25% Deposit Balance C. O. D. **\$23.75** Each

2% Discount With Full Remittance  
**MARLENE SALES**

105 N. Clark St. Chicago 2, Ill.

## CEDARWOOD JEWELRY

Genuine Aromatic Red Cedar. 40 Distinct Styles. Hand-Painted and Some Plain. Heavily Lacquered. Lustrous Finish.

!!! Extra Special Feature !!!

### Large Deluxe Cedarwood Heart

With Black Silk Ribbon, \$1.70 Per Doz.

SAME with 18" CLEAR PLASTIC CHAIN at Slightly Higher Price.

"If It's Cedarwood Jewelry You Want, See Us First"

**McLEAN SPECIALTIES** 258 E. Vernor Highway Detroit 1, Mich.

Distributors for the Burgess Vibro-Tool—

Engraves on Wood, Metal, Plastic and Glass, \$7.50 ea.

## DYNAMIC SUMMER PACKAGES



## BOX CANDY

(\$2.90 PER DOZ. AND UP)

for OPERATORS—FAIRS—PARKS—CONCESSIONS  
Tasty, delicious assortments; quality goods. Attractively packaged.  
Accepting orders for delivery NOW. Please state your business.

WRITE

Illustrated Circular and Price List.

WIRE

**GOLDWYN COMPANY** 731 PLYMOUTH CT. CHICAGO 5, ILL.

## Mdse. Trade Watching Cue

More prominence given to jewelry, furs and watches in all the big books

CHICAGO, July 22.—The fall and winter catalogs of the four big general mail order firms here, recently put into the mails, have attracted wide attention in business and in the specialty merchandise trade. When merchandise shortages began to be felt early in the year the mail order catalogs were watched carefully to see what effect the lack of goods had on these firms that have such stupendous buying power. Because the catalogs must anticipate supply as well as demand some months ahead, they were also watched by manufacturers, jobbers and retail outlets in all parts of the country to see what would be offered in the catalogs and also what explanations would be made about shortages.

When the catalogs began to enter the mails here recently the financial pages of newspapers and trade papers of all kinds began to bristle with reports and analyses of what the big books show about merchandise. While the catalogs feature staple consumer goods, yet they are also a veritable variety store of specialty items. Each issue of the catalogs presents all the popular gadgets and smaller firms in the specialty field can get a broad general view of what the public may be buying.

The Sears, Roebuck & Company catalog apparently was ready for the mails first and newspapers published rather complete reports on what was missing from the catalog this season as well as what it would feature. This week the Chicago papers were reporting that all four of the big mail order houses had their fall and winter catalogs ready and that some definite merchandise trends were indicated by the arrangement and contents of the books.

### Catalogs Analyzed

The specialty trade was attracted by the report that the new Montgomery Ward catalog of 996 pages gives a boost

## WILSON "WALKIES"

THOSE SELF-WALKING MINIATURES  
They walk on their own powers



The sweethearts of the toy world—the old one as keen for them as the youngest. Ten current characters—PENGUIN, DOUGBOY, RED CROSS NURSE, SAILOR BOY, LITTLE RED RIDING HOOD, PA & MA BUNNIES, CLOWN, MAMMY and old SANTA CLAUS. Fastest sellers ever. We could not begin to fill our orders last season—get in time this season. Any pair you wish, \$1.00; any four characters, \$1.50. The complete set of 10 characters, \$4.00. Gross price—to dealers only \$3.00. All quotations mean delivered to your door. GET YOUR ORDERS HERE—No C.O.D.'s—None sold outside the U. S. proper.

## WILSON "WALKIES"

12 Wilson Bldg., Crestline, Ohio

GENUINE **FUR COATS** JACKETS AND CHUBBYS!

1944 Fashionable Fur Coat—Genuine Hill Station, Large Assortment—Caracul, Sealine, Minkette, Silverfox, Brown, Black, Blue, Green, Koroona, Hine 12 to 46. If not satisfied, money refunded within 3 days. Write today for FREE illustrated catalog and price list—seller exp. "WALKIES".

ROSE FUR CO., Dept. P-25, 20 W. 27th St., New York

**LOWEST PRICES**

## 3" "BEST SELLERS"

GENUINE LEATHER TIGHTWAD



Smallest modern billfold, equally liked by men and women for carrying paper currency in suits, slacks or in pocket books.

GENUINE LEATHER COIN PURSE



Will be in great demand for ration tokens. They arrive in assorted colors.

GENUINE LEATHER CIGARETTE CASES

with PICTURE FRAME.

Come in assorted colors, and are mounted on a 2 color display cards.



R. A. GUTHMAN & CO.

600 W. JACKSON BLVD. CHICAGO 6, ILL.



#5812—Beautiful Pins of Pink Metal in assorted styles and colors. A marvelous value! Per Doz. \$6.75.

**TUCKER-LOWENTHAL CO.**  
5 S. Wabash Ave., Chicago 3, Ill.

## FUNNY BUSINESS NOVELTY FUN CARDS

Witier and better jokes with big profits in Trick Slides, Novelty Cards, Party Awards, Park Stamps, etc. Complete packages and prices. 10¢. Write today. NATIONAL SPECIALTY SUPPLY CO. Box 261, Cincinnati 1, Ohio



CARNIVAL AND PARK SPECIALS

Our buyers have scoured the markets for merchandise CARNIVAL SPECIALS

Table with 2 columns: Item Name, Price/Quantity. Includes Hawaiian Leds, Medium Size Plaster Dogs, Red, White and Blue Tissue Shakers, etc.

Table with 2 columns: Item Name, Price/Quantity. Includes Paper Flag Bows, Felt Whoozack Pennants, Comic Paper Masks, etc.

BINGO SPECIALS

Table with 2 columns: Item Name, Price/Quantity. Includes Lenth Kits, 2 Ft. Fire King Cooking Set, Leather Bottle Bath Suits, etc.

Table with 2 columns: Item Name, Price/Quantity. Includes Assorted Imported Slum, 10 Gross for \$9.50.

Order from this ad. All prices F. O. B. Indianapolis. No order shipped C. O. D. without 25% deposit.

KIPP BROS., 117-119 S. Meridian Street, Indianapolis 4, Ind.

C. E. D. Says Surplus No Real Worry; Only 2 Mos. Retail Sales

NEW YORK, July 22.—The Committee for Economic Development issued a statement this week that may be of comfort to some merchandise circles that have been distressed about government surpluses. It may be especially encouraging to small manufacturing firms that have contemplated making small articles and yet have feared that government goods would glut the market for many months to come.

The CED estimates that in spite of the great volume of government surplus goods, it will now equal only about two months of the total volume of sale regularly passing thru retail stores. The organization estimates that surplus goods probably will not exceed \$60,000,000,000 value, although some estimates have placed the total at about \$70,000,000,000, which has been said to equal the total annual production of civilian goods for one year in this country.

The CED takes an encouraging view on most angles of the government surplus question, saying that even the excess plants will not be the serious problem to business that many had anticipated. The CED has recommended that no merchandise stocks be frozen for long periods, but on the other hand that dumping and cutting of prices be avoided by timing the releasing of the government goods on the market.

ASTOUNDING BUYS

Offered Subject Prior Sale EXCITING VALUES TO REDUCE STOCK

Large list of products and prices including Baby Doll, Sleepy Head Doll, 1000 Blades Razors, Plastic Lighters, etc.

New! GLOWS in the DARK GLO-ART LUMINOUS PICTURES. A new sensational seller. Beautiful reproductions of glamour girls, florists, religious subjects, etc.

JOE KERR JR. presents SLUM—JOKES AND NOVELTIES. Army-Navy Wine Plus, Snake Platoon, Snake Snaps, etc.

SALESCARDS. You can get any style, size, type or shape of Salecard from us. We are the largest Salecard MANUFACTURERS and carry the biggest stock in the world.

FUND-RAISING TYPE DIE-CUT CARDS NOW AVAILABLE FOR FRATERNAL AND CAMPAIGN DRIVES. W. H. BRADY COMPANY Manufacturers.

STUFFED TOYS AND DOLLS. DOGS—BEARS—CATS—ELEPHANTS—LONG FUR—SHORT FUR. WISCONSIN DELUXE CO.

31 AMERICAN LEIS. Gross \$3.25. 32 AMERICAN LEIS (Large). Gross \$6.50. We carry a complete line of Plastic Slum, Glassware and Leather Goods.

M. GERBER, INC. Underselling Streetmen's Supply Hoos 505 Market St., Philadelphia, Pa.

NOVELTIES GORDON'S. Castrol Whisk, Giant Fox Tail, Baseball Cap, Wedding Ring, etc.

GENUINE FUR COATS, JACKETS & CHUBBYS. Buy Stock from well-known firm. Brand new Fur, 1945 fashions.

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

EXTRA SPECIAL HIGHEST QUALITY—MONEY BACK GUARANTEE. EXPLODING MATCHES—Stick Form Packed 6 Doz. in Attractive Display Box.

PILLOW TOPS. Beautiful assortment of shapes and designs. Bedtime and bath with whimsy. All packed in individual boxes for mailing.

5,000 ITEMS AT FACTORY PRICES. Gown, Coats, Flies, Neckties, Bathrobes, Bathing Suits, etc.

VERD-A-RAY. ARE YOU FAMILIAR WITH THE NEW INCANDESCENT LAMP? SAVE ELECTRIC CORP.

**Attention!**  
**Direct-Positive**  
**PHOTOGRAPHERS**



**PHOTO MIRRORS**  
**GLASS FRAMES**  
Including Patriotic Designs  
**NOW IN STOCK**  
Sizes From 1 1/2x2 to 8x10  
Same Day Shipment While Stock  
Is Available.

Send for Circular  
**AUTOMATIC MIRROR CO.**  
133 Mercer St., New York City

**Campaign Buttons**  
**Are Casualties**

WASHINGTON, July 22. — Attention has been drawn to the probability that the famous campaign button will be among the war casualties this year. The political committees are giving much space to this prospect in raising the question of what the campaign will be like if the buttons are missing. A radio commentator recently tried to stir up a minor controversial issue, saying that one button manufacturer in Chicago was already making buttons with the slogan "I want Roosevelt," when materials for such buttons are known to be very scarce.

Suggestions have been made that paper might be used for making buttons and yet buttons cannot be used without a pin, and wire for pins cannot be had. WFB officials say they have no idea of prohibiting campaign buttons, but they will not release any restricted materials to make such products. Restrictions are on such materials as copper, celluloid, brass and all other materials used in essential war production. Most firms formerly engaged in making campaign buttons have long since been converted to making essential war products. However, they have the right to use any idle stock of restricted materials to make buttons if they can obtain WFB approval.

But, with all these obstacles, it appears a certainty that factories will not be able to produce the millions of buttons ordinarily used in a hot political campaign like the coming one promises to be. In the former presidential campaigns the merchandise trade sold many novelty buttons.

**IMMEDIATE DELIVERY**

The newest "Rital" Lighter. A brand new number, modern, streamlined, loaded with sales appeal.

Comes in 3 colors, mounted one dozen on a very attractive four-color varnished display card. The usual "Rital" quality is incorporated into this lighter. Selling price 39 cents. This is a TERRIFIC number!

**Price \$2.50 Doz.**  
1 to 10 Gross Lots  
10 Gross Lots or More **\$28.80** Per Gross

**NET CASH WITH ORDER**  
**STUART NOVELTY CO.**  
166 E. Jefferson Ave.  
Detroit 26, Mich.



**LUMINOUS FLOWERS**  
**GLOW IN THE DARK!**

New York's finest and largest selection of Luminous Flowers. Each flower glows in two colors in the dark. We create, manufacture and wholesale these beautiful Orchids, Gardenias, Daisies, Butterflies, Hair Flowers and many more. Colors of every description. Send \$3.00 for samples.

**LUMINOUS NAME PINS**

Yes, we have them with METAL SAFETY-CATCH PIN BACKS! One thousand different styles, some pins clearly designed and hand finished with luminous letters on polished rhodium metal wood. Try them out on our satisfaction or money-back guarantee. Exceptionally fast orders. Send \$1.00 for samples and details.

**HALE NOVELTY CO., Dept. B**  
2461 E. 15th St., Brooklyn 29, N.Y.

**MEN—Build a Wholesale Route**  
**GET INTO A Big Pay Business**

**We Help You Establish a Steady Route of Dealer Customers**

Make good weekly earnings without stores our BIG line of 200 products—sell daily necessities. Show merchants in your locality a sensational line of self-selling counter goods. Retail at 5¢ and 10¢. You make up to \$100 per week. No large capital required. Easy to start.

A fortune spent for National Advertising has made our products known from coast to coast. Send for our booklet "Your Opportunity in Wholesale Business of Your Own." **NO FREE**—no obligation. WRITE TODAY!

**WORLD'S PRODUCTS CO., Dept. B-X, Spencer, Ind.**

**Special Close-Out Sale of CRUCIFIXES**

Gilt Finished, All-Metal Figure Mounted on Beautiful GENUINE-WALNUT CROSS

As low as **30c** From 6" to 15" in Height

Never again will you have a chance to get in on such a outstanding bargain. These are the most skillfully designed and beautifully made Crucifixes you've ever seen. Actually retailed for as much as \$10.00 each... your cost now as low as 30¢ each. You can't go wrong. Crucifixes are in big demand these days. The Cross is of finest cabinet wood, smooth walnut, silver oak—all genuine and hand rubbed to bring out the beautiful grain. Fashioned there by masters. The all metal figures is delicately gilt-finished and raises fine detail of features. An attractive and valuable addition to any home.

**SUPPLY LIMITED—RUSH YOUR ORDER!**  
Closing out entire remaining stock of one of Chicago's largest Crucifix manufacturers. No more when this supply is gone. No hurry. Crucifixes measure in height from 6" to 15" and vary in price accordingly. Fine quality throughout. Note Sale Price Labels—then mail your order for stable quantities in each size. Retail 25¢. Deposit with order, balance C. O. D. F. O. B. Chicago.

**ILLINOIS MERCHANDISE MART, Dept. AL-21**  
800 N. DEARBORN ST. CHICAGO 10, ILLINOIS

**CHAIRS**

Many Styles  
PROMPT SHIPMENT  
We Can Still Ship, But Don't Delay.

**ADIRONDACK CHAIR CO.**  
1140 Broadway NEW YORK, N. Y.  
Dept. 5 Corner 26th St.

**STARTS YOU IN BUSINESS**

**DELUXE FIVE FOLD TIER 100% WOOL INTERLINING**

These ties are made of genuine merino wool fabric, meticulously constructed. Each tie has a woven label showing construction. Retail \$1.00 per gross. \$3.00 with.

SEND \$1.00 for Special Introductory offer on a 50¢-per-gross lot. (Prepaid). Only one offer to a customer.

**PHILIP'S BENEWEAR CO.**  
West 22nd St., Dept. 6-23, New York 10, N. Y.  
CATALOG COMPLETE LINE FREE

**Creators of Colorful, Comical GREETING CARDS • JOKE CARDS • JOKE NOVELTIES SINCE 1935**

Creators of: "You Can't Take It With You," "Six Men in Every Woman's Life," "Advice On Health," "To a Deceiving One," "To My Boss Friends" and Dozens of Others.

**YOU SEE THEM, YOU BUY THEM**  
Laugh with "THE MARCY LINE"  
Write for Details. Please Use Business Letterhead.

**MARCY MFG. CO., INC.** 138 W. 17th St., New York

**RED HOT • SMASH HIT**

Keep Your Cash Register Singing All Day Long. Every Day with SCHWAMM'S Jokes and Trick Novelties. Big profits, repeat business. We group all popular fast selling Jokes and Tricks. Mounted on a word-of-mouth flashy display card for a smash hit. Such as Sneezing Powders, Hot Seeds, Hot Powder, Snake Trick Matches, Hot Pepper Corn, Stick Pops and many other items that are terrific sellers. An amazing item for Agents and Jobbers. 30-10¢ items on Card, 3 Cards Retail \$3, only \$25 in case lots, \$1.40 each. 30 Card to case, only \$28. Mail to stores for \$2.00 each. Will ship C. O. D.—Send Deposit.

**HARRY SCHWAMM**  
Job-Trick Manufacturers-Jobbers  
237 E. Ninth St., New York City

**Plaster, Canes and Leis**

Our Victory "V" with Plar is a very good substitute and cheaper. 2 sizes, \$11.00 and \$14.00 per gross. For samples mail 50¢ stamps. Water and impervious Leis, \$2.00 per gross and up. Give-out Articles, \$1.00 per gross and up. Deposit on all C. O. D. orders.

**UNGER SUPPLY CO.**  
267 HARRISON CHICAGO 7, ILL.

**"SOMETHING NEW UNDER THE SUN" ...**

**With Lots of FLASH!**  
**NOVELTY WALL PLAQUES**

Durable (Plastic Construction)  
Beautifully Designed in Pastel Shades of Ivory, Blue, Green.

5 Styles: 3 Juveniles - Sailor and Wave - Soldier and War

Min. Supt.: 5 1/4" Doz. **\$3.50** Doz. Price  
Fairs. Price

Attractive Display Box, 3 1/4" Deep, 5-13/16" Wide, 1 1/2" Long.

Manufactured by  
**POWELL PLAX CO., 1798 Madison Avenue, Memphis, Tenn.**



**Last Will and Testament of Adolph Hitler**

(Copyright 1942)  
Printed in 2 colors with 2 1/2" x 11". Perfect thing you ever read. A terrific selling big profit. 100, \$2.00; 500, \$7.50; 1,000, \$24. 500 each with order. Satisfaction guaranteed. We use postpaid.

**TRIAL ORDERS 25 COPIES, \$1.00**  
**JAY-JAY CO.**  
1408 SURF AVE. BROOKLYN 24, N. Y.

**SOCIAL SECURITY PLATES**

Colored Name Plates, Blanking Machines and Leatherette Cases made to order. Send \$1.00 for sample plate and free circular. Wanted—Schmidt, Stamping Machine, good condition. State price.

**FRANK BONOMO**  
BOX 45, STA. A BROOKLYN 8, N. Y.

**WAXED FLOWERS**

No. 8—Large Geranium ..... \$50.00 per 1000; \$5.00 per 100  
No. 7—Large Dahlia ..... 60.00 per 1000; 6.00 per 100  
No. 6—Large Rose ..... 60.00 per 1000; 6.00 per 100

**MOUNTAIN LAUREL**—In Season—Starting Oct. 1st.  
50 Lb. Carton, \$19.00; 25 Lb. Carton, \$9.00.

**PREPARED FOLIAGE**—Per Carton, enough for 500 Flowers, \$5.00.  
Send for Price List of All Flowers and Holiday Items.  
50% Deposit, Balance C. O. D.

**FRANK GALLO, Importer & Manufacturer**  
1428 LOCUST ST. ST. LOUIS 8, MO.



**COMIC CARDS**

Over 95 Cards and Folders, all in 4 to 8 colors. Ours are for as little as \$20.00 a thousand with envelope. All are fast 10¢ sellers. Send \$5 for sample sheet and folder.

**M & M CARD CO.**  
1025-1026 Mission St., San Francisco 3, Calif.

JOE ENO Says CARNIVAL AND FAIR MERCHANDISE for BINGO — WHEELS FLASH Spot Delivery

Table listing various merchandise items such as '9-Pc. Home Equip. Wash Cloth Seta', '1-Pc. Lucite Seta', 'Glass Picture Frames', 'Plaster Novelty Pictures', etc., with prices.

JERRY GOTTLIEB, INC. 928 Broadway Bet. 21st and 22d In the Heart of New York

MERCHANDISE TRENDS

(Continued from page 64) "too hot" or "aste" temperatures for nursing. Future markets held optimistic opportunities for these and other gadgets...

Juvenile Buying

Young America, in its Fourth Annual Survey on Youth, reached a large number of students in forming a survey of those products that were bought by teenage dollars. Because durable goods are difficult to purchase under present wartime conditions...

Super Skyways Proposed

Estimated to provide employment for 2,000,000 persons, post-war construction of a transcontinental chain of airways and airports was proposed by Maury Maverick, chairman of Smaller War Plants Corporation.

Business Turnovers

Two years of war have seen many changes in established and new businesses.

changes in established and new businesses. The Department of Commerce has announced that in the two years after the attack at Pearl Harbor, a total of 1,073,000 business concerns closed shop...

Ratings for Scarce Goods

A full list of 134 scarce consumer goods was disclosed by government sources, giving them "preferential treatment" under WPB's program for limited civilian production to begin August 15.

South of the Border

A presidential decree in Mexico City recently has placed control of licensing of almost all foreign companies operating in Mexico into the hands of the Mexican foreign office.

Stocking Up Surpluses

Reports in Chicago say that the big stores and particularly the mail-order houses are now getting in stocks of specialty items bought from the government surplus in big quantities.

The Real Issue

An interesting sidelight on the world money conference in New Hampshire may be seen in the fact that Finance, a publication for bankers and financial houses, devotes nearly seven pages to explaining in s-b-c terms of the real issue facing the conference.

Flag Amendment

The War Production Board issued Order M-196 in amendment form June 30 which gives a priority of AA-5 on all orders for the manufacture of official, religious, signal and service flags.

Flatware Specials

Table listing flatware items: SILVER PLATED ON STEEL BASE, CHROME-PLATED ON STEEL BASE, with prices for various sets.

Friendship Ring Made of sterling silver. Hands open and close. This emblem of friendship is a fast other especially crowd camp. B242019—Sample postpaid, \$8.00; Per Doz, \$9.00.

PLASTIC EARRINGS This fast falling fadstar in style is a true vestige of attractive style and color. Has clip back and is put on so easy. Order at once for a choice assortment. No. B772026—Doz. Per. \$6.00; Gr. Per. \$20.00.

BIG-VALUE SPECIAL

TOKEN WED. RINGS for price, same as at jewelry store. Lead ring with a raised design. Order today. B124028—TOKEN WEDDING RING. Sold Per Gross Only. PER GROSS \$1.25. 25% Deposit Required on O. O. D. Orders. We Sell Wholesale Only. Catalog Sent on Request.

Joseph Wagon Company WHOLESALE DISTRIBUTORS SINCE 1911 217-223 WEST MADISON ST., CHICAGO 6

BINGO SUPPLIES

Bingo Cages! Burnt in Wooden Balls! Plastic Markers! Regular Specials—7 Colors! Specials—10 Colors! Midget—1-3000! Bond—1-3000! Specials, 5-Up, 6-Up, 7-Up to Pad! SEND FOR CATALOG! Merchandise that's well Comes from... MORRIS MANDELL 131 W. 14th St. New York 11, N. Y.

INDIAN ART-CRAFT

Exquisitely designed HAND- BEADED LEATHER BELTS. Limited supply. Immediate delivery. Miniature Moccasin and Sombrero Lapel Novelty; 2 dozen to display. Distributors wanted. INDIAN & WESTERN DISTRIBUTORS 522 N. Main St., Pueblo, Colo.

FURS Save Money by buying direct from reliable New York National concern. Large variety of very reasonably priced coats and jackets. All latest styles, beautifully lined. Your money back in 3 days if not satisfied. Write NOW for our FREE Illustrated Catalog and Price List. AGENTS WANTED ANDREW PAUL, Dept. 40 124 W. 27th St., N. Y. 1



MUSICAL POWDER BOX

Plastic composition comes in assorted tunes. Beautiful colors gold trimmed with medallion top. B8115. Sample \$3.50; 10 for \$33.00.

ROHDE-SPENCER CO. 223-225 W. MADISON STREET CHICAGO 6, ILLINOIS



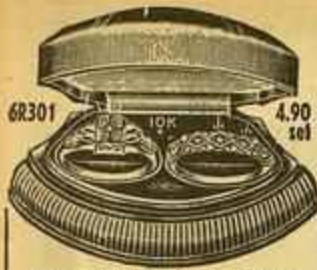
COMBINATION DEAL Razor—Shaver—Styptic. All packed in an attractive two-color box. \$1.75 DOZEN DEALS. \$20.00 A GROSS.

ESSGEE SALES 405 E. Court St. CINCINNATI, O.









**DIAMOND RING SETS**

6R301—10K Gold Mountings  
 6R301—1 Diamond Engagement Ring and  
 2 Diamond Wedding Rings ..... Set \$4.90  
 6R302—14K Diamond Engagement Ring and  
 2 Diamond Wedding Rings ..... Set 6.49  
 6R303—14K Diamond Engagement Ring and  
 2 Diamond Wedding Rings ..... Set 6.99  
**WRITE FOR NEW CATALOG FEATURING  
 DIAMOND RINGS & COSTUME JEWELRY.**

**BIELER-LEVINE**

37 South Wabash CHICAGO 2

**Notes From  
Supply Houses**

Harry Reiter reports that he was able to obtain a new supply of rayon and is again making shipments within 48 hours after orders are received. The firm carries a complete line of patriotic and service banners.

Mike Abrams, H. M. J. Fur Company, reports that because of present conditions, the preparation of the firm's 1944 catalog has been delayed. However, this catalog is expected to be ready soon. In the meantime, customers are making use of the 1944 catalog. The catalog will contain a line of fur coats, jackets and scarfs.

The firm of Joseph Hagn Company, Chicago, recently received the following letter from S/Sgt. Oliver M. Hall, now with the armed forces overseas:

"Recently while glancing through an old copy of *The Billboard* which I found slightly weather-beaten in the jungle on this Pacific Island, I ran across your ad of 'Pin-Up' pictures and would like to know what kind of arrangements could be made for me to act as the agent for them to the servicemen in this area.

"Would you kindly send me some samples and price lists and give me the dope on the set-up? Being here in a jungle where there are no women at all and being many months in between times when one is seen, selling them 'Pin-Up' pictures should be a gold mine. I would appreciate it a great deal if you would send samples and price lists."

**CANES**

Maple, Oak, Dog Head. Immediate shipment  
 F.O.S. N. Y. Case lots of 5 gross only.

**ZIMEL RESNICK**

1545 Ashbury Ave. Asbury Park, N. J.

**Pipes  
For Pitchmen**

By Bill Baker

Communications to 25 Opera Place, Cincinnati, 1

THERE'S NO CEILING on success.

FRANK L. SULLIVAN . . . reports that because of present conditions, the preparation of the firm's 1944 catalog has been delayed. However, this catalog is expected to be ready soon. In the meantime, customers are making use of the 1944 catalog. The catalog will contain a line of fur coats, jackets and scarfs.

ARE YOU prepared for the post-war take?

STANLEY NALDHETT . . . is getting a look-see at the Mayo Clinic, Rochester, Minn. After that he'll head for a stand in the Twin Cities locale.

THOMAS BARROWS . . . is working Providence with everlasting plans.

PAPER SHORTAGE has helped some folks to do without crying towels.

BESSET GOLDEN . . . pipes from Burntipe, Mich., that he's making connections with a small platform show.

YOU can beat of an air-conditioned store . . . on the lots.

TOM KENNEDY . . . met Ole Olson in La Crosse, Wis., and reports that Bill Hills will work with him on fair dates. "I hope Hills sells the cutter tools for 50 cents instead of 15 cents as he did a few years ago," Kennedy adds.

"DON'T CUT YOUR FINGER with an old razor . . . give your blood to the Red Cross." Heard lots of times from the kitchen gadgeteer.

H. H. DAWSON . . . former pitchman and now manager of Jobbers' Supply Company, Chattanooga, recently cut up jackpots with Doc J. P. Padgett, Doc Bob Smith, C. D. Newsum, sheetie: M. R. Sparks, socks, and A. L.

**ONE CUSTOMER ALONE  
SOLD  
\$80,000.00**

worth of our Merchandise last year.

**GIFT SHOPS  
SOUVENIR SHOPS  
BEACH CONCESSIONERS  
CAMP WORKERS**

Get Wise to these Fast-Selling

**KILLER DILLERS**

Our 1945 Catalog now on the Press. Send for your copy.

Complete Stock of Jewelers' Findings, Escrows, Brooch Pins.

Complete Line of Costume Jewelry.

**J. A. WHYTE & SON**

Manufacturers and Direct Importers  
 LITTLE RIVER, MIAMI, FLA.  
 Cable Address: Scashell King.

**MEDICINE MEN**

Write today for prices on our quality Tablets, Liniments, Salves, Tablets, Soaps, Herbs, anything and everything you need at lower prices.

**The HOUSE OF DEPENDABILITY**

If you buy from us your goods will always be shipped promptly.

PRODUCTS LIABILITY INSURANCE CARRIED  
 BUY WAR BONDS

**CELTONSA MEDICINE CO.**  
 CINCINNATI, O.



**FAST SELLING JEWELRY**

FOR ENGRAVERS, FAIRS, MILITARY STORES, RESORTS, PROMOTIONS, etc. FAST SERVICE! Large stock of Lockets, Identification Bracelets, Anklets, Signed Rings, Earrings, etc.

Send \$19.00 or \$29.00 for Samples.  
**MAJESTIC BEAD & NOV. CO.**  
 207 Fifth Avenue NEW YORK 18, N. Y.

**CHEWING GUM SORRY!**

No new Agents! Territory open for Duration FOR VICTORY BUY U. S. WAR BONDS & SAVINGS STAMPS.

**AMERICAN CHEWING PRODUCTS CORP.**  
 4th and Mt. Pleasant Ave. NEWARK 4, N. J.

**"PIN-UP GIRLS"**

12 Girly PIN-UPS in candy poses, related to full color. Fully described, printed and wrapped in cellophane. Sell on sight. Wholesale and retail wholesalers, mailmen, jobbers—here is your opportunity to cash in on a hot-hot item at a GOOD MARGIN! Send 25¢ stamps for sample and complete price list. **NOSE FREE!**

**P. LEWIS & CO.**  
 128 E. 23rd St. NEW YORK CITY 19

**WALLENBECK MFG.**

Elizette Shoppers, Brooms and Dressing. Barber Straps in No. 20, 40, 20. All No. 1 small straps, new straps. E-Z Way Straps and Ladies' Hair curlers.

**WIRE SLICER**

Sample 10¢. Write for prices. **E. P. FITZPATRICK**  
 521 N. Van Hook St. Wilmington 3, Del.

**P-A-P-E-R M-E-N**

I HAVE SHEETS FOR ALL STATES All Well Known, Good War Maps. Write or Wire **ED HUFF & SON**  
 3411 Burlington St. Dallas 10, Texas



For **OUTSTANDING ACHIEVEMENT**

The men and women of The **OAK RUBBER Company** are proud to have received the Army-Navy Production Award . . . and pledge themselves to continue to deserve this fine recognition.

**The OAK RUBBER Co.**  
**RAVENNA, OHIO.**

**Get PRINTING FOR A FEW PENNIES THIS NEW EASY WAY**

AGENTS BALTIMORE—Clean up by selling machinery, business and professional men money by relettering their own letters, forms, sales brochures, menus, stationery, etc. No cost a little more than the actual cost of paper. All metal construction. No selection. Immediate shipment. Low cost. Leads a lifetime. No trouble. Very few extras needed. No simple anyone can operate. Big cash commissions on every sale. Ring name for full agents' offer to make quick sale.

**REDIGRAPH DUPLICATOR CO.**  
 15 E. Third St., Dept. 97, Cincinnati 2, Ohio.

**THE BECKER LINE IS BETTER**

Write for price list on Floor Socks, Ties, Liniments, Tablets, etc. Write for price list on factory selling Herb Packages on the market. Formula attached. Price right; plenty margin for you.

**BECKER CHEMICAL CO.**  
 125 Madison Street CINCINNATI, O.

**RUN MENDERS**

24 Gauge Rubber Bands, gross, \$2.75; 1,000, \$16.90; 24 Gauge Wool Handle, gross, \$4.90; 1,000, \$25.00. 24 Gauge Cotton, gross, \$3.84; 1,000, \$23.00. White Wood Handle, gross, \$2.50; 1,000, \$15.00. Shortest Latch, Brown handle made, Rubber Bands, 50 or more, 10¢ each; gross, \$9.64. New Machine, Long Hook, Rubber Bands, 10 or more, 15¢ each; gross, \$2 each; 500, \$2 each; 1,000, \$3 each. Shipping furnished. Deposit required, 5 samples, 5¢. Please state your business. **RUN MENDER WORKS, Dept. O-B, Waukegan, Wis.**

**MEDICINE MEN**

Write today for new wholesale catalog on Tablets, Oil, Salves, Soaps, Tablets, Herbs, etc. Low prices—rapid service. (Product Liability Insurance Carried.)  
**GENERAL PRODUCTS LABORATORIES**  
 Manufacturing Pharmacists  
 137 E. Huron St. Columbus, Ohio  
**BUY WAR BONDS FOR VICTORY**













## Ringling Circus Opens in Akron Bowl August 4

CINCINNATI, July 24.—The Ringling Circus will reopen in the Rubber Bowl, Akron, August 4. This is the latest statement from the management in Sarasota, where equipment is being readied for performances without a big top.

Planned opening for Nippert Field, University of Cincinnati, August 2 and 5, was canceled when it developed that this site was in a residential "A" district and that a permit could not be issued under the restrictive zoning law. Circus is expected to leave Sarasota July 29.

### Receiver's Bond Increased

HARTFORD, Conn., July 22.—In view of the Ringling additional available assets, bond of the receiver, Judge Edward S. Rogin, was ordered increased from \$100,000 to \$400,000 by Superior Court Judge John H. King.

Regarding assets of the circus outside of Connecticut, the receiver will be furnished quarterly statements by the circus. Attorney Robert P. Butler, chairman of a Hartford bar committee appointed to confer with circus officials, states that the average annual profits of the circus in normal times is \$600,000. The circus, to conserve good will of the public which it considers all important, is planning to set aside all profits to meet claims arising from the fire.

As attorneys for some claimants hold that the city is jointly responsible with the circus, there is a possibility that after a few test cases to settle this and other legal aspects an arrangement will be made between city and circus to settle claims on an agreed percentage basis established by the test cases. Suits in which the city of Hartford is named as co-defendant with the circus total \$1,000,000.

## Freight Trouping OK; Grosses Up, Declares Conklin

REGINA, Sask., July 22.—"While showing the Brandon Exhibition, July 2-7, with only a 12-car show we came very close to breaking the all-time daily record. At Calgary Exhibition and Stampede last week we came within \$500 of our own record established in 1941," said President J. W. (Patty) Conklin, here with the Conklin Shows' Frolicland. "In spite of the fact that we are extremely short of labor in every department, including the staff, we believe we are creating something in show business that has never been done before and we are much indebted for this success to our loyal help.

"We are this year moving in freight service instead of by special train and, as a result, we are compelled to move on the first convenient freight that can handle us, and in most cases the show doesn't arrive at a very decent hour. However, in spite of conditions, we arrived in Regina at 2:43 a.m. from Calgary and had a big Kiddies Day. I am happy to say that, with the exception of one attraction, we had everything operating at 2 p.m. on opening day and we had an increase on the midway of 100 per cent.

"We are carrying this year six of our best riding devices and, in my opinion, this is the finest show that has ever played these Western Canada fairs. Everything that we have is framed to do capacity business and in most cases we are operating every night until after 1 a.m. and in Calgary the officials were good enough to allow us to operate until 1:15 a.m. on Sunday. The show is loaded each week on time and we have it so organized that we can easily be loaded by 6 a.m., even though we do not start taking it down until after midnight."

### UNDER THE MARQUEE

(Continued from page 45)

Valentine, have been playing the Tom Packs Thrift Circus dates. The Valentines had a two week's vacation, spending it at the Bert Does Circus Park, Bloomington, Ill., and rejoined Packs at Pittsburgh.

WINN PARTIello, who was with Cole Bros' Circus for several years, has been on a tour of Southeastern cities on the fifth War Loan drive. He and other paratroopers have been displaying combat equipment and making parachute jumps. Partello was injured when he hit a bad ground wind and was thrown into a parked auto. He has recovered and is awaiting overseas shipment.

"WITH the circus!" asked a native. "Yeah! Yeah!" answered a sweating canvasser. "Good thing, ain't it?" continued the native. "My son got into it 30 years ago as a boy and ain't done a lick of work since."

JOHN D. WIXOM, owner of Wixom Wild Animal Park, Mukwonago, Wis., was severely clawed July 17 by a lioness. The accident happened while he was working his lions. The lioness that clawed him was a new addition to the group. Six weeks ago he was severely clawed by a female leopard. Ben Dawson, owner of Daley Bros' circus, recently obtained several animals for his menagerie from Wixom.

RECENT visitors to the office of A. Morton Smith, editor of *The Daily Register*, Gainesville, Tex., were Don Brasher, owner-manager, Globe Bros' Circus; Frank (Doc) Stuart, Oklahoma City, former circus p. a.; Sgt. Francis Rohndel, son of Walter Rohndel, publisher of *White Top*, who is stationed at Camp Howe, Tex.; Joe Ward, clown, Wichita Falls, Tex., and Jack Penelon, Fort Worth, formerly with circuses.

At a berth-car woman's meeting last week a resolution was passed suggesting that the group, which gathers around the stoke 'n' chain wagon for post-war planning, be dispersed, as seat and property gets are here to stay.

DOC WADDELL, on a lecturing trip up Jackson, Mich., way, Illinois: "Ban into Ruby Oetzel—she resident of Jackson. Met C. H. Drenge, chief billposter for John Quinn's World of Pleasure shows. Palmer Kellogg, of Cal Stewart booking fame, has a farm near Jackson. He's a typical granger. A group of circus fans from Lansing, headed by Ray Hul,

## Hamid, Gravatt Talk Joint Operation of Piers in Atlantic City

NEW YORK, July 22.—Summers having been rife in Atlantic City this week about a reported deal between George A. Hamid, operator of Millon-Dollar Pier, and Frank P. Gravatt, president of Steel Pier, by which Hamid would acquire Steel Pier in exchange for the Hamid-controlled race track and plant of New Jersey State Fair, Trenton, Hamid said here yesterday:

"We have been conferring considerably in reference to some arrangement for the joint operation of both piers. Mr. Gravatt, head of Steel Pier, has offered a very liberal proposition for the sale of Steel Pier, which is under consideration. However, so far as a trade involving the race track is concerned, this is completely out. If a deal is consummated eventually there might be some exchange of race-track stock involved, but no trade. Trenton fairgrounds are not for sale to or for exchange with anyone."

Hamid left New York yesterday for Atlantic City and Trenton.

## St. Louis

ST. LOUIS, July 22.—William R. (Bill) Snapp, owner of Snapp's Greater Shows, was among other visitors to *The Billboard* office when he drove from Canton, Ill., where the show was playing. He reported a big season to date. Mr. and Mrs. Eddie Moran were visitors on Monday, en route from Chicago to Leavenworth, Ia., where he has been managing Playland Park for C. A. (Curley) Vernon for the past two years. He reported good business.

E. N. Gray, of E. R. Gray Attractions, Evansville, Ind., spent several days here visiting friends while playing fairs in Southern Illinois, where he is featuring Betty Tilton, spiral globe rolling act, who accompanied him. Harry Goulson, occasional manager with the All American Exposition Shows, spent several days here visiting relatives and friends. Paul Flannigan, for the past two seasons with the Emmis Bros' Shows but now in a commercial venture in West Texas, passed thru, en route to Chicago and the North on a buying trip.

Rex Howe, manager of Sylvan Beach Park, entertained members of the International Association of Showmen and other outdoor showfolk with a midnight barbecue Tuesday. About 100 attended, the party starting at midnight and continuing until 6 a.m. L. B. (Barney) Lamb, ride and show operator with Rogers Greater Shows, was in on a buying mission. Chester L. (Heavy) Levin, Midwest Merchandise Company, spent several days here, en route from New York to Kansas City. Dave Lachman, former partner owner of the Lachman-Catton Shows and for several years located in Lake Charles, La., where he is operating a cigar and novelty stand, stopped over several days, en route from Chicago to Lake Charles. Velares' rides and concessions continue on the Grand and LaCade location, but business has fallen off considerably in recent weeks.

came and gave me a surprise at the V. P. W. clubrooms in Jackson's suburbs. My next trip to Winona Lake, Ind., August 10."

## Badger State Shows

### WANT FOR WISCONSIN AND MINNESOTA FAIRS:

SHOWS.—Blue Ribbon, Bucks, Fire or Tremont, Life Show or any other shows not conflicting with Hamlet, Monro or Milwaukee Fairs. WANT COOPERATORS for following fairs: Detroit Lakes, Wadena, St. James, Fairview, Galesville and Elderly River Falls. Other fairs and publications to follow. Show is being held south. Address:

Sports, Wis., until July 26; Tomah, Wis. (Fair), July 28-31; then per route.

### FAIR AND CELEBRATION COMMITTEES

#### IOWA AND ILLINOIS

Coupon Agents for Roll-down, Skiffs, Buckets; celebration or fair dates. Rides, Shows and Concessions. Write or wire

Frank Bauerfeld

### BLACKHAWK SHOWS

1814 3rd Ave. Rock Island, Ill.

## WANTED

TO JOIN AT ONCE sober, reliable Bill Poster that can drive 1940 sedan delivery; also sober, reliable Foreman for Allan Herachell Little Beauty Merry-Go-Round. Top salaries paid. Address:

### OSCAR BLOOM

Gold Medal Show Rockport, Indiana

## CYGNET ANNUAL HOMECOMING

Sponsored by Cygnet Volunteer Firemen

August 8 to 12 Inclusive

Want Shows and Concessions.

M. K. MARTIN

BOX 182 CYNGET, OHIO

## WANTED FOR BEERS-BARNES CIRCUS

Lithographers. Small boys but not large. Girls about 10 and if you have transportation. Also Carpenters for 75. Give low rates' rates, as I will be in New York. Contact: J. B. BARNES, 507 East 125 St., Bronx, New York City 84.

## FRED BURNS

Contact me at once. Lost your address. Salary \$50.00. Will send ticket.

## JIMMY BROWN

Milner Hotel NEW HAVEN, CONN.

## DYER'S GREATER SHOWS

Want a few more People and Animals for new and fair-mans. Dyer's Bowling Alley Man, 109 Unit. Have low rates. See Top. Jim Macquokke, Iowa, this week; Dubuque, Iowa, July 30th-August 3rd; Winfield Center, Wisconsin, Aug. 4-8.

## WANTED TO BUY

### No. 5 Eli Ferris Wheel

Price right for cash.

E. A. RODART

208 WESCOTT SHAWANO, WISG.

## BLUE AND MONA

Come on back to Chicago at \$100.00 per week net, no deductions. Have good winter deal pending now for everybody. Contact me immediately if you need money to come home on.

**RAY MARSH BRYDON**  
Suite 1640-41, Hotel Sherman  
Chicago, Ill.

## ZACCHINI SHOWS

Playing the Cream of Still Dates With a Circuit of Outstanding Fairs. We Have Durham, N. C., Big Colored Fair.

**WE WANT**

Ferris Wheel, Merry-Go-Round and Kiddie Ride with or without transportation. Fun House, Illusion Show, Walk Thru, Girl Show, Unborn or any show that prints. Good percentage. Want Stock Concessions of any kind, especially Bingo, for good fair route. Have opening for Grab Inuit for balance of season. Mrs. Gertrude Sacchini wants Agents for any kind of Show. DON'T WAIT, WRITE Harry, hurry; going south.

**ZACCHINI SHOWS, BRUNO ZACCHINI, Mar. S. D. PEASE, General Agent.**  
This week, Nyndman, Pa.; week of July 10 to August 5, Hancock, Md.

## American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., July 22.—Acceptance of a membership application from the John McKee Shows, filed by Owner John McKee, brings membership to 104. Validation was continued with a re-visit to Holman's Hides at Barnard, N. Y., July 7, when three rides were operating under auspices of volunteer firemen. C. & V. Shows, a non-member, was exhibiting jointly, with a free act but no gate. Owner Lewis Holman and Mr. and Mrs. Sprague extended courtesies.

There have been received 93 personnel memberships from the Worthy Shows, enrolled thru efforts of Manager Marlie Smith. Standings in the annual personnel membership race: James E. Strates Shows, 117; J. J. Kirkwood Shows, 84; Worthy Shows, 23; George Clyde Smith Shows, 26.

Because of considerable agitation in Congress to increase allowance of gasoline to A and B bookholders in the East Coast area, expectations are that such a move may be possible within the next 60 days.

Visits to Eudy Bros-Frill Shows, Mighty Sheesley Midway, J. O. Weer Shows and O. C. Buck Shows are planned.

There has been considerable correspondence regarding ammunition for shooting galleries, particularly as to availability of Form W. P. B-2682. These forms should be secured from the nearest office of the War Production Board and forwarded to the Recreation Section, Office of Civilian Requirements.

### SPIREFIRE FOREMAN

Want Men and Help on all Items. Top salaries. Owners and exhibitors, see our show. Why

## J. F. SPARKS SHOWS

Balem, Ohio, this week

### WANTED

Ball Games, Pitch Thru-Walk, Bowling Alley, Pinco; also want good Till Man.

## MOUND CITY SHOWS

Farmer City, Illinois

NEW JERSEY STATE FAIR, TRENTON, N. J.

STARTING SUNDAY, SEPTEMBER 10, TO 16 INCL. 7 BIG DAYS AND NIGHTS

Choice space being sold now for all legitimate Merchandise Concessions. Address CETLIN & WILSON SHOWS as per route. All Eating and Drinking Stands, address HARRY LA BREQUE, Manager, N. J. State Fair, Trenton, N. J.

EAST LIVERPOOL, OHIO, VICTORY CELEBRATION WEEK JULY 31

WANT Fly-o-Plane, Whip, Tut-o-Whirl and Spiffies. WANT Sideshow, Fun House, Glass House and Grind Shows of merit. WANT Line Girls for Paradise Revue and young, attractive Girls for Poling Show. These are NOT objectionable Shows, but real attractions. WANT Foremen for Merry-Go-Round and Octopus. WANT skilled-Carnival Working Men in all departments. CAN PLACE REAL LADY OR GENTLEMAN TALKER FOR PARADISE REVUE. Can place Photo Gallery and all legitimate 10c Merchandise Concessions, also Ball Games. ELEVEN MAJOR FAIRS AFTER THE N. J. STATE FAIR.

CETLIN & WILSON SHOWS

THIS WEEK, CONNELLSVILLE, PA.

P.S.—Ted Williams Wants Cookhouse Help, Blackie, Answer.

Want--L. J. Heth Shows--Want

FOR PROVEN ROUTE OF FAIRS, STARTING AUGUST 14, CARTHAGE, TENN.

CONCESSIONS—Covering for several legitimate Stock Concessions, Age, Scales, Costume, Jewelry, Novelties, String Game, High Striker, etc. This show carries only legitimate Concessions. SHOWS—Musicians and Chorus Girls for Minstrel Show. Salary out of office. Private bus transportation. Monkey Circus, Walk Thru Show, Life Show or any show with own outfit. Ride Foreman and Help on all Rides that see sober and can drive smart. INTERESTED IN HEARING FROM SENSATIONAL AND HIGH-CLASS FREE ACT FOR OUR FAIRS, BEGINNING AT CARTHAGE, TENN. Will give 10-week contract. (Preferably High Aerial Flying Act.) Address all correspondence to L. J. HETH SHOWS, Richmond, Ky., this week; Somerset, Ky., next week.

ROYAL AMERICAN SHOWS

CAN PLACE RIDE MEN, CONVASMEN AND TRAIN HELP.

RIDE-E-O FOR SALE

With Privilege of Booking on the Show If So Desired. We Have the Best Route of State Fairs. Reason for selling is the shortage of help.

Address SHEBOYGAN, WIS., until JULY 30; then MADISON, WIS.

ELKHART COUNTY FAIR

GOSHEN, INDIANA, AUGUST 1 TO 5

WANTED—Roll-o-Plane, Penny Arcade, Monkey Circus, Walk-Thru Shows or any other legitimate Shows with neat frame-up. Concessions all open except Corn Game and Carmel Corn. Address:

W. G. WADE SHOWS

MONROE, MICHIGAN, THIS WEEK

WALLACE BROS.' SHOWS

WANT

Foreman Little Beauty. Leads on one semi. No doubling or extra work. Second Man on Tilt. Help on all Rides. Come on, long season south. Can place Bingo, Custard, Ball Games, Fish Pond, Darts, Cork Gallery, Bumper, Coca-Cola, Scales, 10c Stock Concessions. 10 Southern Fairs and long season in the South.

WALLACE BROS.' SHOWS, Princeton, Ky., this week.

J. C. WEER SHOWS

CAN PLACE FOR 12 CHOICE FAIRS

CONCESSIONS: Cookhouse, Scales, Age or any 10c Concessions. SHOWS: Will place Monkey Show or Wild Life Show for balance of season. (Will furnish wagon.) Also Penny Arcade. WILL PLACE OCTOPUS AND FURNISH WAGON FOR OUR FAIRS. SOCKET FOREMAN, MERRY-GO-ROUND FOREMAN AND GENERAL RIDE HELP. Arky Bradford can place Train Help of all kinds. Fitz Winters wants Percentage Agents. Can place Electrician. Address: ALTOONA, PA., this week; CUMBERLAND, MD., next week.

SLA

(Continued from page 41) Hirsch, in Veterans' Hospital, Hines, Ill.; William J. Coultry and R. N. Adams. Letters to Nate Hirsch should be addressed Ward D-301, Veterans' Hospital, Hines, Ill. Other callers included Mr. and Mrs. Maury Brod, Mr. and Mrs. Charles Levine, Charles J. Miles, Joe Murphy, Bob Parker, Charles Bobidan, David Goldstein, M. J. Doolan, Maurice Bannauer, Julius Wagner, Max Brantman, Charles H. Hall, Sam Bloom, Al Oarsky, Stix Westmoreland, Sam Aldrich, Johnny Green, John Meyers, J. Moeller, Floyd H. Matter, Ray Oakes, Whitey Lebrter, Bill Meyers, L. H. Bergman, James O. Burkett, Al Cherner, Fred Donnelly, A. McDowell, Ben Kaplan, Mr. and Mrs. Tom Vollmer and Miss Robinson, T. Dwight Pepple and L. L. Shean. Secretary Joseph Strohbach visited the Al Baysinger Shows in South Beloit, Royal American Shows in Kenosha and Buckeye State Shows in North Chicago.

Ladies' Auxiliary

President Phoebe Caskey and her baby Lynn, plan to visit Henatas Broc. Shows and the Mighty Shoesday Midway and others. Past President Frances Keller visited the Royal American Shows and Henatas Broc. Shows on which are many members and friends. When Rose Page celebrated a birthday July 15 at the Chess Paro House who joined her were Mrs. Lena Schlossberg, Mrs. Ida Cibasa, Mrs. Kenny and Mrs. Robert Miller for dinner and floorshow. Letters have come from Myrtle Huth, Mrs. Virginia Halstead and Dorothy Shesley. Past President Mrs. Al Latto is assisting her husband in his business at Lynch's Bathhouse downtown. Past President Mrs. Al Miller is recuperating after a serious illness. First Vice President Ann Doolan and family are on vacation this month.

NSA

(Continued from page 42) Juster; "Dada" King, Member Wechler and William Van Horn. The same night on the Heller's Acme Shows in East Rutherford, N. J., Harry Heller was busy but found time to be courteous, and these members were met: Finnegan, Moskowitz and Frank Schiltzer, who is recovering from a serious throat operation. The secretary at Coney Island also conversed with a number of members, including Smitty, of the Wagner Mammoth Side Show, where the N.S.A. Jamboree will be held August 10.

Other visits included Rookaway's Playland and a chat with Manager Hicks. Off again to Long Beach and a visit to Benny Messou, who has a kiddie park at the resort and is doing capacity; Charles Gerard Shows, playing New York lots. Johnny O'Rear, Boccoo Trupiano and Lyman Trussdale got together for a chat, and I. & T. Shows at Ninety-third Street and Rookaway Boulevard, Brooklyn, where were seen life member and part owner Phil Isar, Inay Trebish, Carl Wilson, Harry Sussman, Boccoo Trupiano and others.

At another meeting of the eligibility committee Chairman Jack Lichter, Fred Murray and Arthur Campfield passed these applicants: Angelo Longo, sponsored by Edward Elkins, and the following, sponsored by President Oscar Buck: Eli Court, John Panico, Stewart F. Eckert, Morris A. Horowitz, Theodore Mallhot, Wilfred W. Proet, Joseph Schiavo and Clifford B. Rogers. President Buck is leading in the membership drive with 24. Ross Manning has 11 and Harry Rosen 8. Total so date is 90.

PCSA

(Continued from page 42) Jars of home-canned apricots, with a promise of more. Edith Bullock is in charge of having the hand-made quilt top completed for the bazaar. Welcoming their sons home from overseas service were Elsie Siker and Mabelle Hendrickson, Mabelle Bennett, who returned from a visit to her son, Harry Chipman, and wife in Yakima, Wash., reported their Circus Cafe a success. Ruby Kirkendall is back after a long absence. Hostesses at the next meeting will be Dorothy Enfield and Mabelle Bennett. Over \$22,000 worth of War Bonds were bought by the auxiliary and parent lodge. The auxiliary hopes to reach the \$100,000 mark by January 1. Members are asked to send in receipts so the auxiliary will receive credit for any War Bonds purchased.

Wonder City Shows WANT

Concessions: Popcorn, Snow Cones, Diggers, Bingo, Good proposition for Arcades. Want Agents for Percentage Show with own equipment, especially Girl Show. Will buy Show Tops. Clyde Howey, get in touch with me. Place one Flat Ride. Have plenty Ride Help. Will book Chair Plane and store mine. Want Mechanic and Electrician, Shorby Shield and Hall, answer. Address: JOE KARR, Senatobia, Mississippi, this week; Batesville, next, and Helena, Ark., next.

PATSY ROSANIA WANTS

Agents for Grind Stores and other Games. Those joining now will have preference this winter. We play all defense towns and the best fairs on the East Coast. Wire Ferrandina, Fla., for two weeks.

SUNSET AMUSEMENT CO. WANTS

Ferris and Merry Help that Drive Semis, Independent Shows for long list of Fairs. Diggers open. Creston, Iowa, this week; Indianola Fair, next.

FOR SALE 1941 and 1942 STATION WAGONS

Fords, Chevrolts, Plymouths. No priority or other permit necessary. ROCKFORD MOTOR SALES, Rockford, Mich.

Wanted--AGENTS--Wanted

Experienced Grind Stores. No tear down or set up. Permanent park. Will furnish living quarters. 50% of net. All persons knowing JAMES SWITZTER contact at once. Care Tropical Amusement Park Key West, Fla. Good proposition.

FUNLAND PARK

JACKSONVILLE, N. C. Ride Help, Wheel, Whip, Chair-o-Plane, Dodgem, Ball Game, Penny Pitch and other Agents. A few more legitimate Concessions. No tear down; all season work; good salaries. JOE E. KAUS, Mgr.

PAN-AMERICAN SHOWS WANT

Sober Ride Help on Eli, Tilt, Loop and Chairplane. Preference to those driving trucks. Top salaries. Jack Jaeger wants to hear from his old Helpers. Can place Cooperator Agents on Sun Shows and Ball Games. Write: J. R. STRAYER Riverside Amusement Park Anderson, Ind.

WANT TALKERS

Must be sober. Girls for Bally and Illusions. All winter in California. Can always use Novelty Working Acts.

A. J. BUDD, WEST COAST SHOWS

Marshfield, Oregon

FOR SALE

Over Home, 14'x14', 2 1/2" x 7" ply Slags frame, panel base. Another top, 3' window all around, wood in corners. Inside each side. Complete with water cooler, drive bowl, glasses, coffee tin, benches, etc. etc., each roomer, 10c hot, 10c condiment, \$295.00. 20'x30' Blow, outside with P. A. system, 2 speakers and mikes, cage and match, 10 Blue seats and centers, 1100.00. One 10'x14' Commission Top and Walk, 7'x4' 1/2" Blue frame, 200.00. One 12'x12' Blue Roof Top, fine condition, with side walls and 2 1/2" x 7" ply Slags frame, \$45.00. G. H. TOTHILL Fort Napier Beach Park Youngstown, N. Y.

**POPCORN AND PEANUT SUPPLIES**MACHINES BAGS BOXES  
WE HAVE CORN

YELLOW ONLY, \$20.00 Per 100 Lbs.

1943 Seed Crop—10 Sack Lots, \$18.75 Per 100 Lbs. FOB Our Warehouse

(All Orders Subject To Prior Sale)

Certified Check or Money Order on All New Accounts. No C. O. D.

WRITE BURCO WIRE  
Trademark

SALES AND MFG. CO.

305 W. 8th Street  
Los Angeles 14, California**O. C. BUCK SHOWS**

Can place for following outstanding Fairs: Lockport, Gouverneur, Lowville, Malone, Fonda, Altamont, all New York, and Great Barrington, Mass.—Grind Concessions, Pony Ride. Grind Shows. Address O. C. BUCK SHOWS, Auburn, N. Y.

**ROGERS GREATER SHOWS WANT**

For ten weeks of Fairs, Rolloplane, Octopus, Spitfire, Shows with own transportation, legitimate Concessions. Will place Dependable Ride Men who Drive Semis. Mark Williams wants Side Show People. This week, Belleville, Ill.; next week, Charleston, Ill.

**ON ACCOUNT OF ENLARGING SHOW**

For Circuit of Fairs, can place Foremen for two new Rides, Ride Help and Help in all Departments. Show out all winter, best treatment and highest salaries paid by my show. Place Ticket Sellers and Canvasmen, Freaks or Working Acts for Side Show, Girls for Girl Show. All address

**DODSON'S WORLD'S FAIR SHOWS**

Hastings, Neb., this week; St. Joseph, Mo., next week.

**JOHNNY J. DENTON SHOWS WANT**

Concessions all kinds, Dizgers, Bingo, Custard, small Cookhouse that caters to show people. Place one or two Wheels. Want Ride Help. Top salaries. Blackie Henry, Tom Marshall and others, answer. Want Girl Show, Monkey Show, Tumbler-One with or without equipment. Want one more Flat Ride with transportation. Will buy used Show Toys in good condition, also Girl Show Banners and other Show Banners. Also 50 KVA Transformer. Will pay cash. Want Semi-Truck with O. D. T. Fair necessities in North Carolina and Georgia, have some open time in September and October. Get in touch with me. 3 more weeks in heart of Tennessee before area, then south for fairs. All address: JOHNNY J. DENTON SHOWS, Sweetwater, Tenn., this week; then as per route.

**WANTED AT ONCE**TWO CAPABLE STOCK STORE AGENTS FOR BEST CONCESSION  
PARK IN AMERICA

Contact

CHARLES LEWIS, OCEANVIEW PARK  
NORFOLK, VIRGINIA**WANTED TO BUY OR BOOK**

Two-Abreast Little Beauty Merry-Go-Round, Ferris Wheel, and 3 or 6 other good Rides for route of the best of Ohio and Indiana fairs. Want to purchase 3 or 4 stationary Rides for Amusement Park.

G. D. KINCAID, Joyland Park, Lexington, Ky.

9th Annual

**WESTMORELAND HOMESTEADS COMMUNITY FREE FAIR**

July 31-Aug. 5, Norvelt, Penna. (near Mt. Pleasant). Free Acts, Band Concerts, Displays.

**BEAM'S ATTRACTIONS on the Midway**

Write or Wire M. A. BEAM, Greensburg, Pa., for space.

The FIREMEN'S CELEBRATION, with Free Acts, Fireworks and the giving away of over \$2000 at BLAIRSVILLE, PA., follows.

**PLAYLAND SHOWS**

Want Photos, Candy Floss, String Game, Bumper and Grind-Stores of all kinds.

Eddie Wheeler, come on.

WANT Ride Help and Truck Drivers. Will book or buy Roll-o-Plane.

Address: SHAN WILCOX, Harlan, Ky., this week; Appaloche, Va., next week.

**EXPOSITION AT HOME SHOWS  
CAN PLACE FOR BALANCE OF SEASON**

Any Show that does not conflict with or without own outfits. Have complete outfit for Colored Minstrel. Will give good proposition.

Wanted—Girls for Posing Show, Freaks for Side Show, Help in all departments. Top salaries and good treatment.

CONCESSIONS: Candy Apples, French Fried, Custard, Bingo, American Palmistry, String Game, Clothes Pins, Hoopla and any Grind Store that works for stock.

Will book or buy for cash Roll-o-Plane, Tilt-a-Whirl or Octopus. Ride Help that drives semis. Top salaries. Address:

Benning Road and Oklahoma Ave., Washington, D. C., July 24-29; Woodstock, Va., July 31-Aug. 5. Fairs to follow. Headed south.

**AMERICAN LEGION CELEBRATION**

CAMBRIDGE, MD., AUGUST 7 TO 12

Wanted at once and for balance of season: Photo Gallery, Ball Games, Hoop-La, Cigarette Gallery, Coca-Cola, American Palmistry and High Striker. Will sell exclusive on Popcorn and Candy Apples. Long season. Going South. Address

**VIRGINIA GREATER SHOWS**

Bel Air, Maryland, until August 5.

**KAY AND ERIC**

present

**THE SKYLETTES**

Supreme Adagioists of the Air — Tops in Aerial Acrobatics

100 Ft. Pleasing and Thrilling 100 Ft.

Personal Representative, CHARLES ZEMATER, 54 W. Randolph St., Chicago 1, Ill.

**SCOTT EXPOSITION SHOWS WANT**

For Oak Hill, W. Va.; Beckley, W. Va., and Balance of Season

Ride Help that drive semi, capable Lot Man, Minstrel Musicians and Chorus Girls, all top salaries. Have beautiful Unicorn Show, complete. Will turn over to capable party. Grind Shows with or without outfits. Have small Animal Show, need Manager. Harry Webb wants Agents for Buckets, Slum Skillos, six Cats and Wheel. Hoppy Chapman wants Agents and Help on Concessions, Wheel, Razzle Dazzle, Clothespins, Swinger. "Did" Lewis, come on. Starting Tazewell, August 14, we have 14 of the best fairs. Get in touch with us.

Oak Hill, W. Va., this week; Beckley, W. Va., to follow.

**J. J. PAGE SHOWS**

WANT for SHELBY COUNTY FAIR, Shelbyville, Ky.

All next week, legitimate Concessions of all kinds except Corn Game and Cookhouse. WANT Musicians and Performers for Colored Minstrel Show. Can place money-getting Grind Shows with or without own outfits; also Girls for Girl Show. Have complete new outfit for Athletic Show for capable parties.

WANT experienced Ride Men for Merry-Go-Round, Ferris Wheel, Ride-o, Chairplane and Kiddie Rides. Opening for useful Show People in all lines.

Everybody address J. J. PAGE SHOWS, Morehead, Ky., this week; Shelby County Fair, Shelbyville, Ky., next week.

**JONES GREATER SHOWS WANT**

For Weirton, W. Va., Firemen's Festival, week July 31; New Martinsville Celebration to follow. Want Penny Arcade, Hoop-La, Ball Game, String Darts, Fish Pond, Candy Floss, Scales, Guess Age, Jewelry, High Striker. Can place worthwhile Show with own equipment. Address  
PETE JONES, McClure Hotel, Wheeling, W. Va.

**GEORGE CLYDE SMITH SHOWS WANT**

Ball Games, Duck Pond, Bumper Darts, Candy Floss, Cigarette Shooting Gallery, Devil's Bowling Alley, String Game, Penny Arcade. Want War Show, Crime Show, Monkey Show, Girl Show. Want to buy Octopus, Little Beauty Merry-Go-Round. Want Ticket Sellers for Shows, Help for Ferris Wheel and Chairplane. Address all communications to

GEORGE CLYDE SMITH SHOWS, East Freedom, Pa., this week; Indiana, Pa., next week.

# WAR JOB MUST COME FIRST

## Mfrs. Hail WPB Plan But New Mchs. Still Up to Uncle Sam

Must await official release of spot authorization plan due August 15; firms ready to co-operate—plan part of WPB program which began July 15

By Walter W. Hurd

CHICAGO, July 22.—The coin machine manufacturing industry shows a strong inclination to continue its marvelous record in producing war goods, at least until Germany collapses. This was the unanimous reaction to the news last week that the War Production Board planned to release its "spot authorization" plan in the near future, and this plan would provide for manufacturers to apply for permits to return to civilian production of goods made before the war.

News of the plan attracted unusual attention because it listed WPB orders L-21-a and L-27 in group of about 70 L and M orders applying to various trades and products. Order L-21-a stopped the manufacture of juke boxes, amusement machines and parts back in 1942 and L-27 placed a similar ban on the making of vending machines and parts.

### Began July 10

The fact that the new plan would specifically list the two orders applying to coin machines was considered significant. Newspapers began to report details of the reconversion program by stripes early in the week of July 10. By July 14 newspapers in all parts of the country were publishing some details of various parts of the "spot authorization" plan which had been decided on by WPB officials but had not yet appeared in official form. Due to the rush of getting this information in the July 22 issue of *The Billboard*, some confusion was caused by suggesting that new coin machines could be made by August 15.

Manufacturers became deeply interested in the possibilities of the plan and expressed the readiness to co-operate fully with the government in its program when official details are issued. The WPB Industry Advisory Committee for the coin machine trade is carefully considering reports and expects to be called into consultation by WPB officials before the final form of the plan is issued.

### Machines Must Wait

Manufacturers agree that the actual manufacture of new coin machines is still a long way off, and that the new WPB plan is chiefly interesting because it shows the coin machine industry will receive full consideration among the first industries to receive aid in returning to civilian business again. The plan is also regarded as an indication of WPB policy toward the trade, that it indicates a gradual return to civilian production.

The tentative plan will provide means for each manufacturing firm to apply for permission to resume the manufacture of coin machines and parts on its own merits. There is no indication as to how soon such applications would be acted on and the opinion prevails here that little action could be expected before Germany collapses.

Reports on the proposed plan did not cover many detailed questions, so *The Billboard* issued the following bulletin July 18, outlining the information that was available up to that time:

### Special Bulletin

The news of the "spot authorization" plan which the War Production Board issued July 14 calls for careful consideration by the coin machine manufacturing industry. (See *The Billboard*, July 22, page 6).

Just as the manufacturing industry obtained official favor by the way it rallied to the war production program, so it may win favor again by supporting the new program. In the new plan WPB is asked to say: "You can help us get out one or more of these 125 urgently needed articles and we will help you get to making your peacetime products." The proposed plan seems to include the following provisions:

1. Manufacturer will apply to regional

WPB office for permit to resume manufacture of coin machines; application will give important data called for as to labor, machinery, materials, etc.

2. WPB will ask what manufacturer can make of the 125 urgent items needed by public. If you can make one or more, WPB will help get started on these as well as the manufacture of your original product.

3. If a manufacturer refuses to try one of the urgent civilian items, then WPB may refuse permission to make any civilian goods. If a firm can't make any of the civilian goods, WPB will still

(See *MFRS. HAIL WPB* on opp. page)

### Editorial

## When Coin Machines?

By Walter W. Hurd

THE coin machine manufacturing industry will win another crown in its record for supporting the war effort. Manufacturers were practically unanimous in their reactions to reports of the proposed "spot authorization" plan whereby they may apply for permission to resume manufacture of coin machines. The manufacturers want to continue making war goods. In fact, many of them have only recently taken new orders, and they will continue doing a good job which has won them official approval in the past.

Newspapers began to report something of the new WPB civilian production program by July 10, and the real story appeared in newspapers all over the country July 14. It was on this date that financial newspapers in New York mentioned that coin machines were included in the release of 70 different orders on which restrictions may be removed. There was some evidence of confusion in releasing the story of the plan, because one weekly news magazine apparently omitted an entire section of its regular issue because it did not get full details in time.

Due to an error in the headlines of the story as published in *The Billboard* July 18, undue excitement was caused in the coin machine trade.

The news reports of what is called the spot authorization plan indicated that WPB simply has the idea under consideration and that

WASHINGTON, July 22.—The big civilian production program, planned by the War Production Board and scheduled to begin August 15, contains the following list of articles which are urgently needed by the civilian population. The list will be known as Schedule B in the program when it is issued. Manufacturers that apply for permission to return to making their former products will be requested to make one or more of these items if equipped to do so.

Some items on the preferred list are in general categories and are to be replaced with specific listings of the more important items within each group. These general groups are:

- Cooking and heating appliances.
- Cooking utensils of glass, aluminum, enamelware and stainless steel, both commercial and domestic.
- Commercial cooking and heating electric appliances.
- Other commercial electric appliances.
- Lighting devices and supplies.
- Commercial food preparation and serving fixtures, equipment and appliances.
- Builders' hardware.
- Kitchen utensils.
- Office supplies.

Photographic equipment and accessories.

- Plumbing fixture fittings and trim, and sanitary ware.

### Other Items Are:

- Ashears.
- Baby bath tubs.
- Bath tubs.
- Infants' enameled bath tubs.
- Bed springs (box, coil and flat, and metal crib springs).
- Metal bedsteads.
- Bicycles.
- Cast iron and steel boilers.
- Range boilers.
- Floor (farm) brooders.
- Can openers.
- Church goods.
- Clothes pins.
- Coffee pots.
- Coal hods.
- Combs.
- Cots, bunks and rollaways.
- Cream separators.
- Dinner cans and pails.
- Dinner pails.
- Dinnerware (flatware and hollow ware).
- Dishpans.
- Double boilers.
- Blued steel drip pans.
- Dust pans.
- Eggbeaters.
- Enamel ware (other kitchen utensils).
- Electric fans (domestic and commercial).
- Fishing equipment and supplies.
- Flashlight cases.
- Household table flatware.
- Floor finishing and maintenance machinery.
- Forks (hay, manure and spading).
- Flour sifters.
- Fountain pens.
- Frying pans.
- Funnels.
- Garbage cans.
- Fireplace grates.
- Farm grease guns.
- Gutters (including downspouts and other sheet metal rain goods).
- Wire garment hangers.
- Hand and electric hair clippers.
- Harness hardware.
- Electric space heaters.
- Unit heaters and ventilators.
- Electric heating pads.
- Hot plates.
- Ironing boards.
- Electric and gasoline flatirons.
- Covered kettles.
- Flat wick lamps.
- Kerosene mantle lamps.
- Gasoline pressure lanterns.
- Tubular lanterns.
- Wick lanterns.
- Commercial laundry machinery (including dry cleaning and pressing).
- Hand-power lawn mowers.
- Lunch boxes.
- Marking devices.
- Innerspring mattresses.
- Meters.
- Model airplane motors for war training.
- Mop handles.
- Mop wringers.
- Motion-picture projection equipment.
- Poultry netting.
- Pails and buckets.
- Mechanical pencils.
- Wood-cased pencils.
- Pen nibs.
- Percolators.
- Pickaxes.
- Common and safety pins.
- Bobby and hair pins.
- Infants' play pens.
- Pot scooters.
- Safe and safe deposit boxes.
- Medium and small saws.
- Laboratory scales and balances.
- Fireplace screens.
- Domestic sewing machines.
- Shelving.
- Small arms (shotguns).
- Insecticide spray guns.
- Window and roller shades.

(See List of Product on page 87)

the three sections of the proposed plan have been drawn up on paper but have not been issued officially. WPB is planning to issue the official form so that applications by manufacturers may be filed beginning as early as August 15. It is still possible that the leaders of the armed forces may insist on delaying the plan.

The unofficial reports of the plan are deeply interesting to the coin machine trade for two reasons at least:

1. It is very significant that the first list of 70 WPB orders, which are scheduled for early removal of restrictions, should include both orders that have banned the manufacture of coin machines and parts since April, 1942.

2. The order may be taken as a definite indication of how WPB plans to start the manufacture of civilian goods, including coin machines, in the future. There will be no grand rush to start the manufacture of coin machines and parts because the order will provide that each manufacturer will apply for a permit on his own merits and qualifications. These applications may not be passed on for some time yet, probably not before the collapse of Germany.

The proposal will give the manufacturing industry another big opportunity to rally to the support of the nation and help government officials approach civilian production again by gradual steps.

# Mfrs. Hail WPB Plan But New Mchs. Still Up to Uncle Sam

**Must await official release of spot authorization plan due August 15; firms ready to co-operate—plan part of WPB program which began July 15**

(Continued from opposite page)

consider application to make coin machines.

3. It is assumed that few coin machine plants are equipped to make the urgent civilian goods, but they should show a willingness—for it is this attitude plus the firm's war record that will win consideration.

4. The proposed plan is to be issued in official form by August 15. Coin machine manufacturers should follow it carefully and apply as soon as the plan is ready. Applications can be made by letter but be sure to follow requests for data.

6. Apparently the plan, when issued, will pave the way for any manufacturer to apply for permission to make coin machines. The first report suggests that small firms will be favored. Labor supply will also be important.

**Urgent Civilian Needs**

Coin machine manufacturers were especially interested in that part of the "spot authorization" program which calls for the production of 125 urgently needed civilian articles, because WPB has requested that all firms wishing to return to making their former products must first consider the possibility of making one or more of the 125 items. The list of 125 items is published elsewhere in this issue and will be carefully studied by all manufacturing firms.

On the whole, the "spot authorization" plan will be only a part of a progressive program started by the WPB recently, the first step really beginning July 15. The program runs somewhat as follows:

July 15—A relaxation on aluminum and magnesium so that these metals may be substituted for other scarce materials wherever possible.

July 22—Permission to spend up to \$5,000 monthly to make experimental models, also provisions for obtaining materials to make models.

July 29—Plan for firms to place un-rated orders for machine tools and other equipment, under certain restrictions.

August 15—On or about this date the "spot authorization" plan is to be ready so that manufacturers may apply for permission to make coin machines, or whatever product they formerly made. This is the plan in official form which the trade is waiting for, but it is seen as a progressive plan which may extend over many months.

**Eastern Coinmen's Comments**

NEW YORK, July 22—WPB's "spot authorization plan," scheduled to be released officially by August 15, was hailed by Eastern coin machine manufacturers as a sign of a definite break in the restrictions imposed on the industry since April, 1942.

Discussing details of the plan, Bill Rabkin, president of International Mutoscope Hood, says he believes this plan is by way of easing industry into civilian production. "I most earnestly urge," Rabkin stressed, "that all coin manufacturers bend backwards in their efforts to meet WPB's requests for production of the 125 urgently needed items. In our own case, we are engaged in 100 per cent war work and so long as the government wants us to continue this way, continue we will. However, if government demands taper off, it seems to me that WPB has left us room for at least partial resumption of coin machine production."

E. Z. Greene, Bove Manufacturing Corporation president, says his firm is committed to full war production and intends to continue so long as contracts hold out. Greene adds that WPB's plan is interesting and is probably the first sign of a return to normalcy on the home front. But he emphasizes that coin machine manufacturers would do well to continue on war production until Uncle Sam calls a halt.

Max Levine, head of Scientific Machine, adds his voice to those who find encouragement in WPB's announcement. "Other industries may not come out wholeheartedly for WPB's plan," he observed, "but the coin machine industry should not only express approval, it should be thankful that it is being included in the general order. I wish to emphasize," Levine said, "that we on the coin machine manufacturing end should respond wholeheartedly to help turn out the list of products most needed. I know that Scientific will enter the new we are on full government work. Only after we have fully satisfied our war work requirements and WPB's list shall we ask that we may resume production of coin machines."

Bip Glasgold, of Du Grenier, agrees that a loosening up process has been started. He says he can understand that WPB cannot relax floodgates over night, especially while the nation still is at war. "The proposed spot authorization plan," he observed while pointing out that Du Grenier is on full war production, "is probably a very ingenious way for the government to keep one hand on the firing line while the other gradually relaxes the restraint on civilian production."

George Ponsler, hitherto widely known as a distributor but who is understood to have manufacturing plans in mind, is another Eastern coin machine spokesman who is inclined to regard the spot authorization plan with optimism. Ponsler reiterates that his first good news the industry has had since April, 1942. He feels the plan, even with its qualifications, should be encouraging not only to the manufacturers but to the entire industry.

# News Highlights of the Week

CHICAGO.—Manufacturers hail WPB Spot Authorization Plan but are unanimous in purpose to continue fine record in turning out war goods as long as Uncle Sam needs their services. Await official release of program due August 15. Trade thankful that industry was included in the first list of 70 trade bans which will be relaxed. Ready to help produce one or more of 125 critical civilian items if possible.

WASHINGTON.—Cigarette manufacturers ordered to cut purchases of five-cured tobacco to 74 per cent. Smokers warned that shortage of favorite brands will continue. No rationing of cigarettes planned. Manufacturers of 10-cent brands ask subsidy from OPA.

FOND DU LAC, Wis.—A municipal judge here decided July 17 that slot machines and ticket jars are not gambling machines per se.

MILWAUKEE.—License report here shows serious effect of recent unfavorable State Supreme Court decision on amusement games. City revenue drops as only 500 location permits issued this fiscal year compared with 2,000 permits last year. Number of ops drop from 35 to 15.

TACOMA.—Semi-annual tax report shows 980 pin games licensed in city, 48 diggers and 24 target guns. Arcade machines not included. Twenty-six operators licensed.

CHICAGO.—In a recent two-week period, government placed 125 new war orders with Chicago firms. Some went to coin machine manufacturers. . . . Mills Industries elect Ralph Mills chairman of the board and Herbert Mills president.

PORT WORTH.—Fort Worth and Dallas vote on dry issue August 5. An Arkansas county votes on same issue August 1.

LONDON.—British common carry on despite fact that 30 new machines and parts hold firm. May OK.

FRANKFORT, KY.—State bus sale of beer in roadhouses.

CHICAGO.—Trade giving serious consideration to helping returning vets get started in coin biz.

# COINMEN YOU KNOW

**New York:**

HARRY PRIER has joined Dave Levy in production of "Shoot-a-Bazooka," a conviction game. . . . IRVING PODO, co-owner with Jack Rosenblum, of Snokers Service, Inc., Brooklyn, is now in charge of sales and distribution. . . . GEORGE GREEK, formerly with Kings County Cigarette Service, now operates his own route in Brooklyn under Decca Cigarette Service.

DAVE ROBBINS, former Distrib. and SAM KRESSBERG, ex Leeburg's Eastern rep. are new financing reps. . . . LOUIS LESH, supervisor of routes for Vassar Cigarette Service, has been named manager of the firm by Mrs. Vassar, who took over when her husband died. . . . "Flot Traine," a new game slated at arcades and amusement parks, will be demonstrated and exhibited at 2 Columbus Circle, Manhattan, by GEORGE PONSER.

DAVID LEAR, of Universal Cigarette Service, was caught in conference with cigarette biggies. . . . HARRY KOSTER, H. & K. Cigarette Vending, has notified his stops that machine patrons must be rationed just as everybody else in the business. . . . GEORGE OBOSE, of the American Auto Corporation cigarette vendor, is pulling machines on his stops in outlying territory. . . . An "Award of Merit" in the form of a bronze tablet has been presented to International Mutoscope by the U.S. Treasury in recognition of a record War Bond subscription by employees of the firm. . . . American Coin Machine, Newark, N. J., reports that it sold its recently acquired music route in Newport News, Va.

W. F. LONG, of the Majestic Amusement Company, was spotted in the office of the Albena Sales Company buying photographs for Long's route in Goldsboro, S. C. . . . HARRY SISKIND, of Master Automatic Music, and CHARLES BECKER, of Union Automatic, are back after a brief vacation. . . . Out-of-towners caught in action at Atlantic Distributing offices included JAMES HALEY, Middletown, N. Y., and DIOR FEWLES, Universal Vendors, Albany, N. Y. Also seen were SAM KRAMER, Intersboro Music; AL DOUGLAS, BEN GOTTLIEB, Majestic Company, and ARTHUR HERMAN, Boro Automatic Music. . . . BIP GLASSGOLD, Du Grenier cons., snapped at the New York offices of the firm in confab with local cigarette ops.

**Richmond:**

Visitor along Coin Machine Row was H. G. WAGSTAFF of Wagsstaff Amusements in Crewe, who is an assistant fire chief attached to the army. . . . DAN WERYK, Weryk Supply Company, says the used machine market is excellent. He sells the machines faster than he can renovate them in his shop. . . . Local Mail Bag program, with HOWARD HARMICK as platler boy, is heavily promoting Phil Hutto's record of I Don't Want To Lose You. . . . LOUIS HOFFMAN, former chief mechanic at the Maynor Distributing Company is now a

radio technician first class attending the Navy Radio School at Chicago. T/SGT. HOWARD C. ROBINSON, somewhere in England, is the biggest man in his outfit according to a picture sent his former boss recently. . . . ZAP BACCIOLOPO, Wigington Amusement Company, returned from a North Carolina trip.

STAN GOODMAN, former branch manager for Decca here, now at the home office in New York, visited for several days. . . . HARRY PALMER, music operator, recently contracted for several boxes at Camp Meade, Md. . . . With the addition of Musicraft to his line, LEON GARY now carries in stock more than 25 labels, somewhat of a record for this territory. Also adding Musicraft this week were ELEANOR MORRIS of the Corley Record Company and SANDY MARTIN of Walter D. Moses.

**Detroit:**

ISIDOR EDELMAN, who recently opened his second store on Grand River Avenue under the name of Edelman Coin Amusement Company, has left for an entire summer's vacation, to return in the fall. His nephew, HENRY EDELMAN, is running the business in the meantime. FRANK ALLUVOU, who formerly had a coin machine business in his own name on East Davison Avenue, is now operating as Frank's Music Company, at 1645 East McNickells Road. . . . MAX MARSTON has been appointed publicity director for the Brilliant Music Company. He has just returned from a buying trip to the Upper Peninsula of Michigan.

HARRY GOLDMAN of the Motor City Music Company reports the bulk of the company's time is being spent on Rock-Ola service for the territory now, with the organization's own route operation taking a back seat. . . . JOSEPH BRILLIANT of the Brilliant Music Company is attending the Wholesale Music Show in Chicago. . . . MORRY KAPLAN, sales manager of the Brilliant Music Company, has returned from a trip thru Ohio.

ALBERT (SHIM) WEINER, former manager of the Decca Distributing Company for Detroit, has been promoted to PFC. In the marine corps, and is stationed at Oceanside, Calif.

BEN OKUM also just promoted to PFC in the marine corps, San Diego, Calif. He's a former juke box operator HERE. MRS. HILDA JACOB has been named manager of the record department of the Brilliant Music Company. She succeeds her brother, JACK GLADSTONE, who recently left the organization for California.

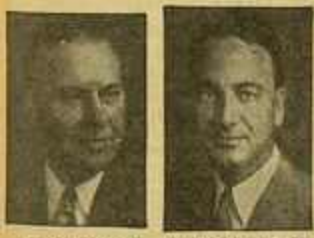
MR. and MRS. ELMER TIMMERMAN of Amusement Sales were called home because of their daughter's illness. . . . ALFRED JOHNSON SMITH is active head of the Johnson Smith Company, national distributors of vending machines and many specialty products. Now that his son, PAUL SMITH, president of the company, is in war research work. . . . (See Coinmen You Know on page 87)

# Mills Elects New Officers

**Ralph J. Mills now chairman of board — Herbert S. appointed president**

CHICAGO, July 22—Mills Industries, Inc. here announced this past week the election of new officers resulting from the vacancy in the executive set-up created by the death of Fred L. Mills July 5.

Ralph J. Mills, former executive vice-president of the company, was elected



RALPH MILLS HERBERT MILLS

chairman of the board, while Herbert S. former company treasurer, was appointed president. Other executives to be elected to key positions were: Hayden B. Mills, treasurer; E. W. Donohue, executive vice-president; Gordon B. Mills, vice-president, and George D. Kasten, secretary and controller.

Both Ralph and Herbert Mills joined the company in 1922 after having attended Notre Dame University, University of Illinois and University of Michigan, respectively. Ralph J. was appointed executive vice-president in charge of sales in 1929, while Herbert S. became general factories manager the same year in addition to his duties as treasurer.

## OUTSTANDING BUY OF THE BEST MONEY-MAKING ARCADE MACHINES!

- 1 PHOTOMATIC — Latest Model—Serial No. PMDS
- 1 SKYFIGHTER
- 1 SELECTORSCOPE
- 1 GROETCHEN SKILL JUMP
- 3 KEENEY ANTI-AIRCRAFT ACE BOMBERS
- 2 SCIENTIFIC UPRIGHT BASEBALL
- 1 SCIENTIFIC UPRIGHT BASKET BALL
- 1 FOOTEASE VITALIZER (Exhibit's Latest)
- 1 FOOTEASE VITALIZER (Earlier Model)
- 1 CHICAGO COIN HOCKEY
- 5 BALLY RAPID FIRES
- 2 SEEBURG SHOOT-THE-CHUTES
- 3 DRIVEMOBILES
- 1 KEENEY SUBMARINE
- 5 CHICKEN SAMs (Converted to JAPS)
- 1 EXHIBIT KISSOMETER
- 1 BRAND NEW EXHIBIT WHATSI— 3 Machines on Stand
- 1 KICKER & CATCHER
- 1 EVAN'S PLAYBALL (Latest Model)
- 1 EVAN'S SUPER BOMBER
- 1 LOVE PILOT—Mutoscope

ENTIRE LOT ONLY

**\$6500.00**

"You Can Always Depend on Joe Ash—All-Ways"

### ACTIVE AMUSEMENT MACHINES CO.

900 NORTH FRANKLIN STREET  
PHILADELPHIA 23, PA.  
PHONE MARKET 2656

## Trade Tops Fifth War Bond Quota Ahead of Schedule

**CHICAGO, July 28.**—With another week to go in the current Fifth War Loan Bond Drive, the industry already is assured of topping the \$12,000,000 quota which was set by them before the drive got under way.

Averages ranging from 100 per cent to 240 per cent were reported by coin machine manufacturers and some say the response was greater than anticipated.

Here in Chicago, Rock-Ola Manufacturing Corporation reported their company had purchased in excess of \$300,000 in War Bonds which represented 240 per cent of their quota. Employee contributions were equal to 140 per cent of their quota, buying bonds which totaled \$78,000 or 125 per cent.

Bally said they had already topped their \$118,000 quota and that the close of the drive would see them well above that figure. Meanwhile, Seeburg's Bruce Jagor reported the company had equaled the quota of \$224,000, 100 per cent.

Reports from Wurliizer showed the retail store and executive division chalked up sales of 120 per cent, while the plant at North Tonawanda, N. Y., hit 100 per cent and was expected to go higher during the last week. In De Kalb, Ill., Wurliizer has already hit 103 per cent of the required goal.

Mills Industries say they are well over their quota of \$200,000, having collected \$250,000 so far. Jennings were also expected to top their quota, as was Stoner, J. H. Keeneey Corporation, D. Gottlieb & Company, Genco, Inc.; Chicago Coin Machine Corporation; International Mutoscope Reel

Inc.; Exhibit Supply, Buckley, Watling Manufacturing Company and Permo Products.

In putting the Fifth War Loan Drive over the top, many companies in the industry used good promotional stunts. Mills Industries, for example, enlisted its WOW's (Women Ordnance Workers), 185 of whom were designated official Minute Men by the Treasury Department. Majority of the plants staged some kind of campaign to assure the success of the drive and the result from reports received is impressive.

### Eastern Drive

New York coin manufacturers without exception went well beyond their Fifth War Loan quotas, in each instance doing even better than in the Fourth War Loan when many records were set.

Bill Rabkin, International Mutoscope proxy, says that a \$10,000 quota was exceeded almost 100 per cent by employees, beating the total reached in the Fourth War Loan for which the Treasury awarded International a bronze tablet.

George Seeman, who supervised the Fifth War Loan drive for both Rowe Manufacturing and Rowe Cigarette Service, says that both those units' quotas of \$10,000 were surpassed by about 80 per cent. He adds that practically all factory, office and service employees of Rowe subscribed and individual allotments were in excess of the relatively high totals attained in the Fourth War Loan.

Du Grenier's office is on record with a similar story. Final figures are not in yet, says the firm, but advance totals indicate the Du Grenier's employees went smashing over the top and comfortably topped a quota, also at \$10,000.

Max Levine, Scientific Machinery Corporation proxy and old-time trade leader, says he is very proud of the way in which the firm's employees responded to Fifth War Loan appeals. All the firm's employees bought bonds as per schedule and the firm over-subscribed its quota of \$10,000 by 25 per cent.

## Sailor Needs Help

**CHICAGO, July 28.**—News of how the coin machine trade has helped the men of World War II even reaches the wide expanses of the seven seas, it seems as indicated by a letter received by The Billboard from a seaman second class aboard the aircraft carrier Ticonderoga.

"This is one of those letters that a guy doesn't know how to begin. Well, anyway here goes," he writes.

"The captain of this giant carrier of USS Ticonderoga has put me in charge of entertainment and I am trying to do everything possible to help keep the fellows happy. We've got a big job to do out here and the longer we stay away from the good old U. S. A. the tougher it gets.

"That's why I am asking you to do us a favor. I would appreciate it if you would run a short column in your magazine asking the people of the coin machine industry to write me if they have any equipment that would be of help in entertaining the fellows.

"I am looking for just about anything. Pin games, scales, arcade machines, in fact anything that we might be able to use on this ship for our smokers.

"Let me know if you can do this for me. Thanks for your time and I'll be looking for a reply one of these days.

Sincerely,

JOHN HELQUET, Y2/c USNR,  
c/o Fleet, Post Office,  
New York, N. Y."

## Sooner Novelty Co. Occupy New Biz Site

**OKLAHOMA CITY, July 28.**—Sooner Novelty Company, coin machine distributors, who also maintain a branch in Little Rock, Ark., have moved their business quarters in this city to a new site on West Second Street.

T. G. Wolfe, an official of the company, reports that Decca Distributing Company have rented 6,500 square feet of space in the new business site for their operations.

Sooner has experienced increased activity in their line, and the new quarters will provide ample space for showrooms, repair shop and office force.

### OPERATOR DRAFTED

Enlist people for sale, located in middle western part of Wisconsin, consisting of Phonographs, Ample, Victrolas, Records, Parts and Equipment. Will sell the profitable business interest in per machine whichever offer is the best. Will turn books over to reliable parties interested in buying business complete. Must sell everything. Act quickly. We know prices, no don't waste time with cheap offers. The best price talks.

### PHONOGRAPHS

Wurlitzers—7500, 7500, 71, 412, Twin 12, Rockstar—4 Masters, 1 with adaptor, best, superior, only. 2 Burens, 1 with adaptor, best, speaker, only. De Luxe and Standard—4 Counter Models—Windor and 12 Records.

### Equipment

150 Tubes for Amplifiers  
Packard, Buckley and Rockstar Burens  
50 Wire Cables  
Footstools, Records, Etc.  
Tubs and Parts  
Counter Model Stands  
Breakers

### Vending Machines

3 U Select II, 66 bar  
25 Master Vendors  
Good supply of candy  
to 99 with Decca  
Machines  
2 Walling Tom  
Travels, \$20. Each  
Peak, Hamilton, Rock-  
ola Scales

Service Coy, 1942 Oldsmobile, also for sale.

Wire, Telephone, Abroad Immediately.

**Alley Distributing Co.**

MR. JAMES C. ALLEY

Whitehall, Wisconsin

### TWO-CONDUCTOR WEATHER

PROOF WIRE, 18-Gauge, Stranded,  
\$10.00 Per 1000.  
SINGLE-CONDUCTOR (as Above),  
\$8.50 Per 1000.

**Crown Machine Co.**

2328 N. Kenneth Ave. CHICAGO, ILL.

### SALESBOARDS

**CLOSE OUT PRICE**

1000 Hole 16 Section Thick Board. Adv. sizes  
3-1/2, 5, 7, 8, 10, 12, 14, 16, 18, 20, 24, 28, 30. Set price  
1 1/2 each. Tarned. Oak. F.O.B. Chicago.  
**JOHN BAKER CO.** 731 PLYMOUTH ST.  
CHICAGO, ILL.

### NOW AVAILABLE

First-class Machines on all three sets operated  
Machines—Comes, One Ball, Free Play, Storm  
or Mauler. Best of references. State salary and  
living conditions in first letter. Will go anywhere.

**ROY WILSON**

1008 WINDSOR AVE. BRISTOL, TENN.

FOR GUARANTEED  
JENNINGS EQUIPMENT  
BAKER NOVELTY COMPANY  
1700 WASHINGTON BLVD.  
CHICAGO 12, ILLINOIS

## HELP! HELP! HELP!

We can use ten Mechanics. Prefer all around men that know the business from top to bottom, from amplifiers to pin games and free play consoles, to rebuilding slots. Please give complete details, including other qualifications, such as if you are familiar with refrigeration, etc. Also two Route Men. Must be good all around hustlers, able to hold business we have and pick up new business. Must also be able to service pin games, free play consoles, Mills, Seeburg and Wurliizer phonographs. Our equipment is the best. We furnish everything.

We pay top wages, and the right men have plenty of chance for advancement. We want men that want to settle in the Garden Spot of the U. S. A. Living conditions ideal, rents reasonable, food prices moderate. We will pay transportation. Give all details in first letter. Applicants must stand rigid investigation. All replies strictly confidential. Please do not telephone.

**BILL FREY, INC. P. O. BOX 4141, MIAMI 25, FLORIDA**

## "WANT A MECHANIC"

Experienced Mechanic wanted for Wurliizer-Seeburg equipment, also Pin Ball Machines. No booze hounds or "fly by night". Real opportunity now and after the war. Write fully, giving draft standing, reference, etc. All details in strict confidence. Good living conditions; clean steady town; good schools and churches.

BOX D-247, The Billboard, Cincinnati 1, Ohio.

## ANOTHER WEEK NEARER VICTORY!

... — HELP BRING IT CLOSER—BUY MORE WAR BONDS

*Bill Rabkin*

## INTERNATIONAL MUTOSCOPE CORPORATION

Manufacturers of Phonographs and Other Famous Gold Operated Equipment.  
44-01 ELEVENTH STREET LONG ISLAND CITY, NEW YORK

### Ready For Locations!

25 Jumbo, Red & Blue, Late	\$149.50
5 '38 Track Times	100.00
15 Hi Hands	149.50
5 Jennings Fast Times	60.00
5 Brown Pacers Races	150.00
5 Club Balls	250.00
2 Fives Lucky Stars	125.00
2 Pecc Saratoga, Comb. Balls	125.00
2 Peccs Reel, Comb. Balls	150.00

### SLOTS

20 Walling Reeltop 5c Front	
Vendors	\$ 80.00
1 Jennings Victory Chief, 5c	250.00
2 Jennings Silver Chief, 5c	200.00
5 Mills Q.T., Crld, New, 1c	90.00
5 Mills Q.T., Blue, 1c	50.00
5 Groetchen Columbia Bell, 5c	50.00
10 Mills Bull's Eye, Cooso Neck, 5c	25.00
5 Mills Bull's Eye, Cooso Neck, 25c	35.00
5 Chrome Vest Pocket-Meters	90.00

## ROY MCGINNIS CO.

2011 MARYLAND AVENUE  
BALTIMORE, MD.

### 50,000

### WINCHESTER .22 CARTRIDGES

(B.B. CAPS)

Can be used in Bang-a-Deer. Will sell to highest bidder. Address

BOX 598, The Billboard  
155 N. Clark St., Chicago 1, Ill.



# Hawaii Expects To Become Hub Of Pacific Post-War Coin Biz

HONOLULU, July 22.—When peace comes to the Pacific this group of islands expects to be the hub of all business which the United States will control in the vast expanses of the Far East.

Commercially, Honolulu seems likely to become the Manhattan Transfer of the Pacific, a trans-shipment point in the flow of traffic between the Americas, the Orient and Australasia. With faster and lower cost air and steamship travel in prospect, the islands may also expect more tourists than ever before. Applications for air service to the mainland have been made to the civil aeronautics board by two local airlines, as well as by several mainland airlines.

With the huge increase in tourist travel which is expected during the post-war years, coin machine exports from the States will also increase. For three years prior to Pearl Harbor, import of coin-operated machines by Hawaii was steadily increasing. Figures for 1938 show the valued amount of American exports in this line totaled \$41,893. In 1939 export figures of American manufacturers remained about the same with the valued amount, totaling \$41,007. In 1940, the last year for which there are complete figures, they show Hawaii's imports of coin-operated equipment was valued at \$44,443.

Hawaii has always been regarded as an ideal vacation spot by Americans and postwartime resort owners here will find an ever-increasing number of mainlanders spending their free time in the land of the hula. A great future is seen for the coin-operated phonograph. With all major companies maintaining recording studios on the West Coast, Hawaii will find its supply and delivery of late numbers of records speeded up. Vendors are also expected to go well, especially

drink vendors. Since tourist trade as well as an increased population will be one of the main buying powers of post-war Hawaii, coin-operated equipment will find a huge market. Reports indicate that many West Coast distributors are already laying the groundwork for exports to Hawaii, and the number of such firms should increase as victory in the Pacific draws nearer.

These and many other signs seem to indicate that after the war the people of Hawaii will be largely indistinguishable, except in color and features, from those to be found on Main Street in a typical Midwest town. To mainland Americans who have thought of these people as being predominantly foreign, it may be news that they represent a higher proportion of native-born Americans than the populations of New York, Massachusetts or California.

## MAKE YOURSELF JUMBO DOUGH

5¢
25¢

**IT'S BIG — IT'S HOT — IT'S FUN**  
 \$10.00 and Five \$5.00 possible winners for the year's biggest coin-operated game.  
**ORDER ABT 510 JUMBO DOUGH—5¢ PLAY**  
 TAKES IN: 510 @ 5¢ ..... \$50.50  
 PAYS OUT: A.C. & P. \$31.50 ..... 28.75  
 Commissions 5.80 ..... 28.75  
**AVERAGE PROFIT ..... \$24.75**

**IT'S A DOORSTEP — ANDER THAT NEARLY**  
 possible winners \$25.00 and Five \$5.00.  
**ORDER ABT 510 JUMBO DOUGH—25¢ PLAY**  
 TAKES IN: 510 @ 25¢ ..... \$127.50  
 PAYS OUT: A.C. & P. \$55.50 ..... 128.55  
 Commissions 78.00 ..... 128.55  
**AVERAGE PROFIT ..... \$ 38.95**

**GARDNER & CO.**  
 2309 ARCHER • CHICAGO

## THANKS . . .

and more! To our many friends for their splendid co-operation when times were "tough." It takes that kind of co-operation and support to force us to do the impossible at times and bring you the tops in salesboards . . . that is our goal now

## POST WAR PLANS . . .

are in the minds of all energetic companies. We are no exception. We have on our POST WAR drawing board many new and outstanding ideas, designs, color schemes that will take your breath away because they are so different and unusual, and you can bet they will command the top spots wherever you may spot them.

## NOW SELECTING . . .

jobbers and distributors throuth the country to handle our outstanding line of post war salesboards on exclusive franchise basis with 100% co-operation. If you're interested, write

**EXCEL MFG. COMPANY**  
 1035 W. Lake Street Chicago, Illinois  
**"EXCEL" salesboards are EXCELLENT"**

## FOR SALE

<p><b>CONSOLES</b></p> <ul style="list-style-type: none"> <li>4 Bally Club Bells ..... \$325.00</li> <li>1 Bally Hi-Hand ..... 175.00</li> <li>3 5c Paaz Balls, Late Models ..... 169.50</li> <li>1 25c Cherry Balls, Late Models ..... 125.00</li> <li>4 Jennings Fast Times, F.P. .... 95.00</li> <li>3 Jennings Tantalizers, F.P. .... 95.00</li> <li>1 Watling Big Game, C.P. .... 135.00</li> </ul> <p><b>SLOTS</b></p> <ul style="list-style-type: none"> <li>3 5c Blue Fronts, Fac. Rebuilt ..... \$275.00</li> <li>4 5c Cherry Balls, Fac. Rebuilt ..... 275.00</li> <li>1 25c Cherry Balls, Fac. Rebuilt ..... 425.00</li> <li>1 5c Silver Chief ..... 275.00</li> <li>1 25c Jennings Chief ..... 305.00</li> <li>1 5c Q.T. Blue ..... 125.00</li> <li>4 Chasma Vest Patches, New Slots ..... 72.50</li> <li>3 Mills Smoko Balls ..... 85.00</li> <li>1 5c Caille ..... 95.00</li> <li>1 Groetchen Sugar King ..... 50.00</li> </ul> <p><b>PIN GAMES</b></p> <ul style="list-style-type: none"> <li>3 Contest ..... \$150.00</li> <li>1 Skylark ..... 275.00</li> </ul> <p style="text-align: center;"><i>All Above Equipment in First-Class Condition</i></p> <h2 style="font-size: 1.5em;">SHREVEPORT NOVELTY COMPANY</h2> <p>414 Crockett Street Shreveport, Louisiana      E. L. Satcher, Jr.      Phone 5908 or 2-5971</p>	<ul style="list-style-type: none"> <li>1 4-Aces ..... \$132.50</li> <li>1 Trailways ..... 49.50</li> <li>2 Wild Fives ..... 42.50</li> <li>1 Keep 'em Flying ..... 159.50</li> </ul> <p style="text-align: center;"><b>MUSIC</b></p> <ul style="list-style-type: none"> <li>Seaburg ..... \$450.00</li> <li>2 Envoys ..... 425.00</li> <li>1 Concert Grand ..... 275.00</li> <li>2 Rex ..... 150.00</li> <li>4 12-Record ..... 150.00</li> <li>5 E.C. Hidden Mechanism, in Steel Cabinets, Like New ..... 395.00</li> <li>Rechels ..... \$400.00</li> <li>2 400 Masters, Rockafite ..... 400.00</li> <li>2 400 Supers ..... 400.00</li> <li>5 12-Record ..... 125.00</li> <li>Wurlitzers</li> <li>1 500 ..... \$600.00</li> <li>1 2NA ..... 250.00</li> <li>15 12-Record ..... 125.00</li> <li>11 5-10-25c Wurl. Boxes ..... 35.00</li> <li>1 Mills Express ..... 350.00</li> </ul>
--	---

## Ft. Worth, Dallas To Vote on Local Wet, Dry Issue August 5

FT. WORTH, July 22.—August 5 has been set for the local prohibition election to be held here and in Dallas. All towns and cities in Tarrant County, of which Fort Worth is the county seat, will also decide whether or not this section will go dry.

Campaigns supporting both sides of the question are being given a good deal of publicity. Observers say the drys seem to be spending the most time and money in an effort to swing the election their way. While the other faction asserts that there are not enough representative voters to give the election a fair try, the drys, in radio talks, say there are enough persons to decide the question. Of course, there are a good number of former voters now serving in the armed forces, and it is this number which observers say may swing the balance in favor of the drys.

Prohibition was voted down two years ago by a margin of 2 to 1. It has been estimated that the majority of persons signing a recent petition, requesting the election, are drys.

Should prohibition win in this section, it would be a severe blow to the better coin machine spots since most of them are in taverns. Closing of the taverns would hurt, beyond estimate, the coin machine business and coinmen are hopeful the election will be decided the same way it was two years ago.

## RECTIFIERS REBUILT

**Send Us Your Worn-Out Rectifiers**

We will rebuild, clean and make as serviceable as new ones.

Detach all rectifiers from the transformers before shipping.      **\$2.50 EACH**      F.O.B. Chicago

---

**\$7.50**      **NO. C-20**

In Canada \$8.50

**REGENT VENDING SALES**  
 779 Bank St.      Ottawa, Ontario

## WE WANT TO BUY—PIN GAMES

Will Pay These Prices F. O. B. Your Shipping Point.

<ul style="list-style-type: none"> <li>MONIEKER ..... \$60.00</li> <li>ENVELOPER ..... 48.00</li> <li>KEYHIEF ..... 25.00</li> <li>LIBERTY ..... 15.00</li> <li>KEEP 'EM FLYING ..... 95.00</li> <li>HIG PARADE ..... 80.00</li> <li>FOUR ACES ..... 80.00</li> <li>FIVENTWENTY ..... 80.00</li> <li>KNIGHT ..... 80.00</li> <li>Genco DEFENSE ..... 80.00</li> <li>Genco VICTORY ..... 80.00</li> <li>TORIC ..... 80.00</li> <li>JUNGLE ..... 80.00</li> <li>WESTWIND ..... 45.00</li> <li>DO HE ME! ..... 80.00</li> </ul>	<ul style="list-style-type: none"> <li>..... \$132.50</li> <li>..... 49.50</li> <li>..... 42.50</li> <li>..... 159.50</li> <li>..... \$450.00</li> <li>..... 425.00</li> <li>..... 275.00</li> <li>..... 150.00</li> <li>..... 395.00</li> <li>..... \$400.00</li> <li>..... 400.00</li> <li>..... 125.00</li> <li>..... \$600.00</li> <li>..... 250.00</li> <li>..... 125.00</li> <li>..... 35.00</li> <li>..... 350.00</li> </ul>
--	---

**MELROSE VENDING COMPANY**  
 1236 Fillmore St., San Francisco, Calif.

## ANNIVERSARY SPECIAL SALES

**LAMPS—TUBES—ZIP CORD**

LAMPB — G. E. Watlinghouse No. 25, 7 1/2, 1 1/2, 3/4, 40 Watt (120 to 240 Volt), Base Tee.

ALL MINIATURE BULBS—40, 50, 51, 65, 65 Per Box, 45¢.

NEW ZIP RUBBER EXTENSION CORD 1000 Ft. in Roll, Per Ft. \$1.15.

5 AMP. 6 AMP. PLUG FUSES, Per 100, \$4.40.

10, 20, 30 AMP. PLUG FUSES, Per 100, \$3.00.

MALE & FEMALE PLUGS, Per 100, \$5.00.

TUBES IN NEW ORIGINAL PACKED BOXES

257 ..... \$ .80      78L ..... \$1.80  
 28D ..... .80      28MG ..... 1.00  
 251G ..... .90      Many Others

175 Dupont, Balance C.O.D., F.O.B. N.Y.

**ARCADE BULB CO.**  
 28 W. 23rd Street      NEW YORK CITY  
 Phone: WAtkins 9-7480



## Revenue From Juke Box Strong Point In Ky. Court Case

LOUISVILLE, July 22.—The records of the court of appeals here contain unique testimony to the value of coin machines in restaurants and similar locations.

The record shows that purchaser of a restaurant brought suit against the original owner, alleging that income from the restaurant had been represented as more than it actually earned.

The court decided in favor of the original owner and in enumerating the reasons for such a decree mentioned the fact that changes in the coin machines in the restaurant, and also in the operator servicing the location, had played a part in the drop in earnings.

It was almost like saying that to change operators and to interrupt the regular coin machine service had caused the total earnings of the restaurant to fall.

The court decree said that "the evidence further shows the plaintiffs to have changed the photograph and removed the slots whereby it could be played from each booth in the restaurant. Also that they replaced amusement machines with ones furnished by a different company than had supplied defendants. The photograph and these machines had produced a considerable profit to defendants when they operated the business.

"... The buyers treated this property as their own after discovering the alleged fraudulent representation, changed the photograph and amusement machines and even made a payment of \$40 on the note."

## Wurlitzer Michigan Distrib Office Opens

DETROIT, July 22.—Opening of the new Wurlitzer distributing headquarters at the Martin Distributing Company here recently attracted a good number of local column and out-of-town visitors. Martin Balensiefer heads the distrib firm and acted as host for the gathering. Assisting him were his staff: Ruth Martin, bookkeeper; Ted Parker, salesman; Pearl Ruenstein, secretary; Bill Sager, mechanic; George Schoen, serviceman, and Douglas Wickham, mechanic.

Among the out-of-town guests were Jim Broyles, Ben Holsinger and Ed Wurgler, of the Rudolph Wurlitzer Company North Townships Division; Art Olsen, head of Permo Products, Chicago, and Ben Lutke, of Eagle Coin Machine Company, Chicago.

## Lack of Juke Parts Still Ops Headache

BALTIMORE, July 22.—The radio tube situation is still critical and juke ops are finding it difficult to effect necessary repairs. Many juke boxes here are now idle for lack of parts.

Juke ops say the outlook is still gloomy in spite of the recently announced "News Plan." Donald M. Nelson, WPA chairman and author of the plan, has listed 100 customer items which could be put into production within a month if adopted. Among these items are several which would be of aid to ops, but the present shortage of repair parts is so critical that ops did not receive much of a "lift" from the recent announcement.

## City Studies License Fees

ELVERTON, Ore., July 22.—The city council here recently decided to investigate what other cities are doing about licensing coin machines and to inquire especially about fees charged. A meeting will be called to consider the reports when investigations are made.

This is taken to mean that the council will consider increasing some of the tax rates already in effect. Pinball games are already licensed at \$10 per year and a similar fee is charged on pool tables, but other types of coin machines are not licensed at present.

## Coin Gal Now Navy Scouts' Pin-Up Girl

DES MOINES, July 22.—Official pin-up girl for the navy scouts and raiders at Fort Pierce, Fla., is blonde Gloria Leachman, a member of the sales staff of the Record shop here, operated by the Superior Sales Company.

Miss Leachman was the winner of the pin-up title from 133 entries received at the Fort. Des Moines navy man, Ramon Thomas, who was a school-club of Miss Leachman, entered her picture in the contest unbeknown to her. He had obtained her picture out of the Des Moines newspaper.

The pin-up girl is a blue-eyed blonde, 5 feet 3 inches tall, weighing 110 pounds and her major interests are swimming, dancing and music. The latter explains why she sells records for the Superior Sales Company at their record shop, she likes to hear good music.

Her good looks brought her before the movie cameras recently when a motion picture company produced a WAG picture at Fort De Moines and she was given one of the parts.

## Ark. County Votes on Dry Issue August 1

MORRILTON, Ark., July 22.—August 1 is the date set for a local option election in Conway County of which this city is the county seat.

Originally the election was set for May 8, but non-petitioners for the election appealed the county court election ruling to the State Supreme Court.

In a decision handed down today by the State Supreme Court, Judge Otis Muller upheld the first ruling of the local county court and set the election for August 1.

## Ops Beating Headaches by Using Oldies and Folk Disks

CHICAGO, July 22.—Old favorites, folk records, both hillbillys and disks by colored bands and the products of the smaller record companies are helping local music box operators to keep their machines loaded.

Almost every box in this area has one or more such standbys as *Begin the Beguine*, *Sterdust*, *I o'Clock Jump*, *Dancing in the Dark* or *Body and Soul*, to mention only a few. These are numbers which were waxed before the Petrillo ban, not new versions, but they rate as highly with juke box customers as some of the newest disks.

Hillbillys are just as much in demand in some locations as a Sinatra tune in a teen-age hangout. Al Dexter's *So Long Pal* has, for weeks, been one of the highest ranking records in the folk tune category. *Soldier's Last Letter*, by Ernie Tubbs, is also accounting for plenty of nickels. Few, if any, juke boxes are found without one or more 'hillies.

Disks by colored artists are proving money makers in strictly white loca-

## Chi Op Evolves Own System For Picking Click Disks

Three years' experimentation prove value of plan in choosing records that firm's location patrons want to hear—route men prove sleepers can be boosted into hits

CHICAGO, July 22.—Three years of experimentation on the part of Sammy Palaggi and the employees of Century Music Company here have resulted in an almost "sure-fire" method of keeping firm's phonos stocked full of disks that patrons want to hear. While the firm uses national guides to help plot its buying course, it has gone a step further in pinning down record likes and dislikes of each spot in which it has a juke. The system is simplicity itself. On a large blackboard at the Century headquarters are listed the 24 disks appearing in most Century boxes. The rest of the chart is divided into 12 columns, one for each route, plus an additional column for the grand total.

## Balto Ops Want Fewer Hillbilly; More Pop Records

BALTIMORE, July 22.—Hillbilly disks have been most popular here, but juke ops say the waxeries are overdoing it and have been putting too many of them on the market. While the supply of hillbilly numbers is ample, other popular records are hard to get and some ops have found it necessary to delve into their stocks of old-time favorites to round out their juke box programs.

Shortly after the outbreak of the war the hillbilly craze swept this section and only juke boxes which supplied a goodly number of such tunes received any play. However, now that the craze has quieted down somewhat, the public is asking for other tunes to break the monotony of hillbilly waxes.

## Ops Beating Headaches by Using Oldies and Folk Disks

This includes not only the old stand-bys such as Duke Ellington, Cab Calloway and the Mills Brothers, but such comparative newcomers to the fold as Lucky Millinder, Louis Jordan (whose *G I Jive* is hot right now) and the King Cole Trio, especially the latter's *Straighten Up and Fly Right*.

Of the smaller companies, records made under the Hit label are most often to be found in the upper brackets of popularity. Art Kassel's *Pretty Kitty Blue Eyes* and *I'm In Love With Someone*; Louis Prima's *Fellow On a Furlough* and *Is My Baby Blue Tonight*; the Three Suns' *How Many Hearts Has You Broken*, while they haven't attained the popularity of a disk by Crosby or one of the Dorseys, they have won acceptance by the music-hungry crowd. Operators say one reason for the success of this company's records is that they are usually released before any of the major companies get around to issuing their versions of the same tune.



OPENING OF MARTIN DISTRIBUTING COMPANY in Detroit, new Wurlitzer distributing headquarters for Michigan, attracted a good crowd of out-of-town columnists who were snapped here with Martin Balensiefer and his staff.

As each route man comes in, he writes down the number of times each record on the list has been played at the location on his route. Thus Amor may have been played 47 times on route one; 83 times on route two, etc. The total number of times the record was played on all routes is shown at the right hand side of the chart. The list is up to the minute, since every route man makes entries each time he comes in from servicing the machines for which he is responsible.

Strangely enough the chart sometimes shows that little publicized tunes get the highest score, according to Sammy Palaggi, manager.

## Route Men "Sell" Tunes

It is possible for servicemen to help "put over" a number, especially one that is still comparatively unknown by getting the attendants at a location to listen to a number a couple of times, then set the machine so it will play that tune a few times after he has left. Then when customers come in and ask what tune is good, the attendants frequently suggest the number they have just heard.

The chart each week contains about 10 or 15 of the most popular selections current on the radio, in movies or those that are getting a lot of advertising. It also contains several successful standards.

Century has a library of about 400 or 500 old tunes which have proved well worth a second run, Palaggi reveals. These are listed on the chart to determine the play they are getting and almost invariably they rank high.

"One reason for the success of the old tunes," Palaggi states, "is that at present there is a shortage of top-notch bands. Many of the better band leaders are either in the services or have broken up their groups. Some of those who are carrying on do not have as good personnel as were in the original bands. Since the older numbers were recorded by top orchestras, the public still likes to hear them."

## Availability a Factor

The selection of popular tunes depends in part on what records are obtainable. Sometimes a record which is in great demand isn't available at the time the public most wants it, as in the case of *Melody Dooze*, which, when it first became popular, could be obtained only on one label. Demand was far greater than the supply, with the result that operators were unable to fill requests for the number when it was most sought after. By the time the tune had been re-recorded by other companies, demand had somewhat subsided.

Palaggi said that in order to get speedier delivery his company picks up records directly from distributors, thus saving two or three days in some cases. This period of time means a great deal when a record is at its peak of popularity, he declared.

## Employees Sampled

In picking tunes to put on the juke boxes, Palaggi said if there is any doubt as to the probable success of a number, it is tried out on the men in the shop. If most of them like it, it's "in," since their taste is about the same as the general public's.

Business is extremely satisfactory at present, Palaggi says. He said he had seen customers at some of the locations put the last nickel or dime in their pockets into the juke box because they wanted to hear a certain number. Many people, too, who have not been juke box customers are beginning to get the habit, he declared. One reason for this trend, of course, is the fact that most people now have more to spend than they have had in the past.

## POPULAR RECORD REVIEWS

(Continued from page 21)

**TINY BRADSHAW** (Regis)  
 "Straighten Up and Fly Right"—FT.  
 VC. "Bradshaw Bounce"—FT.

It's a smoldered and screaming reproduction of the Harlem-styled rhythms of Tiny Bradshaw that marks his disk debut on this label. Sounding most of the way as if the band was cutting in a boiler factory, with a lot of muffled music trying to pass off as powerhouse, these initial sides bear little well for both the leader and the label. In the bounce tempo, the King Cole favorite, *Straighten Up and Fly Right*, has Tiny cutting in with a Calloway-inspired vocal, while his original stomper, *Bradshaw Bounce*, is the conventional ritz-ridden opus. But not done too well.

On the strength of the song's popularity up the Harlem ways, music ops may find some interest attending "Straighten Up and Fly Right," particularly since this is Tiny Bradshaw's poem plattering.

## Popular Album Reviews

**TOMMY DORSEY, STARMAKER**  
 (Victor)

There is no denying that the Dorsey camp has created many a star on the musical surfaces, and there can be no shyness in the maestro deeming the sobriquet. It gives the record company plenty of excuse to dust off a batch of oddies, put them up in an attractive package, and make for something that makes for effective peddling. Apart from the starting side, which has Tommy soloing on the slip horn for Axel Stordahl's hymnal arrangement for Tchaikovsky's *None But the Lonely Heart*, each of the remaining seven sides serve as show-casers for his illustrious alumni. Connie Haines is ever coddlesome for the smarty wordage of *Will You Still Be Mine?*; Frank Sinatra swoons out for *Everything Happens To Me*, joining with the Pied Pipers for *Oh! Look at Me Now*; Jo Stafford is the sweet songbird for *Little Man With a Grumpy Cigar*, and then gets in the groove with *By Olinger for his Scragging On Northin'*; trumpet ace Ziggy Elman has his inning with *Swing High*, and Buddy Rich beats the drums for *Not So Quiet, Please*. There's plenty in this package for the merchandising, and the sides can't serve the phonopop well, but one can't help but wonder why the slight is ignoring Jack Leonard.

**BENNY GOODMAN SEXTET**  
 (Columbia)

For the hot jazz diehards, there's a welcome mat out for Columbia's re-issues of these collectors' items. As a matter of fact, Benny Goodman had a hand himself in the selecting for this set, and there is more musical meat packed away in this package than one can normally digest. Different units comprise the sextet for the different numbers, with Goodman always pacing the way with his pined piping for such illustrious swing-lites as the late Charlie Christian for the guitar pickings; the piano magic of Count Basie, Fletcher Henderson and Johnny Guarrieri; the vibes of Lionel Hampton; Cootie Williams's trumpet and George Auld's tenor sax; Artie Bernstein's bass walking; and the drummatic of Nick Fatool, Harry Jager and Davie Tough. The selections, all dated ones, take in *Rose Room*, *Air Mail Special*, *Flying Home* (which Cootie Williams retained for his band's theme song), *I Found a New Baby*, *Poor Butterfly*, *Grand Slam*, *The Weng Wang Blues* and *As Long as I Live*. It also makes for a royal holiday for the swing fans ganging around the juke boxes.

## POTENTIAL COIN MCH.

(Continued from page 47)

arranged placement for coin-operated devices such as food vendors and music and amusement machines. With the post-war autoist and flier being concerned primarily with the speed in which he can go places, he'll likewise be interested in the efficiency of service facilities. In order to service the post-war autoist and air enthusiast adequately the very finest coin-operated machinery will have to be at their disposal at every conceivable stop-over made on a motor or air trip. There is no doubt but what operators of super highway gasoline service stations and super air terminals and airports will find themselves in direct competition with each other, as will the manufacturers of automobiles and airplanes, as they all at the same time work together.

The possibilities for coin machine locations in each of these post-war service stations and terminals is unlimited and should take much thought by coin machine manufacturers and distributors as well as by operators in making plans for the future.



## RADIO TUBE ADAPTERS

122 different types of completely wired Adapters permit the use of available tubes in place of those now scarce or entirely out of the market. No need to rewire sets—Convert your present stock of slow moving tubes into types that are unobtainable or hard-to-get.

Write for Descriptive Folder



## SPECIAL!

6 PANORAMS WITH MILLS  
 SOLO-VUE CONVERSIONS  
 \$2250.00 FOR THE LOT  
 \$400.00 EACH



## I WANT PHONOGRAPHS

Will Pay These Prices For O. R. Your City

GENE	\$200.00	800	\$375.00	801	\$425.00
VOGUE	250.00	700	400.00	808	450.00
EMORY	310.00	800	400.00	7502	450.00
COLONEL	325.00	750	400.00	780	450.00
801	375.00	800	400.00	890	500.00
608K	300.00	8010	400.00	880	500.00

F. J. HEYNEK JR.

308 GOUGH STREET

SAN FRANCISCO, CALIF.

## POPULAR RECORD RELEASES

(Continued from page 30)

OL' MAN RIVER	Cozy Cole's All Stars	Savoy 512
SALUTE TO FATS	Johnny Guarrieri's All Star	Savoy 511
SINCE YOU WENT AWAY	Eddy Howard	Feature 1004
SINCE YOU WENT AWAY	Jerry Wald (Ginnie Powell)	Decca 4448
SMOKE ON THE WATER	Red Foley	Decca 8102
TAINT YOURS	Una Mae Carlisle, Beacon	7170
THESE FOOLISH THINGS (REMINDE ME OF YOU)	Kitty Carlisle (Harry Sosnik Ork)	Decca 23347
THESE FOOLISH THINGS (REMINDE ME OF YOU)	Johnny Guarrieri's All Star	Savoy 511
THERE'S A BLUE STAR SHIN- ING BRIGHT	Red Foley	Decca 8102
TWO HEAVENS	Jerry Wald (Dick Merrick)	Decca 4448
WHISPERING	Horace Heidt (Fred Lowery)	Columbia 36727
WHISPER THAT YOU LOVE ME	Tommy Tucker (Don Brown)	Columbia 36728
WITHOUT A SWEETHEART	Evelyn Knight (Camarata Ork)	Decca 18814
WITHOUT YOU, BABY	Una Mae Carlisle	Beacon 7170
WRAP YOUR TROUBLES IN DREAMS	Cozy Cole's All Stars	Savoy 512

## MOVIE MACHINE REVIEWS

## Program 1173

Assembled and released by Soundies  
 Distributing Corporation of America,  
 Inc. Release date July 17.

THE GLENN MILLER MODERNAIRES, four men and a girl, turn in a smooth performance of *Do Nothing! Till You Hear From Me*. One of the men does the major share of the singing. Night club setting. (Ben K. Blake).

*Amor*, currently very popular, is sung effectively by BILLIE JOYCE, with ERNIE FIORITO'S ORCHESTRA. The MILDRED RAY DANCERS (8) appear briefly. Setting is a garden. (Triumph Films). CAROLINE AYRES sings *On Time*. She's a defense worker who wants a man who comes to work on time. A war plant lunchroom is the setting. (Minoco release).

*I'll Be Seeing You*, another very popular tune, is sung by DALE BELMONT, an attractive girl with an excellent blues voice. Accompaniment is by RAY HNATRA'S ORCHESTRA. Bandstand setting. (Ben K. Blake).

*Pin-Up Polka* is sung by CARROLL HOOD, who appears as a soldier stung about his pin-up girl. Scene is the front of an art shop, with a group of soldiers admiring the pictures. THE RHYTHMAIRES are also featured. (Soundies).

*Hit the Road to Dreamland* is sung by THE TAILOR MAIDS (3) and LYNN BARRETT. Setting is a girls' dormitory. There's also a chorus of six girls. (R. C. M.).

*The Choo! Song* is the same sort of nonsense as *The Hat Song* and makes for amusing entertainment. Sung by THE KING'S MEN (4), it starts seriously with a pianist playing Bach and switches to the group, in 18th century costume, swinging the same number. COLLINS AND COLLETTE, a jitterbug team, dance. (R. C. M. release).

LA VILLA TULLOS, a colored harpist, is excellent in *Suavese Setting*. She plays *The Old Folks At Home*, as written, then in swing time. (Soundies).

## Program 1174

Assembled and released by Soundies  
 Distributing Corporation of America, Inc.  
 Release date July 24.

*Marine's Hymn* is sung by a male chorus, against a background of shots showing the marines in action from their founding to the present. (O. W. L.).

JERRY WAYNE sings *And So Little Time*. Setting is a railroad station, with numerous couples bidding one another goodbyes. (Triumph Films).

*When I Grow Too Old To Dream* is played by JOHNNY LONG AND HIS ORCHESTRA, with BOB HOUSTON doing the vocals. The band joins in on the chorus. Bandstand setting. (Minoco release).

*Copy* Camp Fire features some spirited music by GEORGE MOGULOFF'S RUSSIAN BALALAIKA ORCHESTRA and singer CLAUDIA OSALLI. The KARLA-VAIFF DANCERS, two girls and a man, appear briefly. (Triumph Films).

*Ridin' Nerd* on a Cloud is a song about a cowboy turned aviator. DAVID

BROOKS is the ex-cowboy. Shots of American planes in action are woven into the reel. (Soundies).

*How Come You Do Me Like You Do* is capably handled by singer ROBERTA HOLLYWOOD and WILL BRADLEY AND HIS ORCHESTRA. Bandstand setting. (Triumph Films).

BUDDY ROGERS, MARILYN MAXWELL (now featured in the movies and on Bing Crosby's radio program) and an unidentified male trio sing *Dreamsville*, Ohio. Setting is a bus station, switching to a rural scene. (R. C. M. release).

*Rhapsody of Love*, with HILDA ROGERS, is distinguished chiefly for some rather clever lyrics. Night club setting. (Soundies).

## Program 1175

Assembled and released by Soundies  
 Distributing Corporation of America, Inc.  
 Release date July 17.

*Take Me Back to Tulsa* is played by SPADE COOLEY AND HIS WESTERN DANCE ORG. an outfit which adds swing to hill-billy numbers. TEX WILLIAMS does the singing. Ranch house setting. (R. C. M.).

ANN PARKER, a blonde eyelet, poses *The 25¢ Question*, which is what to do with your money—spend it or invest it. Scene is a radio quiz program. (Soundies).

*Are You Happy, Ameri?*, is played and sung by JOHNNY MESSNER AND HIS ORCHESTRA and an unidentified girl. Setting is a picnic. (Minoco release).

THE THREE SUNS, playing organ, accordion and guitar, make an excellent number of *Tico, Tico*. Little in the way of setting, but it's not missed. (Soundies).

*Would You for a Big Red Apple?* stars JOE REICHMAN AND HIS ORCHESTRA and singers LOIS LANE and HAL DEWITT. Bandstand setting. (R. C. M.).

REG KERHOE AND HIS MARDIANA QUEENS play *Study in Brown*. Group is composed of six marimbas, a bass and maracas. Number is well chosen. (Ben K. Blake).

*When My Sugar Walks Down the Street* is played by the DIXIELAND JAZZ BAND and sung by LINDA KERHOE. Setting is a night club, with a switch to the dressing rooms. Four girls dance. (Minoco).

BILLIE HAYWOOD and CLIFF ALLEN sing *I Can't Dance*, to the accompaniment of Allen's piano. Song concerns a party that's to be given for a group of "rats." (R. C. M.).

## -OPERATORS-

Write Us For Record List

Large selection of good standards—Hit-  
 bills—Polkas—some late Popular.

## RECORD SERVICE CO.

8207 Hillwell ST. LOUIS 20, MO.

## AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

All Communications to 155 N. Clark St., Chicago 1, Ill.

### Cpl. Shelhamer Writes

Cpl. Ben Shelhamer Jr., songwriter now in the army, writes from Spokane, where he is now stationed, that he met a number of well-known entertainers on his way to the Coast. "Visited with Slim Bryant and his Wildcats, KORA," he says, "also Hank Penny and His Boys, Lee Morgan, and the Happy Valley Girls, all of WLW, and on my stop-over in Chicago visited with Judie and Julie Jones, my co-writers on *When It's Twilight in Memory Valley*, and most of the National Barn Dance gang. Two swell groups out here are Clyde and Slim Copeland on KPYY and the Ranch House Ramblers, with Norma J. Miller on WHG; both groups very popular. Happy Gayman is out here playing night clubs with his steel guitar."

### Sells \$1,000,000 in Bonds

Boy Acuff and his Smoky Mountain Boys of the Grand Ole Opry, WSM, volunteered to make a war bond tour for the Alabama War Activities Committee and the War Finance Committee and in three appearances turned in more than \$1,000,000 in bonds. Because of radio commitments the tour was limited to three Alabama towns, but Acuff is planning a second bond trek.

### Spike's "Depreciation Album"

Spike Jones writes that he's in the midst of completing plans for a "Musical Depreciation Album" to be recorded after the war, when priorities enable him to gather enough metal musical instruments—i.e., washboards, auto radiators, thimbles, etc. He says it will contain *A Goose to the Ballet Russe*, Schubert's *Requiem* Symphony, and a series of *Songs You'd Like to Forget*. Sounds as if it should be a riot!

### Eastern Notes

Hooper Hot Shots, first-timing it in the Eastern States area this season, started off July 16 at Brendel's Manor Park, near Baltimore, showed at Sleepy Hollow Ranch near Quakertown, Pa., July 23, with Indian Echo Cave Park near Harrisburg, Pa., inked in for August 6. Dates set by the Jolly Joyce Agency, Philadelphia, which also announces the hooking of Reg Kehoe's all-girl marimba band July 30 at Brendel's Manor Park near Baltimore.

Jack Howard, Philadelphia publisher of cowboy songs, reports that he is getting a lot of attention for his *Sius Ranger* in Canada, where Hank, the yodling ranger, is featuring the Western ballad on a theater tour.

The Fire Company Carnival at Millville, Pa., featured hill-billy acts each night of the festival, ended July 7. Booked in by the Jimmy Tyson Agency, Philadelphia, the attractions included McGuire and his Harmony Rangers, Smiling Dave, Sleepy Hollow Boys and the Blue Ridge Ramblers.

The Korn Kobbler made a two-day stand in Easton, Pa., July 18 and 19

### SALE-MUSIC-SALE

Wurlitzer 41's with Stands. LIKE NEW. Have been in storage 2 years.

\$129.50

1/2 deposit, balance C. O. D.

### PEARL ENTERPRISES

260 N. Clinton Avenue  
Trenton 9, N. J.

### RECORD DISCS

For \$1, 71 and all other Wurlitzer Counter Models, reconditioned. I will make your old discs the same discmasters as when new and guarantee them to give satisfaction. Price \$1.50 for set of 12, or \$6.00 a set in lots 5.

### HUGO JOERIS

3228 Jackson St. AMARILLO, TEXAS

at the Moose Auditorium, presenting two shows nightly.

Steckle's Dixieland Band is presented for the square and round dancing featured at The Palms near Phillipsburg, N. J. And in the same town, the New Del-High Cafe presents Brownie's Old-timers for the old-fashioned dancing on Friday nights.

Tom Endicott, operator of the Dude Ranch in Atlantic City on the Boardwalk, the only resort nitery with Western entertainment, puts his show on the radio every night at 11:15 via Station WFPG. The new Western show at the Dude Ranch headlines Tex Cooper, singing cowboy of radio fame.

### Tunester Tattle

La Casa Del Rio Publications has accepted Lacey McDowell and Al Halgeron's new song, *Those Little Stars*.

Jim Boyd, who had a hand in writing the new cowboy song, *Stick By Your Pony*, is opening a summer engagement for Interstate Theaters in Texas.

Pearl Clark, Seattle song writer, reports that *Onie Waters'* recording of *We'll Have a Rodeo in Tokio* reached the high spot on the Western all request Camerano Chuck Wagon Jamboree, KVI, Tacoma, in less than three weeks. Buck Ritchey, known as The Old Time Wrangler, is the announcer and record-spinner on this six-a-week recorded program.

Mary Lou, vocalist, and her Keystone Ramblers, cowboy band, recently played Malibu Dude Ranch at Milford, Pa., and Morton Park Pool, Morton, Pa., to big crowds, according to George A. Zerby, manager of the Ramblers. "Watch Earl Smith, owner and operator of Morton Park Pool, to do big things with square dancing in the near future," says Zerby.

B. Feldman of London has contracted to publish Kelly Music Publications' catalog in England. Kelly Publications has accepted *Will There Always Be Memories*, by Bill Boyd, Kahl Ra-Faun and Billie Ferrell, with release date skedded for November.

Waldo O'Neal, of original *Pistol Packin' Mama* fame, is not only a good lyric writer but also is rapidly gaining recognition as a Western poet. See the July issue of *Desert* magazine for his descriptive *Cocci*.

### International and Foreign Record Hits of the Month

(Note: Here are the most popular international and foreign recordings of the past month. Similar hits will be published in this section once every month.)

**INTERNATIONAL RECORDINGS:** *Sicilian Polka, Ohio Polka, Pretzel Bender Serenade, The Merry Ghost From Chatham Square, Tick Tock Serenade, Cuckoo Waltz.*

**FOREIGN RECORDINGS:** Czechoslovakian, *Vapomen Si Devcatko, Chudy jern na svet prisel, Cerny Kris, Vesela Hospoda*. Croatian-Serbian, *Zelim Te Mamce, Hoces Noces Moras, Devojice Mala, Spremite Se Spremite Cetnici*. German, *Kuckuck Landler, Kornblumenblau, Spanische Dorfmusik*. Greek, *O Resilis, Mi Se Niasi, Ela Mikro Mou, Syntagmatarhis M. Frisis*. Hebrew-Jewish, *Meln Yiddische Mame, Dem Rebin's Nigun, Nit Gedalget; Zog, Zog, Es Mir*. Hungarian, *Volt nekem egy igen kedves Baraton, Zold Ablakos Kicsi Haz*. Italian, *Il Falser de Gallo E La Gallina, Annetta che Va In Fretto, Viate Florito*. Norwegian, *Den Gamle Valser, Gamle Norge, Den Glade Tryoler*. Polish, *Przylyepka Polka, Kochaj I Zyz, Ulanski Galop, Kolo Mego Plotu, Nie Badz Taku, Mularze-Mularze*. Russian-Ukrainian, *Ochi Chornaya, Dee Gitary Solovej*. Scandinavian, *Hango, Dina Bla Ogon, Yilda Skogor*. Swedish, *Tonsten Blott Ar Vaken, Karleken, Lyckan och Livets Gangi Fery, Very Welcome Swanson.*

## THE COIN PHONOGRAPH NEEDLE THAT LICKS THOSE WARTIME TROUBLES



### A NEW MEMBER OF AN OLD FAMILY

Here is a better coin phonograph needle for present operating conditions at no advance in price. Ask your Decca, RCA Victor or Columbia record distributor for the descriptive bulletin about Permo Point Round.

**PERMO INCORPORATED**  
6415 RAVENSWOOD AVE.  
CHICAGO 26, ILLINOIS



## Soundies

MUSICAL MOVIES

Here is a profitable business of interest to all operators—for SOUNDIES means "money in the cash box." They're thrilled-packed, professionally made films . . . with the greatest names in show business working for you! You owe it to yourself to learn what real money-making channels this form of amusement opens up.

Write Today for Particulars

**SOUNDIES DISTRIBUTING CORP. OF AMERICA, Inc.**  
209 W. JACKSON BLVD. CHICAGO 6, ILLINOIS

All films in our library are acquired by City and State Copyright Boards.



## We Pay Spot Cash FOR YOUR USED RECORDS

No Shipment Too Big . . . None Too Small

Popular • Hillbilly • Race • Polkas

Wire Collect How Many You Have  
WE PAY THE FREIGHT

## J. F. BARD

414 South Franklin Street

Chicago 7, Illinois

## Small Cig Manufacturers Ask Subsidy Aid From OPA

Extinction threatens unless petition is granted to cover increased cost burden of taxes and price ceilings — smoker would get cheaper pack, too

LOUISVILLE, July 22.—Small cigarette manufacturers, hard hit by high taxes and price ceilings, have petitioned the Office of Price Administration for a subsidy. It is announced by T. V. Hartnett, president of Brown-Williamson Tobacco Corporation. Manufacturers of economy brands, now paying \$3.50 per thousand in internal revenue tax, are asking for a subsidy of 94 cents to \$1 per thousand to cover increased costs already recognized by OPA.

The petition is important to smokers because they would be able to buy cigarettes at 10 cents a package plus State taxes. It is also of serious consequence to the so-called big four of the cigarette industry, because while they engage in advertising and distributive competition among themselves, the healthful price competition in the main has been supplied by the small manufacturers.

The question naturally arises: If companies as well established as Axton-Fisher and Brown-Williamson are forced out of competition by a war-enforced price policy, who will muster the courage to venture into the industry against the big four?

Approximately 30 manufacturers do 99 per cent of the tobacco business in the United States, with their sales amounting annually to \$2,350,000,000. Of this amount \$1,000,000,000 in sales is accounted for by the big four—American Tobacco Company, R. J. Reynolds Tobacco Company, Liggett & Myers and Philip Morris.

Less than 10 per cent of the manufacturers thus have more than 75 per cent of the tobacco business. These firms have spent millions of dollars annually to impart their trade-marks on the consumers' minds in the last 25 years.

This, in turn, has forced smaller manufacturers to build their sales volume on smoking and chewing tobacco and the economy brand cigarette. None of the

big four pushes an economy brand, which obviously must sell on a narrower margin of profit than standard brands.

### Debuted in 1932

Ten-cent cigarettes made their first appearance in 1932. Big four companies lost little time cutting their prices to meet the new competition. Since 1932 the price of cigarettes has been cut a minimum of 33 cents per thousand less than they were prior to the advent of the lower priced smokers.

If the small manufacturers were to raise the price of their products, which would seem to be the obvious course to follow, they would be worse off than they are now, because sales volume would immediately slump to a degree that would more than offset the gain from the price increase.

OPA increased the predilection of the small manufacturers in September, 1943, and authorized a boost of 30 cents per thousand or three-fifths of a cent per package for economy brands. Prices on standard brands were not raised. This narrowed the price gap between the two classes of cigarettes and the result has been a 50 per cent drop in sales volume (See Ask Subsidy Aid on opposite page)

## Cigs Tighter As WFA Cuts Mrs. Quotas

### OPA Delays Auctions

WASHINGTON, July 22.—Cigs for civilian consumption are going to become tighter, it was learned today following an announcement by the War Food Administration.

In a note to manufacturers, WFA said that cig makers would be allowed only 74 per cent of the quantity of tobacco used by them for manufacturing purposes in the year ended June 30. Charles E. Gage, WFA tobacco head, said the current tobacco crop had been estimated by the Department of Agriculture at 854,000,000 pounds. Of this amount 482,000,000 pounds would go for domestic consumption, while the remaining 372,000,000 pounds would be allocated to the armed forces, United Kingdom, other allies and friendly nations.

However, since the government estimate on the tobacco crop has been made, good rains in tobacco areas have caused the trade to declare the crop may hit a high figure of 950,000,000 pounds.

In spite of a good crop for cigs, civilians will still find it hard to purchase their favorite brands because of the growing needs of the armed forces and restrictions placed on manufacturers by the WFA.

While this was going on, Georgia's Governor Arnall and Senator E. D. Smith, of South Carolina, flayed the OPA today for failing to inform tobacco men of new ceiling prices for the seasonal tobacco auction which was scheduled to start July 24.

Reports indicate that OPA may place a ceiling price of 39 cents for tobacco this year; tobacco men are asking a ceiling of from 41 cents to 45 cents per pound. In this connection, Governor Arnall said in a telegram to Chester Bowles, director of the OPA: Marvin Jones, war food administrator, and Fred Vinson, economic stabilization director, "I am using every resource at my command to help the farmers get a fair price for their tobacco."

## Mayo Clinic, Army Medics Okay Cigs

CHICAGO, July 22.—The Journal of the American Medical Association published what may be regarded the last word in medical evidence for and against cigarettes. The authors of the article represent the army's medical corps as well as the Mayo Clinic. They tabulated scientific evidence from many sources to show actual effects of smoking cigarettes.

Most of the tests made were based on smoking two cigarettes at one time. The injurious results reports are so mild for the normal person that the final evidence may be taken as favorable for cigarettes if smoked in moderate quantities. The tests show that there was a slight increase in the pulse rate and also of the metabolism rate. Most of the effects lasted only a few minutes in the average person. The doctors do warn, however, that persons who are afflicted with vascular ailments, such as constricted arteries, should avoid smoking.

So much has been said in medical circles about smoking cigarettes that this report seems to be the final word. Many newspapers published the report because of its apparent vindication of the cigarette.

## Gvt. Develops Waterproof Match for GPs

CHICAGO, July 22.—A match has been developed that is practically foolproof as well as waterproof.

Credit for the "strike anywhere" match, as the War Department describes it, is due the Quartermaster Corps, the Bureau of Standards and a trio of match manufacturers.

Their problem was mainly to develop a match to meet the needs of Yankee soldiers stationed in warm humid areas of the South Pacific and also for military use in various parts of the globe. The result was development of a coating which when applied to a match not only makes it waterproof for several hours, but resistant to high humidity indefinitely and even to a moderate amount of abrasion.

The coating, applied to a match for more than three-quarters of its length, is a wax compound with an extremely high melting point. According to the War Department it was developed with a view toward its application to matches as a part of the regular production process without the addition of new or special equipment.

## Cig Sales Barred to Minors; Police Move to Arrest Violators

BERLINSHEM, Pa., July 22.—This city is currently conducting an intensified campaign to stop the sale of cigs to minors which the police have charged.

Owners of stores and other business places where cig vendors are located will be held responsible if minors purchase cigs from the machines. Charges have been made that some store owners have been selling cigs across the counter to minors. One case was reported in which an owner was selling individual cigs to minors for a cent each.

## Vending Machines Gaining Favor With Theatregoers

ST. JOHN, N. B., July 22.—With theaters doing exceptionally heavy business throughout the Eastern provinces, merchant vend machines in entrances and lobbies are receiving heavy play. Difficulty has been experienced, however, in obtaining enough candy, gum and peanuts to keep the machines stocked.

In Halifax, N. S., the city council continues to oppose merchandises vendors in local theaters. This is the only community in the provinces, however, where such a ban is in effect. Loss to Halifax theater owners is formidable, as all the theaters there are doing a turnkey business, and patrons have plenty of money to spend in vending machines. Local merchants are believed to be back of the ban on vending machines.

## Rise in Sugar Quota Aid to Ice Cream Ops

CHICAGO, July 22.—Increased sugar quotas for industrial users has benefited ice cream vending machine operators more than soft drink or beverage vendors, it is reported.

Beverage manufacturers report a slight increase in output, but said the manpower shortage has left them with more sugar than labor. The candy situation is slightly better than before the sugar increase, and has been further helped by larger supplies of corn syrup.

Constant demand by the military and war plants has prevented any appreciable increase in the amount of candy available for civilians, according to Philip Galt, president of the National Confectioners' Association.

Industrial users at present are allotted a quota of 80 per cent of the amount of sugar used in the corresponding periods of 1941. The sugar is allocated quarterly by the Office of Price Administration, the percentage depending on the amount of sugar available. Thus the 80 per cent quota probably will remain in effect at least until the end of the present quarter, September 30, although if additional supplies become available the quota can be raised.

An increased allotment of milk solids and the removal of frozen fruit from rationing were further aids to the ice cream situation. Ice cream manufacturers, however, expect that their supplies of milk solids will be cut soon.

**PENNY COUNTERS**  
CAST ALUMINUM  
\$1.25 EA. PARCEL POST PAID  
While They Last  
**MARBLES**  
Class — Agate — Assorted Colors  
Case of 12,000, \$15.75  
Barrel of 50,000, \$59.50.  
Full Cash With Order, F. O. B. Factory

**TORR** 2047 A - SO. 68  
PHILA. 42, PA.

### PLASTIC CHARMS

for your Vending Machines  
Buy them direct from us

We manufacture and sell more CHARMS than anyone else in the whole world.  
Charms in Bulk — \$4.00 per thousand  
Charms with Strings — \$2.50 per thousand  
F.O.B. New York

\$1.00 deposit with order — balance C.O.D.  
Made in U.S.A. by

**SAMUEL EPPY & CO.**  
322 HUDSON ST. NEW YORK 13, N. Y.

**CIGARETTE VENDING MACHINES**  
U-Need-a-Pak 6 Cig. Cigs. Only  
170 pieces, 5mg. 1.25  
100 pieces, 5mg. 1.00  
or 200 100's. In good condition. Guaranteed. Write for order, balance C. O. D. Write for complete list of Cigarettes. Features 4 or 6 Cigar Bar Machines.

**ASCO** 148 ASTOR ST.  
NEWARK 3, N. J.

### PEANUTS FOR SALE

Have 50 heavy Va. Jumbo Peanuts in the hull that we offer at 15¢ per pound. These peanuts were in a fire, but we guarantee they are not damaged. No water touched them and all washed peanuts have been counted.

**Specialty Sales Co.**  
NORTH, S. O.



"IMP"

The most profitable Counter Game—real money-making! Available in 60¢ Party Plug with Cigarette Symbols. Order now while they last. Size 9 1/2 x 10 1/2 inches.  
**\$5.95 Ea.; Ct. of 6, \$30.00**

### COUNTER REEL GAMES

Yakkee, 14 Divider Wheel ..... \$ 9.95  
Polo-Road (Poker), 14 Divider Wheel 9.95  
Navy, 14 Toss P.O. Cig. Sym. 12.50  
Wacoria, 14 Toss P.O. Cig. Sym. 12.50  
Armstrong Eagle, 14 Toss P.O.  
Fruit Sym. .... 12.50  
Barks, 14 Toss P.O. Cig. Sym. .... 12.50  
Tits (White Jack), 14 Divider Wheel 9.95  
Wings (8 Wheel), 14 Divider Wheel 9.95  
Miss Van Packer, Green ..... 44.50  
Miss Van Packer, Red ..... 44.50  
Lucky Strikes ..... 9.95  
Victory 80's-Packs ..... 9.95

### WANTED

#### WILL PAY FOLLOWING PRICES

Kitties & Catches ..... \$15.00  
AET Wheel P Targets (Blue Gals.) ..... 15.00  
AET Challenge ..... 12.50  
Navy's Testicles ..... 12.50  
War Lucky Strikes ..... 6.00  
Victory 80's-Packs ..... 5.00  
Victory Home Run ..... 7.50

All machines must be in working order, all parts complete, with book and keys.

Large Selection of New and Used Machines in Stock. Send for Complete List

1/3 Deposit, Balance C. O. D.

**RAKE COIN MACHINE EXCHANGE**  
1014 Market Street  
PHILADELPHIA 3, PA.

## 25 New Gum Brands on Market But Ops Find Supplies Tight

CHICAGO, July 22.—According to a recent trade report there are some 25 brands of gum on the market, and while they seem to be gaining popular appeal on store counters, only a few vending ops have been able to offer it in their machines as supplies of these new brands are so small.

However, with the better known brands of chewing gum being sent overseas to the armed forces, what might be considered as a business trend is the entry into the gum manufacturing field of new companies. It is, however, problematical whether or not they will be able to stand up under competition in the post-war period when Wrigley, Beech-Nut and other large manufacturers resume civilian distribution.

Since Wrigley and Beech-Nut have been sending their entire outputs to the armed forces even the supply of "new" gum for machines has been tight. The new gum manufacturers have been unable to keep up with the counter demand for chewing gum left by the withdrawal of the top gum firms. There seems to be little hope for the venders until the new brands can take up the slack created by the major manufacturers.

### Servicemen Appreciative

Gum, like cigs, has seen an increased demand as more is sent overseas to the armed forces, but letters received by the major companies from servicemen indicate the boys really do appreciate the unlimited supply they have been getting.

Letters which say, "The heat is something to contend with and we can't drink enough water to keep our mouths moist while we work. That is where gum plays an important part with us. It does the one thing water alone can't do. The soldiers appreciate it and one stick lasts a long time," are typical of ones written by men in service. A flier in England wrote, "We'll chew it over Berlin! Money means little here in combat, but chewing

gum is really appreciated. Anything you can spare helps."

However, the GI is not alone in his praise of the gum manufacturers. A store owner recently wrote, "We certainly want to commend and congratulate you on the attitude you are taking in favor of the boys overseas. If it takes your factory and they ask for it, please send it to them and we will help you build a new one."

## War Plants Require Drink Vending Mchs. Of Larger Capacity

LOS ANGELES, July 22.—Investigation has shown that soft drink vending machines here do not have sufficient capacity to serve workers in large manufacturing plants without having them lose time-off from their jobs.

Large plants surveyed in this area were: Douglas Aircraft, Santa Monica; North American Aviation Company, Inglewood, and Lockheed.

A worker in the Douglas plant said the several vending machines located in the plant were almost always empty and that there was a good deal of lost motion in trying to find a machine which was filled.

At the Lockheed plant the vending machines are operated by an employee organization, the profits of the take being put in a general fund. Here, too, the story was the same. No drinks for thirsty workers, and all because the machines would not hold enough bottles.

Much the same story was learned at the North American Aviation Company, where one worker told of how machines were emptied in a few minutes after having been filled. The set-up there will not permit an employee roving about the plant in quest of a machine which will dispense the wanted drink.

Still other plants will not allow vending machines which put out bottles, on the ground that beverage bottles around the plant present a safety hazard. When it was suggested that a vender of the paper cup type be tried it was a surprise to them that such a machine was available.

All this adds up to the fact that manufacturers must design a machine of huge capacity and also one which will put out paper cups rather than bottles.

Candy also remained on the hard-to-get list here, and most workers were not depending on the venders to supply them with the wanted sweets.

## WFA May Cut Cocoa Quota of Civilians

WASHINGTON, July 22.—Further cuts in civilian quotas of cocoa may be necessary as a result of heavy increases in military consumption and shortages of shipping space from the two main cocoa-producing areas to the United States.

Altho stocks are being maintained at fairly high levels, according to a survey just completed by the War Food Administration, it is reported that civilian allocations may be cut below the present figure of 70 per cent of 1941 use.

On July 1, when cocoa allocations were cut from 80 per cent, WFA officials were uncertain as to whether civilian needs would have to be further reduced this year. At present, with military consumption reaching record levels, it is certain that the less essential uses cannot be increased and probably will be curtailed further in 1944.

At present the government is negotiating with Brazil for purchase of its current cocoa crop. It is understood that an agreement between the two countries is now ready for signatures. It is believed Brazilian producers will receive higher prices under the new contract than they have been getting.

Large amounts of Brazilian cocoa are already coming into this country, and no break in these shipments is expected before conclusion of the new agreement.

## Estimate '44 Peanut Crop Will Be Off 37%

RICHMOND, Va., July 22.—A drop of 18 per cent in the nation's peanut crop for 1944 has been estimated by the Depart-

ment of Agriculture it was learned here. About 4,159,000 acres is now being devoted to the growth of peanuts which is about 88 per cent of the total ground used in 1943.

Crops for the years 1942 and 1943 were the peaks in peanut growth but this year's crop will seek the 1941 level.

### 1844—MORSE TELEGRAPH



194?

## DuGrenier Challenger

### and CANDYMAN

One of the greatest achievements in the line of communications was developed by Samuel F. S. Morse when, in 1844 he perfected telegraphy, the life line of the world. DuGrenier, too, in its own field of Automatic Vending, has perfected, for Post War delivery, truly great Merchandising Venders. Although we're busy helping to win a war right now and can only offer you service and repairs for your present equipment, we think you ought to know that we have the most dependable merchandisers waiting for the production "go ahead" in 1947.

The "CHALLENGER" is designed to feature what you want in merchandising cigarettes! The "CANDYMAN" is designed to feature what you want in merchandising candy!

**Arthur H. DuGRENIER, Inc.**  
15 Hale Street Haverhill, Mass.

## CIGARETTE & CANDY MACHINES U-NEED-A-PAK MODEL 500

9 COLUMNS — 15 COLUMNS  
READY FOR IMMEDIATE DELIVERY—WRITE!

NATIONAL 9-30 (9 Cols.) .....\$60.00

DuGRENIER "W" (9 Cols.) ..... 57.50

DuGRENIER "5" (7 Cols.) ..... 30.00

Beautifully Refinished — Mechanically Perfect!

1/3 Deposit, Balance C. O. D.

All Replacement PARTS and MIRRORS Available for

Above Machines. Write for Catalog!

**UNEDA VENDING SERVICE**

100-102 SCHOLES STREET, BROOKLYN 6, N. Y.



## YOU NEED THIS

Just off the press—no cost to you. Our new booklet on the care and handling of all vending machine candies. It helps turn loss into profit. Write for your copy today—no obligation.

### PAN CONFECTIONS

345 W. ERIE STREET

CHICAGO 10, ILL.

## WILL BUY

Chester Machine Route within approximately 150 miles of Chicago. Must not minimum of \$7,500.00 annually.

### MACK POSTEL

8750 N. Randall Ave. Chicago 26, Ill.

# FAIRS TO BOOST ARCADE BIZ

## Both Local and Traveling Operators Expect Big Play

Carnival arcade owners look forward to biggest dates of the year—some local ops seeking concession space, too—park and city spots continue to get big play

CHICAGO, July 22.—Both operators of arcades on traveling shows as well as ops with stay-at-home city locations have their eyes on the 1,000-odd State, district and county fairs that will get under way in the next two months. Carnival arcade operators naturally look to the fairs for the biggest takes of the season, but this year indications are that many local ops have been contracting with near-by fair secretaries for concession space. Fact that arcades have been doing such phenomenal business in the amusement parks as well as in city locations make ops feel that it might be wise to put whatever equipment they can obtain out on the fairgrounds, since all indications point to the fact that fair-goers will be plenty amusement minded this year. Fair secretaries, too, evidently don't mind this move since one of their major headaches this year is rounding up of enough amusement attractions. Crowds that come fair-wards will also boost play on all local locations in communities where fairs are held.

Minnesota heads the 1944 fair list with approximately 95 scheduled. Ohio will have 83; Wisconsin, 73; Nebraska, 71; Iowa, 69; Illinois, 62; Pennsylvania, 67; Kansas, 53, and Indiana, 44. Ontario, Canada, heads the provinces with 27 scheduled events, while the others will hold 21.

### Arcade Biz Tops

With few exceptions news from the arcade front has been good and there is reason to believe it will continue to climb for the rest of the summer season. Only Cleveland and Buffalo have reported a drop in biz, while all other

sections of the country report more biz than can be handled.

Last week Baltimore arcades reported gains in the play of their locations. Evening play in arcades was heavy and weekend play was way above average.

In Detroit the Walled Lake Amusement arcades were proving a valuable wartime attraction. A Penny Arcade, unusually large for a park the size of Walled Lake's, was getting a big play. The arcade has about 100 assorted machines, a few types, such as view machines, operated in batteries. Strength testers are a good draw. A very important part of the arcade is the battery of six skee ball alleys. A shooting gallery, made up of Air Raiders, Sky Fighters, Rapid Fire and similar games has proved most popular.

Dallas ops say arcades are faring better than last year. During week-ends servicemen help swell crowds that keep all downtown spots full from Friday thru Sunday. Two new arcades are getting almost capacity biz, with large numbers

of servicemen as customers, indicating the part these arcades play in providing wholesome amusement for members of the armed forces.

Increase of from 15 to 25 per cent have been reported by arcade ops in Minneapolis. Most summer vacationers are spending their time in town this year and are turning to arcades for needed amusement.

Hot weather in Salt Lake area has hit most business, but arcades there are experiencing the best season in years. Both city and lake region locations for arcades have been given a big play, with the crowds increasing each week.

And now with State, county and district fairs in prospect, arcade ops are happy at the prospect of big biz this season. More local fairs have been planned this year than in some time. Large thru public demand and the example of success set by the fairs in other cities and towns, scores of boards voted last winter to get into the game again. Most of them felt that by permitting lagging they had been overlooking a significant period for operation and an opportunity to do their bit for wartime morale. Sponsored events auspices are following the same cue and probably more than double the 1943 doings will be held this year.

Arcade biz is in for an all-time high this season and all ops in these areas are gearing for the increase.

## Coin Biz Future in Frozen Food Venders

NEW YORK, July 22.—Use of coin-operated venders in the frozen food industry in the post-war period is seen in the interest expressed by 5,000 food locker plant operators throught the country when queried on plans for future operation by the Edison General Electric Appliance Company.

Twenty-four per cent or 1,187 operators revealed that they are aware of new trends in the food processing industry, according to F. F. Duggan, manager of the refrigeration sales division of G. E.

Of 1,184 operators questioned 78.3 per cent stated that they now process and package frozen foods, and 88.8 per cent asserted that they sold their packaged processed foods to the consumer, and 80 per cent of the total expressed an intention of selling directly to the consumer after the war.

Questioned as to the kinds of food to be sold a great percentage answered meat, vegetables and fruits, and many admitted their plans included expansion of distribution facilities, for these products.

The reaction shown by the plant operators offers conclusive evidence to food dealers. Duggan asserted, that there will be highly competitive market sources for frozen foods. Much of the present uncertainty about the future of frozen foods, he said, is due to poor merchandising displays in retail outlets before the war.

Duggan predicted that the commercial lines of branded frozen foods would expand after the war to offer greater selections of products. He stated that he knew of one meat packer alone who planned on spending several million dollars promoting meat products.

The wartime innovation introduced by government agencies as well as by the army and navy, to avoid waste and improve the national diet as well as the emphasis on correct food processing and packaging stressed by these agencies, has aroused the interest of food locker operators throught the country; their plans definitely have a place for coin-operated vending machines to be located in retail merchandising centers for the dispensing of food products.

## California Cig Supplier Forms Wholesale Company

PASADENA, Calif., July 22.—Arch Riddell, former owner of the Riddell Company, has formed a new concern to be known as Harmony Cigarette Service.

The new company will enter to the wholesale purchase and sale of tobacco and candy, as formerly the Riddell Company was not able to get enough supplies of cigarettes and candy.

## Race Track Arcade Biz Hot in Canada

ST. JOHN, N. B., July 22.—Coin machine ops in this area have started to cash in on the popularity of horse racing by setting up of arcades at most of the larger tracks here.

Ops report the new spots have proved popular with the race track patrons and that all machines have been receiving heavy play. The race track arcades have been equipped with pins, shooting games, jukes, merchandise venders and in some spots slots.

For the most part these arcades are only open on the days races are held, but in some cases tracks are part of an amusement park set-up. Those located in amusement parks are open every day.

Horse racing in the last few years has come into its own, and many tracks which had not presented programs in some time are featuring racing this season. However, harness racing seems to have the most popular appeal, regular running races being held as an added attraction.

## GLAMOUR GIRL CARD VENDOR

2 FOR 5¢ CARD VENDOR

ACCURATE—SIMPLE—STURDY CONSTRUCTION



(Counter Model Only)

29 DIFFERENT MUTOSCOPE NOVELTY CARD SERIES AVAILABLE FOR THIS MACHINE.

Choose any 2 series of Mutoscope Cards to send through this Vendor, insert the corresponding Mutoscope (MUTOSCOPE) FILMS in the machine as pictured above and you have one of the most profitable "Billboard Salesmen" Machines ever sold.

ONLY A FEW LEFT! DEAL NO. 3—1 Vendor with 1000 each All-American cards. Vendor cost only \$201. \$5000 cards FREE listing in \$75 selling at 2 for 5¢. 1/8 Deposit, Balance C. O. D. P. O. B. Long Island City, N. Y.

SEND FOR COMPLETE LIBRARY

Better order NOW any supplies you need . . .

GRANDMOTHER PREDICTION CARDS, GYPSY PALMIST CARDS, LOVE LETTERS, PALMISTRY LETTERS, HOROSCOPE CARDS, WIZARD PEN CARDS, etc. . . . Show Films, Select-a-Vue Films, etc. . . . Send for catalogue and prices

SEND FOR LIST OF NEW AND FACTORY RECONDITIONED PENNY ARCADE EQUIPMENT—STILL AVAILABLE FOR IMMEDIATE DELIVERY.

## INTERNATIONAL MUTOSCOPE CORPORATION

Wm. Rabkin, President  
Penny Arcade Headquarters Since 1935.  
Manufacturers of Photomatic and Other Famous Coin Operated Equipment.  
44-01 ELEVENTH STREET  
LONG ISLAND CITY 1, N. Y.

Quick Finish Operators

USE GRANT

DIREX

Direct Positive Paper

FAST DEPENDABLE PAPER

QUALITY TESTED CHEMICALS  
ORDER NOW

IMMEDIATE DELIVERY

POSITYPE DIVISION DEPT. A  
GRANT PHOTO PRODUCTS  
18915 DETROIT AVE. CLEVELAND 7, OHIO

# ENGLISH COINMEN CARRY ON

## Games May Be Old But Still Get Play; Distributors Are Active

All games five years old or more, but ingenuity of British coinmen keep them going—prices hold firm and parts in big demand—phonos catch on

CHICAGO, July 22.—Despite the blitz, shortages of man power, equipment and other wartime headaches, the English coinmen continue to carry on. No new machines have entered English ports since the fall of 1939. Hundreds of operators, servicemen and distributors are in the armed forces or in vital war work. Operators' homes, business headquarters and locations have been bombed out. The blackout and liquor shortage have hit coin play. Ingenuity of coinmen to change play appeal and keep as much equipment as possible in operation has been taxed to the limit. Yet, all these headaches and countless more have not met and overcome.

Fourteen weeks after the war began, *The Billboard* published a report from its London correspondent on the immediate effects of the declaration of war had on English coin play. At that time everything seemed uncertain and a few pessimists even prophesied the extinction of the amusement machine business for the duration—but the men of experience and vision at that time declared their confidence in the future and were certain that ways and means would be found of finding a way out of their difficulties.

The pages of *The World's Fair*, English trade paper, in the past months are the best proof of how correct this prediction proved to be. Such familiar pre-war distributing names as Chicago Automatic Machine Supply, Sampson Novelty Company, Scott Supply Company, Paramount Coin-Operated Machine Supply Company, British American Novelty Company, Stanline Automatics, Walter Pearce, Elephant Automatic and Oliver Whales continue to offer to buy and sell a wide variety of all types of equipment every week. In the "want to buy" category, pin games and slots are the most wanted it seems. In the "for sale" listings are to be found a wide variety of games, slots, arcade machines, vendors, scales and even an occasional phonograph or two. Parts, of course, are in great demand.

### Prices Hold Firm

Prices of games, as shown in the box in the adjoining columns, have held up well when compared to their age and original U. S. market price. It must be remembered, however, that English prices on U. S. machines always were 30 to 50 per cent higher because of the 25 per cent ad valorem duty plus shipping and insurance costs which tacked on another 15 or 20 per game. To these two cost factors, the distributors margin of profit had to be added. Consequently, in view of the fact that no new or used equipment has been brought into the British Isles since fall of 1939, the fact that a Chicago Coin Turf King which originally sold in the U. S. for \$74.50 when it was first put on the market in April of 1938, is currently bringing \$50 in England is not unusual since the game undoubtedly brought \$110 to \$125 new originally. Slot machines, however, fluctuate from \$60 to \$300 depending on condition, model and size of coin. One Jennings Little Duke triple jackpot model "like new" was recently offered for \$160—four times what it originally sold for in the U. S.

In fact, the price situation on coin machines in England appears to be substantially one of the arguments put forth by the coin machine industry before the Office of Price Administration when ceiling prices were first discussed in Washington. Members of the industry opposed price ceilings on the grounds that if left alone, values of machines would soon and their own level since distributors would not pay more for them than they could get; and operators, knowing the earning potentialities of each machine, would refuse to pay more than they knew the machine could earn for them. Despite this argument and many others (See ENGLISH COINMEN on page 95)

## Trade Plans To Help Set Up Returning Vets in Coin Business

CHICAGO, July 22.—When the big program of getting millions of veterans back to work or settled in business gets under way in full swing, the coin machine industry will be in the front ranks along with the other industries. Early in the year, firms began to announce plans and goals for this job. Many organizations in the trade and individual leaders have expressed the strong purpose of the industry to do everything possible, even though the industry is comparatively small, to help veterans get

settled in civilian life again.

The government has only recently made plans to help veterans by the thousands to get into some kind of business for themselves. The coin machine industry immediately lauded this plan because the ownership and servicing of coin machines has long been recognized as an independent business of many thousands of men.

Before the war, the industry as a whole was giving employment to more than 100,000 people, according to trade estimates. The post-war outlook suggests the possibility of doubling the business and personnel of the industry in two or three years.

This suggests the real job that the industry may be able to do in helping relocate veterans. Several firms in the industry have already made plans that will appeal to veterans who want to invest in their own business. Some of them are accepting bonds in payment for machines, in keeping with the practice that has been adopted in other industries.

### Ample Financing

Ample financing facilities will also be available for any veterans who want to set up their own private business. One of the largest financing companies in the country has already made plans for financing the purchase of mazes, vending and similar types of machines. The confidence of this firm and the success of the business of the men in it is such evidence of how veterans may make good in the operation of such machines. The financing of purchases of amusement machines, such as pin ball games, has long been done thru local distributing firms, and this practice will be continued after the war.

With such ample finances available, in addition to the loans which the government expects to make to veterans, men discharged from the services should be able to establish a real business with these machines. Predictions have been made that as many as two million veterans will be set up in some kind of private business through loans by the government. Suggestions made by business and government leaders recommend that the veterans go into some kind of retail business.

Among the suggestions made by such publications as the *United States News* are that veterans go into such retail stores as grocery, radio, general stores, repair shops, restaurants, and filling stations. The coin machine industry will welcome such developments and if veterans do not go into the coin machine business itself, coin machines still will be an important aid to them in most of these types of retail stores.

### Retail Store Field

The big field for the use of coin machines is in locating them in retail stores. Most types of retail stores can well use one or more coin machines of some kind. It has been known for many years that machines placed in retail stores help pay rent, wages and many other costs, and that they can be had by the owners of such stores without any investment in the machines.

Thus, the coin machine industry will not only be helping veterans get established in the industry itself, but the industry will be helping still more thousands of veterans succeed in the retail business which they may enter. The coin machine trade will welcome back many thousands of men who were in the business before they entered the armed services, but it expects also to welcome into its membership still more thousands of veterans who never knew anything about the industry except that they patronized the machines.

The industry is carefully following all the plans made by the business and the government to get veterans settled in civilian life again as soon as possible. It will take advantage of any suggestions that may be made from time to time.

(See TRADE PLANS on page 102)

## What Coin Machines Bring in England

To arrive at the original English sales price on games below must be added 25 per cent for duty, and approximately \$15 for freight and insurance.

Machine	Maker	Original U. S. Price	First Marketed	Current English Price
EKI HI	Genco	\$74.50	11-6-37	\$50.00
HOME RUN	Chicoch	62.50	1-16-37	24.00
REPLAY	Chicoch	64.50	4-3-37	40.00
PAYDAYS	Buckley	69.50	1-1-35	82.50
RACES	Stoner	74.50	10-1-37	64.50
HOOPS	Genco	29.50	7-1-39	42.50
TURF KING	Chicoch	79.50	4-1-38	60.00
AUTO DERBY	Genco	74.50	6-1-37	48.50
JUNOLE	Genco	74.50	5-21-38	38.25
BONDS	Buckley	52.50	1-1-37	80.00
SILVER FLASH	Genco	74.50	11-1-37	50.00
SPARKS	Groetchen	37.50	2-1-38	33.00
TOTEM PIN	Pierce	24.50	8-1-35	24.00
GOLD AWARD	Genco	75.00	1-6-34	90.00
AIRPORT	Genco	94.50	5-1-39	100.00
TALLY-HO	Genco	43.50	6-1-38	44.00
RECORDEE	Genco	89.50	3-5-38	50.00
SWING	Chicoch	74.50	4-2-38	48.00
MARVEL	Chicoch	79.50	10-27-38	42.00
BUMPER	Bally	64.50	12-19-36	40.00

## Govt. Sets Up Export Aid for Small Business

WASHINGTON, July 22.—With the majority of coin machine manufacturers as well as East and West Coast distributors planning export business after the war, they looked with interest here to plans of the government to set up a foreign trade division within the smaller War Plants Corporation.

Present plans would have experts of export and import lines head the new government agency. Under the new program, known as the SWPC, small manufacturers seeking to exploit foreign markets for their goods but lacking experience or capital to go into export trade, would be put in touch with experienced export merchants by this agency. The latter, working on a commission or fee basis, would handle the producers' lines abroad.

Proponents of the plan contend that the foreign trade bureau will not conflict with the activities of the foreign trade bureau of the Department of Commerce, but would supplement that agency.

## Slots and Ticket Jars Are Not Gambling Per Se, Judge Holds

POND DU LAC, Wis., July 22.—A municipal judge here decided July 17 that slot machines and ticket jars are not gambling per se. The ruling was made in denying a State motion to have two slot machines and a ticket jar destroyed. The machines had been picked up by State liquor agents, and the case was filed by the State.

According to the court, "In none of the Wisconsin cases cited do I find an express ruling that slot machines are gambling devices per se. It is true that

## Sport Shorts Are Needed, Says Dist.

LOS ANGELES, July 22.—William R. Hoppel Jr., manager of Badger Sales Company, is interested in making 16mm. pictures depicting the "Do's" and "Don't's" of golf and other sports. While much of the expansion in the field is set for post-war days, the production is likely to get under way any day.

Himself an ardent golfer, Hoppel has discussed the matter of appearing in these movies with Olin A. Dutra, pro at the Wilshire Country Club, and Madlyn Akin, who has showered herself with golfing honors. The professional golfers have indicated their willingness to appear in the pictures. They have also discussed the field with Hoppel.

Hoppel believes that films depicting certain pros on the links will have a ready market in movie machines on location in golf clubs. Each film, running approximately three minutes, would feature a special professional on a particular phase of the game. These films would be placed on a machine for a couple of weeks and then be moved to another locker room at some other club. The film would run a circuit.

"Pros have told me that they believe that it would make teaching golf easier," Hoppel said. "The golfers would want to see their special pros in action. Those golfers hitting difficulty on a special shot would readily be a prospect for a run of the film."

According to plans as outlined by Hoppel, the pictures would be shot outdoors and in color. Narration would be by a golf professional.

Golf is only one of the sports for which Hoppel anticipates making pictures. Since golf is closer home to him, it will serve as a starter.

In these cases slot machines have been held to be gambling devices, but in my opinion, it was the circumstances and the purposes for which the machines were used that determined the court's decision to hold them gambling devices."

ARCADE MACHINES AND SUPPLIES

WE STILL HAVE THE LARGEST ASSORTMENT OF FACTORY REBUILT ARCADE MACHINES IN STOCK! MOST ARE BEAUTIFULLY REPAINTED LIKE NEW!

Table listing various arcade machines and their prices, including 'THE JAP', 'Bully Bull's Eye', 'Bully Duffman', etc.

ATHLETIC

Table listing athletic machines such as 'Ball Grip', 'Basketball', 'Football', 'Baseball', etc.

VENDING

Table listing vending machines like 'Mulligan Card Vendors', 'Exhibit Card Vendors', etc.

BOWLING

Table listing bowling machines like 'Evan Ten Strike', 'Exhibit Bowling Alley', etc.

BASEBALL AND BASKETBALL

Table listing baseball and basketball machines like 'Bully Basketball', 'Western Major League', etc.

Free Complete Price List of Parts and Supplies Just Off the Press!

5¢ Cash Deposit With All Orders. Full Amount With Orders Under \$10.00.

MIKE MUNVES 510-514 W. 34th St., N. Y. C. (2 Blocks From Penn. Station)



AMERICA'S FINEST PIN GAME REVAMP

Send us your old worn or old style plastic pin game... We will revamp your old game into a new game that will look and perform like a brand new game.

Table listing various pin games and their prices, including 'ARROW', 'BALLY BEAUTY', 'BEASTS', etc.

These games look and perform like brand new games... Factory rebuilt and new coin slots.

V. P. DISTRIBUTING CO. 2336 OLIVE ST. ST. LOUIS 3, MO. (Phone: Central 3892)

MAY-BELL CONSOLES

SENSATIONAL NEW CLUB CONSOLE

- Location Tested & Proven
Positive Action
Public Acceptance
Cash Payout
Attractive Design
No Service Problems

Three 5c and One 25c Play—or Two 5c and Two 25c—Feature Plays Phone or Write for Details and Beautiful Display Photo

BALLY CARBONATED DRINK VENDERS

(Cups) Thoroughly Reconditioned—Equipment Complete (only 22 left), Priced for Quick Sale. \$450.00

Table listing drink venders like '3 10c Mills Blue Fronts', '1 5c Watling Ralston', etc.

Write for Special Price on the Entire Lot Terms: 1/3 Deposit; Balance C. O. D.

NEW! ELECTRIC COIN COUNTERS and SORTERS—Table Model \$400.00 On Stands \$425.00

COVEN AUTOMATIC PRODS. CO.

2252 W. CHICAGO AVE. (Humboldt 3200) CHICAGO 22, ILL.

ENGLISH COINMEN

(Continued from page 85)

MPR-825 was put into effect. English experience in keeping old games alive also is proof of the durability of equipment when given proper care...

Parts in Demand

Shortage of new equipment has naturally put a premium on parts or "spares" as they are called by the English coinmen...

SCALES

Small Ideal \$ 35.00 Four Size Scales 29.00 Waiting Scale, Low Model 50.00

PARTS

A.B.Y. Coin Chute, New, 14 or 24, Ea. \$2.95 Patented Blue Backboard Glass, Ea. 6.50

English pubs, too, have limited hours opening from 11 a.m. to 2:30 p.m. and from 5:30 to 11 p.m. daily.

Because of the many difficulties confronting the operation of automatic phonographs, the English industry didn't really start giving them a play until shortly before the war.

Phonos Catch On

Because of the many difficulties confronting the operation of automatic phonographs, the English industry didn't really start giving them a play until shortly before the war.

That phonos are catching in England, however, is reflected by the high prices they now bring when they become available on the used machines market.

ATTENTION, CANADA

We are in a position to take care of your Coin Machine requirements in the entire field. Wire, write or phone us!

MUSIC

Table listing music machines like '2 Rockola 40 Super, Each \$365.00', '1 39 Rockola, Standard Remoted', etc.

CONSOLES

Table listing console machines like '10 Keeney Kentucky Clubs, Each \$125.00', '1 28 Trash, Tens, Each \$2.00', etc.

ARCADE EQUIPMENT AND SCALES

Table listing arcade equipment like '1 Pinscope \$395.00', '1 Skeet-X-Ray Piker \$5.00', etc.

FEATURES

- 2 Wells-Gardner Vendors, Fully Selective, completely refrigerated...
20 Brand New 7 PL. X-RAY POKERS, Each \$240.00

WANTED

PHONOGRAPHS - ALL MAKES & MODELS

1/3 Deposit With All Orders—Balance C.O.D.

CLEVELAND COIN MACHINE EXCHANGE 2021 PROSPECT AVE., CLEVELAND 15, O. Phone: FRosper 6316-7

SEEBURG

RAY-O-LITE GUNS

Complete with base, equipped with Hush or Jap Guns, never painted, Extra 1A41 Tube and Gun Lamp given with each Gun.

\$169.50 Each ALSO KEENEY SUBMARINE, BALLY CONVOY and BALLY HULL, PRICED REASONABLE.

Terms: 1/3 Deposit, Balance C. O. D.

W. B. NOVELTY CO., INC. 1903 Washington Blvd. ST. LOUIS, MO.

Phone: Central 8222

120 SERIES TIP TICKETS

120 Series Daily Baseball Tickets. Large Stock. Prices Right.

IMPERIAL NOVELTY CO.

P. O. Box 278 LA CROSSE, WIS.

to coinmen who have met and overcome the biggest obstacles, the English coinmen will deserve the medals. No better example of the "never-say-die" spirit that's so characteristic of the industry is to be found than in the manner in which the English coinmen have stuck by their industry and kept it going during times when difficulties were so seemingly unmountable.



## WANTED TO BUY!

We need for resale purpose, 75 KEENEY TWIN SUPER BELL, convertible, free play to cash payout models.

Can also use 50 KEENEY SINGLE SUPER BELLS, convertible, free play to cash payout models.

Machines must be complete and in working order. Quote lowest price for quick action!

<p>Write <b>BILL FREY, INC.</b> P. O. Box 4141 Miami 25, Florida</p>	<p>Phone <b>Bill Frey</b> Person to Person Miami 20565</p>	<p>Wire <b>BILL FREY, INC.</b> 140 N. W. 1st Street Miami, Florida</p>
--	--	--

## THEY'RE ALL ORIGINALS

Completely Overhauled and Refinished

5c Mills Blue Fronts . . . \$245.00	10c Mills Chromes (Silver & Gold) . . . . . \$415.00
10c Mills Blue Fronts . . . 275.00	
25c Mills Blue Fronts . . . 339.50	25c Mills Chromes (Silver & Gold) . . . . . 450.00
5c Mills Brown Fronts . . . 275.00	
10c Mills Brown Fronts . . . 300.00	5c Mills Bonus . . . . . 299.50
25c Mills Brown Fronts . . . 385.00	25c Mills Bonus . . . . . 375.00
5c Mills Chromes (Silver & Gold) . . . . . 375.00	25c Jennings Club Bells . . 375.00
	50c Jennings Club Bells . . 550.00

### PARTS FOR MILLS MACHINES

Knee Action . . . . . \$7.50	Escalator Glass . . . . . \$ .50
Nickel Slide . . . . . 3.50	ABT Coin Clutes (F.P.) . . . 3.95
Standard Handles . . . . . 2.00	Coin Clutes (Mills Vest Pocket) . . . . . 3.50
(All Chrome, Like New)	Reward Cards (2-5 & 3-5) . . . 15
Club Handles . . . . . 4.00	Main Clock Gears, Complete 3.00
Reel Strips, #236 & #356, Per Set . . . . . 1.00	Cash Boxes . . . . . 2.00
Jackpot Glasses . . . . . 1.00	Springs—Complete Stock for All Mills Machines
Reel Glass (Set of 3) . . . . . 1.05	

We Are Equipped to Fill Orders for SLOTS - CONSOLES - PHONOGRAPHS - ARCADE EQUIPMENT - SALESGOODS. All Makes and Models. Let Us Know Your Requirements. EXPERT REPAIRS BY FACTORY-TRAINED MECHANICS . . . AT NOMINAL COST

WE PAY HIGHEST CASH PRICES FOR ALL COIN-OPERATED EQUIPMENT

## SOUTHWEST AMUSEMENT COMPANY

1712 FIELD ST. Central 4484 DALLAS 1, TEXAS

## WASHBURN SPECIALS!

<p>ONE BALL FREE PLAY Longgers Thorbrooks Pimplins Ezroy, '41 Club Trophies Fortunes Track Record, Conv. Hina Grass</p>	<p>Dark Horse Record Time</p> <p>SLOTS and CONSOLES 5-5-5-25c Super Bells Four Bells Three Bells Jumbo Parades, CP Lucky Ladies</p>	<p>1941 Bangtalls 25c Bally Roll 'Em Triple Entry Royal Flash Royal Draw Roulette Sr. Sarabogs Face Reels Turf Champs</p>
---	---	---

We Carry a Complete Line of Refinished 5c, 10c, 25c, 50c Slot Machines

<p>Chromes Cherry Bells Blue Fronts Bonus Bells Brown Fronts</p>	<p>Grey Fronts War Eagles Futurites Melon Bells</p>	<p>55c Original Silver Chromes 5c only Standard Johnson Money Counters</p>
--	---	--

We will pay highest prices for Mills Three Bells, Four Bells (late head only), Keeneey Super Bells, Jumbo Parades Combination and Late Phonographs. Write or wire us your complete list. Cash waiting.

## CHARLES E. WASHBURN

1511 WEST PICO BLVD. LOS ANGELES 15, CALIF.  
Telephone: EXposition 3404

## Kentucky Bans Sale of Beer In Roadhouses

FRANKFORT, Ky., July 22.—Coin machine business in some locations throughout the State was expected to drop off considerably because of a recent order issued by the commissioner of alcoholic beverage control, banning the sale of beer in roadhouses.

In a letter addressed to all retail beer licensees, Beverage Commissioner Charles F. Brown Jr., said: "Any place of business commonly known as a roadhouse (as being in statute) is hereby defined as being any public place outside an incorporated city or town patronized by the public for purposes of amusement, such as dancing, the playing of music, juke boxes, pinball machines, slot machines, or games of any kind; but does not include bona fide restaurants, grocery stores, general stores, filling stations, or other establishments where no form of amusement is permitted."

Brown said this new ruling would be rigidly enforced. The 1944 act forbids the sale of beer on premises used as a retail package liquor store, dance hall or roadhouse outside incorporated cities or towns except in counties which contains a city which maintains a county police force.

## Press Joins Crusade Against Phony Clubs

INDIANAPOLIS, July 22.—After a drive against gaming devices in phony clubs had been carried on for some weeks, slot machines were finally mentioned in a casual way. It appears that a lot of so-called social clubs have been organized here and have been using roulette, dice games and other gaming devices to finance the business.

A local newspaper joined in the crusade and listed a number of the clubs that were under investigation, and among these clubs classed as phony, were athletic clubs and so-called pinature clubs. An aftermath of the campaign against the clubs was an alleged move by local operators to keep outside parties from coming into the city. Newspapers said that the "home boys" had charged that outsiders were furnishing the gaming equipment for most of the clubs under investigation.

### LIST OF PRODUCTS

(Continued from page 88)

Eborels.  
Sofa beds and studio couches.  
Staples and staplers.  
Household steel wool.  
Stokers.  
Strainers.  
Carpet sweepers.  
Hot-water storage tanks.  
Water tanks.  
Tapespelling machines.  
Teakettles.  
Household thermometers.  
Tire pumps.  
Tool handles.  
House trailers.  
Typewriters.  
Umbrellas.  
Utility baskets.  
Vacuum bottles.  
Domestic and industrial vacuum cleaners.  
Household galvanized wash boilers.  
Domestic wash tubs.  
Water heaters (all types).  
Hot water generators.

### SPECIAL NOTICE

Our former road salesman, Mr. D. M. McDonald, has not been connected with the Dixie Coin Machine Company for the past two years. When the war is over we will again have a representative on the road.

### DIXIE COIN MACHINE COMPANY

812 Poydras Street. NEW ORLEANS, LA.

### FOR SALE

5c Mills Excelsior Goodenock, 50 \$60.00  
10c Mills Lion Head Goodenock, 20 \$60.00  
5c Pace Comets, Extra Class, 345 . . . 75.00  
5c Mills O.T., Extra Class . . . . . 75.00  
5c Mills Four Bells . . . . . Write  
Write for prices on Mills and Jennings Machines and Chicago Cabinets.

### General Novelty Co.

821 N. 18th Street MILWAUKEE 2, WIS.



WE CAN REBUILD YOUR OLD SCALES AND MAKE THEM LOOK LIKE NEW

Get your scales rebuilt now and have them ready for your big season.

### WATLING MFG. CO.

4650 W. Fulton St.  
CHICAGO 44, ILL.  
Est. 1933—Tel. Columbia 5770.  
Cable Address "WATLINGITE," Chicago.

# 68C7

## METAL TUBES

(OPA CEILING PRICE)

# \$1.30

EACH

MINIMUM ORDER 10 TUBES

Send Supplier's Certificate and Check in Full With Order!

★  
GUARANTEED DELIVERY WITHIN 48 HOURS!!!  
★

**GEORGE PONSER CO.**  
763 South 18th St., Newark, N. J.

## JAR TICKETS TIP BOOKS

We Manufacture a Complete Line RED, WHITE AND BLUE, COMBINATION, AND BINGO TICKETS WRITE US FOR PRICES

### MUNCIE NOVELTY CO.

3704 S. Walnut St., Muncie, Ind.

## PANORAMS

AS GOOD AS NEW. \$375.00 EACH.

### OWL MINT MACHINE COMPANY

245 Columbus Avenue (Kenmore 2640) Boston 16, Massachusetts

### SPECIALS

1 5c Watling (Double Jackpot) . . . . .	\$ 69.80
1 Pace Rajes (Brown Cabinet) . . . . .	105.50
1 Mills Owl . . . . .	99.50
1 Silver Sphinx . . . . .	67.50
2 Watling Fortuna Teller Scales . . . . .	90.50
2 Watling Fortuna Teller (High Mirror) . . . . .	115.50
1 N.H. Quenser Scale . . . . .	119.50
1 Pace Scale (1941 Red) . . . . .	60.50

Deduct 2% if full certified check accompanies order—otherwise 1% deposit.

### Enterprise Novelty Co.

911 Perry Street ALBION, MICHIGAN

### Make me an offer

2 Jockey Clubs	1 616 Wurlitzer Phone
1 Turf King	1 Rockett Super with Slotter
1 Seaburg Glasso Phone	1 Flying Champ

### G. E. MOODY

Fergus Falls, Minn.



INTERNATIONAL FEATURES

ONE LOT OF SLOT SAFES
12 Double, 6 Single, all Milwika New
Key) offered at one lot only, unsorted, \$300.00

MUSICO
1 Seaburg Road \$328.00
1 Worltizer Victory, P.M. \$28.00
1 Worltizer G.D.R. \$50.00
In Marbledwood and Modernized Line-Up Cabinet.

ARCADE
2 Even Ten Strike, L.A. \$5.50
1 Street Race Ball \$75.00
1 Mills Punching Bag \$10.00

CONSOLES
1 Jennings Bob Tail, P.P. \$65.00
1 Jumbo Parade, L.H., P.P. \$60.00
1 Jumbo Parade, C.P., Late Head \$100.00
1 Big Top, P.O. \$60.00

SLOTS
3 5c Walling Bullpups \$88.50
2 5c Jennings \$86.00

VENDORS
10 Du Groshel 8 P., Models, 7 Col. E.A.S. \$4.50
1 Du Groshel 9 D. \$5.00
1 Grunite 7 Col. \$24.00
23 Advance Peasant Vendors, Repainted and Rebuilt, Each \$8.50

PIN GAMES
Lectrocala \$80.00 Triumph \$224.50
Lectrocala \$40.00 Ten Spot \$50.00
Lectrocala \$40.00 Snuffy \$55.00
Lectrocala \$50.00 Zomba \$30.00
Thumbo Up \$25.00 Pain \$40.50
Castles \$25.00 Twinkle \$18.50

WANTED FOR EXPORT PURPOSES
MUSICO AND SLOTS.
SEND LIST AND PRICES.

Terms: 1/3 Deposit With All Orders for Domestic
Purposes—Full Cash With Order for Export.

FOREIGN INQUIRIES INVITED
LEO GREEN, Sales Manager
International Coin Machine Distributors
2115 Prossart Ave., Cleveland 15, Ohio
Phone — Main 9788

MILLS BUYS

- 4 2c Blue Fronts, G.H., D.P., 3/8
P.O. \$220.00
1 2c Blue Front, C.M., D.P., 3/8
P.O. \$275.00
1 2c War Eagle, Like New, G.H., D.P.,
3/8 P.O. \$200.00
6 Percs (5 Bar) \$30.00
10c Originals, Almost Like New, \$50.00
to 400,000
1 2c War Eagle, \$237,500, A-1,
2 1/4 P.O. \$1180.00
1 5c Blue Front, \$240,000, Without
Money Box Lid, 2 3/8 P.O., Wash Re-
built, 1/2 Colander, Late Model, \$200.00
1 2c War Eagle, 3/8 P.O., Walling (Late
Model) \$40.00
1 2c Blue Front, \$115.00
1 Double Mills Steel Safe \$50.00
1 2c Blue Front, \$17.50
1 6c Six Star Stand for Mills Machines \$20.00

P. J. SATLER
Columbia City, Missouri.

FOR SALE

2 Rockola Commodore, in Perfect
Condition, Used Less Than 6
Months \$675.00 Ea.
Perfect Working Order \$195.00

NATIONAL MUSIC CO.
ADELIDE, TEXAS

FOR SALE

13 SCIENTIFIC POKER TABLES
In A-1 Condition, Price, \$200.00 Each
SAVIN ROCK ARCADE, INC.
474475 Beach St., West Haven, Conn.

FOR SALE

MONICKER \$84.50
VICTORY \$64.50
Clyde \$64.50
41 HOME RUN \$74.50
CIGARETTE COIN HOCKEY \$199.50
1/3 Cash, Balance C. O. D.
FORD VENDING MACHINES
319 Long Beach Rd., Greendale, L. I., N. Y.

Unconditionally Guaranteed!
2 MILLS GLITTER GOLD, 50c PLAY
SLOTS, EACH — \$395.00
1/3 Deposits, Balance C. O. D.

General Coin Machine Co.
227 N. 10TH ST., PHILADELPHIA, PA.

1 Walling Roller Top Machine, 25c \$150.00
1 Walling Double Jack Pot, 2 3/4 Play \$40.00
1 Mills Most Versatile, 2 1/4 Play \$100.00
1 Tarkit \$45.00
1 Chicken \$40.00
1 Bartons Cash Pay \$125.00
1 Jennings Cash Lock \$50.00
1/3 Cash, 2/3 Deposit, Balance C. O. D.

Underwood Vending Company
44 VALLEY ST. ASHEVILLE, N. C.

Milwaukee Loses 75%
In Coin Mch. Fees by
High Court Decree

MILWAUKEE, July 22.—The State
Supreme Court decision outlawing pin-
ball machines and the attitude of Dis-
trict Attorney James J. Kerwin, here
have cut applications for amusement
devices, City Clerk Walter A. Klein re-
ported recently. Klein said permits for
500 premises have been issued this year
as compared with 2,000 at this period
a year ago.

Licenses are used on devices such as
ray guns, aki ball, etc., and Klein be-
lieves that none are being used on pin-
ball games.

Population Increase
Boosts Coin Biz for
West, So. West Areas
WASHINGTON, July 22.—One of the
reasons that coin biz is up in the West
and Southwest section of the United
States was indicated here when the
Census Bureau released estimates on
population increases thruout the country.

California added 1,539,135 to her popu-
lation in a little more than three years,
New York lost 520,929. The bureau puts
Illinois down for a net population loss
of 203,174, a figure about equal to the
203,048 gain of Arizona, in the same
period. The interesting semi-reversal of
the weakward and southward trend was
a gain of 226,902 in the population of the
District of Columbia, reflecting the fas-
cinating of government civil service pay
riffs, and undoubtedly Maryland's gain
of 298,724 partly reflect the government
employees commuting to Washington.

California added 1,539,135 to her popu-
lation in a little more than three years,
New York lost 520,929. The bureau puts
Illinois down for a net population loss
of 203,174, a figure about equal to the
203,048 gain of Arizona, in the same
period. The interesting semi-reversal of
the weakward and southward trend was
a gain of 226,902 in the population of the
District of Columbia, reflecting the fas-
cinating of government civil service pay
riffs, and undoubtedly Maryland's gain
of 298,724 partly reflect the government
employees commuting to Washington.

WHAT HAVE YOU TO TRADE OR SELL?

- 5c Mills Priority, Very Clean \$120.00
4c Mills \$70.00
3c Blue Front \$170.00
1c Q.T. \$30.00
1c New Kadex 2 1/2 P.O. \$70.00
1c Four Star Chief \$110.00
1c Chrome Van Pockets \$85.00
1c Blue & Gold West Point \$30.00
1c 2c Roman Head \$105.00
1c Protectors PWF 14 \$70.00
1c 1/2c Blue Hook \$145.00
1c Single Towers \$240.00
1c Bally King Pin \$200.00
1c Kenney Silvermint \$103.00
1c Fast Time, P.P. \$60.00
1c Fast Time, P.P. \$70.00
1c Juclose Gump, P.O. \$75.00
1c Fred Tins \$55.00
1c Kentucky Club \$75.00
1c Big Game, P.P. \$75.00
1c Paon Race, Brown \$55.00
1c South Park \$70.00
1c Royal Film, P.O. \$55.00
1c Cigarette XV \$70.00
1c Sport Parade \$45.00
1c Barrow \$40.00
1c Hill the Job \$55.00
1c Bell the Job \$55.00
1c Smash the Jap \$60.00
1c Main \$42.00
1c Major \$60.00
1c Attention \$75.00
1c Breedcast \$95.00
1-2-3 \$50.00

CHAS. HARRIS

2773 Lakeside Drive, Cleveland, Ill., 6, Ohio
(Tel. Yellowstone 8618)

PIN GAME BARGAINS
2 Variety, Ea. \$72.50 1 Big Show \$30.00
2 Whirl Sals, Ea. \$25.00 1 Fitty Grand \$20.00
2 Clocks, Ea. \$25.00 1 Consoler \$20.00
1 Super Silo \$15.00 1 Fantasy \$15.00
1 Snooks \$15.00 1 Anabel \$15.00
1 Sports \$15.00 1 Snapper \$15.00
1 Clock \$15.00 1 Odeon Pat \$15.00
We'll accept \$250.00 for entire Lot. Send De.
JULES OLSEN, 1100 N. Hwy, Albany, N. Y.

FOR SALE

Rebort's Phonographs and Remo's Bells, \$500 and
\$200, some E.O. extra cash. Also a few late one
and Five Ball Five Star Tables.

WALKER SALES CO.
Box 117, 2400 Franklin WAOO, TEX.

ARCADE EQUIPMENT—GUNS—MISCELLANEOUS

- NEW SUPREME GUN \$330.00 TOMMY GUN \$169.50
ANTI-AIRCRAFT GUNS 74.50 SUPREME SKEE ROLL, NEW 295.50
KENNY SUBMARINE 109.50 CHICAGO COIN HOCKEY 234.50
TEXAS LEAGUER, REGULAR 47.50 2c A.B.T. COIN CHUTES 7.50
VIEW-O-SCOPES, LATE 39.50 BALLY RAPID FIRLS, PERFECT \$229.50
EXH. DOME TOP DIGGERS 69.50 BUCKLEY TREAS. IRON DICER 69.50
MILLS MAIN CLOCK GEARS 2.50 BATTING PRACTICE 129.50
PLEELESS GRANDMA HOROCOPIC 139.50 SEEBURG SHOOT THE CHUTES 139.50
NEW 1c BULLDOG COIN CHUTES 2.75 NEW 5c P.P. COIN CHUTES 3.75
PHOTO CELLS, SEEBURG & BALLY 2.50 JAP CONVERTED CHICKEN SAM 149.50

SLOTS — ONE BALLS — CONSOLES

- TURF KINGS \$595.00 5c COLUMBIA CIG. REELS \$ 49.50
1941-1-2-3, F. P. 94.50 JUMBO PARADE, F. P.—LATE HEAD 89.50
SPORT SPECIALS 165.00 MILLS OWLS 79.50
SANTA ANITA 245.00 HI HANDS—A-1 159.50
41 DERBY 375.00 WATL. BIG GAME—CASH 99.50
JUMBO PARADE, C. P.—LATE HEAD 129.50 JENN. 4-COIN MULT. RACER—5c 175.00
XV CIGAROLAS—LIKE NEW 139.50 RED HEAD TRACK TIME 69.50
XV CIGAROLAS—PERFECT 89.50 EVANS JUNGLE CAMP—CASH 99.50

WE REPAIR 1 BALL AND 5 BALL MOTORS, OPEN TYPE, \$5.00; SEALED TYPE, \$12.50

PIN GAMES — NEW AND USED

- AIR CIRCUS \$120.00 BELLE HOP \$ 60.50
DUPLIX \$4.50 ATTENTION \$3.50
BIG PARADE 129.50 BOLDWAY 72.50
BROADCAST 49.50 S-10-20 120.00
KNOCK OUT 129.50 EAGLE SQUADRON,
REV. 140.00
GUN CLUB 72.50 '41 MAJORS 49.50
LEOJANNARIA 99.50 MONIKER 95.50
SNOW BOAT 89.50 SANTA FE, Rev. 209.50
TEN SPOT 57.50 '42 HOME RUN 109.50
TOWER 99.50 PARATROOPER 95.50
WILD FIRE 44.50 N.W. 140.50
BXY CHIEF 170.50 PIN UP GIRL, Rev. 205.50

WILL PAY \$50.00 FOR EXH. WEST WIND, SUN BEAM, DO-RE-MI, STARS AND DOUBLE
PLAY, \$35.00 FOR LEADERS AND FLICKERS. SEND LIST OF ALL OTHER GAMES AND
ARCADE EQUIPMENT YOU HAVE TO SELL. CASH WAITING!

ONE-HALF DEPOSIT WITH ORDERS, BALANCE C. O. D. OR SIGHT DRAFT.

EMPIRE COIN MACHINE EXCHANGE
3212 W. NORTH AVE. CHICAGO 47, ILLINOIS
Phone: Humboldt 6233

CHROME COIN CO.
4630 WEST NORTH AVENUE
MILWAUKEE 5, WISCONSIN
Custom COIN-BELL Conversions
Write, Wire or Phone

ATLAS MEN IN SERVICE

PARTS FOR ALL YOUR NEEDS!

PLEASE ORDER BY PART NUMBER
801—Clearance Needles \$ .40
548—Arrowpoint Needles \$ .50
550—Perrin Point Needles \$ .30
501—Tone Durr Needles \$ .30
648—Rubber Pad for Gun Suits \$ .50
169—Tilt Strips, 20,000 \$ .75
236—Perfection Glycerin, Qc. \$ .50
817—Leas for Rapid Fire and All Ray Guns 2.00
351—Tuff Champ Balls \$ .25
325—Four Balls Glycerin, Bat \$ 19.25
104—Mills Jackpot Glycerin 1.00
116—Mills Escalator Glasses .75
118—Mills Real Glasses .50
381—Mills Clock Springs \$ 1.75
390—Mills Handic Spring .75
392—Mills New Action Stop Arm Springs .15
368—Contact Wenders .45
323—Gauging & Bally Photo Cells 2.50
929—Non-Directional Cells 3.50
387—Mills Escalator Springs 2.50
Panoram Projector Bulb 4.75
Panoram Escalator Bulb .85
Master Paris 1.75
WRITE FOR COMPLETE PARTS LIST.
5c Super Bells... \$715.00
5c Twin Super... 526.00
5c 2c Twin Super... 479.00
5c 5c-2c Super... 825.00
Band Talls, J.P., 41... 460.00
Sky Fighter... 396.00
Mills 5c Club Bells,
Fac. Robot... 400.00
5c Big Game, P.O. 139.50
10c Big Game, P.O. 179.50
New Jans, Silver
Moon, P.P. 109.50
West. Super Girl \$ 69.50
Ed John, Rebuilt,
P.O. 129.50
Bally Gun, Ball,
Panoram 395.00
Chicago Hockey 240.50
Shoot Your Way to
Tokyo Gun 275.00
Bally Hi Hand 164.50
Ex. Model 129.50
Jenn. Cigarette
Cannon XV 129.50
Jumbo Parada, P.O.
Lectrocala 129.50
Jumbo, F.P., Late
Shoot the Chutes 195.00
Worltizer 91, DC \$ 99.50
Sole the Jap 159.00
West. Baseball 109.00
Hi-5 Quarter Goal 124.50
Jenn. La. Boy Sals 69.00
1/3 Deposit With Order.

ATLAS NOVELTY COMPANY
2200 N. WESTERN AVE. - PHONE ARMITAGE 5005 - CHICAGO 47
Assoc. ATLAS AUTOMATIC MUSIC CO., 4704 CASS AVE., DETROIT 1.
Offices: ATLAS NOVELTY CO., 2249 FIFTH AVE., PITTSBURG 19.
FRIENDLY PERSONAL SERVICE

Are You Interested in Additional Income?  
**START YOUR OWN ROUTE OF COIN OPERATED "SOLO-VUE" Moving Picture Machines Full or Spare Time!**



PRICE ONLY \$495.00

Write for Complete Information!  
**GEORGE PONSER CO.**  
 DEPT. B, 763 S. 18TH STREET  
 NEWARK, N. J.

**CENTRAL OHIO QUALITY BUYS**

"THERE IS NO SUBSTITUTE FOR QUALITY"

- 5c BLUE FRONTS, Late, Knee Action, C. H. .... \$229.50
- 10c BLUE FRONTS, Late, Knee Action, C. H. .... 269.50
- 10c EXTRAORDINARY, LATE, KNEES, C. H. .... 269.50
- 5c CHERRY BELL, 3/10 P. O., Late, Knees, C. H. .... 249.50
- 25c CHROME BELL, Original, 3/5 P. O., A-1 ..... Write
- 25c WAR EAGLE, Late, Knees, C. H., 3/5 P. O. .... 315.00
- 5c WAR EAGLE, 3/5 P. O., Knees, C. H. .... 189.50
- 2-5c MILLS CLUB CONSOLES, 3/5 P. O., Drill Proof. .... Write
- 2-5c JENNINGS SILVER CHIEFS, 3/5, A-1 ..... 239.50
- 1-5c JENNINGS CLUB CHIEF, 3/5, A-1 ..... 219.50
- 10c CHROME BELLS, Original, Late, A-1 ..... Write
- 40 LOCKED BOX STANDS, Keys, Bars ..... 19.50
- 5 COLUMBIAS, Cig. Roots or Fruit ..... 69.50
- 2 HEAVY SAFES, Double A-1 ..... 79.50
- 1 DOUBLE SAFE—2 Doors, A-1 ..... 79.50



Wolf Solomon

ARCADE EQUIPMENT  
 SEEBURG SHOOT THE CHUTES \$149.50

BALLY RAPID FIRE \$229.50

WESTERN DELUXE BASEBALL \$129.50

WESTERHAUS - 5 BALL Revamp INVASION \$169.50

- CONSOLES
- 50 JUMBO PARADES, C. P., Late, New Finish ..... \$129.50
  - 15 JUMBO PARADES, F. P., Very Clean ..... 99.50
  - 10 SUPERBELLS, Convertible, F. P.-C. P., A-1 ..... 339.50
  - 7 BALLY CLUB BELLS, Comb. F. P.-C. P., Coin Mult. .... 299.50
  - 4 KEENEY KENTUCKY CLUBS, 7 Coln, A-1 ..... 99.50
  - 5 WATLING BIG GAMES, C. P., A-1, Clean ..... 99.50
  - 5c SILVER MOON TOTALIZERS, F. P., Like New ..... 119.50
  - 5c BOBTAIL TOTALIZER, F. P., Like New ..... 119.50
  - 25c JENNINGS BOBTAIL TOTALIZER, F. P., Like New ..... 179.50
  - 5c PACE SARATOGA Sr., Very Clean ..... 89.50
  - 1 MILLS 4-BELLS, Very Clean, A-1 ..... Write
  - 2 BALLY 41 DERBIES, One Ball F. P., Like New ..... 360.00
  - 2 BALLY CLUB TROPHIES, One Ball F. P., Like New ..... 360.00
  - 2 BALLY PIMLICOS, One Ball F. P. .... 450.00

**PIN BALL FREE PLAYS**

- |                         |                          |                           |
|-------------------------|--------------------------|---------------------------|
| ZOMBIES ..... \$29.50   | NEARMS '41 ..... \$65.00 | SEA HAWKS ..... \$52.50   |
| A.B.G. BOWLERS .. 59.50 | MIAMI BEACH .... 59.50   | SPOT POOLS ..... 79.50    |
| SHOW BOAT ..... 59.50   | VICTORY ..... 59.50      | SPOT A CARD ..... 59.50   |
| STRATOLINER .... 49.50  | SILVER SKYWAYS .. 59.50  | WORLD SERIES, Com. 79.50  |
| SPORT PARADE ... 59.50  | MOLAWAY ..... 79.50      | MILLS OWL ..... 109.50    |
| ZIG ZAG ..... 59.50     | MOROSCOPE ..... 59.50    | BILLS '40 1-2-3 ... 82.50 |
| ALL AMERICAN ... 49.50  | SKY RAY ..... 49.50      | SPANKY ..... 82.50        |

1/2 CERTIFIED DEPOSIT WITH ORDER.

**CENTRAL OHIO COIN MACHINE EXCHANGE**

514 S. HIGH ST., COLUMBUS 15, O. Phone ADams 7949, ADams 7993.

**REAL BUYS!**

For Immediate Delivery

- 1 MILLS FOUR BELLS 1-25c
- 3-5c ..... \$895.00
- 8 MILLS 25c BROWN FRONTS 324.50
- 6 MILLS 25c BLUE FRONTS ..... 299.50
- 3 MILLS 10c BROWN FRONTS 269.50
- 4 MILLS 10c BLUE FRONTS ..... 259.50
- 6 MILLS 5c GLITTERED O. T.'s 139.50
- 9 B & G 5c VEST POCKETS ..... 54.50
- 4 JUMBO PARADES, F. P. .... 89.50
- 1 PACES REELS ..... 129.50
- 1 PACES RACES RED ARROW 225.00
- 1 BALLY VICTORY, F. P. .... 59.50
- 2 BALLY GOLD CUPS, F. P. .... 42.50
- 2 BALLY RAPID FIRE GUNS ..... 165.00
- 2 JENNINGS FAST TIMES ..... 79.50
- 9 SHEFFLER LOBOY SCALES ..... 49.50
- 1 WATLING SCALE—Mirror ..... 99.50
- 2 JENNINGS FOUR STAR SLOTS 225.00
- 6 ORGAN TYPE SPEAKERS ..... 47.50

50 War Eagle Gold Glittered Castings (top & bottom), Per set \$18.50

- 1 SEEBURG 8800, R. C. E. S.
- 1 SEEBURG CADET, R. C. E. S.
- 1 SEEBURG MAJOR, R. C. E. S.
- 1 SEEBURG ROLLAWAY, R. C.
- 2 MODERNIZED WURLITZERS
- 1 WUR. COUNTER MODEL "61"
- 2 WUR. COUNTER MODEL "41"
- 1 WUR. TWIN 12 UNIT

IF WHAT YOU WANT IS NOT LISTED, WRITE US, AS WE HAVE A LARGE STOCK OF ALL TYPES OF VENDING MACHINES, WHITE FOOT PRICES. Terms: 1/3 Certified Deposit, Bal. C.O.D.  
**STERLING NOVELTY CO.**  
 569-671 S. Broadway, Lexington 20, Ky.  
 "WE ARE WHOLESALERS AND SELL FOR RETAIL."

There is no substitute for Quality

Quality Products Will Last for the Duration  
**D. GOTTLEB & CO. CHICAGO**

**TICKETS**

RED, WHITE & BLUE (Single, Inifold and Stapled in Fives)  
 TIP BOOKS—BASEBALL DAILY COMBINATION TICKETS (101-102) (1-140, 1836, 2052, etc.)  
 BINGO TICKETS (101-102) TALES OF GARGO  
 WRITE FOR NEW PRICE LIST AND FREE SAMPLE TICKETS  
 Please state your requirements.  
**WILNER SALES CO.**  
 715 N. ELM ST., MUNCIE, IND.

WANT TO BUY KEENEY SUPER BELLS MILLS EMPRESS HIGHEST PRICES PAID for JENNINGS 4-STAR CHIEF

WIRE—PHONE Will also buy Pin Games, Consoles, Etc., Etc. Send us your list. We pay best price!  
**ATLAS NOVELTY CO.**  
 2200 N. Western Ave., CHICAGO 47, ILL.  
 Phone: ARNham 5008

**G. I. JOE A CONVERSION FOR JUNGLE Only \$9.50 Complete**

Here is a practical and profitable conversion that you can make yourself. No mechanical changes necessary. Convert your old jungles now into this popular and colorful money-maker. All materials furnished to give a complete "NEW GAME APPEARANCE" to your old games. RUSH YOUR ORDER TODAY. Immediate shipment guaranteed. F. O. B. Chicago, Illinois.

Write for our complete list of Pin Game Conversions

**VICTORY GAMES** 2140-44 SOUTHPORT AVENUE CHICAGO 14, ILLINOIS  
 "America's Pin Game Conversion Headquarters"

**FOR SALE**

- Over 100 Late Pin Balls—Ready for Location—Priced To Sell Quickly
- |              |                 |            |
|--------------|-----------------|------------|
| ARIZONA      | STREAMLINER     | SHANGRI-LA |
| SKY CHIEF    | KEEP 'EM FLYING | KNOCKOUT   |
| GRAND CANYON | INVASION        | VICTORY    |
|              | LIBERTY         | TOPIC      |
|              | and many others |            |

**KEENEY AIR RAIDER**

- |                          |                       |
|--------------------------|-----------------------|
| PERISCOPE                | CONVERTED CHICKEN SAM |
| 5c, 10c, 25c Blue Fronts | 5c Melton Bell        |
| 5c Cherry Bell           | Bally Grand Nationals |
- WRITE US YOUR NEEDS—WE PROBABLY HAVE THE MACHINE YOU WANT.  
 WANTED—70-75 Tabco—Music of All Kinds.

**LAVOIE & HILLMAN**

175 East Main St. (Phone Fall River 8-5431) Fall River, Mass.

**★ REVAMP YOUR OWN PIN GAMES! ★**

Change the Entire Picture of the Backboard—Use Our New, Sensational Change-Over Backboard Glass for the Following:

"Bandit" revamped into "Red Heat"	"Ma. Chip" revamped into "Nine Balls"
"Big Top" revamped into "Sixty Grand"	"O'Boy" revamped into "Easy Player"
"Swing Along" revamped	"Powerhouse" revamped into "Over the Top"
"Gallies" revamped into "Archery"	"Pony" revamped into "Pop Dancer"
"Centurion" revamped into "Ballmaster"	"Young" revamped into "Burlington"
"Draw Wagon" revamped into "Prize Leader"	"Bally Reserve" revamped into "Anti-Aboard"
"Pallas '30" revamped into "Boatload"	"E.M.H. Leader" revamped into "Gardner"
"Home Run '30" revamped into "Triple Play"	"Exhibit Stand" revamped into "Sweetheart"
"Jolly" revamped into "Peaches"	"Exhibit Stand" revamped into "Tropic"

We Have Plastic Bumpers, 75c Each  
 Write, wire, phone your order!  
 4425-40 CRISCOM STREET  
**GLICKMAN INDUSTRIES**  
 PHILADELPHIA, PA.

**ST. LOUIS COIN MACHINE HEADQUARTERS**  
 Send for our latest Price List on Free Play Pin Ball Games, Consoles, Phonographs, Etc. Etc. SET OUR PRICES BEFORE BUYING ELSEWHERE.  
 WE BUY, SELL AND EXCHANGE  
 5147 Locust St.  
 ST. LOUIS, MO. BY CALL NOVELTY CO.

**MECHANIC WANTED**  
 Experienced, First Class All Around Mechanic for Music Box and Pin Ball Games. Must be Draft Exempt, married man. Salary \$125.00 per week. Steady work for conscientious worker. Future advancement—good references essential.  
 CLICK AMUSEMENT CO.  
 2429 Delaware Ave.—Buffalo 16, New York

**HIGHEST CASH PRICES**  
 FOR USED SLOTS & CONSOLES  
**BAKER NOVELTY COMPANY**  
 1700 WASHINGTON BLVD.  
 CHICAGO 12, ILLINOIS

# SLOTS

**MILLS—JENNINGS—WATLING—PACE**  
**RECONDITIONED—Guaranteed**  
 By Our 48 Years of Experience

- WRITE FOR PRICES**
- 2 50¢ **GOLD WAR EAGLES**
  - 3 5¢ **GOLD CHROMES**
  - 7 10¢ **GOLD CHROMES**
  - 9 25¢ **GOLD CHROMES**
  - 2 5¢ **SILVER CHROMES**
  - 5 10¢ **SILVER CHROMES**
  - 8 25¢ **SILVER CHROMES**
  - 3 5¢ **BROWN FRONTS**
  - 4 10¢ **BROWN FRONTS**
  - 12 25¢ **BROWN FRONTS**
  - 3 5¢ **BLUE FRONTS**
  - 5 10¢ **BLUE FRONTS**
  - 8 25¢ **BLUE FRONTS**
- All above Machines have Knee Action, Cdn. Handles and Drill Proof.
- 12 5¢ **Q. T.'s Originally Blue Made Glitter Gold** ..... \$89.50
  - 6 10¢ **Q. T.'s, Same as Above** ..... 99.50
  - 8 5¢ **JENNINGS FOUR STARS**
  - 4 25¢ **JENNINGS FOUR STARS**
  - 6 5¢ **WATLING ROLA-TOPS**
  - 2 10¢ **WATLING ROLA-TOPS**
  - 2 25¢ **WATLING ROLA-TOPS**
  - 4 5¢ **PACE COMETS**
  - 6 10¢ **PACE COMETS**
  - 1 5¢-25¢ **PACE COMET Comb. (Cabinet Model)**
  - 2 10¢ **JENNINGS CLUB BELLS (Cabinet Model)**
  - 2 25¢ **JENNINGS CLUB BELLS (Cabinet Model)**
- MILLS JACK IN THE BOX STANDS.**  
 New, \$69.50. Used, \$49.50.  
 We have all types of Coin Machines. Talk to what you want.
- SICKING, INC.**  
 1401 Central Parkway Cincinnati 14, O.

# 6SC7GT TUBE

**Now Available**

**RADIO TUBES FOR THE COIN MACHINE TRADE**

(Tubes Offered to Consumer Market Only at OPA Retail Prices)

Tube	Max. Net. from Price per order	Tube	Max. Net. from Price per order	Tube	Max. Net. from Price per order	Tube	Max. Net. from Price per order
6IA	3.00	80G	1.00	7AA	1.00	33	1.00
6IAG	1.50	80S	1.00	7AB	1.00	30E3	1.00
184GT	1.10	80D	1.00	7AC	1.00	30E4	1.00
1F8	1.50	80E	1.00	7AD	1.00	30E5	1.00
104GT	1.00	80F	1.00	7AE	1.00	30E6	1.00
1R5GT	1.00	80G	1.00	7AF	1.00	30E7	1.00
1Q5GT	1.00	80H	1.00	7AG	1.00	30E8	1.00
1U	1.50	80I	1.00	7AH	1.00	30E9	1.00
174	1.00	80J	1.00	7AI	1.00	30E10	1.00
2V	1.00	80K	1.00	7AJ	1.00	30E11	1.00
2A3	2.00	80L	1.00	7AK	1.00	30E12	1.00
2A4	2.00	80M	1.00	7AL	1.00	30E13	1.00
2A6	1.00	80N	1.00	7AM	1.00	30E14	1.00
309G	1.50	80O	1.00	7AN	1.00	30E15	1.00
3A4	1.00	80P	1.00	7AO	1.00	30E16	1.00
5U4G	1.00	80Q	1.00	7AP	1.00	30E17	1.00
5V4G	1.00	80R	1.00	7AQ	1.00	30E18	1.00
6Y2G	1.00	80S	1.00	7AR	1.00	30E19	1.00
8Z3	1.00	80T	1.00	7AS	1.00	30E20	1.00
8A8	1.50	80U	1.00	7AT	1.00	30E21	1.00
9A7D	1.50	80V	1.00	7AU	1.00	30E22	1.00
8B7	1.00	80W	1.00	7AV	1.00	30E23	1.00
8B8G	1.00	80X	1.00	7AW	1.00	30E24	1.00
		80Y	1.00	7AX	1.00	30E25	1.00
		80Z	1.00	7AY	1.00	30E26	1.00

Write for Our Twice-Monthly Tube Inventory Release

### IMPORTANT INSTRUCTIONS

- Send no deposit with your order—shipment will be forward express C. O. D. for full amount.
- Minimum order filled is for 25 tubes, each type within rational limits shown above.
- Do not phone or write for tubes—shipment cannot be forward until receipt of Supplier's Certificate.
- Tear out, clip and attach to rear order the Supplier's Certificate at bottom of this advertisement.
- If you personally cannot see the minimum shipment of 25 tubes, contact another operator and place a drop order, including your friend's name.

### FEATURES OF OUR SERVICE

All tubes are in individual cartons. Shipment goes forward within 48 hours after receipt of your order. An airmail copy of invoice reaches you at least 24 hours ahead of shipment. We never substitute tubes, but will forward G's or G7's for the 6SC7GT you order. We're covered 17 years and know your machine problem. Our 50¢ tubes is revised every 15 days and we are filling over 95% of orders promptly which are placed in compliance with current lists.

## W. R. BURTT

(THE COIN TUBE MAN)

436 N. TERRACE DR. WICHITA 8, KANSAS

I hereby certify that I am entitled to purchase the items specified above under the provisions of Limitation Order L-295, with the terms of which I am familiar.

Name (in Ink) \_\_\_\_\_

**Will Pay \$100 Cash for Wurlitzer Skeeballs Genco Bankrolls**  
 Plus \$15.00 for Crating

**WILL BUY KEENEY BOWLETTES**

- Longlegs ..... \$365.00
- Jumbo Parade, P.P. .... 95.00
- Air Raiders ..... 225.00
- Sky Fighters ..... 319.50
- Green Vest Pocket ..... 39.50
- 25 Jennings Cigarette Reels, Tokon Payoff Slots ..... 16.50
- Hackers, Chicago Coin ..... 210.00
- Battling Practices ..... 105.00
- Shoot the Chatter ..... 125.00
- Keeney Submarines ..... 184.50
- Texas Legends, De Luxe ..... 39.50
- Seeburg Hackers ..... 65.00
- Cypse Padlocks ..... 89.50
- K. O. Fighters ..... 135.00

Deposit With Order, Balance C.O.D.  
**S & W COIN MACHINE EXCHANGE**  
 2416 Grand River Ave., Detroit 1, Mich.  
 Phone: CLifford 1956.

**CARL STIPPE** Price Plus Guaranteed Satisfaction **CHERRY A SQUARE DEAL WITH IDEAL**

**IDEAL'S COMBINATION NEW REBUILT SALE**

**COMBINATION No. 1**

- 1 STREAMLINER \$555.00
- 1 PIN UP GIRL } for the 3
- 1 MIDWAY

**COMBINATION No. 2**

- 1 PRODUCTION } \$444.00 for the 3
- 1 TORPEDO PATROL } }
- 1 EAGLE SQUADRON } }
- 1 MIDWAY

**WANTED TO BUY**

- SUNBEAM ..... \$50.00
- DOUBLE PLAY ..... 50.00
- WEST WIND ..... 50.00
- DO RE MI ..... 50.00
- STARS ..... 50.00

**W. R. BURTT**

WE WILL PAY THE FOLLOWING PRICES FOR THE FOLLOWING MACHINES:

- LEADER ..... \$40.00
- BROADCAST ..... 30.00
- CROSS LINE ..... 30.00
- FLICKER ..... 30.00
- WURLITZER 24 PHONOGRAPH ..... 165.00

TERMS: 1/3 Deposit, Balance C. O. D.

**IDEAL NOVELTY CO.** Phone: Franklin 1544  
 2823 Locust St.  
 St. Louis 3 / Mo.

## FRANK O'BRIEN'S ANNIVERSARY SALE

### FIVE BALLS

- FOUR ACES ..... \$129.50
- KNOCKOUTS ..... 109.50
- DEFENSE (Genco) ..... 85.00
- BELLE HOP ..... 57.50
- BIG CHIEF ..... 39.50
- HOROSCOPE ..... 45.00
- ATTENTION ..... 40.00
- PARADISE ..... 39.50
- GOLD STAR ..... 35.00
- FIVE-IN-ONE ..... 39.50
- SKYLINE ..... 25.00
- RED HOT ..... 25.00
- TRAPEZE ..... 25.00

### ONE BALLS

- LONG SHOT, P. O. ..... \$200.00
- SPORT SPECIALS ..... 169.50
- RECORD TIMES ..... 174.50
- SPORTSMAN ..... 365.00
- THOROBRED ..... 575.00
- LONGACRES ..... 575.00

### CONSOLES

- SUN RAY ..... \$125.00
- CLUB BELLS ..... 269.50
- SUPER BELLS ..... 269.50

### SLOTS

Every slot refinished—all worn parts replaced—guaranteed perfect. All machines are 3/5 Mystery Payments.

- PACE COMETS, 3/5—5¢ ..... \$124.50
- PACE COMETS 3/5—10¢ ..... 129.50
- Mills Roman Heads—5¢ ..... 149.50
- Mills War Eagles—5¢ ..... 179.50
- Mills War Eagles—10¢ ..... 189.50
- Mills War Eagles—25¢ ..... 279.50
- Mills War Eagles—50¢ ..... 439.50
- Mills Blue Fronts—5¢ ..... 194.50
- Mills Blue Fronts—10¢ ..... 209.50
- Mills Blue Fronts—25¢ ..... 325.00
- Mills Brown Fronts—5¢ ..... 224.50
- Mills Brown Fronts—10¢ ..... 244.50
- Mills Brown Fronts—25¢ ..... 369.50
- Mills Cherry Bells—25¢ ..... 369.50
- Jennings I-STAR CHIEF—5¢ ..... 119.50

(All BLUES, BROWN and CHERRY BELLS ARE SINGLE JACKPOTS AND HAVE CLUB HANDLES)

### MUSIC

- WURLITZERS 24 ..... \$200.00
- Rockola Commandos ..... 575.00
- Rockola Premiers ..... 575.00
- SEEBURG Victory ..... 350.00

### MILLS PARTS

- ESCALATORS—5¢ ..... \$24.50
- CLOCKS (Brass Gears) ..... 19.50
- JACK POTS ..... 12.50
- JACKPOT GLASS ..... 1.00
- ESCALATOR GLASS ..... .50
- REEL GLASS (Set of 3) ..... 1.00
- Main Operating Spgs. .... .25
- Handle Springs ..... .25
- Clock Springs ..... .25
- ESCALATOR SPRINGS ..... .25
- SLIDE SPRINGS ..... .25
- FINGER SPRINGS ..... .15
- AWARD CARDS, 3/5 ..... .20
- MAIN CLOCK GEARS ..... 3.50

(If you need a Mills part write us, we have it)

**ALL PARTS CASH WITH ORDER, EQUIPMENT 50% Deposit, Balance C. O. D. WE ARE WHOLESALERS AND SELL FOR RESELL ONLY.**

## ACME AMUSEMENT CO.

2416—18 Fairmount  
 DALLAS 4, TEX.  
 (Phone Central 3938)

**FOR SALE**

**5-BALL FREE PLAY**

- 30 Bally Boopie, Clinch, E.A. .... \$ 22.50
- Q for ..... 100.00
- Pan Major ..... 95.00
- Drum Major ..... 28.00
- Parade, Like New ..... 60.00

### MUSIC

- Like Rock-Ola Wall and Bar Boss, E.A. .... \$ 40.00
- Like Rock-Ola Tone Captain, Corsetti 100.00
- New Rock-Ola Skipper (Black) ..... 60.00

### ARCADE

- 3 Evans Ten Strike, Good, High Dial. .... \$ 80.00
- Evans Texas Legend ..... 40.00
- 1942 Evans Gallop and Dominoes ..... 250.00

### PARTS

All Parts for Ten Strike  
 Parts for #12 Wurlitzer  
 5, 10 and 25¢ Coin Drive Motor for Wurlitzer  
 New, Used, \$25.00.

**WANT TO BUY**

Chicago Gals Hackey  
 Seeburg and Rock-Ola Machines, cabinets no object, but must have all parts for machines.

1/3 Deposit, Balance C. O. D.  
**AUTOMATIC MUSIC & SUPPLY CO.**  
 8824 MAIN ST., HOUSTON 4, TEXAS

## JAR DEAL TICKETS

**1836 Tip Combination**  
 2050 and 1950 Red-White-Blue  
 Standard Printing—Protected Numbers—Banded With Tape.  
 Distributors and Operators, write for special prices.

### A B C NOVELTY COMPANY

Manufacturers  
 310 N. Walnut St. Phone No. 2-6118 Muncie, Indiana

### MAIN GEARS

**FOR WURLITZER AND SEEBURG PHONOGRAPHS**

Now available for immediate shipment. brand new tires main gears. — best lead hub for Wurlitzer and Seeburg Phonographs. — all models. — factory guaranteed against defective workmanship and material.

**ONLY \$6.50**

Quantity prices to distributors and jobbers. Write or wire—do not delay—place your order now—terms as usual. One-third deposit, balance C. O. D. shipment P. O. B. Los Angeles.

**E. T. MAPE MUSIC COMPANY**  
 (Manufacturing Division)  
 1701 W. PICO BLVD. LOS ANGELES 15, CALIF.

LET MONARCH BE YOUR GUIDE TO VALUE! AUTOMATIC PAYOUT CONSOLES

Table listing various amusement machines and their prices, including items like 'Evens Lucky Score', 'Bally Royal Game', and 'Pace Sarcota'.

5-BALL PIN GAMES

Table listing 5-ball pin games and other machines such as 'Bally', 'G.E.N.C.O.', 'Chicago Coin', and 'Jennings Chiefs'.

WRITE FOR PRICES ON ALL COIN MACHINE EQUIPMENT NOT LISTED. TERMS: 1/3 Deposit, Balance C. O. D. or Sight Draft.

MONARCH COIN MACHINE CO. 1343 N FAIRFIELD AVE. | PHONE ARMITAGE 1434 | CHICAGO

FACTORY REBUILT AND REFINISHED ALL MILLS SLOTS DRILLPROOF WITH KNEE ACTION AND CLUB HANDLE.

Table listing prices for 'BLUE FRONTS', 'CLUB CONSOLES', 'GOLD CHROME BELLS', and 'MILLS BUYS'.

JENNINGS CHIEFS, FACE COMETS, WATLING ROL-A-TOPS, and CAILLE

Table listing prices for 'JENNINGS CHIEFS', 'FACE COMETS', 'WATLING ROL-A-TOPS', 'CAILLE', and 'CONSOLES-PAYTABLES'.

TERMS: 1/3 Deposit, Balance C. O. D. Write, Wire, Telephone Today. TWIN PORTS SALES COMPANY DULUTH 2, MINN.

Parts SKEE BALL ALLEY Repairing. We have parts for Wurlitzer Snow Balls and National Snow Balls. J. M. SEIDEL, 741 E. 42nd Street, Brooklyn, N. Y.

ECONOMY'S REPUTATION IS NATIONWIDE!

WE SUPPLY THE ENTIRE INDUSTRY WITH PARTS AND SUPPLIES

GENUINE SEEBURG AND BALLY JUMP LAMPS IN LOTS OF 10 . . . 60c EACH

Write For Special Price In Lots Of 100!

BALLY MOTORS FOR RAPID FRIES Small Quantity On Hand—Write Immediately For Prices

RESISTORS FOR CHICKEN SAMS, EACH \$1.50

7 1/2, 15, 25, 40 WATT LAMPS — 120 TO CASE, \$9.50 INCLUDING FEDERAL TAX, PER CASE

10 WATT LAMPS — 120 TO CASE, INCLUDING FEDERAL TAX, PER CASE \$10.75

NEW MAPLE BALLS FOR SKEE ALLEYS AND PLAY BALLS. For 14 Ft. Skee Alleys, 3 3/4, 10, \$5.50; 100 \$52.00

PHOTO ELECTRIC SELLS - ALL TYPES FOR RAY GUNS

REPLACEMENTS FOR UTAH RELAY USED IN BALLY'S DEFENDER, SKY BATTLE, RAPID FIRE AND CONVOY—While the Supply Lasts, Each \$7.50

TERMS—1/3 Deposit With Order, Balance C. O. D. WRITE FOR PRICE LIST OF PARTS, SUPPLIES, TUBES, FUSES, WIRE, ETC., ETC.

ECONOMY SUPPLY COMPANY 615 TENTH AVE., NEW YORK CITY (Phone BRyant 9-3295)

TRADE PLANS (Continued from page 25) Much interest is shown in the fact that the Department of Commerce will issue several booklets covering small business enterprises, which may appeal to veterans.

Electrical Training a Help An important factor is that the mechanical and electrical training given to millions of men by the armed forces will be a decided advantage to them in owning and servicing coin machines.

ORDER NOW WHILE THEY LAST! 9 Bally Coca-Cola Machines, Carbonator & Drums, Complete Lot... \$1300.00

FOR SALE 2 KEENEY'S FORTUNE \$250.00 EACH 2 BALLY'S '41 DERBY \$275.00 EACH Send 1/3 down, balance C. O. D. AUTOMATIC COIN MACHINE CO. 809 Poydras St. New Orleans 13, La.

# BLOCK SPECIALS!!!

**NEW GUARDIAN SERVICE KIT**



No. 1200...\$14.50 Each  
STANDARD KIT  
No. 450...\$7.50 Each

## FOR A LUCKY FEW!

A Safe, Speedy, Dependable  
**HAND TRUCK**

For Handling  
PHONOGRAPHS, PIN GAMES AND  
OTHER COIN OPERATED EQUIPMENT



- Hardwood Frame, 56 Inches High.
- No Curved Handles.
- Cross-Member Grip, Sure—Steady—Safe.
- Ratchet Device for Tightening Strap. Two-Way Tension.
- 14 Foot Heavy-Duty Webb Strap.
- 24 Inch Steel Lip.
- Goes Up and Down Steps.
- 5 Inch Wheels.
- Rubber Tires.

\$32.50  
Each

Sorry! Only One to a Customer.

### MILLS CLOCK GEARS

Complete With Dogs and Springs as Illustrated.



Quantity Limited Each Year Over NOW! \$3.50 Each

## "DUO" REGISTERED KEY LOCKS



Protect Your Cash Boxes! We register your key number and no one within 500 miles can buy locks with your key number.  
Lots of 25 ..... 70c Each  
Lots of 50 ..... 65c Each  
Lots of 100 ..... 60c Each  
(Above Prices Are for Standard Length Barrels; Long Barrels, 10c Each Extra)

### NEEDLES!!

Our Fastest Selling Needle! 50c EACH

**AEROPOINT**

Lots of 25—44c Each  
Lots of 100—41c Each

### TONE DARTS

One of the finest Needles! 45c EACH  
Lots of 100—40c Each

We also have PERMO POINTS 35c Each, Any Quantity!

Send for Complete Catalog of Parts and Supplies!

# BLOCK MARBLE CO. 1327 FAIRMOUNT AVE. PHILADELPHIA 30, PA.

GET IT FROM BLOCK—THEY HAVE IT IN STOCK!

**WHILE THEY LAST!**



## AFRICAN GOLF

The IDEAL COUNTER GAME  
NO SLOT—NO TAX!

A complete Casino Game with top appeal and money-making power for amuseur play!

ALSO AVAILABLE:

HI-LO CHUCK-LUCK  
MIAMI COLOR GAME  
MONTE CARLO-CROWN & ANCHOR

1520-1530 W. ADAMS STREET  
CHICAGO 7, ILL.

## CLOSING OUT

25c Gold Chrome Jackpot, Hand Load	5c War Eagle, 2-4, Late	..... \$150.00
Cherry Pay, #473232	10c War Eagle, 2-4, Late	..... 150.00
25c W. E. Blue Front, 3-5, C.H.	5c Pace All Star Comets, J.P.	..... 75.00
357291	25c Callie Grand Prize, J.P.	..... 50.00
25c W. E. Blue Front, 3-5, C.H.	25c Callie Bonus Mystery, 3-5, J.P.	..... 105.00
357292	25c Pace Bonanza, J.P.	..... 47.50
10c W. E. Blue Front, 3-5, C.H.	Groothchen Columbia, Cleary	..... 75.00
370215	10c Warring Twin J.P.	..... 65.00
5c W. E. Blue Front, 3-5, C.H.	Mills Late 5 in Ones, Free Play	..... 70.00
420406	Jennings Cigarola, 5c	..... 80.00
5c W. E. Blue Front, 3-5, C.H.	Target Skill	..... 17.50
386533	Risks Peek	..... 15.00
5c W. E. Blue Front, 3-5, C.H.	Derby Day, 5c, Console Game Top	..... 47.50
386535	Wurlitzer 24 A Phonograph	..... 200.00
5c W. E. Blue Front, 3-5, C.H.	Wurlitzer P 12 Phonograph	..... 89.50
292980	Wurlitzer 16 Phonograph	..... 185.00
All Above W. E. Blue Fronts Completely Overhauled, New Paint.	Mills Zephyr Phonograph	..... 65.00

1/5 With Order  
**McGUIRE SALES CO.**  
270 WARTBURG PLACE DUBUQUE, IOWA  
"39 Years of Service"

## SHOP MECHANICS

For repairs and reconditioning departments of factory distributors. Must be thoroughly experienced in repairing winches and other items, capable of overhauling and possible rebuilding, and must fully understand machine tools, well boxes, etc. Also pinballs, mousetraps, etc. Can use only good men who really know this equipment. Excellent salary, permanent connection and real opportunity now and after the war. Write fully, stating details of experience, age, marital and draft status, etc., to strict confidence.

**THE GENERAL VENDING SERVICE CO.**  
108 N. GAY ST., BALTIMORE 2, MD.

# MILWAUKEE SPECIAL BUYS!

## SLOTS

Blue Front, 5c. .... \$214.50; 10c. .... \$249.50; 15c. .... \$289.50  
New wooden cabinets, repainted castings, club handles, completely overhauled and rebuilt mechanically, with new reel strips, new award cards and all worn parts replaced.

Brown Fronts, 5c. .... \$249.50; 10c. .... \$284.50; 25c. .... \$324.50  
New wooden cabinets, club handles. Cannot be sold from new. A sample will convince!

Mills Original Gold Chesses and Mills Original Chesses. Appearance excellent. Mechanically perfect.  
5c. .... \$389.50; 10c. .... \$424.50; 25c. .... \$474.50

Mills Original Bonus Bells.  
5c. .... \$274.50; 10c. .... \$309.50; 25c. .... \$349.50

## CONSOLES

Overhauled, Checked and Cleaned

Jennings Liberty Bell, Parlay Reason, 7 Coins ..... \$17.50  
Flat Top ..... 27.50  
Blunt Top ..... 27.50  
Derby Day, Flat Top ..... 17.50  
Blunt Top ..... 27.50  
Kenny Kentucky Club 09.50  
1 Kenny Kentucky Ball  
Times, 7 Coin Head ..... Excellent Condition  
New Glass ..... 39.50  
2 Kenny Truck Times, 7 Coin Head ..... 69.50  
Mally Long Champ ..... 34.50  
Mally Bottling Finisher ..... 34.50  
Stoner's Zippers ..... 29.50  
Payout ..... 29.50

Overhauled, Checked and Cleaned

Jumbo Parady, P. P. ..... \$79.50  
Parlay Reason, 7 Coins ..... 79.50  
Lata NA, Blunt Top 79.50  
Roberts Jr. .... 84.50  
Gallop Daring, Re- built, 7 Coin Blunt ..... 79.50  
Type, New Hd. .... 149.50  
Baltic Field, with Daily Double Feature, 7 Coin Hd. .... 69.50  
Jennings Fraction, P.P. .... 69.50  
Play or Payout ..... 69.50  
Penny Reel, Payout ..... 69.50  
Mally Ray's Track ..... 89.50  
Silver Moons ..... 124.50  
Big Game ..... 89.50  
Papa Starships ..... 84.50

## ONE BALLS

Overhauled, Checked and Cleaned

Late 1933 Mills 1-2-3, Free Play, completely overhauled and re- built by Mills, in original casing, entire re- build ..... \$79.50  
Gold Medal ..... 49.50  
Truck Races, Gentfish, Free Play ..... 89.50  
Hally Stables ..... 39.50  
Jennings Finisher ..... 39.50

## MUSIC

Model 450 Wurlitzer Speaker with 8-10-20 Bar Box Attached, New, ..... \$124.50  
3 Bar Model 448 Wurlitzer, Remote Control, Impulse Speakers, Each ..... 37.50  
New Seaburg Wireless Remote Control Speaker ..... 43.50  
New Seaburg Transmitter ..... 16.50

1/3 Deposit—Balance C. O. D.  
State Distributor for Seaburg Phonographs and Accessories  
Please Address Mail to Milwaukee 8, Wis.

## Milwaukee COIN MACHINE COMPANY

1110 W. LISBON AVENUE - MILWAUKEE, WIS.

## PARTS FOR MILLS SLOTS

In Lots of 25 or More	Each	\$5.00	\$2.75
Large Clock Gears, Complete with Brackets and Springs	Per Set	3.50	3.50
Reel Strips, 2-5 or 1 Cherry Payout	Each	39c	7c
Reward Cards, 2-5 or 3-5	Each	4.50	4.00
Club Handles, Painted and Chromed	Per Set	7.50	6.75
Payout Discs, 3 Cherry Payout	Per Set	7.50	7.50
Payout Disc, 3 P., 1, 2 & 3	Per Set	3.50	.39
Disc Pigeon	Each	2.00	
Oval Frames to Use Paper Money, Painted on Brown Front	Each	2.25	
Cash Boxes	Each	3.25	
West Pocket Coin Chutes, 10 or 20, New	Each	3.75	
Payout Tubes, 25c Size (with Kapper)	Each	4.25	
Bottom Main Rides, 54-104-254	Each	3.00	
20-Disc Star Wheel	Per Set	4.25	3.75
Large Clock Gears Comp. with Brackets & Springs for Jennings Slots	Each	3.50	3.75
Back Board Glass for Jumbo Parady	Each	3.50	
Top Glass for Jumbo Parady	Each	3.50	

We Have All Types of Springs and Other Parts for Mills Slots.  
1/3 Deposit Must Accompany All Orders.

## SICKING, INC. 1401 CENTRAL PARKWAY, CINCINNATI 14, O.

## YOUR PROFITS ARE SAFE WITH AN ACE LOCK



ACE LOCKS provide Powerful Positive protection, both on new machines and for replacement purposes. Order ACE LOCKS today! Made entirely of Steel and Brass. No Die Cast Metal used. Center Post Case Hardened to Prevent Drilling. Keyed alike or in various Key changes.

We are the sole manufacturers of the ACE LOCK, the entire lock being completely constructed in our factory.

## CHICAGO LOCK CO.

2024 N. RACINE - CHICAGO

### OLIVE'S SPECIALS THIS WEEK

**FIVE BALL FREE PLAY**

- A.R.C. Buster ..... \$ 37.88
- Auction ..... 122.98
- Air Force ..... 40.00
- All American ..... 47.58
- Argentine ..... 37.58
- Attention ..... 37.58
- Champion (New Style) ..... 68.58
- Champion (Old Style) ..... 38.58
- Champion ..... 19.58
- Dials ..... 42.58
- Fishes ..... 38.58
- Five & Ten ..... 33.00
- Gold ..... 38.00
- Gold Star ..... 32.00
- Gun Club ..... 76.50
- Invasion ..... 188.00
- Jap ..... 127.80
- Kingshot ..... 126.00
- Legionnaire ..... 69.00
- Major #1 ..... 60.00
- Major (Old Style) ..... 18.00
- Major ..... 25.00
- Maniac (Picture) ..... 40.00
- Major Beach ..... 62.50
- Monster ..... 27.50
- Big Hawk ..... 37.80
- Scout Up ..... 60.00
- Scout Lt ..... 60.00
- Scout Boat ..... 58.00
- Ship the Jap ..... 87.80
- Shooter ..... 83.00
- Smash the Jap ..... 67.80
- Sport Parade ..... 46.28
- Sporty ..... 72.50
- Spot Post ..... 67.80
- Spot & Card ..... 60.00
- Sprinkler ..... 47.50
- Sprinkler (New) ..... 32.00
- Ten Spot ..... 57.50
- Yacht Mustang ..... 66.00
- Yachtman ..... 29.50
- Yacht Club ..... 78.00
- Yacht Club ..... 20.00
- Zig Zag ..... 67.80

- Renton Projection Lamp ..... \$ 4.88
- Bully Rapid Fire ..... 228.00
- Pre-War Rubber Club ..... 38
- 14 40 FL. Length, Per Fl., 200.

Terms 1/3 Down, With Orders, Bal. C.O.D.

**OLIVE NOVELTY CO.**  
2285 LUCAS AVE., ST. LOUIS 8, MO.  
(Phone Franklin 8920)

## TIMELY! RED HOT!!!

### CONVERSION UNIT FOR CHICKEN SAMBS, JAILBIRDS AND CONVERTED JAPS AND HITLERS!

# "SHOOT-A-BAZOOKA"

The Only Conversion That Completely Changes Over the Gun as Well as the Target—With New Invasion Background Scenes in 12 Vivid Colors!



Here's the tank-buster that's taking the country by storm—Operators are making real fuelling money by trying us with the last word in Secret Weapons. Everyone wants to handle the "Bazooka" Gun and shoot at the tank!

**WELCOME BACK BERT LANE!**  
We Are Proud To Announce the Appointment of **WORLD WIDE DISTRIBUTORS**  
625 10th Ave., N.Y.C.  
As Exclusive Eastern Sales Agents for "Shoot-a-Bazooka"

**\$42.50**  
1/3 Deposit/ Bal. C.O.D., F.O.R. N.Y.

### BE FIRST IN YOUR TERRITORY! ORDER "SHOOT-A-BAZOOKA" TODAY!

**FRAMAL DISTRIBUTING CO.** 592 10th Avenue NEW YORK 19, N. Y. Longacre 3-8520

## Wolverine Specials

**SLOTS**

- 2 MILLS OF ORIGINAL GOLD CROWNS, 1 Crown Pay, Has Been Used Only Few Weeks, With New Mills ..... **\$178.00**
- 1 MILLS 22 MAR. O.D., 2-4 ..... 89.90
- 2 MILLS 1/2 Q.T., Green ..... 89.90
- 1 MILLS F.P., 50 ..... 89.90
- 1 Jamaica Century, 50 ..... 87.80
- 1 Palm St Blue Front Comet, Like New ..... 72.80
- 1 Sport 12 Bantam, 50 ..... 27.50
- 1 Sully-Royalty Club, 50 ..... 29.50
- 1 Sully-Royalty Club, 50 ..... 29.50
- 1 Sully-Royalty Club, 50 ..... 29.50

**CONSOLES**

- 1 Bluff Club Ball ..... **\$28.80**
  - 1 7-11 Gun ..... 178.00
  - 2 Waiting Big Game, F.P. ..... 100.00
  - 1 Exhibit Jockey Club, P.O. ..... 74.80
  - 1 Sully-Royalty Club, 50 ..... 29.50
- MISC.**
- 1 Western Deluxe Reel Gun, Like New ..... **\$128.50**
  - 1 Reamy Anti-Aircraft, 50 ..... 85.00
  - 1 Best Sealable, Excellent Condition ..... 176.00
  - 1 Sully-Royalty Club, P.O. ..... 29.50
  - 1 Owl, Fox Play ..... 67.50
  - 1 Pioneer-La. Rev., Rev ..... 120.00
  - 1 Pig Club ..... 48.50
  - 1 Pig Bull ..... 42.50
  - 1 Little-Gun, Rev ..... 29.50
  - 1 Sully-Royalty Club, 50 ..... 29.50
  - 1 Sully-Royalty Club, 50 ..... 29.50
  - 1 Sully-Royalty Club, 50 ..... 29.50

Terms—1/3 down, balance slight draft.

**WOLVERINE SALES CO.**  
154 Indiana Ave., N. W., Grand Rapids 4, Mich.  
Phone 6005

- 1 Lancers Club, 50 Play ..... **\$148.00**
- 1 Little Blue Front, C.H., 50 Play ..... 150.00
- 1 Ritz Game and Show, No License, 75.00
- 1 Mills Vet Punks Ball, 50 Play ..... 45.00
- 1 Mills Q.T., 14 Play With Mounted Ball ..... 40.00
- 1 Mills Golf Ball, Machine, 250 Play ..... 100.00
- 1 Mills Double Safe, Two Doors ..... 75.00
- 1 Pig Single Ball ..... 95.00
- 1 Mills Whirlpin Storm, Each ..... 12.50
- 1 Goshawk 3-Play ..... 22.80
- 1 Mills Dice Machine, 250 Play With Weighted Stand ..... 95.00

All Machines Beautiful Appearance and Mechanically Perfect. Ready for Location. Terms Cash With Order.

**C. W. FAIRBANKS**  
248 N. Greenwood St., Marion, Ohio  
Sisterman National City Bank of Marion

FOR GUARANTEED MILLS EQUIPMENT **BAKER NOVELTY COMPANY**  
1700 WASHINGTON BLVD. CHICAGO 12, ILLINOIS

## WURLITZER—ROCK-OLA—SEEBURG

USED PARTS—GUARANTEED A-1 CONDITION

- 410 Speakers ..... \$ 9.00
- 410 Speakers ..... 17.00
- Rock-Ola Speakers, 12-18 ..... 5.00
- Seeburg Speakers (Vogues, Grams, etc.) ..... 23.50
- Rock-Ola Speakers, 18 Inch ..... 19.50
- Seeburg Record Speaker, Direct Cabinet, and Transmitter ..... 67.00
- 616 Amplifier with Tubes ..... 45.00
- Rock-Ola 18-21 Amplifier, Tubes ..... 19.00
- Seeburg Amplifier, Tubes (Vogues, Grams, etc.) ..... 48.50
- Grams, All Models ..... 6.00
- Wurlitzer Motor Drive Assembly ..... 5.00
- Wurlitzer 28 Volt Transformer ..... 1.50
- Wurlitzer Mag. Switch Box ..... \$ 1.78
- Burgoy 5-6 Cant. Billed ..... 2.28
- Wing 10-29 Cant. Billed ..... 1.98
- Wurlitzer Motors ..... 18.50
- Seeburg Motors ..... 19.78
- Rock-Ola Turntable ..... 12.00
- Adaptor for Bookly System with Seeburg ..... 12.28
- Wurlitz for 24 Wurlitzer Rotary ..... 78
- Seeburg (Twelve) Speakers, 2 for 12.50
- 24 Wurlitzer Cant Drum with Transmitter ..... 27.50
- Seeburg 5-6 Cant. Wall-Music Remote ..... 15.00
- Boxes ..... 30.00
- Seeburg Mystery Tuners, Complete ..... 8.50

### NEW ACCESSORIES

- Conditions for Seeburg ..... \$ .80
- Transformers for All Machines ..... 6.00
- 2 Wire 212 Cord, Approval, Per Fl. ... .85 %
- Max 100 Carbon Rectifiers ..... 3.00
- P.M. Speakers, 8 Inch ..... 5.00
- P.M. Speakers, 10 Inch ..... 8.50
- P.M. Speakers, 12 Inch ..... 12.50
- Permo Plast Nacels, 8 for 1.00
- Electric Soldering Irons ..... 1.75
- Photo Electric Cords (1-18 23), for all Ray Guns, Incl. Oil-Can Sam ..... 1.68

WE HAVE THE TUBES YOU NEED, INCLUDING 70L7—NO DEALS, STRAIGHT SALES—NO MINIMUM ORDER REQUIRED!

Deposit required with all orders!  
**ALBENA SALES CO.** 587 10th AVE., N. Y. C. LONGACRE 5-8334

## SIMON SALES

WE CAN SUPPLY YOU WITH ALL TYPES OF ARCADE EQUIPMENT!  
Write for Complete List!  
Complete Stock of All Sizes Dice and Eastman Paper ..... Write!  
152 W. 42nd St., New York 18, N. Y. Phone Pennsylvania 6-9195

### Phonograph Mechanic Wanted

Experienced Mechanic wanted for Music and Pin Game route. Good salary and living conditions. Give reference and experience in first letter.  
**WHEBY MUSIC SERVICE**  
BECKLEY, W. VA.—PHONE 4122

## SALESBOARD OPERATORS

Here is a Winner. The Fastest Quarter Board Ever Produced. No flaky girls, but a board with plenty of appeal to smart board players.



**SOUTHERN CHARLEY**—Smart Think, 1200 Hots—230  
 Taxes in ..... \$300.00  
 Gross One ..... \$ 50.00  
 100 @ .06 ..... 6.00  
 100 @ 1.00 ..... 100.00  
 6 @ 1.00 ..... 6.00  
 4 @ 10.00 ..... 40.00

Net Total ..... \$ 220.00  
 Last Sale on Board ..... \$ 80.00  
 Definite Profit ..... \$ 70.00

**\$1.69 Net Each**  
 In Lots of 100 or More, Will Print Any Name You Desire in Place of "Southern Charley," Identical With All Orders.

**A. N. S. CO.**  
 612 CARROLL ST., ELmira, N. Y.

## MACHINES IN A-1 CONDITION READY TO OPERATE

- Amf. For Sale ..... \$78.50
  - 1 CLOVER ..... 39.50
  - 2 BOSCO ..... 53.50
  - 2 SHAPPEY ..... 53.50
  - 2 SKY SLAYER ..... 72.50
  - 2 TEN SPOT ..... 64.50
  - 2 CINCO DEFENSE ..... 84.50
  - 2 TOWERS ..... 70.50
  - 2 JUNGLE ..... 74.50
  - 2 HOME RUN #2 ..... 74.50
  - 2 CAPT. KIDD ..... 74.50
  - 2 MONOSCOPE ..... 64.50
  - 2 DO-RE-MI ..... 74.50
  - 1 TIC TAC ..... 69.50
  - 1 LIGIONNAIRE ..... 69.50
  - 1 VENUS ..... 69.50
  - 1 SEVEN UP ..... 60.00
  - 1 MAJORS #1 ..... 69.50
  - 1 SHOW BOAT ..... 59.50
  - 1 ARGENTINE ..... 60.00
  - 1 VICTORY ..... 67.50
  - 1 TEXAS MUSTANG ..... 69.50
  - 8 JUMBO PARADES ..... 99.50
  - 1 100 WURLITZER - MUSIC ..... 549.50
- Send 15 Deposit, Balance C. O. D., F. O. B. Camden

**Majestic Vending Co.**  
 223 MIDDLE STREET, CAMDEN, N. J.  
 Tel: Camden 7778

### MISC AND CONSOLES

- Rock-Ola Com-mant ..... \$600.00
- M.I. Bands ..... 42 ..... \$800.00
- Comp. 100.00
- Reelable, F.P. 100.00
- 100 Wurlitzer 700.00
- Wando Parade ..... 100.00
- F.P. 100.00
- Parade, F.P. 100.00
- Wino Game, F.P. 100.00
- Big Game, F.P. 100.00
- Wills Theme 250.00
- Pin Games and Guns  
 Sky Fighters \$390.00  
 Golden Games 100.00  
 Ray-O-Lite 100.00  
 Bally Bull 100.00  
 (Mixer) 100.00  
 Tommy Gun 100.00  
 Tom Mix 100.00  
 Texas Mustang 75.00  
 Holloways 60.00  
 A.R.O. Beaver 60.00  
 Orange (10) 80.00  
 Sky Lander 60.00
- Slot and Radio Tubes  
 20 O. T.'s Blue Front ..... \$100.00  
 20 O. T.'s Green ..... 125.00  
 20 41 224 ..... 600 412 2617  
 27 58 308 478 477 4987  
 30 87 814 ..... 800 207 80.00  
 31 78 885 645 777 1234  
 32 78 608 888 687 2857  
 33 283 608 816 687 78

**BATTISTA TURCOL AND SONS**  
 1008 Union St., Wilmington 86, Delaware

Have Limited Quantity .22 REMINGTON SHORTS  
 If interested, contact **FAIRGROUNDS**  
 308 E. Baltimore St., Baltimore, Md.



**BARGAINS**

**CONSOLES**

Bally High Hand ..... \$139.50  
 Juboo Parade, P.P. .... 72.50  
 Bakora Powers (Daily Double and Race) ..... 249.50  
 P.W. .... 79.50  
 Bally Big Top, P.P. .... 27.00  
 Jennings Liberty Bell, C.P. .... 27.00

**BELLS**

30¢ Blue Front, Grackle Finch, G.M., K.A., Like New, Serial Over 400,000. Write 400,000. Like New ..... \$285.00  
 5¢ Original Brown Front, Serial Over 400,000. .... 300.00  
 10¢ Rebuilt War Eagle, Giltzer Gold ..... 189.50  
 Finch, C.L., R.A., Like New, Serial, Write for Prices.

**GIGARETTE MACHINES**  
 That Cannot Be Told From New

DuGrandeur Champion, 11 Col. .... \$ 69.50  
 DuGrandeur Champion, 8 Col. .... 62.50  
 DuGrandeur W Model, 7 Col. .... 42.50  
 U-Need-A-Pax, 500, 10 Col., Same as New ..... 118.50  
 U-Need-A-Pax, E Model, Like New, 10 Col. .... 62.50  
 Osh. .... 67.50  
 Rowe Precursor, Like New, 10 Col. .... 28.50  
 Rowe Royal, 10 Col. .... 69.00

**BELL STANDS**

Mills Folding ..... \$ 6.00  
 Safe Stand ..... 20.00  
 1 Safe Cabinet for Two Machines ..... 40.50  
 1 Jack in the Box Safe Stand ..... 59.00

**MUSIC**

Seeburg High Tens, E.S., R.C., 800 ..... \$205.00  
 Seeburg Model 7500, 1941, E.S., R.C., .... 295.50  
 Seeburg Royal ..... 310.00  
 Seeburg Rex ..... 175.00  
 Seeburg Classic ..... 325.00  
 Wurlitzer 500 With Dial ..... 279.00  
 Rock-Ola Standard ..... 265.00  
 Rock-Ola Rocker-Like (Replaces Ten Trail) Like New ..... 329.50  
 With Tenors ..... 242.50  
 Mills Electric ..... 325.00  
 Wurlitzer Wall Box, 2 Wire, 5-10-25 ..... 24.00  
 Wurlitzer Bar Box, Low Flat Type, 2 Wire (Like New) ..... 32.50  
 Rock-Ola Wall Box, 2 Wire ..... 32.50  
 Rock-Ola Bar Box, 2 Wire ..... 32.50  
 Rock-Ola Corner Speaker, Organ Type ..... 69.00

**ARCADE**

Bally Rapid Fire ..... \$225.00  
 Chicago Spin Hockey ..... 219.50  
 One Coin Operating Machine, Will accept from pennies to dollars. Complete with handy case. Guaranteed. Write Machine Dept. Table for handling machine in cigarette, made by U-Need-A-Pax

**ONE BALL FREE PLAY**

Mills 1-5-3, 15-40 ..... \$ 69.50  
 Bally Gull ..... \$ 32.50

**FIVE BALL FREE PLAY**

Attention ..... \$44.50  
 Action ..... 34.50  
 A.G.G. Bowler ..... 48.50  
 Argonite ..... 62.50  
 Bowler ..... 24.50  
 Bally High ..... 52.50  
 Duke Ranch ..... 24.50  
 Formation ..... 37.50  
 Fin-Ten ..... 112.50  
 Land Slide ..... 32.50  
 Nelsie ..... 32.50  
 Newark, United ..... 32.50  
 Ramp, Like ..... 189.50  
 Masons ..... 39.50  
 Make of '41 ..... 89.50  
 All Machines Guaranteed To Be in A-1 Condition 1/3 Certified Guarantee, Balance C. O. D.

**MEYERS COIN MACHINE CO.**  
 332 Water Street, Harrods, Wisconsin  
 Phone 424

**FOR SALE**

3 Model 500 DeLuxe 5c, 10¢ & 25¢ Speakers ..... \$100.00  
 10 Rockolas Command ..... 850.00  
 2 Play Masters & Spectress ..... 76.00  
 1 Play Master ..... 270.00  
 10 Late Model By Rock-Ola Bar Bells ..... 32.50  
 4 pack of 5c, 10c, 15c, 25c ..... 32.50  
 10 Rock-Ola Boxes, Plastic Glass, 10c ..... 18.00  
 1 Rock-Ola Brain Boxes, Play master ..... 22.50  
 7 Jan Ray-O-Lite, Chicago Novelty ..... 195.00  
 3 Koney Air Roller ..... 175.00  
 1 Bally Gull Bell, Hand Operated ..... 370.00

**WANTED**  
 25¢ Four Star Jennings Chiefs.  
**LANCE J. HARRIS**  
 117 NORTH "A" ST., HARLINGEN, TEX.

Paco Saratoga, P.O. .... \$ 90.00  
 Paco Saratoga, Skill Flood ..... 90.00  
 Paco Reels, P.O. .... 125.00  
 Koney Triglia Entry ..... 119.50  
 Koney Kentucky Club ..... 95.00  
 Koney Track Time ..... 99.50  
 Koney Posttime ..... 90.50  
 Mills Safe Stands (Bars & Locks) ..... 13.50  
 Mills Safe Stands, No Locks & Bars ..... 6.00  
 Chicago Metal Safe Stands ..... 10.00  
 Moderne Tone Columns, New ..... 69.50  
 Moderne Tone Columns, Slightly Used ..... 50.00

**UNITED AMUSEMENT COMPANY**  
 3410 MAIN STREET, KANSAS CITY 2, MO.

**RUBBER BALLS**  
 For Pakeroses—Fascination & Bingo Games.  
**MELROY BALL CO.**  
 6 N. ASTIN AVE. VENTNOR, N. J.  
 Phone: Ventnor 2-0377



**BERT LANE SAYS...**

**"HIYA, FELLAS—I'M BACK IN ACTION!"**

I'm back on 10th Ave. and ready to serve you even better than in the good old Seeborg Sales days!  
**WE'VE JUST BEEN APPOINTED EXCLUSIVE EASTERN SALES AGENTS**

**"LIBERATOR" FOR "SHOOT-A-BAZOOKA"**

Designed by Harry Williams

The most sensational revamp shooting game ever made! Legal Everywhere—A Money-Maker Everywhere!

**\$395.00 IMMEDIATE DELIVERY!**

A red hot conversion unit for Chicken Sams, Jailbirds, etc. Completely changes over the gun as well as target and includes new invasion background scenes.

**\$42.50 COMPLETE CONVERSION**

I have a tremendous stock of the finest used equipment of all types, reconditioned by factory trained experts—every one sold on a money-back guarantee. Write for complete price list

**WORLD WIDE DISTRIBUTORS**

A New Firm—The Same BERT LANE

ALL PHONES BYWAY 9-7753

622 TENTH AVE., NEW YORK 19, N. Y.

**JONES SALES CONSOLES**

4 NEW JUMBO PARADES, in Original Cases, Cash Pay, Each ..... \$200.00  
 6 '41 MODEL EVANS GALLOPING DOMINOS, 2-Tone Cabinet, Like New, Each ..... 450.00  
 3 '41 MODEL EVANS BANGTAILS, 2-Tone Cabinet, Like New, Each ..... 475.00  
 2 PACES REELS, Cash Pay, Each ..... 85.00  
 1 WAITING BIG GAME, Cash Pay ..... 85.00  
 2 RED ARROW PACE RACES, 30 Pay, Rebuilt, Each ..... 300.00  
 1 JENNINGS SILVER MOON, Cash Pay ..... 125.00

**SLOTS**

30 MILLS BROWN FRONTS, 25c, EACH ..... \$350.00  
 10 MILLS BROWN FRONTS, 10c, EACH ..... 300.00  
 10 MILLS BROWN FRONTS, 5c, EACH ..... 275.00  
 25 MILLS BLUE FRONTS, 25c, EACH ..... 325.00  
 10 MILLS BLUE FRONTS, 10c, EACH ..... 275.00  
 10 MILLS BLUE FRONTS, 5c, EACH ..... 250.00  
 3 MILLS GOLD CHROMES, 5c, 2/5 PAYOUT ..... WRITE  
 5 MILLS GOLD CHROMES, 10c, 2/5 PAYOUT ..... WRITE  
 5 MILLS GOLD CHROMES, 25c, 2/5 PAYOUT ..... WRITE

The above Brown Fronts and Blue Fronts have knee-action stops, new drill-proof cabinets and slot handles, refinished with baked white paint, rebuilt and reconditioned, guaranteed like new.

10 NEW COLUMBIA GOLD AWARD BELLS IN ORIGINAL SHIPPING BOXES, CAN BE CONVERTED TO 1c, 5c, 10c OR 25c PLAY, EACH ..... \$107.50  
 100 BOX SAFE STANDS FOR MILLS MACHINES, EACH ..... 25.00

SEND ONE THIRD CERTIFIED DEPOSIT WITH ALL ORDERS. ALL EQUIPMENT IS SUBJECT TO PRIOR SALE—IF WE ARE UNABLE TO FILL YOUR ORDER WE WILL REFUND YOUR DEPOSIT PROMPTLY.

**JONES SALES COMPANY**  
 31-33-35 MOORE STREET Phone 1654 BRISTOL, VA.-TENN.

**GET 'EM WHILE THEY'RE HOT!**

Wurlitzer '43 24 ..... \$425.00  
 Wurlitzer 600K ..... 375.00  
 Wurlitzer 750 ..... 595.00  
 Wurlitzer 616 ..... 119.50  
 Wurlitzer 312 ..... 84.50  
 Wurlitzer 600R ..... 309.50  
 Wurlitzer 500K, Rebuilt ..... 295.00  
 Wurlitzer 24 ..... 210.00  
 Wurlitzer 24, Buckley System, Ceiling Job ..... 187.50  
 Rock-Ola De Luxe Dial-a-Tone Hd. ..... 325.00  
 Seeburg Gem in 1942 Victory Cab. ..... 439.50

Mills Empress ..... \$365.00  
 Seeburg Rex, 3-Wire Ceiling Job ..... 249.50  
 Seeburg Hi Tens, 8000, ES ..... 499.50  
 Seeburg Hi Tone 8500, ESRC ..... 549.50  
 Rock-Ola Master, Rockolite ..... 319.50  
 Rock-Ola Super with Adapter ..... 375.00  
 Seeburg Baromatic 3-Wire ..... 62.50  
 Seeburg Baromatic Wireless ..... 45.00  
 Seeburg Walromatic, Wireless, 24 Sol. ..... 32.50  
 Seeburg Seleomatics, 30-Wire ..... 2.00  
 Seeburg Strollers with 20 Sol. Box Wireless ..... 29.50

1/3 deposit, balance C. O. D., F. O. B. New York. Wholesale Only  
**DAVE LOWY** 594 10th AVE., N. Y. C. LONGACRE 5-9495

**AUGUST SPECIALS**

**PHONOS**

12 Rec. Seeburg in Universal Life-Up Cabinet ..... \$129.50  
 12 Rec. Seeburg "H" With Metal Keys ..... 109.50  
 8200 Hitmo, E.S., R.C. .... 649.50  
 Wurl. 616 Cutout Life-Up With Life-Up Dome ..... 139.50  
 Wurl. "41" C.M. .... 129.50  
 Wurl. 600 Rotary ..... 295.00  
 Mills Throne ..... 239.50

**SLOTS AND CONSOLES**

2 Mills 5c Cherry Bell, 2/5 P.O., 420000 Serial, Ea. .... \$210.00  
 1 Mills 5c Gold Chrome, 2/5 P.O., C.H., 440000 Serial ..... 309.50  
 5c Paces Races, Factory Rebuilt, Brown Cabinet ..... 249.50  
 Silver Moon P.P. Totalizer ..... 114.50  
 Mills 5c Orange Q.T. .... 89.50

**GUNS**

Seeburg Chutes ..... \$139.50  
 Seeburg Chicken Sam Japs ..... 149.50

Amp. for Jennings Wired Music Location Cabinets: Perfect Condition. No Tubes. Excellent for Spares. \$14.95 Each.

Packard Boxes, Perf., Each ..... \$34.50  
 Koney Wall Boxes, Lot of 5 for ..... 37.50

**Automatic Equipment Co.**  
 Seeburg Distributors  
 Eastern Pa., Md., Del., So. N. J.  
 919 No. Broad St., Philadelphia 23, Pa.

**Every Game Guaranteed**  
 Shipped in New Cartons

ABC Bowler \$ 84.80  
 Action ..... 134.80  
 Air Ghost ..... 129.80  
 Air Force ..... 89.80  
 Argentine ..... 69.80  
 Big Parade ..... 142.80  
 Big Shots ..... 79.80  
 Champ ..... 49.80  
 Dial ..... 89.80  
 Defense (Baker) ..... 82.80  
 De-Luxe ..... 179.80  
 Formation ..... 32.80  
 Four Aces ..... 49.80  
 Gem Club ..... 69.80  
 Texas Mustang ..... 74.80  
 Topk ..... 84.80

Towers ..... \$74.80  
 Victory ..... 32.80  
 Jungle ..... 69.80  
 Knockout ..... 164.80  
 Major, '41 ..... 49.80  
 Manikin ..... 64.80  
 Mount, Plastic ..... 32.80  
 Mists ..... 42.80  
 Mr. Chips ..... 24.80  
 Raw Champ ..... 84.80  
 Punch, Plastic ..... 32.80  
 Rook, Old ..... 24.80  
 Seamy ..... 29.80  
 Sea Hawk ..... 49.80  
 Steel Pool ..... 69.80  
 Zoo Zoo ..... 84.80  
 Zambie ..... 49.80

Lions, 1 Ball, Live New ..... \$506.00  
 Wanted—We Will Pay Cash ..... Any Quantity—Wanted.

Bally Fishers \$40.00. | Gonne 7-Up . \$40.00

**IRVING SALES CO.**  
 2375 E. Lincolnway Ter. Milwaukee 7, Wis.  
 (Dr 4238)

**FOR SALE**

**23 PANORAMS**

AT  
**\$250.00 EACH**

BOX D-244  
 The Billboard, Cincinnati 1, O.

**FOR SALE! AMMUNITION**

23 Cases of .22 Long Rifle

**MAKE OFFER**

**PEERLESS VENDING MACHINE CO.**  
 230 W. 42nd St., NEW YORK, N. Y.  
 Wisconsin 7-6773

**11 4-BELLS**

Excellent Condition, 8500.00 Each  
 1/3 Deposit - Balance C. O. D.  
**HOWE & GLICK**  
 1030 Washington, Newport, N.Y.

**MUSIC SUPPLIES ACCESSORIES**

EACH

3 850 WURLITZER	\$700.00
2 750E WURLITZER	625.00
3 800 WURLITZER	600.00
4 700 WURLITZER	550.00
1 VICTORY KEYBOARD	535.00
5 616 WURLITZER	125.00
5 412 WURLITZER	90.00
4 TWIN TWELVE WURLITZER	125.00
5 HILLS PANORAMS	325.00
4 MOLA-YUES	380.00

**WALL BOXES—PARTS**

30 Wurlitzer 2100 Boxes	\$18.50
15 Bushing Line-Up, Chrome	18.50
Cascan to fit all Wurlitzers from 12 Record to 600. Per Set of 4	1.00
Amplifiers for 24, 500 and 800 Wurlitzers	95.00
Amplifiers for 700, 750, 800, 850 Wurlitzers	60.00
Amplifiers for Wurlitzer Cabinet Models	80.00
3504 Speakers	22.00
2300 Receiver	27.50
Seeburg Remote Transmitter	23.00

**RECORDS**

10,000 Hitlist, Popular, Par 700	\$12.00
----------------------------------	---------

All Madsn. Subject to Prior Sale!  
50% Certified Dep., Bal. C. O. D. or Sight Draft.

**AMERICAN COIN MACHINE COMPANY**

457 Elizabeth Ave., Newark 8, N. J.  
Phone: Waverly 3-1500

**PARTS—SUPPLIES**

6/8 Volt Bulbs, 40, 44, 46, 47, 50, 51 and 56. Per Hundred	\$5.40
3 A.D. Fuse. Per Hundred	\$9.00
1 1/2" 2.5 Amp. 8.50	
3/4" 2 1/2 Amp. 8.00	
1 1/2" 20, 25, 30 Amp. 2.80	

PHONOGRAPH TITLE STRIPS (1/2")

1000	\$5.00
5000 Per M	4.00
12000 Per M	8.50
23000 Per M	8.00

65C7, 5Z3, 80, 2A4C, 70L7

Tubes are almost impossible to secure, but we have adapters for making the change-over to available tubes that require no change in the amplifier.

#100 65C7 to 7F7	#205 2A4C to 2051
103 65C7 to 6B7	(Seeburg Guns)
110 5Z3 to 5U4G	210 2A4C to 2051
125 80 to 87A	(Seeburg Music)
5V4G, 5Y3 or 7A5	215 70L7 to 7A4-52A
120 33 to 5U4G at 5X4	(Seeburg Remote Boxes)

\$1.50 Each \$3.50 Each

These have been tried and proven thoroughly satisfactory. We guarantee satisfaction. Absolutely no worry, anyone can make the change. Carry these in your service kit as standard equipment.

Ask Us for List Available Records

**HERMITAGE MUSIC CO.**

416A Broadway, Nashville 3, Tenn.

**WILL TRADE THE FOLLOWING FOR BALLY TURF KINGS**

WURLITZER 950  
EVANS DOMINOS  
with J.P. and Two-Tone Cabinets  
BUCKLEY TRACK ODDS  
Late Model  
All at Market Prices

**Walker Amusement Co.**

44 Barnard Street SAVANNAH, GA.

**"COIN MACHINES OF MERIT"**

THE FOLLOWING EQUIPMENT IS THE CLEANEST AND FINEST YOUR MONEY CAN BUY! EVERY MACHINE GUARANTEED REGARDLESS OF PRICE OR YOUR MONEY REFUNDED! ALL MACHINES COMPLETELY CHECKED AND IN A-1 OPERATING CONDITION!

HARRY ROSENTHAL, Manager

<b>FREE PLAY PIN GAMES</b>		<b>FREE PLAY PIN GAMES</b>		<b>FREE PLAY PIN GAMES</b>	
Red Bowling	55.00	Queen	54.50	Red Hawk	54.50
Attention	59.00	Quiet Star	44.50	Bobby (Hitless New)	130.50
Daily Beauty	39.50	Major, 41	34.50	Silver Skates	60.50
Roadrunner	49.50	Jolly	79.50	Sky Blazer	80.50
Bang	39.50	Major, 41	34.50	Sky Ray	34.50
Big Chief	59.50	Knockout	139.50	South Paw	69.50
Big Six	29.50	Leader	29.50	Speedy	34.50
Big Time	39.50	Lineup	34.50	Sport Parade	34.50
Bloway	79.50	Lim Up	30.50	Sooty	34.50
Broom Town	49.50	List of Scores	29.50	Stralisher	59.50
Brooklyn	39.50	Major, 41	34.50	Submarine	29.50
Broadway	59.50	Major, 41	34.50	Super Quizzes	39.50
Castle	34.50	Major, 41	34.50	Supper	49.50
Chomp	39.50	Major, 41	34.50	Tiger	49.50
Clover	79.50	Muskrat	129.50	Three Up	69.50
Cresting	29.50	Missile	44.50	Tweety	69.50
Crusier	44.50	Nippy	29.50	Trumpet	69.50
Deer Defense	39.50	Par American	49.50	Ump	49.50
De-lux (Rebuilt, New)	89.50	Plus 'Em	29.50	Variety	69.50
Disc	49.50	Playful	29.50	Volley	69.50
Double Feature	49.50	Playtime (Rebuilt, New)	119.50	Waltz	44.50
Duke Ranch	69.50	Pool	39.50	Wow	29.50
Dynalot	79.50	Purview	49.50	Yacht Club	39.50
Entry	39.50	Red Hot	39.50		
First-In-One	49.50	Repeater	49.50		
Flirt	39.50	Rotation	34.50		
Four Diamonds	74.50	Scop	39.50		
<b>ARCADE EQUIPMENT</b>		<b>ARCADE EQUIPMENT</b>		<b>ARCADE EQUIPMENT</b>	
Paragon Soloway	\$585.00	Passer Balls Junior	\$119.50	Passer Balls Junior	\$119.50
Air Raider Gun	249.50	Passer Baseball, Comb. F.P. & P.O.	199.50	Passer Baseball, Comb. F.P. & P.O.	199.50
Anti-Aircraft Gun (Brown)	425.00	Passer Baseball, Jr. P.O.	179.50	Passer Baseball, Jr. P.O.	179.50
Bank Nipon, Banker	329.50	Rackley Track, Comb. D.O. & Late Model	89.50	Rackley Track, Comb. D.O. & Late Model	89.50
Partridge Gun	169.50	Tractor Trains ('38)	89.50	Tractor Trains ('38)	89.50
Talky Raider (for Drivemobile)	149.50	Raker's Patent, D.D. & 254 Play	329.50	Raker's Patent, D.D. & 254 Play	329.50
De Football, 2 Play	100.00	Two-Way Super Ball, 5-25	479.00	Two-Way Super Ball, 5-25	479.00
Kip & Rip Converter (for Sky Fighter)	149.50				
<b>COUNTER GAMES</b>		<b>COUNTER GAMES</b>		<b>COUNTER GAMES</b>	
Casino-Mint Vendor	\$ 5.00	Millie De Woman Head	\$225.00	Millie De Woman Head	\$225.00
Kill the Jar	29.50	Millie De Blue Front	225.00	Millie De Blue Front	225.00
Vertigo Sweetstake (New)	34.50	Millie De Brown Front	230.00	Millie De Brown Front	230.00
Five Pocket Balls	83.00	Millie De Cherry Ball	225.00	Millie De Cherry Ball	225.00
<b>CONSOLES</b>		<b>CONSOLES</b>		<b>CONSOLES</b>	
Big Game, F.P.	\$ 99.50	Millie De Silver Chrome	175.00	Millie De Silver Chrome	175.00
Bobtail, F.P.	129.50	Millie De Q.T.'s	85.50	Millie De Q.T.'s	85.50
Gonimite	69.50	Millie De Vant. Pockets	59.50	Millie De Vant. Pockets	59.50
Club Ball, Comb.	39.50	Millie De Blue Front	275.00	Millie De Blue Front	275.00
Fast Time, F.P.	79.50	Millie De Furlyty	199.50	Millie De Furlyty	199.50
Jump Parade, F.P., Late Model	69.50	Jonkins 84 Silver Moon Chief	159.00	Jonkins 84 Silver Moon Chief	159.00
Jonks Parade, P.O., Late Model	149.50	Jonkins 104 Arrowhead	225.00	Jonkins 104 Arrowhead	225.00
Kentucky Club	139.50	Jonkins 104 Silver Moon	269.00	Jonkins 104 Silver Moon	269.00
Passer Racer, Brown Cabinet	199.50	Jonkins 254 Four Star Chief	239.00	Jonkins 254 Four Star Chief	239.00
Passer Racer, Comb. D.D. & Gold Award	239.50	Millie De Government, A-1	49.00	Millie De Government, A-1	49.00
Passer Racer, Comb. D.D. & Gold Award	239.50	Millie De Government, A-1	79.00	Millie De Government, A-1	79.00
		Millie De Government, A-1	129.00	Millie De Government, A-1	129.00

TERMS: 1/3 Deposit. Must accompany Order. Balance C. O. D. or Sight Draft Through Your Bank. F. O. B. PITTSBURGH, PA.

**AUTOMATIC AMUSEMENT CO.**

"COIN MACHINE EXCHANGE"

1508 FIFTH AVENUE (ALL PHONES: GRANT 1373) PITTSBURGH 19, PA.

**Here's your Big TRIANGLE!**

Only TRIANGLE offers you all three styles of popular tickets for prompt delivery. All machines made, machines counted and guaranteed. Order from Triangle today!

**(1) LA-TA-DO** Red, White and Blue Ticket  
SOMETHING NEW! IT'S TERRIFIC!  
The fastest growing firm—there's a reason

You need these "Tickets to Profit"

Made in singles or single tickets stapled in fives at a very low difference in price.

2160

**(2) PICK-WIN** Tab Style Red, White and Blue Tickets

**(3) TRIANGLE** Red, White and Blue Regulation Single Randed Tickets

Send For Free Samples

PICK-WIN 2100-2170

TRIANGLE B1791 RED, WHITE, BLUE 2100-2160-2170

**TRIANGLE MANUFACTURING CO.**  
417 HENNEPIN AVE. MINNEAPOLIS (1), MINN.

**The Best Buy Today!**

**VICTORY NEEDLE**

(Manufactured for Our Exclusive Use by a Well-Known Needle Company)

PURE OSMIUM TIP STEEL SHAFT  
PRE-WAR QUALITY FINE TONE QUALITY

ONLY 35¢ EACH (1 to 100)  
SPECIAL PRICES IN LARGER QUANTITIES

NOTICE: "VICTORY NEEDLES" are for use on light weight pick-ups, 2000 plays or more. Our supply is limited, so all materials used in these needles are FIRST GRADE.

**RUSH YOUR ORDERS**  
**ATLANTIC DISTRIBUTING CO.**  
Distributors for Seeburg Products and Pianoflex Needles  
583 3rd Avenue New York 18, N. Y.

Over 75,000 New Giving Trouble-Free Services!

**IMP BRAND NEW**

**\$9.90**

WHILE THEY LAST!  
Regular Price \$12.50

**BRAND NEW**

Wings, \$11.50 | Vankee, \$11.50  
Sears, 12 Oz. 29.50  
Geek & Pak 9.00  
Ten Strike, N.S., F.P. 275.00  
Ten Strike, N.S. 239.50

Zephyr 5.99  
Turf Flare, Used 12.00  
Champion 14.88  
Vindicator 49.50  
Eros Playball 135.00  
Lava Teller 149.99  
Ech. Merchants 175.00  
Fan From Missoupee Diggers 79.50

READY FOR IMMEDIATE DELIVERY  
TOKYO RAIDER CONVERSION FOR DRIVEMOBILE \$16.75  
KLIP-ALIVE CONVERSION FOR SKYFIGHTER 16.75

1/3 Deposit With Order.

**MAX GLASS DISTRIBUTING COMPANY**  
(Successors to Corbin & Co.)  
914 DIVERLEY • CHICAGO 14, ILL. U.S.A.

**RADIO TUBES FOR THE COIN MACHINE TRADE**

Tubes offered to consumer market only. (OPA May 20th Retail Prices)

2A4G	\$2.35
2051	2.85
305	1.60
5U4G	1.00
6D6	1.00
6F8	1.30
6J7	1.10
6L6G	1.65
6N7GT	1.60
6S7	1.30
SL7GT	1.35
6V6GT	1.10
38	1.10
56	.80
76	.90
77	.90

1/2 Deposit, Balance C. O. D.  
F. O. B. Newark

**CLINTON MUSIC CO.**  
506 Clinton Avenue Newark, N. J.

**PROJECTION LAMPS PANORAM**

500 Hour 500 Watt \$8.00 Each

**MITCHELL NOVELTY CO.**  
1829 West Mitchell St. Milwaukee 4, Wis.

**MECHANIC WANTED**

Experienced. To Repair Arcade Equipment. Pin Ball Games, Ray Guns, etc. Permanent job (40-hour week) \$75 per week to start. Must be draft exempt. State experience in first letter. Must furnish transportation.

**SPORTELAND ARCADE**  
P. O. BOX 98 OCEAR PARK, CALIF.

**FOR GUARANTEED PACE EQUIPMENT**

**BAKER NOVELTY COMPANY**  
1700 WASHINGTON BLVD. CHICAGO 12, ILLINOIS

**A Proven Money-Maker On Location!**



**SUPREME SKEEROLL**

- ★ Full Width Legs Are a Definite Part of the Cabinet Itself.
- ★ Gorgeous, Fully Illuminated Ten Color Backboard.
- ★ Unique, Original, New Type Scoring Pockets.
- ★ Backboard and Legs Are Easily Removed When in Transportation.
- ★ True-Skill Bowling Action.

**SUPREME ENTERPRISES**

557 Rogers Ave., Brooklyn, N. Y.  
All Phones: Buckminster 3-8400

**BUY FROM THE OLD RELIABLE**

**MODERN AUTOMATIC EXCHANGE**

NEW LOCATION — 1621-33 SUPERIOR AVE., CLEVELAND, OHIO.

Aviation . . . . . \$25.00	On Deck . . . . . \$32.00	System . . . . . \$17.50
Champion . . . . . 23.00	Bright Spot . . . . . 25.00	Super Bile . . . . . 25.00
Commanders . . . . . 35.50	Red Hot . . . . . 25.00	Twister . . . . . 25.00
Formation . . . . . 33.50	Roy . . . . . 23.00	Twinkle . . . . . 25.00
Lucky . . . . . 29.50	Scope . . . . . 23.00	Vague . . . . . 20.00
N. Cities . . . . . 35.00	Side Kick . . . . . 23.50	White Balls . . . . . 25.00
O'Boy . . . . . 23.50	Sports . . . . . 35.50	Yacht Club . . . . . 35.50
Guest Park . . . . . 35.00		
<b>ONE BALLS</b>		
Grand Stand, Free Play . . . . . \$75.00		
Breakfast, Cash Payout . . . . . 25.00		
Sea, Blotter, Cash Payout . . . . . 45.50		
1933 1-2-3, C.P. . . . . 25.00		
1933 1-2-3, Free Play . . . . . 25.00		
<b>CONSOLES</b>		
Daily Day, Blank Top . . . . . \$27.50		
Daily Day, Flat Top . . . . . 22.50		
Fast Three, Cash Payout . . . . . 65.50		
Kentucky Club, Cash Payout . . . . . 95.00		
Liberty Bells . . . . . 37.50		
Jumbo Parade, Free Play . . . . . 79.50		
Liberty, Free Play . . . . . 65.50		
Sea Yacht, Free Play . . . . . 35.50		
<b>FIVE BALL FREE PLAY</b>		
Paces Coronet Slot, Nickel Play . . . . . \$53.20		
Paces Coronet Slot, Dime Play . . . . . 49.50		
Paces Coronet Slot, Penny Play (As Is) . . . . . 42.00		
Columbia, Nickel and Quarter, Granite Rest, Front & Back P.O., Incomparable . . . . . 79.50		
Mills 25¢ Play, Goose Neck, 2-4 Payout . . . . . 69.50		
Converters . . . . . 25.00		
<b>SLOTS</b>		
13-Column D-Need-a-Pak Cigarette Machine, Like New . . . . . 75.00		
5-Column Mills Candy Washline, Like New . . . . . 75.00		
<b>STANDS</b>		
30 Safe Stands . . . . . \$12.50		
1 Double Safe Comb. Lock . . . . . 60.00		
1 Single Safe Comb. Lock . . . . . 45.00		

**SPECIAL ALL-TIME LOW PRICE**

**RED, WHITE, BLUE JAR TICKETS**

Size	Name	Per Set	Per Lots
2100	Red, White & Blue, with 5¢, 10¢ Jar Labels, N.Y.	\$1.00	\$18.00
2100	Red, White & Blue Jar o' De Tickets	2.25	24.00
1820	Red, White & Blue Warts	5 to 6 Each	2.25
1820	Red, White & Blue Warts	5 to 6 Each	2.10
2100	Paper Tickets with Labels, 5¢ or 10¢	9.00	47.00
2100	Combination with Jar Labels & Jackpot Cards, 5¢ or 10¢	5.00	30.00
2320	Combination with Jar Labels & Jackpot Cards, 5¢ or 10¢	4.50	45.00

ON 10 DEALS PROFIT IS DOUBLED—IF INTERESTED IN GROSS PRICES WRITE,

Size	Name	Per Set	Per Lots
1200	Bingo Tickets with Jackpot Card for Jar o' De	\$8.00	\$22.00
1250	Bingo Tickets with Jackpot Card for Jar o' De	2.75	30.00
1200	Bingo Tickets with Jackpot Card for Jar o' De	2.50	27.00
1000	Bingo Tickets with Jackpot Card for Jar o' De	1.50	15.00
1600	Bingo Sorehead with Jackpot Card	4.00	40.00
1600	Bingo Play Ball Bingo in Penny	4.00	42.00
<b>BINGO JACK POT CARDS</b>			
	50 Seats—Open Jack Pot—Award \$1.00 to \$5.00	80¢	\$8.00
	50 Seats—Same as Above—Furnished 5¢ or 10¢ Card	65¢	\$2.25
	Rotated Jackpot Cards	60¢	6.50
<b>BINGO JACKPOT BOARDS</b>			
	100 Seats—Pay \$1.00 to \$5.00 Open Jackpot	\$1.00	\$18.00
	SPECIAL PRICE ON 2100 BREAK TAB, RED, WHITE & BLUE JAR TICKETS, In Gr. Lots \$200.00		

We Carry Complete Line Soreheads, 5¢ to \$1.00 a Punch. Write for Our Complete Price List. Send 50¢ With Order, Balance C. O. D.

**HENRY WEISS** 140 N. 31ST STREET, BELLEVILLE, ILL.

**FOR SALE—COMPLETE ROUTE**

Phonographs, Slot Machines, Coca-Cola Vending Machines at Largest Cannery School in United States. Doing wonderful business. For full information write, wire, call

**BILL NEWTON**

1904 Barcelona Avenue Phone 662M Ft. Myers, Fla.

**Floor Samples, Rebuilt and Slightly Used Slot Machines Equipped With Special Discs and Reels OFFERED FOR RESALE ONLY**

11 5c Brown Fronts . . . \$235.00	1 10c Blue Front . . . \$235.00
6 5c Melon . . . . . 225.00	4 25c Brown Fronts . . 375.00 Up
4 5c Cherry . . . . . 225.00	4 25c Blue Fronts . . . 275.00 Up
6 5c Blue Fronts . . . 225.00	6 50c Blue Fronts . . . Write
1 10c Melon . . . . . 235.00	1 5c Pace Console . . . 150.00
4 10c Original Chrome Write	1 25c Pace Console . . 200.00
18 Columbia Bells, Check Separator . . . \$ 75.00	
1 Keeney Four-Way Super Bell, 5-5-3-25 . . . . . Write	
1 Mills Three-Bell, 5/10/25c . . . . . Write	
19 Galloping Dominos, Cash, 39, Dark Cab. . . . . 325.00	
3 Galloping Dominos, Ch. Sep., Dark Cab. . . . . 335.00	
9 Galloping Dominos, Cash, Light Cab. . . . . 475.00	
3 Gold Chrome Vest Pockets, 5c Play . . . . . 65.00	
2 Vest Pockets, Blue and Gold, 5c Play . . . . . 54.50	
13 Gal. Dom., Ch. Sep., Light Cab. . . . . 485.00	
1 Mills Four Bell, 5-5-5-5, Orig. Style Hd., New Cab. . . . . Write	
1 Mills Four Bell, 5-5-5-5, Original Style Head . . . . . Write	
2 Mills Four Bell, 5-5-5-25 . . . . . Write	
9 5c Mills Jumbo Parade, FP . . . . . 99.50	
2 5c Paces Races, Blk. Cab., Painted Brown . . . . . 99.50	
1 5c Paces Races, JP, Brown Cab., #5986 . . . . . 300.00	
3 5c Paces Races, Brown Cab., #6083-5695 . . . . . 190.00	
2 Super Bells, 5/25c Play . . . . . 450.00	
2 Jennings Cigarolas Comb., 5/10 . . . . . 90.00	
4 41 Derby . . . . . \$375.00	1 Kentucky . . . . . \$375.00
1 Club Trophy . . . . . 375.00	1 Santa Anita . . . . . 250.00

**SUPPLIES**  
Slot Machine Jacket Glass, Per Doz. . . \$13.50 Mills Four Bell Cabinets, New . . . \$ 22.50  
5,000 Ft. 2-Wire Metal Covered Gulp. . . . . 60¢ 2 Panoramas, Latest Model . . . . . 400.00  
Per Ft. . . . . . 05

**FULL CASH MUST ACCOMPANY ALL ORDERS IN THE FORM OF POST OFFICE, EXPRESS, TELEGRAPH MONEY ORDER OR CERTIFIED CHECK.**  
If We Are Unable To Fill Your Order We Will Make Refund of Your Deposit Promptly.  
**MOSELEY VENDING MACHINE EX., INC.**  
50 BROAD STREET, RICHMOND, VIRGINIA. DAY PHONE 3-4511—NIGHT 5-2222.

**NEW MACHINES WITH SPECIAL DISCS AND REELS—WRITE FOR PRICES**  
All Merchandise Offered Is For Resale Only

10 Rockets Commands	28 Mills 10c Brown Fronts	25 #120 Wurlitzer Wall Boxes
15 Daily Long Arms	19 Mills 2c Jumbo Parade, Cash Pay	15 10c Copper Chrome
83 Mills 1c Brown Fronts	25c Brown Fronts	64 Mandolin, Emerald
5c Gold Chrome	64 Merry Bells, Blue	64 Mills Mystery Bonus
10c Gold Chrome	64 Mills Console	10c Mills Mystery Bonus
10c Copper Chrome	10c Mills Console	Super Truck Time
25c Copper Chrome	25c Mills Console	64 Jumbo Parade, Cash
10c Brown Fronts	25c Peace Road Arrow	64 Jumbo Parade, Conv.
Galloping Dominos, J.P.	Columbia Bell, GA Tear Pay	Mills Vendor

**FULL CASH MUST ACCOMPANY ALL ORDERS IN THE FORM OF POST OFFICE, EXPRESS OR TELEGRAPH MONEY ORDER.**  
**MOSELEY AMUSEMENTS, INC.** 6 West Broad St., Richmond, Va. Phone 3-3351

**NOW!**  
YOU ORDER 'EM . . . and WE CAN SHIP

**MATCHLESS LAMPS**  
for all Games, Music and Wall Boxes

**MATCHLESS ELECTRIC CO.**  
364 WEST RANDOLPH ST. • CHICAGO 6, ILL.

**IT'S POWERFUL! IT'S DIFFERENT!**  
**IT'S GOT PLAYER APPEAL!**  
**"JITTER CUBE"**  
1c OR 5c DICE GAME  
**LIGHTNING FAST MONEY-MAKER!**

Location tested for over 5 months! Fits any corner counter or showcase—50 can be carried in a bag and you can operate 100 to 200 without any mechanical trouble. It is absolutely trouble-proof! You can play high or low, two pairs, three or four of a kind. "Jitter Cubes" is packed 4 to a shipment. Year take from the operation of 4 units will give you a good idea of the average take of 100 or more units.

**\$36.00 FOR 4 UNITS**  
Specify whether you want 1c or 5c Chute.  
113 Dep.; Bel. C. O. D., F. O. B., N. Y.

**AMERICAN AUTOMATICS, ELMONT, L. I., N. Y.**



# Streamliner

CONVERTED FROM  
**STARS**

★ ★ ★

WE ARE ALSO REVAMPING  
**GRAND CANYON**  
from DOUBLE PLAY

**SANTA FE**  
from WEST WIND

**ARIZONA**  
from SUN BEAM

**MIDWAY**  
from ZOMBIE

**BRAZIL**  
from DO-RE-MI

You'll Get and  
Hold the Play  
With Games Revamped  
the UNITED Way!

SEE YOUR DISTRIBUTOR NOW OR WRITE DIRECT

**UNITED MANUFACTURING COMPANY**  
6123-25 N. WESTERN AVENUE CHICAGO

WRITE  
WIRE  
PHONE  
VISIT

# MILLS

for coin machine information

VINCE SHAY • JOHN RYAN • SAM BASLER • CHARLEY ZENDER

MILLS NOVELTY COMPANY 4160 Fullerton Ave., Chicago, Ill.

## A PAT HAND FOR FAST PROFITS



**FAST BUCKS—5c PLAY**  
**\$8.20 PROFIT**

**DEUCER—10c PLAY**  
**\$16.40 PROFIT**

ONLY  
484  
HOLES  
FOR  
QUICK  
PLAY

**V NOTES—25c PLAY**  
**\$41.00 PROFIT**

**BUCK-A-POP—\$1 PLAY**  
**\$84.00 PROFIT**

WRITE TODAY FOR NEW CIRCULAR NC-441

**HARLICH MFG. CO.** 1413 W. JACKSON BLVD.  
CHICAGO (7) ILLINOIS

# JENNINGS

PER **6** CENT

## POST-WAR PRIORITY PLAN

1. Gives You A PRIORITY NUMBER for Delivery of First New Machines Produced!
2. Pays You an Additional SIX PER CENT INTEREST on Your War Bonds!
3. Asks You To Help SMASH THE ENEMY by Buying More Bonds!
4. REQUIRES NO RISK, Obligation or Contract on Your Part!

WRITE FOR COMPLETE DETAILS TODAY!

# O. D. JENNINGS & COMPANY

4307-39 WEST LAKE STREET CHICAGO 24, ILL.

### NATIONAL VALUES—PHONOGRAPHS

Rock-Ola Supers, '40... \$395.00	Rock-Ola Monarch... \$195.00
Rock-Ola Masters, '40... 375.00	Rock-Ola Imperial, 20
Rock-Ola Deluxe Dial	Record... 150.00
With Adapter... 325.00	Wurlitzer Victory Model... 450.00
Rock-Ola Standard... 315.00	Wurlitzer 616 Liteup... 140.00
Rock-Ola Wall and Bar Boxes for 1940 Models, Each... \$20.00	Mills Throne... 250.00
<b>CONSOLES AND 1-BALL FREE PLAYS</b>	
Standard... \$375.00	Record Time... \$169.50
Parlor... 115.00	Smart Special... 158.00
1st Derby... 125.00	Keeney Kentucky Club... 115.00
Club Trophy... 85.00	Jump Parade, F.P... 80.00
Pass Cards All Stars, Set, 2 1/2 P.O... 75.00	Waiting Related, 54... 70.00

Milkey, New... \$229.00	Argentina... \$ 79.00	Attention... \$54.50
Scottish Liberty... 159.00	Earl & Carl... 72.50	Homage... 54.50
Keep 'Em Firing... 125.00	Hi Hat... 72.50	ABC Bowler... 54.50
Shanghai... 125.00	Bluehawk... 72.50	Paradise... 52.50
Rig Parade... 129.50	Jungle... 72.00	Big Chief... 52.50
A Race... 129.50	Slingshot... 69.50	Wild Fire... 49.50
Five-Ten-Twenty... 129.50	Big Cat... 69.50	Tornado Patrol... 49.50
Jump... 129.50	Star Attraction... 64.50	MAJIC '41... 49.50
Big Circus... 129.50	Tan Spot... 44.50	Brassier... 49.50
Knockout... 129.50	Super-Quickly... 59.50	Maestro... 49.50
Yanks... 119.00	Snoopy... 59.50	Swan Parade... 49.50
Gator Defiant... 94.50	Lagomaine... 56.50	Cross Lines... 45.50
Gamma Victory... 89.50	School Days... 57.50	Dixie... 42.50
Tonic... 89.50	Four Aces... 57.50	Bandwagon... 42.50
Merchandise... 87.50	7 Up... 57.50	Gold Star... 42.50
Gum Club... 89.50	Rainy Day... 57.50	Scout... 39.50
Texas Mustangs... 82.00	See Hawk... 57.50	Yacht Six... 39.50
High Dive... 79.50	Valley... 57.50	Double Feature... 32.50
Hot Pool... 79.50	Champ... 57.50	Scouting... 32.50
Ray Rider... 79.50	High Stepper... 57.50	Anchor... 32.50
Cash Kick... 79.00		Speedway... 32.50

Chap. Club Hockey... \$225.00	10 Dixie, Hi Die... \$69.50
Keeney Air Raider... 225.00	ART Target... 37.50
Keeney Submarine... 220.00	Challenger... 37.50
Trap the Jax... 120.00	Five Post... 19.50
	Guth, Triple Grip... 19.50

173 Depot, Balance G. O. D., F. O. E. Chicago.

**NATIONAL COIN MACHINE EXCHANGE**  
1441-13 DIVERSEY BLVD. Phone: BUCHingham 6466 CHICAGO

### Complete OVERHAULING AND REBUILDING

SEEBURG GUNS — BALLY GUNS

**\$25.00** plus parts; F. O. B. Chicago.

All types of amplifiers repaired. Work done by mechanics of 15 years' experience. All work guaranteed. We have Ray Gun parts in stock. All Types of TUBE ADAPTORS in stock. Write for prices.

**MANOR ELECTRIC & APPLIANCE COMPANY**  
3236 SOUTHPORT AVE. CHICAGO 13, ILLINOIS

ORIGINAL JAR-O'DO • ORIGINAL JAR-O'DO

THE JAR GAME WITH A "MILLION-DOLLAR" NAME!! UNIVERSAL'S ORIGINAL "JAR-O'DO" ORIGINAL

TO OUR DEAR CUSTOMERS: WE PROUDLY REVIEW THE OLD FAVORITES AND REPEAT THE NEWER ADDITIONS TO OUR ORIGINAL "JAR-O'DO" FAMILY IN CORDIAL AND GRATEFUL COMPLIANCE TO THE MANY REQUESTS FOR INFORMATION AND DETAILS AS TO EXACTLY WHAT "JAR-O'DO" CONSISTS OF:

- ORIGINAL "JAR-O'DO"  
RED, WHITE, BLUE TICKETS  
(In the following sizes)  
2520 — 2170 — 2100 — 2040 (6 or 8 whites) — 1990 — 1930 — 1830 and 1380. Available stapled five to a bundle if desired.  
COMBINATION TICKETS  
(In the following sizes)  
3036 — 2772 — 2520 — 2280 — 2265 — 2052 — 1896 — 1560 — 1500 — 1440 — 1260 and 816.



- SYMBOL TICKETS  
2000 Lucky Stars, 2590 Ladies & Gents, and 2350 Treasury Balance.  
2520 Spinning Reels or New Reels.  
1260 Spinning Reels or New Reels.  
2100 Take-a-Tip—also 1050 slots.  
DANGLING DUCKET REFILLS  
(In the following sizes)  
1000 — 1200 — 1260 — 1600 — 2000. An assortment of cards to be used with the above, such as Bingo, Beer, Cigarettes, Candy, Coca-Cola, Cherries, etc., or can be made up to your specifications. Cards available either with or without jackpot.  
NUMERAL TICKETS  
(In the following sizes)  
1000 — 1200 — 1260 — 1600 — 2000.  
Last, but certainly not least, our extremely popular assorted "Box-o-Do" deals in "Gadabout" cases, candy boxes, vanity cases, jewel boxes, etc. as well as a large selection of pad deals (five sewed in one) and a variety of very attractive jackpot cards! Over three hundred different numbers—each individually outstanding.  
Our new low price list will be gladly sent upon request!

(Stapled in Piles)  
Takes in 2170 Tickets @ 2 for \$1.00 \$624.00  
Pays Out (Actual) ..... \$600.00  
Profit (Actual) ..... \$ 24.00  
Takes in 2170 Tickets @ 5¢ ..... \$108.50  
Pays Out (Actual) ..... \$ 72.00  
Profit (Actual) ..... \$ 36.50

UNIVERSAL MANUFACTURING CO.  
405 E. 8th St., Kansas City 6, Mo.  
"WE MANUFACTURE ONLY"

ORIGINAL JAR-O'DO • ORIGINAL JAR-O'DO

Look for the Eagle — You'll Find the Best!  
**EAGLE PHONOGRAPH REPLACEMENT PLASTICS**  
available at "RIGHT" PRICES!

- WURLITZER**  
780 Top Corners or Lower Sides... \$7.75  
850 Top Corners or Lower Sides... 7.75  
850 Lower Sides ..... 6.00  
3000..... 3.00  
SHEET PLASTIC, 50 Gauge (Thickness of a new penny), 20x20" (Red Only) ..... \$2.50
- ROCKOLA**  
Standard, Masters, Deluxe or Super, Top Corners or Lower Sides ... \$2.50
- SEEBURG**  
8800 or 8808 Side Plastics .... \$10.50
- Also Available  
**REPLACEMENT PLASTICS**  
for All Other Phonographs
- Clear Transparent Plastic Windows for your Wurlitzer 850 Program Holder.  
**\$5.00 Per Set**

Write for Price List  
**EAGLE COIN MACHINE CO.**  
350 S. Dearborn St. • Wabash 1089 • Chicago 5, Ill.

- REAL VALUES**
- |   |                |   |                |
|---|----------------|---|----------------|
| 1 25¢ Blue Front, K.A., D.P., Single      | ..... \$895.00 | 1 25¢ Pass Red Front, Rebuilt                     | ..... \$175.00 |
| 1 25¢ Orange                              | ..... 800.00   | 1 Waiting Red-Top, 9-5 Payout                     | ..... 68.50    |
| 1 Pass 60"                                | ..... 800.00   | 1 5¢ Pass All Star, 3-5 Payout                    | ..... 72.50    |
| 1 25¢ Blue Front, Single Jackson, Credits | ..... 395.50   | 1 4 Bell & Play Low Hand, Late Serial Number      | ..... 650.00   |
| 1 25¢ Blue Front, Top Jack, Credits       | ..... 279.50   | or 25¢ denominations. All machines are completely |                |
- Above Machines Have Glass Handles.  
We repair and convert Mills Big Machines to 5-10 or 25¢ denominations. All machines are completely and absolutely rebuilt by Mills-trained mechanics; mechanisms are cleaned, worn parts replaced, new and absolutely reliable, light or dark cabinets that are thoroughly sprayed, cleaned and refinished. New handles are added, and all mechanism castings are re-tinned. We are thoroughly reliable and offer 10-day service, 30-120 days, Repairing and Replacing, \$75.00. Repairing, Replacing and Changing Denominations, \$100.00.
- J. & W. COIN MACHINE CO.** 1273 E. Mason St., Green Bay, Wis. Phone: Howard 4010

**ROTOR TABLES**  
Crisp-colored game rotors under glass top while players sit with drink, food, etc. of job. Every participant wants a table. Games are in first-class condition, thoroughly reconditioned, ready to operate.  
ONLY A FEW LEFT—\$79.50  
**NATIONAL NOVELTY COMPANY**  
183 MERRIOTT ROAD, MERRICK, L. I., N. Y.

The Most Thorough and Complete "CHICKEN SAM"—Change-Over to "JAP" Ray Guns  
**\$179.50 "SHOOT THE JAP" \$179.50**  
**RAY-O-LITE GUNS**  
1/3 Deposit, Balance C. O. D.  
Appearance and performance equal to a brand new machine. Factory-trained mechanics—expert cabinet makers see to it that every re-conditioned Seeburg "CHICKEN SAM" Ray Gun leaves our shop in perfect condition. Amplifiers—Tubes—Cables—every part is thoroughly checked and tested, and cabinets finished in solid blue lacquer with black trim. Our "Jap" Ray Guns make friends with every operator because they look and perform like new and make money right from the start. Send us your Certified Check for \$175.00 to save C. O. D. charges or \$60.00 with your order—balance of \$119.50 C. O. D.

**BALLY RAPID FIRE GUNS**  
**WE REBUILD RECONDITION For \$49.50**  
**REFINISH** F.O.B. CHICAGO  
MADE TO WORK AND LOOK LIKE NEW BY FACTORY TRAINED SPECIALISTS

2051 Tubes	..... \$2.60
2A4G Tubes	..... 2.55
PHOTO ELECTRIC CELLS (CE 223)	..... 2.50
(For Chicken Sams and Jap Guns)	
2928 PHOTO ELECTRIC CELLS (Non-Directional)	..... 3.50
Toggle Switches	..... 2.50

All orders must be accompanied with signed Consumers' certificate—L 265.

**WE RE-BUILD—** Your old run down "CHICKEN  
**RE-CONDITION—** SAMS" and "JAIL-BIRDS" and  
**RE-FINISH—** convert them into "SHOOT  
**THE JAP" Ray Guns.**  
**MACHINES COMPLETELY PAINTED TO LOOK LIKE NEW!**  
for **\$59.50** F. O. B. Chicago

**Chicago Novelty Company, Inc.**  
1348 Newport Avenue Chicago, Ill.

The Most Thorough and Complete "CHICKEN SAM"—Change-Over to "JAP" Ray Guns  
**\$179.50 "SHOOT THE JAP" \$179.50**  
**RAY-O-LITE GUNS**  
1/3 Deposit, Balance C. O. D.  
Appearance and performance equal to a brand new machine. Factory-trained mechanics—expert cabinet makers see to it that every re-conditioned Seeburg "CHICKEN SAM" Ray Gun leaves our shop in perfect condition. Amplifiers—Tubes—Cables—every part is thoroughly checked and tested, and cabinets finished in solid blue lacquer with black trim. Our "Jap" Ray Guns make friends with every operator because they look and perform like new and make money right from the start. Send us your Certified Check for \$175.00 to save C. O. D. charges or \$60.00 with your order—balance of \$119.50 C. O. D.  
**Just Out—Ready for Delivery**  
Newly designed Modern Rifle. Fits all Seeburg Ray Guns—Chicken Sam, "Shoot the Jap," Chutes, Conviets and Chutes—Seeburg Conversions.  
Not a Rebuilt. Only \$35.00 Each.

**COIN MACHINE EQUIPMENT CO., INC.**  
1346 Roscoe St. DIVERSEY 3433 Chicago 13, Illinois

**THE MAY-BELL**  
A Console for Your Better Locations  
Now 90% Mechanical  
Note These Plays — 3 Nickels and a Quarter — 2 Nickels and 2 Quarters — or 4 Straight Nickels.  
Write for Details, ..... and Price.  
**NOW!** Lights go on automatically with insertion of coin for each selection played. After selection is made, any additional coins inserted are rejected.  
**SAM MAY INDUSTRIES**  
2000 N. Oakley Ave. Humboldt 5497 Chicago 47, Ill.

**WANTED CONSOLES**  
**MILLS THREE BELLS AND KEENEY SUPER BELLS**  
"All Models"  
State Lowest Prices and Full Particulars in First Letter.  
**MAY GAMES CO.**  
977 GOLDEN GATE AVE., SAN FRANCISCO 2, CALIF.

# Your BLOOD CAN HELP SAVE HIS LIFE!



CALL FOR AN APPOINTMENT TODAY  
**AMERICAN RED CROSS**  
(BLOOD DONOR SERVICE)

**BACK THE ATTACK...BUY U. S. WAR BONDS**

LION MANUFACTURING CORPORATION, 7444 BELMONT AVENUE, CHICAGO 14, ILLINOIS

HOME FAMOUS **Bally** GAMES AND VENDERS

\*Distributed by Bally Manufacturing Company

LOS ANGELES  
SEE  
BILL HAPPEL

## BADGER'S BARGAINS

MILWAUKEE  
SEE  
CARL HAPPEL

"OFTEN A FEW DOLLARS LESS—SELDOM A PENNY MORE"

### 20 MILLS PANORAMS

Completely Reconditioned, Rebuilt and Refinished Like New.  
Beautifully Converted to "Solo-You" for Arcades.

WRITE FOR QUANTITY PRICES

ALL TYPES COIN MACHINES ACCEPTED IN TRADE

### RECONDITIONED SLOTS AND CONSOLES

3 Mills Club Bells, 5c	8 Mills Brown Fronts, 5c	6 Mills 4 Bells, Rebuilt
2 Mills Club Bells, 10c	4 Mills Brown Fronts, 10c	3 Mills Three Bells
2 Mills Club Bells, 25c	6 Mills Brown Fronts, 25c	3 Kopey Super 4-Ways, Cash
4 Mills Gold Chrome, 5c	1 Mills Brown Fronts, 50c	3 Kopey Super 2-Ways, Comb.
2 Mills Gold Chrome, 10c	1 Bally Big Top, P.O.	3 Kamey Super 2-Ways, Cash
3 Mills Gold Chrome, 25c	4 Bally Hi Hands (Comb.)	5 Baker's Paper, Daily Double
3 Mills Regular Chrome, 5c	3 Mills Jumbo, Late F.P.	4 Kamey Super, Comb.
3 Mills Extraordinary, 25c	3 Mills Jumbo (Comb.)	3 Evans Lucky Loans, 5c
2 Mills Blue O.T., 5c	2 Evans Banatall, 5c, D.D.	2 Jennings Liberty Bells
1 Oltner Gold O.T., 1c	1 Bally Roll 'Em	3 Buckley Track Odds, JP, DD
4 Mills V.P. Bells, 5c	1 Emulchan Chrome, 25c	13 Mills Jumbo, Late P.O.
1 Mills V.P. Chrome, 5c	1 Mills Gold Award, 25c	1 Pace Scowless, Late '41

### Mills Blue Fronts, All Rebuilt and Refinished

MACHINES LOOK LIKE NEW—SERIALS AROUND 400,000

24 — 5c PLAY    8 — 25c PLAY

18 — 10c PLAY    4 — 50c PLAY

### JENNINGS FOUR-STAR CHIEFS—LATE SERIALS

ALL REBUILT AND REFINISHED LIKE NEW

10 — 5c PLAY    4 — 25c PLAY

6 — 10c PLAY    2 — 50c PLAY

### NEW PHONOGRAPH MECHANISM CABINETS

Modernized Replacement Cabinet, Glamorous Design, Beautifully Illustrated Modernistic Glass Paneling, Adaptable for Any Twin (12) 20 or 24 Hole-a-Way with Adaptor. Special Price \$58.50.

All Machines Reconditioned, Ready To Operate, 1/2 Cash With Order, Balance C. O. D., All Prices F.O.B. Los Angeles, Write Milwaukee for Special Price Quotations.

**BADGER SALES COMPANY**  
1612 WEST PIDO BLVD.  
LOS ANGELES 15, CALIF.

**BADGER NOVELTY COMPANY**  
2546 NORTH 20TH STREET  
MILWAUKEE 10, WISCONSIN

## REBUILDING AND REFINISHING ALL TYPES OF MILLS SLOTS

**\$95.00**

SEND US YOUR MACHINES

### SPECIALS—FOR SALE

Complete Arcades — Will Sell in One Lot or Separately — Write for List.

Supreme Tokyo Gun ..... \$330.00 Cupid's Wheel ..... \$295.00  
Selector Scope Fortune Teller ..... \$75.00 New Supreme 3-Kee-Roll ..... \$17.50

### WILL PAY CASH

COMPLETE ROUTES OR THE INDIVIDUAL MACHINES  
WIRE OR MAIL LIST.

### PIN GAMES

Mills 1-2-3, P.O. .... \$ 97.50 Keeney Contest ..... \$135.00  
Keeney Super Six ..... 50.00 Thistlewood ..... 75.00

### MUSIC EQUIPMENT

Buckley Bases, New ..... \$ 35.00 Seeburg 16-Record Boxes ..... \$10.00  
Buckley Bases, Rebuilt ..... 25.00 Keeney Boxes ..... 5.50  
Wurlitzer Model 100 ..... 25.00 Perfected Program Sheets, Per 1000 ..... 4.50  
Wurlitzer Adaptor, Model 130 ..... 35.00

### BUCKLEY DIGGERS

REBUILT TREASURE ISLAND ..... \$55.00 REBUILT DE LUXE ..... \$100.00

### SLOT MACHINES

Mills — Jennings — Wadding — Caille — Face Blue Proof — Face Console.

Tell us your requirements.  
Write for Special Prices on Mills Vest Pocket Bells.

### REBUILT EQUIPMENT

Gettlich Three-Way Grippers ..... \$22.50

### CONSOLES

Keeney Kentucky Club ..... \$ 90.00	Paes Reels Jr. .... \$175.00
Keeney Skill Time ..... 90.00	Paes Saratoga ..... 175.00
New Paes Reels Sr. .... 260.00	Paes Races ..... 290.00
New Paes F.P. Reels ..... 260.00	Mills Four Bells ..... Write
New Saratoga Jr. .... 250.00	Jennings Bob Tail, F.P. .... 108.00
New Saratoga Sr. .... 260.00	Jennings Fast Time, P.O. .... 172.50
	Bally Roll-Tm, 25c ..... 175.00

All Prices Subject to Prior Sale. Terms 1/3 Cash With Order.

## BUCKLEY TRADING POST

4225 W. LANE, ST.

CHICAGO 24, ILL.

PH. Van Buren 6736

## NOW BUILDING FLYING TIGERS

NOW BEING CONVERTED FROM

PLAY BALL

## SKY RIDER

NOW BEING CONVERTED FROM

PAN AMERICAN

Still Producing

PIN-UP GIRL CONVERTED FROM SILVER SKATES  
ROCKINGHAM CONVERTED FROM GRAND STANDS or GRAND NATIONALS

### FIVE BALLS READY FOR LOCATION

Big Chief ..... \$25.00	Fear Aes ..... \$140.00	Glamour ..... \$48.00	Jolly ..... \$95.00
Dust ..... 50.00	Midway, Used 150.00	Parade ..... 50.00	Ropeo ..... 35.00
Livelihood ..... 35.00	Bank Parade ..... 55.00	Striptease ..... 60.00	Variety ..... 35.00
Sky Ray ..... 55.00	Belmore ..... 80.00	Capt. Kidd ..... 30.00	Defense ..... 148.00
All American ..... 50.00	Four Diamond 75.00	Gun Club ..... 38.00	Junta ..... 35.00
Fire & Tea ..... 145.00	Melnick ..... 125.00	Sea Hunt ..... 60.00	Sea Hunt ..... 60.00
Majors '41 ..... 70.00	Sporty ..... 35.00	Texas Mustang ..... 35.00	Victory ..... 125.00
Sluggo ..... 70.00	Brite Spot ..... 50.00	Champ ..... 60.00	Big Parade ..... 145.00
Planet ..... 30.00	Four Roses ..... 70.00	Hi Dwa ..... 55.00	Knockout ..... 145.00
Majors (004) ..... 45.00	Myrtle ..... 45.00	Sax Saxy ..... 50.00	Seven Up ..... 60.00
Alphabet ..... 65.00	West End ..... 60.00	Texas Mustang ..... 35.00	Wild Fire ..... 55.00
Knobby ..... 55.00	Breakout ..... 45.00	New Champ ..... 75.00	Dixie ..... 45.00
Flitzer ..... 55.00	Pax Hunt ..... 45.00	Honolulu ..... 70.00	Gold Liberty ..... 160.00
Miami Beach ..... 75.00	Oh Johnny ..... 45.00	School Days ..... 65.00	Gettlich ..... 160.00
South Paw ..... 75.00	Star Attraction 75.00	Trailway ..... 55.00	Shantri-La ..... 150.00
ABO Revler ..... 85.00	Casitas ..... 30.00	Orating ..... 40.00	Yacht Club ..... 50.00

### SPECIAL—TO HIGHEST BIDDER

Make Us an Offer for the Lot

1 Photomatic	4 Viewing Show	2 Gettlich Girls
1 Panorama	4 View-Scops	1 Yankee Double Card
2 Rock Pin	1 Photoscope	1 Vendor
1 Sink the Shark	6 Card Vendors	1 Keeney Anti-Rushout
2 Sky Fighter	2 Candy Vendors	1 Electric Slucker
1 Evans Ten Strike	2 Vitea Pop	1 Chicago Coin Hockey
1 Drivenville	1 Selectoscope	1 Rockale Ten Pin
1 Bally King Pin	1 Zoom	1 Shrunken Head Machine
1 Bally Alley	2 A.B.T. Targets	1 Halo-Nite
1 Box Photomatic Supplies	4500 Photo Frames	2 Great Viewing Show Card

## BELL PRODUCTS CO.

2646 W. NORTH AVE.

CHICAGO 47, ILL.

## REMEMBER WHEN...

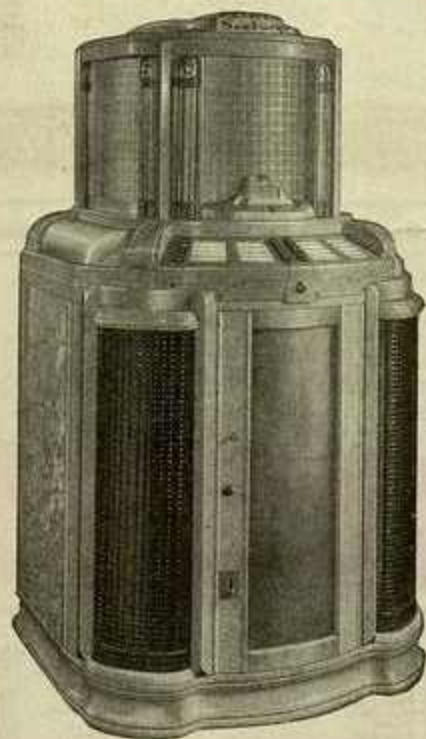
phonographs were drab, unattractive affairs? usually "stuck" away in an unnoticed corner... the "old style" phonographs were necessarily limited to second rate locations



# SEEBURG FIRST

with

## COMPLETE CABINET ILLUMINATION



THIS ORIGINAL SEEBURG CREATION, with the conscientious endeavor of the music operators, provided new, expanded fields of music operating. The best locations received the new illuminated SEEBURG SYMPHONOLA with enthusiastic acceptance. The sheer, colorful, illuminated beauty of the SEEBURG SYMPHONOLA "merchandised music" on location. The illuminated cabinet was the first of a series of major advancements that raised the entire automatic music industry to its present high plane!

# Seeburg

THE ORIGINAL AUTOMATIC MUSIC CABINET

*After Victory*

**SEEBURG** leadership has been responsible for major automatic music developments of the past and will again assert itself in the future.



Awarded to the J. P. Seeburg Corporation for outstanding production of war materials in each of its four plants

**J. P. SEEBURG CORPORATION**  
**CHICAGO**



He gave his life!



*You're only asked to* **LOAN YOUR MONEY**

It's the least we at home can do for those in battle and those who will never battle again. These men are risking, and many losing, the most precious possession a man has—his life! By any standards of comparison it isn't asking much that we and you buy more and more War Bonds. How about an *extra* Bond—TODAY? The Rudolph Wurlitzer Company, North Tonawanda, New York.



Awarded To The  
North Tonawanda Division

**BUY MORE WAR BONDS!**

**WURLITZER**

*The Name That Means Music to Millions*